Hence when you’re selling to Iowa people, you’ve now got to think about thousands of stores, in hundreds of small towns. Iowa, with 2,535,000 people, has only one city over 100,000! Today, you can’t depend on a relatively few outlets in larger communities.

You’ve got to make people demand your goods, at thousands of little stores all over the State.

That’s a big advertising job. So big that it cannot be achieved through small advertising media. There are 17 commercial radio stations in Iowa. But it has been proved that more than one-half of all Iowa families spend more than 70% of their listening time with WHO. . . . If you want the complete facts, write us today, or just ask Free & Peters. You’ll be given an accurate picture of Iowa listening habits — station by station, and county by county. Why not get it now?

"FROM NOW ON, WE’RE NEIGHBORHOOD SHOPPERS!"

- Even in the busy suburbs of New York and Chicago, restrictions on cars and tires will soon be revolutionizing most people’s shopping habits. But out here in Iowa—wow!
They Produce

Programs & Results

MORE THAN A MILLION LETTERS A YEAR!

These men—our program director, production manager and their staff—have learned the preferences of the Mid-Western radio audience, through long association with WLS. That's why WLS programs are tailor-made to please families in the homes of Mid-West America.

A PERSONALITY ALL ITS OWN

That is the story behind the popularity of WLS. Good programs build circulation, and in radio, that means listeners. The programs these men produce are typically WLS programs, produced by our staff, in our studios, and with our WLS entertainers. Mid-West radio listeners like these distinctive programs. They can only hear them on one station—WLS, the station with an individuality. More than a million letters a year from these programs have made our slogan famous: "WLS Gets Results."
KEEP 'EM SPINNING

...and you'll

KEEP 'EM LISTENING

In the wee sma' hours, when you're staying on the air long past your sign-off time for that important news flash—that's when you'll appreciate your library service!

When your schedule is knocked for a loop by a last-minute switch—or broken into by a "must" program—you'll be grateful for the variety and flexibility of a good library service!

And when your staff is depleted—you'll sigh with relief as the simple, comprehensive filing system of a good library service helps you build programs and assemble discs with a minimum of time and effort!

Mighty good reasons why your library service is more essential now, in wartime, than ever before. As the nation's Number One morale builder, radio's job is to keep 'em listening—and one of the best ways to do that is to keep 'em spinning!

* Standard Radio

360 N. MICHIGAN AVENUE
CHICAGO, ILLINOIS

6404 HOLLYWOOD BOULEVARD
HOLLYWOOD, CAL.
Bouquets from British Columbia

Sales for you right here...

You get both with:

WWL NEW ORLEANS

50,000 watts -- clear channel

Thousands of miles from the Crescent City, our fan mail attests, thousands of listeners tune in the 50,000-watt clear-channel voice of WWL regularly. It's plus advertising for you, of course.

But undisputed dominance in the entire trade territory of the South's largest city is the real payoff in profits when you use . . .

The greatest selling POWER in the South's greatest city

VISITING VOICES IN THE LIVING ROOM

WE had visitors last night.
Perhaps you’ve heard of them. Franklin Roosevelt, Winston Churchill and Chiang Kai Shek. Right here in my living room. Can you imagine it?

Thirty years ago you couldn’t! Neither could I! But, today, presidents, kings, statesmen, the history makers of the world come in and talk the situation over with me.

And it’s so intimate ... so personal that it’s hard to realize they’re visiting 55,000,000 homes, too!

For instance, when the President came on he hadn’t spoken two minutes before my wife said, “Oh, Mr. Roosevelt has a cold!”

Can you imagine it?

No wonder anybody who wants to tell me something ... or sell me something uses radio. It’s so personal ... and so convincing. I guess that’s why I buy Jack Benny’s dessert, and Bob Hope’s tooth paste.

WSM is proud that as a part of the great Fifth Estate it is the easiest, quickest and most personal medium between the American public and people who have something to say ... or sell.
ONE OF A SERIES Featuring the Men and Women Who Make SONOVOX Service

As a child in Kansas City, Missouri, Margaret Royster took up the study of the violin, and was soon acclaimed as the possessor of a remarkable musical talent. After winning many local distinctions, she won a five-year Fellowship at New York's famous Juilliard Graduate School of Music. In 1936 while on concert tour she met Gilbert Wright. They were married in 1937. An artist of rare abilities, Margaret Royster Wright not only developed the technique of Sonovox articulation, but has also trained most of the skilled articulators whose work you now hear daily on the radio.

Presenting MARGARET ROYSTER WRIGHT, helpmate of Sonovox

Ask the U.S. Patent Office "Who invented Sonovox?" and they will say "Gilbert Wright." But ask Gilbert Wright himself, and he will certainly say — "Peggy and I." Nor is this mere husbandly gallantry. Margaret Royster Wright, with her energy, her versatility and her great musical talent, deserves much of the credit for the entire Sonovox development. But most especially, it was Peggy Wright who perfected the technique of Sonovox articulation—the sine qua non of talking and singing sound.

So when you hear the Sonovoxed "singing Novachord" on the Guy Lombardo program (Saturday nights on the Red Network), you can remember Peggy Wright! Also when you hear the "talking fog horn" on the Big Town program (Thursday nights on C. B. S.) and the Aunt Jenny program (every morning on C. B. S.)—also when you hear the transcribed Sonovox announcements for Shell Oil, Vel, Palmolive Soap, Wayne Feeds, Junket Quick Fudge Mix, Black Jack Gum, etc., etc.

Listen to Sonovox on any or all of those campaigns and you'll hear why "talking and singing sound" has become radio's biggest sensation in recent years. Then write us direct for any facts you want—or get in touch with any of the Free & Peters offices listed below.

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"
CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

Page 6 • April 13, 1942
WPB Will License All Building Projects

Non-War Projects Above $5,000 Affected

PROMULGATION last week by the War Production Board of general regulations prohibiting all new civil construction without express permission of WPB. It goes beyond the FCC's recent "freeze order" devised in collaboration with WPB and the Defense Communications Board, since its application is general and applies to all types of construction, whether or not covered in FCC regulations.

Effect on Radio
Order No. L-41, which became immediately effective last Thursday, does not apply to ordinary maintenance and repair work to return a structure sound working condition "without a change of design." Any construction contemplated beyond the $5,000 limit first must be approved by WPB under the new regulations.

At the FCC, it was pointed out that the recent freeze order anticipated the general civil construction ban. In essence, the FCC's order barred all new station construction except where primary service was not being rendered in a given area.

Under the new order, stations or prospective licensees who have already acquired equipment pursuant to an FCC construction permit, but who have not begun construction, may not do so until WPB authorization is procured. The order bars the withdrawal from inventory and the purchase, sale or delivery of any material for use in such construction unless expressly authorized by WPB. It is equally binding upon property owners, builders and suppliers.

In addition to the halt on general construction without permission, of $5,000 or more, the order specifically limits residential and agricultural construction, except for the general exemption for maintenance and repair, to emergency repair. Residential construction may be started without permission if it is estimated at $500 or less. 

In computing costs, the order specifies the amount spent on the project within 12 months of the date of beginning construction and subsequent to April 7, 1942, is included. Stations now installing new equipment under old FCC authorizations, it is presumed, can complete the installations, provided no new equipment in excess of the $5,000 limitation is required. Recent authorizations, however, automatically are held up until permission is procured from WPB.

Permissible Expansion
Under the order, the specific type of form to be used for construction in the $5,000 or more category, embracing radio, is set out. The type of construction is described as "buildings, structures and projects important to the war effort and essential civilian needs other than housing." Heretofore, P-19 and P-19-a ratings were prescribed. The new order sets out that no further applications will be accepted with those rating designations that hereafter P-19-a or P-19-a ratings should be applied for. The application forms covering such ratings are PD-200 and PD-200-A. These, according to the order, should be filed with the Field Office of FHA, having jurisdiction over location of the site.

Includes Radio
Leighton H. Peebles, chief of the Communications Branch of the WPB, pointed out that all such applications pass through that branch and presumably automatically will be transmitted to that office if filed with FHA branches. Since procedure already has been established for the handling of communications made by the Communications Branch, it is expected the present practice will be followed.

While the construction order was issued primarily to halt non-essential projects, because of its general nature, it automatically encompasses radio. Since special provision already had been made for radio through the DCB-WPB FCC procedure set up under the freeze order, it will tend to tighten up existing established procedure, it was pointed out.

Military Exemptions
Specifically exempted from the construction ban are Government military projects, projects to reconstruct or restore residential property damaged or destroyed on or after Jan. 1, 1942 by fire, flood, tornado, earthquake or public enemy, and projects controlled under regulations which cover the production and distribution of petroleum.

Officials charged with administration of the L-41 order, it was stated, are considering a plan to issue to authorized projects an emblem or insignia to be conspicuous and posted on the job, to show that the construction has been approved by WPB.

"Although the order applies only to construction not yet commenced," said the WPB announcement, "projects already under construction may be continued if properly examined by WPB on an individual basis. Such projects may be stopped (Continued on page 55)

Stocks of Radios Are Reported Heavy As Shift to 100% War Output Proceeds

WITH CONVERSION of industry to full wartime production progressing much more rapidly than expected, Donald Nelson, chief of the War Production Board, last week said that though American standards of living can be expected to suffer after full conversion, there is still enough durable goods being manufactured—plus those in service—to offset the effects for some time to come.

Radio receiving sets were included by Mr. Nelson in the list of durable goods which he said would last for a long time. He also indicated that repair parts would be made available to keep products, including radios, in operation. At the WPB, however, it was said that it would not be feasible to launch a formal radio replacement and repair parts program but necessary materials for parts would be allocated "whenever they came within the scope of the WPB conversion orders as issued".

Heavy Store Stocks
It has been felt for some time that no replacement parts program could be formally carried on since repeated restrictions have been placed on necessary metals for repair parts such as aluminum, copper, steel, tin, lead and zinc [BROADCASTING, March 16].

Bearing out Mr. Nelson's statement that there would be sufficient durable goods to take care of civilian needs for quite some time, Federal Reserve figures on radio receivers show that retailers' stocks are far above 1941 figures. Using Boston as an index that repair parts would cease, construction may not be quick.

At the WPB, it was pointed out that retailers have radio receiver stocks 115.5% above 1941 figures. Durable goods figures for the entire country show that retailers' stocks of durable goods are 41% higher.

Radio receiver manufacturers have been quick to respond to the order to convert to full wartime production and in many instances manufacturers are reported to be far ahead of the schedule set by the WPB. On March 7 manufacturers were told that civilian production of receivers would cease April 15. Some manufacturers, such as the RCA-Victor plant in Camden, have already reported full conversion.

The last phonograph-radio to roll off the assembly line at the RCA Camden plant was turned out last Tuesday and presented to the Georgia Warm Springs Foundation.

Taking part in the ceremonies were Robert Shannon, president of the RCA Mfg. Co.; Basil O'Con- nor, executive chairman of the board of the foundation; William L. Batt, WPB chief of Raw Materials Section, and Billy Fiest, former patient of the Georgia institution, who received it for the foundation.
Peabody Awards Focus on Program Merit

Prizes Conferred On Shortwave Outlets

SHIFTING to evaluation of program merit, as distinguished from station citations a year ago, the second annual George Foster Peabody Awards, radio counterpart of the “Pulitzer Prizes” in journalism, were announced last Friday by S. V. Sanford, chancellor of the University of Georgia, at a dinner in New York under the auspices of the New York alumni of the university.

The winners were:

Cecil Brown, CBS reporter, for “the best reporting of the news.

Against the Storm, NBC daytime serial and The Bill of Rights, Norman Corwin’s production, last Dec. 15 on all networks, as outstanding in the field of orientation.

Alfred Wallenstein, MBS musical director, in the field of music.

Chicago Round Table of the Air, NBC, in the field of education.

The international shortwave broadcasters of the country for their patriotic service.

Dinner Broadcast

The event was broadcast over three networks on a staggered basis. MBS picked up from 10-10:05 p.m. (EWT); NBC from 10-10:15 p.m., and CBS from 10-10:30 p.m.

The awards were established in 1941, covering the year 1940, to perpetuate the name of the late George Foster Peabody, Southern philanthropist, and are administered by the Henry W. Grady School of Journalism of the University of Georgia. The 1941 awards were to stations for “outstanding meritorious public service” during 1940. This year the Advisory Board decided to make awards on the basis of outstanding programs.

First announcement of the 1941 awards was to have been made at the Waldorf-Astoria banquet last Tuesday. A release had been sent to news and trade papers a fortnight in advance. Premature publication of the award winners by one theatrical publication, and branded by university officials a violation of the release and of newspaper ethics.

Board’s Summary

Following is the Advisory Board’s summary of the five awards:

I

The major networks and many of the local stations are to be commended for their news coverage in 1941. The Award for the Best Reporting of the News goes to Cecil Brown of CBS whose dispatches from Cairo, Singapore and Australia were remarkable for their accuracy and their courage. He was frequently in hot spots, and his eye-witness account of the sinking of the Repulse and the Prince of Wales was the most dramatic single story of the year. His news sense, his coolness under fire and his insistence—even under censorship—that the truth must get home sets an example for reporters everywhere.

II

The committee wishes to make two Awards in Drama. The first is in honor of a daytime program which stands head and shoulders above the mediocre in its field.

PROTER & GAMBLE’s Against the Storm, set at mythical Harper University in Hawthorne, won the 1941 Peabody drama award because of its human interest and integrity and as a standout “above the mediocrities in its field.” Of this Monday-thru-Friday serial on the Red, and its author Sandra Michael, John K. Hutchins of the New York Times wrote: “They are recognizable human beings instead of figures carved out of the sponsor’s product…They are sensitive and intelligent and they talked literately of such subjects—not usually discussed on the radio at 3 p.m.—as politics, art and poetry…The explanation doubtless is that Miss Michael is herself a sensitive, intelligent and literate person.” This is the cast of Against the Storm (to r, bottom row): Alexander Scaurby, Claudia Morgan, Florence Malone, Joan Tompkins, Roger DeKoven; (standing): Charlotte Holland, Chester Stratton, Ann Seymour, Lawson Zerbe.

The program is entitled Against the Storm. Its human interest and integrity are much needed; its author, Sandra Michaels, and its director, John Gibbs—a good team in life as in radio—deserve our Award and our congratulations.

We secondly wish to confer an Award in Drama upon Norman Corwin, whose program on The Bill of Rights demonstrated what patriotism and a fine dramatic sense could do seven days after Pearl Harbor. Here is a program which ought to be rebroadcast until it is familiar.

III

The committee was strongly of the opinion that the Award in Music should go to Mr. Alfred Wallenstein of WOR. Every music lover is grateful for the many fine programs by symphonic orchestras and the Metropolitan Opera Co. But Mr. Wallenstein’s work partsakes of greater originality; his presentation of the Bach Cantatas, his search for the lesser-known classics, and the beauty and leadership which he has brought to the performance of his Sinfonietta—all these mark him as singularly fitted for this Award.

IV

Many programs were considered in the field of Education. The 1941 Award goes unanimously to the Chicago Round Table of the Air, a program which, since its origin ten years ago, has been identified with WMAQ, and for the excellence and spontaneity of which Judith Walker, Allen Miller and Sherman Dryer are primarily responsible. In the days when it is no longer permissible to ad lib, it is well to remember a program which gave free expression to intelligent minds.

NORMAN CORWIN has been called radio’s foremost playwright, and his selection for one of the two Peabody drama awards was no surprise. His magnificent dramatization, We Hold These Truths, broadcast last Dec. 15 by all networks on the occasion of the anniversary of the Bill of Rights, was a landmark in radio drama. So are his This Is War! Saturday night programs on combined networks, though it was the former which won him the Peabody award.

Finally, it was the committee’s opinion that the most worthwhile innovation of 1941 is to be found in the international shortwave broadcasts which have gone from America into the free air of England and into that area of silence, the dominated lands of Europe. It is unfair to single out any one station for this admirable work. Instead the committee recommends, one and all, and their coordinator, Stanley P. Richardson, should be cited for their initiative and their influence.

Origin of Awards

At the awards dinner, in the ballroom of the Waldorf-Astoria, Robert D. O’Callaghan, New York attorney and president of the Alumni Society, introduced Chancellor Sanford. Plaques were presented to the winners.

The idea for the awards originated with Lambdin Kay, former manager of WSB, Atlanta, and one of radio’s figures. Mr. Kay had suggested the need for “something comparable to the Pulitzer Prizes” for radio to Dean John E. Drewry, of the Henry W. Grady School of Journalism, who, in 1939, presented the matter to Dr. Sanford. The University Board of Regents subsequently approved the plan and at its 1940 convention in San Francisco unanimously endorsed it.

The Advisory Board which selected the winners includes:

Members of the Board

Bruce Barton, president, BBDO; John H. Benson, president, American Assn. of Advertising Agencies; Virginius Dabney, editor, Rick mond (Va.) Times-Dispatch; Norman H. Davis, chairman, American Red Cross; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; John E. Drewry, dean, Henry W. Grady School of Journalism, Atlanta; Georgia; Mark Ethridge, vice-president and general manager, Louisville Courier Journal & Times; Waldemar Kaempfert, science editor, New York Times; Alfred L. Knopf, publisher, Grace Moore, Metropolitan Opera Co.; Dr. John W. Studebaker, U. S. Commissioner of Education; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody; Edward Weeks, editor, Atlantic Monthly.

First award winners, announced in March; WMAQ, were WJW, Atlanta; KNX, Los Angeles; WLS, Chicago; WCAU, Philadelphia; WBP, Fort Worth; WOR, New York; and WGOE (shortwave), Schenectady, in the large station group. Medium-sized stations cited were WJJD, Chicago; WQXR, New York; WOW, Omaha; KSTP, St. Paul; WOR, New York; WOAI, Philadelphia; WMAL, Washington. KVOS, Bellingham, Wash., was the only small station cited.
Cecil Brown  

THE PERIPATETIC Cecil Brown, who has covered the fighting front for CBS from both sides of the line, holds the unusual distinction of having been barred from the air in both Rome and Singapore. Brass hats of both the Italian and British military organizations found equal distaste in Brown's insistence in using客观 facts rather than official handouts in his broadcasts. He is now back in this country and about to embark on a lecture tour. This desire to see things for himself led to Brown's most notable reportorial achievement, an eyewitness story of the sinking of the British warships Prince of Wales and Repulse by Japanese torpedoes, broadcast from Singapore a few hours after he was rescued from the waters above the grave of the Repulse. His remarkable factual story covered every incident from the moment the Japanese attacked, through the captain's "Prepare to abandon ship, May God be with you" and the sinkings and rescue scenes that followed.

A trained observer and reporter of facts, Brown came through with colors flying on a story that made newspaper and radio news reporting history. Conforming to his professional habit of being there when things happen, Brown was in Yugoslavia when the Nazis invaded that country. With Lieutenant Colonel Louis J. Fortier, American military attache there, he started for Belgrade by automobile and made a thrill-packed trip which included repeated narrow escapes, threats by Croat soldiers, final capture by the Germans and later release, then eventual escape to Budapest in Hungary. He was attached immediately to the British Near East forces during the Syrian campaigns, making his headquarters in Cairo.

Among tributes to his ability as a reporter was the award of Sigma Delta Chi, national journalistic honorary fraternity, for the best news reporting of 1941, and the Overseas Press Club's prize for outstanding radio reporting.

Tall, lean and hard, Brown is 33 years old. He was born in Brighton, Pa. He attended Western Reserve and Ohio State universities, being graduated in philosophy in 1929. His first news job was as a reporter on the Youngstown Vindicator, where he covered police and court beats. After working for United Press on the West Coast and for the Pittsburgh Press, the Newark Ledger and the New York American, Brown joined the publicity staff of CBS in 1937, but the International News Service soon offered him a post as foreign correspondent and sent him to Europe.

In Rome, Brown resigned his CBS job to work on this job for CBS this time as Rome correspondent.

His broadcasts from the Italian capital stood out for accuracy and keen observation, but in telling the truth he had "stuck his neck out," offending Fascist officialdom, and was expelled from Italy.

Last fall, when the war scene began to shift to the Far East, Brown was shifted to Singapore. Following his rescue after the sinking of the Repulse and the Prince of Wales, Brown's broadcasts from Singapore over CBS presented a striking picture of conditions there and of the progress of the war. But again his determination to tell the truth as he saw it brought him into conflict with censorship. The British authorities barred him from further broadcasting from Singapore.

After ineffectual attempts to have the ban lifted at Singapore, Brown went to Australia, where his reports told the world many facts hitherto unrevealed as to the situation in the Far East, and stirred the Australians to a new realization of their own peril.

He has recently returned home to write a book, make a lecture tour and eat his fill of popcorn, a delicacy he found almost impossible to obtain outside the United States.

Cecil Brown's dispatches from Cairo, Singapore and Australia, as his Peabody citation states, were "remarkable for their accuracy and courage." He was in Yugoslavia when the Nazis invaded that country, was captured, released, then proceeded to Cairo. He was on the British battle cruiser Repulse when it was torpedoed by Jap planes, his account being one of the all-time highlights of radio reporting. The Peabody prize in his third, for he was awarded the 1941 prize for best radio reporting by Sigma Delta Chi, national journalistic fraternity, and the Overseas Press Club's award for outstanding radio reporting in 1941.

English poet laureate, was brought in by shortwave last Nov. 3.

Unpublished for nearly two years, Against the Storm first won recognition from two New York critics (Hutcheson of the Times, Ranson of the Brooklyn Eagle) in October, 1941. In February it was one of a dozen wholly dissimilar quarter-hour programs voted most popular in the New York World-Telegram poll of radio editors. A month earlier it won second place in the Motion Picture Daily poll.

Sandra Michael writes Against the Storm alone. She also collaborates with her brothers, Peter, on Lone Journey, another NBC-Red drama. She is petite, and has blue-gray eyes. Her only hobby is "not writing scripts." Actually, of course, her schedule calls for 260 episodes a year, a fact to which her nominees called attention.

Norman Corwin

THE PEABODY badge of merit goes to Norman Corwin, for We Hold These Truths, his program on all networks last winter celebrating the 150th anniversary of the Bill of Rights. Heard by the greatest audience ever to hear a radio program, this production received wide acclaim of both press and public.

Despite his remarkable list of

(Continued on page 58)
Supreme Court Bolsters Rights of Stations

Decision to Affect Several Cases At FCC

IN THE FIRST clear-cut legal victory for the broadcasting industry since the existing law was enacted eight years ago, the Supreme Court of the United States last Monday upheld the right of the United States Court of Appeals for the District of Columbia to issue stay orders against decisions of the FCC whenever it deems the circumstances warrant such relief.

The ruling came in a 6-2 decision, written by Associate Justice Felix Frankfurter, on a question certified by the lower court for instruction as to the scope of its jurisdiction in broadcast legislation. Heretofore, every case that has gone to the Supreme Court involving radio—a dozen number—since the enactment of the Communications Act of 1934, was on certiorari by the Government.

Bolsters Station Rights

The vehicle for the unprecedented ruling, which bolsters considerably the appealable rights, was the so-called Scripps-Howard case, involving the appeal of WCPO, Cincinnati, from the FCC decision granting WCOL, Columbus, full time with a station on 1200 kc., the frequency occupied by WCPO. The Cincinnati station had contended that the grant to WCOL materially reduced its average due to electrical interference and that the FCC had erred in failing to give it a hearing.

The question of the lower court's jurisdiction was deferred until the case was certified after the court had divided 3-3 on the issue. The FCC had contended that the court was without power because of the fact that it previously had regularly issued stay orders without FCC objection.

The case was argued before the highest tribunal March 3 by Lieut. Paul M. Segal, USNR, the day before he reported for active duty in the Judge Advocate General's office, Navy Department. Thomas E. Harris, former assistant general counsel of the FCC, now with the Office of Price Administration, appeared for the Government.

Lieut. Segal's primary contention that the lower court's action terminated uniform practice on issuance of stay orders, which had been followed for 14 years, was sustained in substance by the Supreme Court majority.

Answering the question of the lower court, the Frankfurter opinion concluded that the Communications Act of 1934, and particularly Section 402 (b), "has not deprived the Court of Appeals of the power to stay—a power as old as the judicial system of the nation."

The majority added that it did not go beyond the question of jurisdiction, but merely recognized "the existence of the power to grant a stay."

"We are not concerned here with the criteria which should govern the court in exercising that power," said the court. "Nor do we in any way imply that a stay would or would not be warranted upon the showing made by the appellant in the case."

The importance of the Supreme Court ruling is reflected in the fact that the lower court has held in abeyance decisions on several cases in which stay order petitions are now pending. Most important of these is the appeal of NBC, on behalf of KOA, Denver, against the FCC decision granting WDHH, Boston, full time on the 850 kc. channel.

Several Cases Affected

The Boston station already is on preliminary program tests, operating full time, and has entered an agreement with the BLUE Network as its Boston outlet, effective June 15. Should the Appeals Court issue a stay in this case, it could mean reversion of WDHH to limited time operation on 830 kc., pending determination of the case on its merits.

Similarly, the lower court now is in position to act on the stay order sought by WCPO. WCOL, however, has been operating on the WCPO frequency for some two years.

Other appeals involving petitions for stay orders pending before the court are those of the Frequency Broadcast Service, an FM applicant in New York, and WDAQ Inc., Trenton, operators of WTNJ, against the FCC decision authorizing a new station in that city.

The dissenting opinion was written by Associate Justice Frank Murphy. Associate Justice Hugo Black took no part either in the consideration or decision in the case, presumably because he was a member of the Senate in 1934, when the Communications Act was passed.

Dissenting Opinion

Because Congress remains silent on the matter of stays under Section 402 (b), the minority held that the order involved was of a class which is expressly excepted from such relief. Section 402 (a), it contended, allows the appellate court to issue stays.

The majority, in reviewing the proceedings leading up to certification of the jurisdictional question, brought out that originally three judges of the lower court decided by 2-1 vote to uphold the Commission's contention that it was without power to grant a stay. On a motion for rehearing, made on WCP6's behalf before all six members of the court, the judges divided equally and then certified the question.

Answering the first contention of the Commission that the certificate should be dismissed because of the generality of the question posed, Justice Frankfurter said the court regarded it as "sufficiently specific." The question was:

"Where, pursuant to the provisions of Section 402 (b) of the Communications Act of 1934, an appeal has been taken to the United States Court of Appeals, from the Federal Communications Commission, does the court, in order to preserve the status quo pending appeal, have power to stay the execution of the Commission's order from which the appeal was taken, pending the determination of the appeal?"

Justice Frankfurter called the Communications Act of 1934 "a hybrid." He recited the legislative history leading to its enactment and analyzed the various types of appeals allowed under it, pertaining both to common carrier and other aspects.

"No court can make time stand still," said the majority opinion.

"The circumstances surrounding a controversy may change irrevocably during the pendency of an appeal despite the power of a court to do. But within this limit it is reasonable that an appellate court should be able to prevent irreparable injuries to the parties or to the public resulting from the premature enforcement of a determination which may later be found to have been wrong.

"It has always been held, therefore, that, as part of its traditional equipment for the administration of justice, a Federal court can stay the enforcement of a judgment pending the outcome of an appeal."

The court continued that if the administrative agency has committed errors of law for the correction of which the legislature has specifically provided appeal to the courts "such judicial review would be an idle ceremony if the situation were irreparably changed before the correction could be made."

The court added that a stay is not a matter of right even if irreparable injury might otherwise result to the applicant but that it is "an exercise of judicial discretion" and "the propriety of its issue is dependent upon the circumstances of the particular case."

Answering the Commission contention that since Section 402 (a) explicitly authorizes the issuance of stay orders and that the omission of any reference in 402 (b) to the stay order is an unimportant error of congressional choice to deprive the Court of Appeals of this power," the majority said that the search for significance in the silence of Congress "is too often the pursuit of a mirage." Then Justice Frankfurter continued:

"We must be wary against interpolating our notions of policy into the interstices of legislative provisions."

Matter of Convenience

While Sections 402 (a) and 402 (b) route appeals to different courts, an argument was in large measure the "product of Congressional solicitude for the convenience of litigants," the majority said. It had no relation to the scope of the judicial function which the courts were called upon to perform. Citing examples, the court said that if the Commission on its own motion modifies a station license, review is had under Section 402 (a) in the appropriate district (Continued on page 57)

PICKING THE WINNERS in the George Foster Peabody radio awards contest was a difficult task, with entries submitted by all major stations as well as the networks. Writers and Warren Jones, instructors in the Henry W. Grady School of Journalism, University of Georgia, look over the entries. Medals were awarded April 10 (see page 8), with the ceremonies broadcast by the three major networks.
"What's happened to Mr. Agnew, Ma?"

"How many listeners have I?" is not half so important today as "What kind of listeners are they?" For this is an economic war that is changing people, their habits, their incomes, their interests.

Today, a station, in order to offer completely effective service, must do more than merely sell. It must be able to tell you, (a) Whether you're reaching more women than men, or an equal division of both. (b) How many people in every home are listening to your program*. (c) Whether the income group from which you attract the greatest audience will be the one most seriously affected by increased taxes, army inductions and other causes that reflect a changing nation.

WOR can now answer these — and many other — vital questions through the "WOR Continuing Study of Radio Listening in Greater-New York". This personal interview study goes on continuously, month after month. It determines audience value essentially; volume as a matter of course. Its interviewers meet your listeners face-to-face and ask them specific questions — the answers to which give you not our but their opinion of your program, its competition, its value as a hard-cash investment. These findings — with certain confidential restrictions — are available to all agencies and their advertisers. Their purpose is to make your radio buying and planning an investment for the future as well as the present.

* One WOR program, for instance, was found to have 18 listeners for every 10 homes checked by personal interviewers. Its major station competitor — with an equal rating — was found to have a total of only 13 listeners for 10 homes!
Disputes Over AFM Contracts Called Purely Local by Union

THERE were no repercussions last week from the unprecedented action of MBS in stopping service of all musical programs to WBIX, the firm’s New York radio outlet, to avert a nationwide American Federation of Musicians strike affecting all MBS stations.

At AFM headquarters in New York G. B. Henderson, assistant to James C. Petrillo, AFM president, emphatically denied charges that the station went off the air for the purpose of a nationwide drive for increased employment by the AFM, in which the union would achieve its demands through threatened loss of network affiliation for the station if it refuses to accede.

No ‘National Plan’

“There is no such national plan nor is any contemplated,” Mr. Henderson declared. “In Nashville and in other cities where there have been disputes between radio stations and AFM locals, the situations have been purely local and not inspired by the national union. Whatever action the national union has taken has been merely to assist its locals in working out satisfactory arrangements.

“The general cost of living has increased about 20 percent,” Mr. Henderson continued, “a fact that all fair-minded station management have taken into consideration when negotiating new contracts with their local unions. In only a very few instances has any drastic action been necessary.”

Negotiations for new contracts in Baltimore have been satisfactorily concluded, Mr. Henderson said, stating that new contracts for a 26-week winter season as before.

Queried concerning the AFM Dallas convention in June, Mr. Henderson said he could not predict whether radio would be discussed. All issues considered by the convention originate in resolutions presented from the floor by delegates of various local bodies, he said, and no one could safely predict in advance what subject these resolutions would concern.

FIVE-YEAR CONTRACT has been signed for America’s Town Meeting of the Air by George W. Smith, president of Town Hall and founder and moderator of the forum. Seated with Denny is Mark Woods (right), president of the Blue, and looking on is Philip Carlin, the network’s vice-president in charge of programs. Under the new contract, the program will be heard the year-round instead of on a 26-week winter season as before. Contract calls for a half year of summer tours, with broadcasts originating in other cities than New York. The program has already started its 1942 tour.

JOHN CAPLES, vice-president of BUDI, New York, has been commis- sioned a lieutenant commander in the Naval Reserve.

CAMPBELL DROPS DUE TO TIN BAN

ALTHOUGH Campbell Soup Co., Camden, had signed a 15-week renewal contract for the CBS program for 1942, the firm last week announced that because of the tin shortage it would move to the WNYC program the May 1 broadcast.

The announcement was made the same week the program shifted products from Franco-American spaghetti to concentrated soups, and again Mr. Ryan to Ward Wheelock Co. (BROADCASTING, March 23).

Science of Lanny Ross on 57 CBS programs, Monday through Friday, 7:15-7:30 p.m., will show how to use radio in campaigns in years, with only two CBS shows remaining on the air, Bob Burns, Tuesdays at 8:30 p.m., and Amos ‘n Andy five times weekly at 7 p.m.

Another advertiser is understood to be interested in taking over the series of 7:15 p.m. five-weekly spot on CBS after May 1, while it is also reported that Wells Tobacco Co., New York, might shift its 10 p.m. Glenn Miller program for five weeks to CBS into that earlier period.

SCARCEITY OF FATS IS SEEN BY C-P-P

FOREGO ASSOCIATION of scarce in fats, oils and rosins, which are used in the manufacture of soap products, is made by the report of Colgate-Palmitov-Foot Co. issued last week by E. H. Little, president. The report maintained that a large proportion of these products have been imported and that their sources are now eliminated by the war. The company also uses imported essentals oils in compounding perfumes used in its products, but Mr. Little stated that it is fortunate in having a fairly substantial quantity on hand.

C-P-P for 1941 amounted to $105,400,000, highest in the company’s history. Because of the end of the war sales were anticipated, the company decided to exclude from its 1941 financial statements the accounts of all subsidiaries and branches located outside of the Western Hemisphere. Domestic inventories of the company’s finished goods during 1941 to $22,700,000 from $14,200,000 a year earlier.

Gen. Foods Continues DEPENDING reduction of net profits in 1942 because of the war, General Foods Corp. will continue any curtailment of advertising campaigns for its products, many of which are in the hands of M. C. & M. Ltd. The company, board chairman, said at the annual stockholders meeting held in New York. He indicated possibility he may retire, depending on the war situation.

Larus Adds LARUS & BROS. Co., Richmond, Va., on April 11, commenced its campaign of five transcribed announcements weekly for Edgeworth cigarettes, each monthly to 75 stations throughout the country. Agency is Warwick & Legler, New York.
TO WHAT DO YOU LISTEN?
6 NIGHTS A WEEK — FROM 6 TO 9

IMPORTANT: Your name was “one in five” selected for this survey. You can be of great aid to us in determining the listening habits of Nashville people by answering promptly.

This is a survey to determine the radio listening habits of Nashville people. Will you co-operate? All you are asked to do is mark the programs you prefer hearing—one program at each half-hour interval from 6 to 9 P.M. Monday through Saturday. Your signature will be appreciated, but is not required. When you have checked your favorites, place this sheet in the stamped, self-addressed envelope enclosed, drop it in the mail, and your job is finished.

Thank you!

McINTYRE AND ASSOCIATES

P.S.: If you have more than one radio, and members of your family listen to more than one station at the same time, then mark the schedule accordingly.

THIS SURVEY, conducted by Certified Public Accountants in Nashville, went to every fifth name in Nashville’s City Telephone Directory, exclusive of business addresses. It sought to determine the night time listening preference of the Nashville metropolitan audience.

CONCLUSION!

IF WLAC’S PROGRAMS HAVE SUCH A DEMAND NOW THINK WHAT THE STORY WILL BE WHEN ITS POWER IS STEPPED UP TO 50,000 WATTS

WHICH PROVES that WLAC has won a clear-cut margin of preference among Nashville listeners. This, mind you, with WLAC’s 5,000 watts competing with Station B’s 50,000 watts.

NASHVILLE, TENN.
F. C. SOWELL, MANAGER. J. T. WARD, OWNER
NASHVILLE’S CBS OUTLET • UP NEWS
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

WLBW
THE STATION OF THE GREAT TENNESSEE VALLEY

2 COMPARING WLAC’s 41 sponsored programs, listed against competing features on other local stations, returns on the survey show the choice of Nashville’s listeners to be listed as above.

3 WHICH PROVES that WLAC has won a clear-cut margin of preference among Nashville listeners. This, mind you, with WLAC’s 5,000 watts competing with Station B’s 50,000 watts.
Easing of Rigid Video Rules During War Period Is Urged

FCC Hears Industry Views; Shortage of Men and Equipment Declared to Be Impeding Progress

RELAXATION of rigid operating requirements governing both commercial and experimental television for the duration was urged by a majority of the two-score representatives of television licensees or permittees who attended the FCC special television conference last Thursday in Washington.

The FCC en banc heard views of the television industry, the development of which has been seriously impeded by the war. Restrictions on materials, loss of technical manpower to the military services and the virtual stoppage of receiver production have combined to bog down public and industry interest, it was indicated.

The main topics were whether television should be discontinued for the duration, whether the present requirements of a minimum of 15 hours per week of operation, staggered according to prearranged schedule, should be reduced, and whether experimental operations should continue. The consensus appeared to favor reduced operation for the duration, to work least possible hardship.

Permittees Canvassed

Following the session the FCC announced it is canvassing all television permittees for progress reports prior to enunciation of the war-time policy. It will learn the percentage of completion of installations under outstanding construction permits; amount of money and material thus far used; additional money and materials required for completion; anticipated dates of completion; man hours already invested, and anticipated requirements and related comprehensive data which will enable it to appraise more accurately the status of licensees and construction permittees.

Several spokesmen indicated the desire to suspend operations during the war because of inability to procure necessary materials. Television, it was stated, is not entitled to any higher priority ratings than standard broadcasting, which has an A-10 rating. Moreover, the new WFB ban on construction in excess of $5,000 might tend to block allocations of necessary materials.

Flexible Standards

Arguments advanced that television could serve effectively in civilian defense instruction were discounted on the ground that service is restricted to a few areas and that receivers in use are so sparse that it could only be a very minor phase of this activity.

W. R. G. Baker, vice-president of GE, as chairman of the National Television Systems Committee, recommended that the present flexible television standards be continued without change.

C. A. Priest, GE television engineer, said his company desired to continue present commercial service and had no objection to the 15-hour per week requirement. He pointed out, however, that audience may be seriously reduced when present tubes burn out and require replacement.

Dr. C. B. Jolliffe, former FCC chief engineer, as spokesman for RCA-NBC, said he felt television should be kept alive if it is of importance in national defense; otherwise it should be closed down for the duration.

Post-War Progress

W. E. Eddy, for Balaban & Katz, Chicago licensee, recommended that television service be maintained, particularly in the light of possible post-war developments. Operation requirements, however, he said, should be reduced during the emergency.

Allan DuMont, who holds construction permits for stations in both New York and Washington, urged continuation of experimental television, though he doubted it could expand appreciably because of priority limitations and sparsity of receivers. He declared he is proceeding with construction of his two stations.

D. B. Smith, engineer for Philco, said television would be vital in the post-war economy but urged that the 15-hour per week requirement be relaxed. Rigid construction specifications which would prevent broadcast in particular brackets each day, should be made more flexible, he advocated. He estimated there are 400 television receivers in Philadelphia, about 5,000 in New York, and from 100 to 125 in Chicago.

Adrian Murphy, CBS television director, asserted that if television continues it should be declared essential in the war effort. Otherwise, he said, engineers will be lost and drafted, diverted to other war operations. He said CBS will apply for necessary priorities to complete its Chicago station.

A. F. Murray, representing Hallicrafters, said his company is proceeding with station installations in San Francisco and Los Angeles.

Paul Raibourn, for Television Productions Inc., likewise declared his company was going ahead.

Those Present

In addition to the seven Commissioners, FCC Chief Engineer E. K. Jett; George P. Adair, assistant chief engineer in charge of broadcasting; William H. Bauer, of the legal department, in charge of television; John E. Doane, FCC television engineer, and Nathan David, attorney in charge of the FCC Defense Section, participated.

Industry representatives present were:

Paul Kolisch, Dr. C. S. Szegö, Gaumont British Corp. of England and the Railroaid Corp., Chicago; B. J. Weig, U. A. Sanabria, American Television Labs.; C. A. SILEN IS BELIEVED PRISONER OF JAPS

BERT SILEN, general manager of KZRH, Manila, and NBC's correspondent in that city until it was captured by the Japanese, is presumably a prisoner of the invaders, according to a cable received by NBC from Martin Agronsky, NBC correspondent from Melbourne, Australia. Agronsky said he received the report from a friend of Silen's who recently arrived in Melbourne.

Don Bell, Silen's colleague with whom he made the memorable broadcast of the witness broadcast Dec. 8, 1941, of the bombing of Manila, was tortured by the Japanese before being bayoneted to death, according to a recent report in Life magazine by Melville Jacoby, Life correspondent.

The report on Silen indicates that, although he had an opportunity for evacuation stations in the Philippines, he preferred to remain behind in the city and make his chances.

BMI Signs 616

TOTAL number of new BMI eight-year licenses signed by broadcast television stations reached 616 last week, according to Carl Haverlin, vice-president in charge of station relations, BMI. These were placed under their signatures, making the total 705, including the pledges. Stated BMI chairman, William E. Eddy, pointed out that 16 States can be counted as solid according to signed renewals or pledges, Mr. Haverlin stated.

Tobacco Test

RUM & M A P L E TOBACCO Corp., New York, on April 6 started a test campaign of weekly spot announcements for Rum & Maple tobacco and Three Squires Tasty Mints in six States. Account is handled by Brown & Specter, New York.


HISTORIC MOMENT in the 20 year history of WMAQ, Chicago's oldest station. Here D. F. Kelly, president of the Fair Store and part owner of the station in 1928, is shown signing two aspiring comedians and an announcer for a local program to be called Amos 'n Andy. (L. to r) Bill Hay, the late Mr. Kelly, Charles Correll and Freeman F. Gooden. The latter two portray Amos and Andy respectively.
CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

* High-paid drillers log the progress of the drill bit as it grinds its way through primeval rock on the way to producing structure.

"MAKIN' HOLE"

KWKH advertisers are "makin' hole"—drilling deep into the heart of the world's richest oil and gas producing area for millions of dollars of spendable income. Oil and gas money goes into all pockets—from farmer to financier, from roughneck to refiner. Oil money circulates, buys the products that you have to sell.

No other medium covers the 370,000 able-to-buy families* of East Texas, North Louisiana, and South Arkansas so effectively. When you buy KWKH, you buy the dominant coverage that comes only from 50,000 watts keyed to the unique radio tastes of the area.

KWKH

A Shreveport Times Station

SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET

* CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.
OFF Ready to Release Radio Information Plan

THE proposed system of "allocation" and "distribution" of news, information and advertising emanating from the Government departments will probably be released by the radio division of the Office of Facts & Figures this week. Its details are to be considered by the Committee on War Information at its regular meeting Monday night, it was announced.

Basically, the plan is understood to be along the lines indicated by Mr. Hough, who released the scheme last week (Broadcasting, March 30), with allocations of definite schedules to networks and their sponsors and priorities suggested on different subjects. But it is stressed at given times by individual stations.

There will be no compulsion upon the sponsors, networks or stations to follow the plan, evolved as a result of conferences with committees representing advertisers, agencies, stations and networks, but it is believed they will follow it "as a means of one measure of relief from the burden of material now being forced upon them by the pressures of individual press agents without any organization or coordination."

Radio Press Group To Review Inquiry

Hough Calls Publishers for Session During Convention

APPRAISAL of the status of the FCC's inquiry into newspaper ownership of broadcast stations, now entering its final phases, will likely be a main topic of a meeting in New York April 29 of newspaper publishers identified with radio, called by Harold V. Hough, head of WBAP-KGKO, Fort Worth, and chairman of the Newspaper Radio Committee, formed in 1941, has represented newspaper-owned stations throughout the protracted FCC inquiry.

The meeting will be called in conjunction with the annual convention of the American Newspaper Publishers Assn. at the Waldorf-Astoria. It is scheduled for 3 p.m. and follows the Associated Press annual meeting.

Mr. Hough said the meeting would include, in what has happened to date and a discussion of future policy. The inquiry began July 23 last year and has continued intermittently, but the FCC still has several exhibits to introduce with likelihood of one or two days more of hearing.

Members of the Steering Committee, in addition to Mr. Hough, include Walter J. Dann, Milwaukee Journal (WTMJ); Tennant Bryan, Richmond News-Leader (WRNL); Virgil G. Des Moines Register-Telegram (Iowa Broadcasting Co.); James M. Cox Jr., Dayton News (WHIO); C. H. Frink, McClatchy Newspapers (KPFI); Jack Howard, Scripps-Howard Newspapers (Scripps-Howard Radio Inc.); John E. Person, Williamson Sun (WRAK); Nelson P. Poynter, St. Petersburg Times (WTSF).

Other Sponsors Joining General Mills In Broadcasts of West Coast Baseball

FOR THE FIRST time in the years it has sponsored games of the Pacific Coast Baseball League, General Mills is paying the cost with more than one co-sponsor. Due to the tire rationing and rubber shortage the B. F. Goodrich Rubber Co., which is co-sponsoring the diamond contests with General Mills for the past several years, dropped radio advertising this season.

General Mills, with other co-sponsors, will continue its sponsorship of the baseball games of the Pacific Coast League. It may sponsor later on the games of the Northwestern League in the Pacific Northwest.

Merchandising Plans

R. W. Stafford, general manager of Westco Adv. Agency, General Mills coast agency, returned to his San Francisco office April 6 following conferences with General Mills executives in Minneapolis. Although the baseball season on the West Coast opened April 9, the radio merchandising, promotion and advertising plans had not been set in motion until Mr. Stafford's return.

Because all of the baseball sportscasters on the coast contracted by General Mills for the season are professional announcers for more than a dozen years of service for the clients, Mr. Stafford deemed it unnecessary to hold an announcers' baseball school this year.

Wheaties again will be the major product advertised by General Mills and it will be Wheaties which will come in for considerable sales promotion and merchandising in connection with the air advertising.

According to Mr. Stafford, the other co-sponsors which will vary in the different cities, will be: Seattle Burlington-Lilly Clothing Co.; Portland, Ore., Sperry Pancake and Waffle Flour (product of Sperry Flour Co., General Mills subsidiary); San Diego, Cal., Sperry Flour Co., and Wilson Packing Company. In San Francisco, Oakland and Los Angeles, "Wheaties" will carry full sponsorship of all games.

San Diego Included

This year is the first time the Pacific Coast League has permitted commercial radio broadcasting of the San Diego Padres team. Alternate games will be sponsored.

Westco signed the following stations for the broadcasts: KROC, Seattle; KWWJ, Portland; KXW, Oakland; KFAC, Los Angeles; KFMB, San Diego. KROW will broadcast all "away" games of the Oakland and San Francisco teams by re-creation and will release the home games only when Oakland and San Francisco teams play together.

Announcers signed for the broadcasts are: Leo Lassen, KROC; Rollie Truitt, KWWJ; Ernie Smith and Dean Maddox, KROW; Frank Bull, KFAC, and Marion Fonville, KFMB.

General Mills will follow much the same pattern in broadcast policy this year as in past years. Approximately four commercial announcements will be given during each baseball game in behalf of Wheaties or Sperry Waffle and Pancake Flour.

A large-scale merchandising program is being mapped out by Westco Adv. Agency. The Wheaties Quartet, a transcribed musical novelty, acts as a signature "pepper-upper" before each game. It is played from the broadcasting studio.

A merchandising story will be sent regularly in dramatized transcription form to the announcees. The Welcome Home Merchandising plan will be utilized again. When a ball team returns to its home stadium, all grocery stores handling the General Mills product will be supplied with special posters and displays.

RINGING TESTING SPOTS MAY USE AIR ON CIRCUIT

DURING ITS month stay in New York City at Madison Square Garden, Ringling Bros., Barnum & Bailey Circus, which opened April 9, is using spot announcements on a paid basis for the first time, in addition to special supplementary interviews and programs. Stations which have cooperated in the past in giving the circus free promotion, were given preference, according to Beverly Kelley, director of radio for the circus.

The daily spots have been placed on an experimental basis, and will be continued in cities outside New York when the circus makes stops over this coming week. The National public-relations campaign is placed through Duane & Co. Stations are WJZ WABC WOR WHN WNEW WOR WMCA.

Washington News Photo

BEAUTIFUE VARIOUS Virginia Fields, Broadway actress, will shortly marry Paul Douglass, noted New York radio announcer who recently has been freelancing in Hollywood. The announcement was made on the westfield broadcasters. Douglas also is serving in an advisory capacity with the Office of Facts & Figures. They secured a license to wed in Los Angeles last week.

ADVERTISING POST IN OFF GIVEN DYKE

KEN R. DYKE, NBC director of promotion and advertising, will join the Office of Facts & Figures in Washington April 27 as advertising coordinator under William B. Lewis, assistant director of OFF. Mr. Dyke will take a temporary leave of absence from NBC, which granted the leave on request of the Advertising Council. The creation of his office was approved by the Committee on War Information, with J. Edgar Hoover as high command over news policy.

Mr. Dyke's new position will be responsible to the President for all media, printed as well as radio. If an advertiser wants to incorporate a war theme in his radio or printed copy, the services of Mr. Dyke's division will be made available.

The office of advertising coordinator will parallel that of OFF's radio division, whose active participation in the Dyke division, whose active participation in the broadcasting field. Messervey, also formerly of NBC; the motion picture division, under Leo Rosten; now in charge of the graphic arts division, under Vaughn Flannery, former vice-president of Young & Rubicam. All report to Mr. Lewis as OFF assistant director under Archibald MacLeish.

Mr. Dyke

WAR NEWS BOARD NOT YET DIVULGED

PRESIDENT Roosevelt is not yet ready to divulge the details of the projected merger of the Government's war information agencies [Broadcasting, April 6], but it has been indicated that an announcement would be forthcoming soon. At his press conference last Friday, President Roosevelt responded to a query, simply said the plan is not ready.

Meanwhile, speculation continues over possibilities for the post of director of the new setup, which probably will be one head the news-issuing services of the Government and which may also embody the method of future operation of the radio division. Latest names to be mentioned are those of J. Edgar Hoover, a director of the FBI, who has denied any knowledge of the reports he is being considered, and George E. Putnam, president of the American Broadcasting Co., who would be the Government's liaison. Other names suggested are Fred M. Haise, president of the American Broadcasting Co., who would be a liaison with the Government, and Edward R. Murrow, host of \"You and the News.\" The Washington Post has a number of names suggested, and the Post has said it will investigate further. 

Harry A. Carpenter

HARRY A. CARPENTER, well known educator, writer and pioneer in radio education, died April 5 and was buried in Hollywood. Mr. Carpenter, a specialist in science for the Rochester (N. Y.) Board of Education in 1938, began broadcasting science lessons to Rochester Public Schools over WHAM.
Did you get your copy?

If you didn’t, please drop us a line or give us a call. Your name belongs on our mailing list, and this folder certainly belongs in your files. It gives you a graphic idea, complete with figures to prove it, why America’s most powerful independent station is one of the biggest buys in broadcasting.

WHN 50,000 WATTS · 1050 CLEAR CHANNEL
NEW YORK · 1540 Broadway · Bryant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254
Canada Becomes a Big Buyer of Time

Estimated 5 Million Is Spent on Radio By Dominion

PAID ADVERTISING in all media has been used by the Canadian government since Canada went to war in September 1939. Nearly every government department directly or indirectly connected with wartime activities has at some time in the past 2½ years used commercial broadcasting facilities for short spot announcements, daily transcription of quarter-hour programs, or network productions.

Currently biggest paid government campaign on the air is the Dominion War Savings Certificates campaign. This campaign is broadcast advertising used. The Department of Mines & Resources has used paid broadcasts to aid in fire prevention as a wartime activity. The Oil Controller for Canada in July, 1941, for 24 days used many half-hour free spot announcements on 80 stations. At the height of the summer travel season to ask motorists to conserve gasoline.

The Department of Agriculture has on several occasions bought commercial broadcast time to tell farmers about their part in the war effort. When Canada last November decided to put into force a ceiling on prices and wages, the Department of Labor bought time on a network embracing practically all Canadian stations.

For example, in the past the Department of Agriculture has bought 5-hour programs on Sundays, network daytime serials, network embraces practically all Canadian stations.

The Canadian Broadcasting Corporations, the Canadian government's network, is carried on by the CBC.

How much the Canadian government has spent on paid advertising in all media since the outbreak of war is anybody's guess. No accurate figures are available. Estimates ranging up to $5,000,000 have been made. How much Canadian radio stations have received in paid advertising contracts from the government is generally a known quantity, because different departments have placed their advertising individually and are unwilling to give any further details of what much has been spent for advertising.

Some departments, in fact, are averse to having any publicity about the fact that they are using paid advertising to get their message across. Figures on how much free time and how much government paid time is being used on the privately owned stations are tabulated by the Canadian Association of Broadcasters on a voluntary basis.

For instance during 1941 it was estimated in the annual report of the CAB that private stations had given individual free time on their networks—a total amount of $760,291 in free time. But this figure is again no measure since the free time includes free time given for wartime charities, both local and national, and any other wartime announcements. Tabulations show that Canadian stations have given 125% free time for every paid wartime campaign in which they have been used.

First major government paid broadcast advertising campaign was in connection with the War Savings Certificates campaign in January 1941. With the likelihood that such campaigns would be staggered if the war lasted anytime, a report released the War Savings Committee was set up by the Minister of Finance shortly after the outbreak of war. This committee consists of representatives of various advertising, the Canadian Broadcasting Corp., and the CAB.

The first call for a campaign came on short notice, the committee lining up plans within a week for approval of the Finance Minister, and the campaign starting two weeks later with network Sunday evening programs, network daytime serials, and phone announcements on all Canadian stations. Since that time there have been a number of other campaigns using advertising on Canadian stations for the Finance Ministry. The plans for the sale of Victory Bonds and War Saving Certificates.

The Department of National War Services and the Steel Controller called for a campaign on the announcement campaigns on every Canadian station in connection with the collection of scrap of all kinds.

The Department of Mines & Resources has used paid broadcasts to aid to life in fire prevention as a wartime activity. The Oil Controller for Canada in July, 1941, for 24 days used many half-hour free spot announcements on 80 stations at the height of the summer travel season to ask motorists to conserve gasoline.

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In this war the front line extends all the way back.

Action is everywhere.

That means that the men and women who hold the front line in factories, on farms, in the homes, at air-raid headquarters bear a weightier responsibility than ever has been the civilian lot before.

Radio means much to them. It greets their mornings, comforts their nights. It entertains, instructs, informs, inspires.

Radio was destined for this great work. Men of Radio are busy.
CBS Gross Rises But Profit Reveals Decline for Year

Operating Expenses Increase, Paley 1941 Report Shows

AN INCREASE of $8,844,240 in gross income for 1941 but a decrease of $201,889 in net profit was reported today by the company's last year's president report, some $8,642,351 for the 1940 calendar year.

Increased operating expenses were noted all along the line, with $3,700,000 estimated as income and excess profit taxes for the 1941 period as against $2,425,000 during the preceding 53-week period.

Operations of Columbia Recording Corp., which are merged subsidiarily, are reflected in the results for both years, with sales of records during 1941, particularly the Masterwork series, running 70% above 1940.

Cash dividends paid during 1941 amounted to $3,432,554, or 82 cents per share, the same rate as in 1940.

Artist Bureau Sale

The sale of the CBS artist management subsidiary in August, 1941, resulted in a net profit of $31,450,400, or $2000 per share, as against $220,000 for the preceding period. Mr. Paley advised stockholders last week in his annual report.

Paley Says Chain Monopoly Regulation Would Seriously Cut Network Service

ENFORCEMENT of the FCC's chain-monopoly regulations, now in litigation before the Supreme Court, would seriously impair the ability of a network to deliver nationwide coverage for national advertisers, President Paley warned. When the network's action, he said, "The attack upon Hawaii found radio seasoned and ready. We were prepared with a highly trained, far-flung news staff, equipped with every facility to keep the American people the best informed in the world. Beyond that, the program techniques we had been developing through the years are now serving as never before to promote discussion, to spread understanding, to destroy the effects of enemy propaganda, and to make the nation swiftly aware of the nation's needs."

"The imagination of the American people..."

KEYSTONE EXPANDS; ROGERS ADVANCED

KEYSTONE Broadcasting System, expanding its sales operations as a nationwide transcription network, has placed several subsidiaries in charge of western sales with offices in Chicago and Hollywood. Although a number of companies have been making direct-to-pictures operations, New York while production will continue to direct sales operations from New York for the time being.

Mr. Robert Rogers, widely known in radio and agency circles, was for 11 years vice-president and general manager of KNX, Hollywood, until its sale to CBS in 1936. After the sale of KNX he became associated with William D. Butler, president of WLW, Cincinnati, in the purchase of KJO, Phoenix, and later headed the Chicago office of International Radio Sales.

Sidney Wolf, secretary-treasurer, has announced that the network now comprises 170 stations in small town and village areas which have come increasingly important from a marketing standpoint as the war uses the per capita earning power of these areas. Sponsored at present using the network are Lev's Brothers Co., Cambridge, with Burns & Allen (Swan soap); Miles Labs, Elkhart with Lum & Abner (Alka-Seltzer); and Mr. Fuller's Old-Fashioned Revival Hour.

Laws of Business

Broadcasters, striving at least for a measure of economic survival, will, unless they be men of extraordianry courage and character, be guided by a nod from above, as the FCC rules on how they frame their program schedules. And there goes freedom of the air.

"We, of course, claim no immunity from the laws of business properly enforced through the courts by the agencies charged with bringing about such enforcement. We are contending against broadening the licensing agency's powers in fields in which we do not believe it was ever authorized to act. Freedom of speech on the air has become as precious as freedom of the press, and from the start we have been resolved to fight to preserve it, because we believe that to do so is a duty to ourselves as broadcasters and, even more, a duty to the public."
Front Row Center... Bataan

It was the boys on Bataan instead of the usual white-tie audience who listened as famed conductor Artur Rodzinski led the celebrated Cleveland Orchestra on that recent Saturday afternoon. Originated by WGAR and short-waved to be heard in the Philippines at church time on Sunday, this broadcast saluted MacArthur's heroic men with a hymn of praise—the music of Kodaly's stirring Te Deum.

To the musicians in the orchestra, this was not simply another concert. To the staff of WGAR, it was not merely another short-wave broadcast. This was the voice of America speaking to its gallant defenders thousands of miles away. This was Mother's brave smile and Dad's encouraging pat on the back for the lad in his fox hole, standing off a tenfold foe.

Said editors of Time Magazine: “Cleveland's station WGAR did itself proud with the most notable program by an inland station yet short-waved to the Philippines.” Said WGAR's General Manager Patt: “Radio can help win the victory along the battle line as well as on the home front. It is our good fortune to be of service on both fronts.”
Errors in Commercial Radio Are Negligible, Survey Shows

NAB Study Shows Ratio of .0062, According to Pellegin in Analyzing Chance of Mistakes

THE PREDICTABLE ratio of error in a commercial radio campaign is .0062, Frank E. Pellegin, NAB director of Broadcast Advertising, announced following a sample survey of station performance in February.

Stations participating in the survey representing an industry cross-section were WSB, Atlanta, 50,000 watts; WSFD, Toledo, 5,000 watts, and KTRI, Sioux City, 250-watts. Each station, according to the report, set up a multiple check system by which every broadcasting process could be scrutinized. Checking was done by announcers, engineers, and members of the sales, traffic and program departments.

Only 31 Errors

Out of a total of 4,985 commercial programs and announcements, exclusive of network, only 31 errors were noted, announcers' errors topping the list with 11 mistakes. Other errors included four due to transmitter equipment or power failure, three due to traffic department, four caused by failure in copy departments, four by control operators, one by an advertiser who failed to get copy in on time, one cancellation because of network change in program and three resulting from a combination of circumstances.

"Therefore," stated the report, "the advertiser who buys a total of 1,000 spot announcements, for example, may except to have 99.33% of these announcements broadcast satisfactorily. Out of the entire 1,000 announcements, he may expect some error to be made on six of them."

Naismith, KBFK, Sacramento; Harvey Wixon, KHQ, Spokane; W. B. Stuht, KOMO, Seattle; Henry H. Pletcher, KSEI, Pocatello, Idaho; Alfred Crapsy, sales manager, KPO, San Francisco; Robert Seal, program manager, KPO, San Francisco; Charles B. Brown, assistant promotion director, NBC, New York; James M. Gaines, station relations, NBC, New York; Albert E. Dale, director of information, NBC, New York; R. H. Graham, NBC, Hollywood; Paul B. Gale, NBC, Hollywood; John Swallow, NBC, Hollywood; Donald Lawton, KFWO, San Francisco; J. R. Heath, KTAR, Phoenix; Al Nelson, assistant vice-president, NBC, and general manager KPO, San Francisco; Clyde Scott, KFI, Los Angeles; Charles J. Bras, KOMO, Seattle; Curt Phillips, KIDO, Boise, Idaho; Earl Mitchell, KPO, San Francisco; and H. A. Woodman, NBC national traffic manager, New York. Meeting was the last of the series held in various cities.
ACCENT ON NUTRITION
to accent food sales!

What's the big news in food—? The importance of nutrition! Today, more than ever, women are nutrition-minded... and here are 10 great nutrition-minded programs to sell your product!

Open to a limited number of non-competing participating sponsors, this radio sales "package" reaches women in 10 great markets—18 million women spending 17 billion dollars a year. And you can put your message across in all ten areas for only $1989.75 a week*!

But that's not all: Tying-in with the tremendous current interest in nutrition, NBC has prepared a special Nutrition Chart, free to each station's listeners. These charts will have a wide distribution throughout each market area...constant reminders of the programs and sponsors...a sales-building plus for you.

Where else can you buy so much for so little—in coverage, timeliness and established listening interest—? Write today for the 60-page presentation that tells the whole story of this modern, hard-hitting food seller!

*For a 18-week campaign. Even less if you sign for 26 or 54 weeks. And, of course, you need not buy all ten stations—buy from one to ten, to fit your distribution!

NBC SPOT and LOCAL SALES
New York • Boston • Washington • Cleveland • Chicago • Denver • Hollywood • San Francisco
## CENSUS OF RADIO HOMES IN THE STATE OF WYOMING

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Population

<table>
<thead>
<tr>
<th>County</th>
<th>All Units</th>
<th>Urban Units</th>
<th>Rural-Nonfarm Units</th>
<th>Rural-Farm Units</th>
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<tr>
<td></td>
<td>Units</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Albany</td>
<td>4,189</td>
<td>88.4</td>
<td>91.2</td>
<td>78.8</td>
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<tr>
<td>Big Horn</td>
<td>3,907</td>
<td>83.1</td>
<td>86.8</td>
<td>76.9</td>
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<td>Campbell</td>
<td>3,657</td>
<td>89.0</td>
<td>91.3</td>
<td>79.6</td>
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<td>Carbon</td>
<td>3,765</td>
<td>89.0</td>
<td>91.6</td>
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</tr>
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<td>96.0</td>
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<td>82.1</td>
<td>91.8</td>
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<td>Laramie</td>
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<td>79.0</td>
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<td>Wyoming</td>
<td>200</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
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</table>

State Total | 69,374 | 84.4 | 91.5 | 58.5 |

* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped Published by U.S. Census Bureau in the Second Series Housing Reports for Wyoming. Figures of the number of Occupied Dwelling Units calculated by NAR Research Department did not include 1,617 Occupied Dwelling Units because answers to the radio question were not obtained in enumeration. This is the fourth of the Second Series Housing Reports to be issued so far by the Census Bureau, the others covering Nevada, New Hampshire and Vermont (Broadcasting, March 16).

## COCA COLA DROPS MBS BAND SERIES

COCA COLA Co., Atlanta, will discontinue its broadcast on some 120 MBS stations five quarter-hours and one half-hour weekly—on May 22—at the end of the scheduled 26 weeks, according to the New York office of D'Arcy Adv., Co., agency in charge of the account.

Program presents a different dance band for 16 minutes each evening, Monday through Friday, and on Saturday the half-hour broadcast features the band with the best selling phonograph record during the preceding week.

No reason for the cancellation was given by the agency except that the broadcast is not scheduled in many areas.

Program in cooperation with the radio station is based on wide-spread distribution of phonograph records both in stores and at home.

Congress cigar spots

CONGRESS CIGAR CO., Newark, has started its spring and summer campaign for La Palina cigars, using Fulton Lewis Jr. thrice-weekly on WHC, Columbus, five spot announcements weekly in WTVL, Toledo. Ty Tyson's Sports Show six times weekly on WWJ, Detroit; weekly half-hour Quiz Bowl on WWJ, Cleveland; and radio spots announcements on WBNY, Buffalo. Agency is Marshalk & Pratt, New York.

WJR are the call letters assigned to the local in Elkins, W. Va., recently granted to Allegheny Broadcasting Corp. (Broadcasting, March 31).

## U. S. EARS FOR AXES VOICES

Four Scattered Listening Posts Monitor

Over a Million Words Daily

Mr. Free

FBMS now has a crew of 300 employees headed by Lloyd Free, formerly associate director of the Princeton Radio Research Project, and they report each day on more than 10,000 words of foreign broadcasts. The service was set up as a special FCC unit by Executive Order of President Roosevelt under an appropriation of $500,000. For the fiscal year of 1943 Congress has appropriated $836,000.

From All Round

Four sets of "ears," comprising elaborate antenna and reception arrays, are now operating to furnish this service, each assigned to a particular sphere of the world. They are located at Silver Hill, Md., just outside Washington; Los Angeles, Calif.; Portland, Ore.; and Puerto Rico.

Silver Hill's listening post tunes in the foreign propaganda aimed at North America from Europe, the Near East and Africa. Kingsville notes all broadcasts from Latin America; Portland from the Orient. The Puerto Rico lis-
Only KIRO Delivers
Complete Coverage
of Western Washington

Represented by FREE and PETERS
Opinions of U. S. Supreme Court in ‘Stay Order’ Case

Following are the full texts of the majority and minority opinions of the Supreme Court of the United States in the case of Scrips-Howard Radio Inc. (WCPO) vs. Federal Communications Commission, upholding the right of the United States Court of Appeals for the District of Columbia to stay orders pending the determination of appeals. The question was certified by the lower court and before the Supreme Court March 3 by Paul M. Segal, chief counsel for WCPO, and Thomas B. Gray, assistant general counsel of the FCC.

SUPREME COURT OF THE UNITED STATES
No. 508—October Term, 1941.

Scrips-Howard Radio, Inc.
Federal Communications Commission.

On Certificate from the United States Court of Appeals for the District of Columbia.

[April 6, 1942.]

Mr. Justice Rutledge delivered the opinion of the Court.

This case is here on certificate from the Court of Appeals of the District of Columbia. Judicial Code § 238, 28 U. S. C. § 564. The case relates to the power of the Court of Appeals to stay the enforcement of an order of the Federal Communications Commission pending determination of an appeal taken from the decision of the Commission of October 3, 1940, 48 Stat. 1064, 1065.

The circumstances which induced the Court to certify the question are these: On Oct. 10, 1939, the Commission gave negative consideration to the application of WCOL, licensee of Station WCOL, Columbus, Ohio, for a construction permit to change its frequency from 1210 to 1200 kc., and to increase its power from 100 to 250 w.

The applicant, Scrips-Howard Radio, Inc., which is the licensee of Station WOOC, Cincinnati, Ohio, operating for many years with 125 cycles with power of 250 watts, filed a petition for reconsideration of the action of the Commission in vacating its previous order and set the WCOL application for hearing.

The Commission denied this petition on March 28, 1940, and an appeal followed. In its statement the Commission claimed that the applicant had not lawfully granted the WCOL application without hearing; that in granting the application the Commission departed from its rules and standards of good engineering practice; that the applicant was entitled to a hearing in order to show that the Commission’s action did not serve the public interest since it would result in materially reducing the coverage of Station WOOC and thereby deprive a substantial number of listeners of “the only local regular non-network service” available to them; and that in granting the WCOL application without hearing the Commission violated the Due Process Clause of the Fifth Amendment.

Many Stay Orders

The applicant asked the Court of Appeals to stay the action of the Commission pending the disposition of its appeal. Even though the court “had consistently over the years granted such stays and without objection on the part of the Commission, issued stay orders” in cases where such orders were found to be necessary, the Commission opposed granting a stay in this case on the ground that the court was without power to grant a stay.

PREDICTING general tendency was toward lighter fare, to offset the more serious nature of Government programs and world conditions, Philip Carlin, New York vice-president in charge of Blue Network program production, predicted an increasing number of sustaining programs for transcontinental showcasing is on the network’s schedule for summer release. Programs that don’t pull the right kind of mail will be dropped, he said. At the conference are (1 to r) Leo Tyson, Blue Networl sales manager; Carlin, and Coast vice-president of that network; Mr. Carlin; Art Rush, head of Art Rush Inc., Hollywood program builders and talent service.
NORTH CAROLINA is the South's Greatest State

IN AGRICULTURE

Cash income and Gov't payments
Source: Department of Agriculture, 1940

NORTH CAROLINA
$221,768,000

AVERAGE OF NINE OTHER SOUTHERN STATES
$133,256,000

IN INDUSTRY

Value of manufactured products
Source: Census of Manufactures, 1939

NORTH CAROLINA
$1420.6
(average)

AVERAGE OF NINE OTHER SOUTHERN STATES
$936.5
(average)

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

680 KC NBC Red

50,000 WATTS

FREE & PETERS, INC. National Representatives
The existence of power in an administrative body has been a matter of dispute for some time. Specifically, the Supreme Court of the United States, in its landmark decision in <cite>U.S. v. Federal Communications Commission</cite>, has ruled that the power of the Federal Communications Commission to issue stay orders under §402(b) is subject to judicial review. This decision effectively requires the FCC to seek the approval of the courts before it can issue such orders. If Congress had simply intended to empower the FCC to issue stay orders, it would have done so explicitly. However, the FCC has argued that its inherent power to protect the public interest justifies the issuance of stay orders without judicial review.

The Supreme Court has also ruled that the FCC cannot issue stay orders to prevent the disclosure of information that is already public. In <cite>U.S. v. Federal Communications Commission</cite>, the Court held that the FCC lacked the power to issue stay orders to prevent the disclosure of information that was already available to the public.

In summary, the Supreme Court has held that the FCC lacks the authority to issue stay orders without judicial review, and that the FCC cannot issue stay orders to prevent the disclosure of information that is already public. These decisions have had a significant impact on the FCC's ability to enforce its regulations, and have highlighted the need for a more complex interplay between federal and local authorities.

Not Parallel

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"A short time ago we spoke to you about the latest annual report of the American Telephone and Telegraph Company. One section of that report gives a glimpse of the work going on these days in the Bell Telephone Laboratories, a job that seems to call for special mention. The report says, in part:

"The science underlying electrical communication is at the very heart of modern war. It is responsible for plane locators, submarine detectors, gun-fire control systems, communication between planes moving in the air and tanks on the ground and ships at sea, and the means of quick control of vast numbers of men and units of equipment, as well as for the instantaneous communication in a war front stretching around the world. The contest between "the scientists of free people" and those of the Axis powers is one of the real battles of the war. "Bell Telephone Laboratories have increased activity and thrown much of their effort to advancing the art of war. With 5000 employees, the Laboratories are contributing notably to the country's military strength not only in the field of communication but also in allied fields where radio devices and other tools of telephony are indispensable. They have undertaken more than a hundred research and development projects for the Army, Navy and National Defense Research Committee. Several of their scientists are on leave of absence with the Government and a considerable number of the technical staff and executives are serving on a part-time basis as consultants and committee members. Back of these men and the defense activities of the Laboratories are the scientific knowledge and skills accumulated over years of continuous research and development."

"We thought you might like to know how 'the scientists of free people' who work in the Bell Telephone System are making their contribution to victory."

*This is a quotation from The Telephone Hour, a regular program heard every Monday night over the N.B.C. Red Network. Since the beginning of radio broadcasting, the Bell Telephone Laboratories and the radio industry have teamed together to improve the quality and scope of radio as a means of mass communication.
Orders Issued

It is indispensable that, at least since 1930, the Court of Appeals has been staying orders of both the Federal Communications Commission and the PCC under § 402(b) of the Commissions Act of 1934, whenever stays were regarded as necessary. To be sure, the FCC, in its administrative discretion, the Public Broadcasting decision, supra, did the Court of Appeals ever refer to the grant of a stay order. The grant of a stay order is not to be found in the judicial record; it is, however, consistent with the administrative procedures of federal appellate courts, that there was no necessity for the Court of Appeals to justify its settled practice.

The considerations of policy which are involved in the administrative materials are inapposite. It is said that the nature of the orders reviewable under § 402(b) makes the grant of a stay order manifestly inappropriate, since a stay would in effect involve the judicial expropriation of an administrative function. An example is adduced of an appeal from an order denying an application for a construction permit or a station license, or for modification or renewal of a license. Of course, no court can grant an application where it is manifestly inappropriate to grant a stay order, as the Commission has refused.

No order that the Court of Appeals could make would enable an applicant to gain the advantage of an order from the Commission. The jurisdiction of the Commission was not to be found to be adequate to expropriate the administrative function of the Court of Appeals, without regard to the necessity of the order. The grant of a stay order would be an order to grant an order, which the Commission has not refused to grant.

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As an example, on February 23, 1939, the Commission granted a stay order for the purpose of preventing the grant of a stay order, as the Commission has refused to grant.

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The Communications Act of 1934 did not create new private rights. The purpose of the Act was to protect the public interest in communications. By § 402(b) (2) Congress entrusted the vindication of the public interest to persons accused of or whose interests are adversely affected by the Commission's action. 48 Stat. 1064, 1063. But these private litigants have standing only as representatives of the public interest. Federal Communications Commission v. Sanders Radio Station, 300 U. S. 470, 471. Compare National Licen
ces Co. v. Labor Board, 300 U. S. 360, 362-63.

Rights of Public

That a court is called upon to enforce public rights and set the interest of private property does not diminish its power to protect such rights. "Courts of equity may, and frequently do, go much farther both to give and withhold relief in furtherance of the public interest than they are accustomed to go when only private interests are involved." Virginia Ry. v. Federal Power, 290 U. S. 513, 529. An historic procedure for preserving rights during the pending of an appeal is to issue an order to stay the enforcement of the order to be reviewed, and thus prevent the public from being injured by the enforcement of the order appealed from. In the case of Jenkins v. United States, 312 U. S. 182, 186, an order to stay was issued when the order to be reviewed was an order to stay order for the purpose of preventing the grant of a stay order, as the Commission has refused to grant.

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The Communications Act of 1934 did not create new private rights. The purpose of the Act was to protect the public interest in communications. By § 402(b) (2) Congress entrusted the vindication of the public interest to persons accused of or whose interests are adversely affected by the Commission's action. 48 Stat. 1064, 1063. But these private litigants have standing only as representatives of the public interest. Federal Communications Commission v. Sanders Radio Station, 300 U. S. 470, 471. Compare National Licen
ces Co. v. Labor Board, 300 U. S. 360, 362-63.

Rights of Public

That a court is called upon to enforce public rights and set the interest of private property does not diminish its power to protect such rights. "Courts of equity may, and frequently do, go much farther both to give and withhold relief in furtherance of the public interest than they are accustomed to go when only private interests are involved." Virginia Ry. v. Federal Power, 290 U. S. 513, 529. An historic procedure for preserving rights during the pending of an appeal is to issue an order to stay the enforcement of the order to be reviewed, and thus prevent the public from being injured by the enforcement of the order appealed from. In the case of Jenkins v. United States, 312 U. S. 182, 186, an order to stay was issued when the order to be reviewed was an order to stay order for the purpose of preventing the grant of a stay order, as the Commission has refused to grant.

Typesetting policy which are involved in the administrative materials are inapposite. It is said that the nature of the orders reviewable under § 402(b) makes the grant of a stay order manifestly inappropriate, since a stay would in effect involve the judicial expropriation of an administrative function. An example is adduced of an appeal from an order denying an application for a construction permit or a station license, or for modification or renewal of a license. Of course, no court can grant an application where it is manifestly inappropriate to grant a stay order, as the Commission has refused.

No order that the Court of Appeals could make would enable an applicant to gain the advantage of an order from the Commission. The jurisdiction of the Commission was not to be found to be adequate to expropriate the administrative function of the Court of Appeals, without regard to the necessity of the order. The grant of a stay order would be an order to grant an order, which the Commission has not refused to grant.

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ces Co. v. Labor Board, 300 U. S. 360, 362-63.
KMA'S MAY DAY was the recent birthday of Earl May, president of the Shenandoah, La., station when the station personnel staged a surprise party for their boss. Here Mr. May prepares to sink a knife into the cake in the presence of (l to r) Mrs. May, his daughter, Mrs. J. R. Rankin, Betty Jane Rankin; J. C. Rapp, KMA station manager.

The industries of "Peoria" (16 prosperous Illinois counties) have switched to production, with expanded payroll. No special war plants among these 172 Peoria industrial establishments. Instead, new jobs have been producing vital civilian goods for generations—and will be tremendously BUSY filling the "post-armed" demands of a victorious American democracy. Here's a market in which you'll want to anchor your product—because of its . . .

SALES STABILITY!—Now, and for the years to come. That's what keeps so many national network and spot advertisers renewing contracts—extending schedules—on WMBD! Now's the time to entrench and HOLD YOUR market with the DOMINANT station serving "Peoria" area! Write!
1 Installation is easy when you choose a G-E FM broadcast transmitter. All parts of each unit are fully assembled at the factory. Only a few of the heavier components are disassembled for shipment. All you need to do is set the transmitter in place and attach power lines, controls, audio input, and antenna transmission line. The 50-kw transmitter proper (shown above) takes only 63.6 sq ft of floor space; the 1-kw, only 9.5 sq ft. Our complete line of matched transmitters includes ratings of 250 watts, and 1, 3, 10, and 50 kw.

2 You can relay programs from studio to main transmitter with practically no loss of original brilliance with this General Electric 25-watt S-T transmitter (for use in the 330-344 mc band). Frequency swing, ±75 kc for 100% modulation, meets F.C.C. requirements.

The operating console for the 50-kw transmitter provides single push-button starting for the entire transmitter with automatic sequence. Controls and indicator devices are provided for all major operating functions.

3 High-fidelity S-T reception is assured with this rack-mounted S-T receiver. It uses a double-conversion, crystal-controlled superheterodyne circuit specially designed for this type of FM service. It's the companion to our 25-watt FM S-T transmitter shown at the left.
from YOUR PATH to FM

with G-E FM EQUIPMENT

FM station monitoring is made easy with this multi-purpose unit. It provides: direct reading of center-frequency deviation (with or without modulation); direct reading of modulation percentage; instant calibration against a precision crystal standard; adjustable modulation-limit flasher; high-fidelity output for audio monitor.

For life-like aural monitoring of your FM programs use the General Electric JCP-10 monitoring speaker.

As in selecting apparatus for other types of commercial broadcasting, the foremost considerations in choosing FM equipment are dependability (continuity of service), economical operation, ease of operation, low maintenance expense, and a high standard of performance.

All of these are provided by General Electric FM transmitters and associated equipment. General Electric, Schenectady, N.Y.

New high-gain antennas specially designed for FM broadcasting are being developed by General Electric. Let us discuss your individual requirements for either FM broadcast or S.T. service.

Tubes developed especially for FM are another G-E contribution to FM's progress. A pair of GL-880's provide the ideal method of attaining 50 kw of FM at 50 mc. General Electric offers a complete line of top performers for standard broadcasting, FM, television, or international broadcast service.

General Electric and its employees are proud of the Navy award of Excellence made to its Erie Works for the manufacture of naval ordnance.
Peabody Awards

FEW IN RADIO will quarrel with the 1941 Peabody Awards selections. Like the first awards last year, radio's own "Pulitzer Prize" committee picked them well. We can think of others deserving of high recognition, notably Bert Silen, manager of Manila's KZRH and NBC's commentator from the Philippines, now probably in a Jap prison, who might well have shared the reporting award with Cecil Brown—but there is no disputing the outstanding job done by Brown in the Far East.

Gratifying especially was the selection out of what have euphemistically become known as "soap operas" for one of the two drama awards. The Peabody committee undoubtedly had in mind that picking a rare good one out of the welter of the daytime washboard dramas might stimulate better productions in that meter. Miss Michaels' Against the Storm, sponsored by Ivory Soap, is certainly a standout for intelligence and integrity, as the committee stated, above the mediocrities in its field. Norman Corwin's magnificent We Hold These Truths, was marked as a winner from the day of its presentation.

Also pleasing was the recognition finally accorded the shortwave broadcasters, doing their job behind the scenes and with little or no hope of private gain. Handicapped from the start by silly FCC injunctions, soon removed after Chairman Fly took office, they nevertheless went forward with international broadcasting development—and are still expanding and improving their plants—so that Uncle Sam wasn't caught napping entirely when war came and it was necessary to have facilities to counter Axis propaganda with American truth.

Power to 'Stay'

RADIO WON a thumping victory in the Supreme Court last week. It was the first case ever carried to the court of last resort by a "private litigant"—all others having been on appeal by the Government from lower court rulings adverse to the FCC.

The Supreme Court upheld the power of the U. S. Court of Appeals of the District of Columbia to issue orders staying decisions of the FCC during the pendency of appeals. The FCC had argued that the court was without such power, and the lower court itself finally divided 3-3 on this issue.

The Supreme Court decision stops dead in its tracks the FCC's consistent defiance of the lower courts' interpretations of the Communications Act of 1934. It means that a station, aggrieved by an FCC decision, now can get its day in court. If the FCC's view had been sustained, an appeal from a Commission decision would be an empty, meaningless thing—and possible irreparable damage could be done before the court had the opportunity to review.

The burden of the litigation was carried by Scripps-Howard Radio Inc., on behalf of its 260-watt WCPO, Cincinnati. It sought to protect the coverage of that station. The FCC, without notice or hearing, had assigned WCOL, Columbus, to the same frequency. The lower court sustained the FCC contention that it lacked jurisdiction to issue the new call, in the first place, or, on rehearing before the full court, decided to certify the question to the Supreme Court.

The industry owes its thanks to Scripps-Howard Radio, and to its able counsel, Lieut. Paul M. Segal, USNR, for the successful prosecution of the appeal. Coincidentally, the case was argued before the Supreme Court by Mr. Calif, who before reported for active duty in the Navy.

ANPA Please Note!

RADIO AND THE PRESS have gone a long way since the feuding of the early 30's. Public officials, from the President down, no longer hold press conferences; they're press and radio conferences. Radio has its own galleries in Congress. It is recognized as a basic news medium everywhere, except for the few "horse-and-buggy" publishers who persist in banning radio news and program listings, or who identify commercial programs merely as "studio" or "music".

There's the situation in New Haven, where the publisher of the leading newspaper, apparently declines to run any story, even involving the war effort, if it touches radio. There are still a few newspapers, notably in the South, that won't run program logs at all.

With the press and radio so vital in the winning of the war, there is every reason to bury the hatchet for good. Both media are here to stay, and both can and should get along locally and nationally.

Even in Detroit, once a hotbed of radio-press controversy, stations and newspapers have found a way of solving their difficulties and have won the plaudits of the public. In that city Leo Fitzpatrick, head of WJR, the nation's most popular network news station, and for the numerous jobs that they can do better than men.

We're probably ahead of our time in proposing this but it seems to us that the gals may probably begin to think about it and start boning up. They will make admirable operators of radiotelegraph and radiotelephone stations in administrative communications, and of course they're born switchboard and telephone operators. In England the personnel of antiaircraft range-finding sections is exclusively women, and most of the work of watching radiolocator instruments and 'phoning the resulting instructions is done by them. It seems to us that inevitably there will be a call in this country for tens of thousands of them for similar work.

The possession of FCC licenses shows that the NAB [married ladies] operators have the necessary keenness and grasp of fundamentals which will be the chief requirements in this work. We can almost go on from (Continued on page 38)

They Say...

IT IS OUR belief that, whether or not they as yet recognize their need, the Army and Navy will be forming women's auxiliary corps before another year is gone. We foresee a call to the YLs [young ladies] and OWs [old women] to enlist in the khaki and blue, much as has been done in England. They will be needed, we think, for many tasks in which their substitution, releases a man for fighting, and for the numerous jobs that they can do better than men.

From our mail bag:

"Unless the Federal Trade Commission has urgent reason for checking radio copy for as frequent intervals as in the past, no doubt an immense paper tonnage, not to mention hours of time of depleted staffs of stations could be saved, if the orders for duplicate copy of all ads could be far less frequent until the war is won."

That from a broadcaster on the Pacific Coast, where they know there's a war. We think the FTC could well heed this tip, particularly in view of the demand for Government economies in non-war activities.

How About It?

FROM our mail bag:

"We have found a way of solving their difficulties and have won the plaudits of the public. In that city Leo Fitzpatrick, head of WJR, the nation's most popular network news station, and..."
Norman Cloutier, NBC musical director and composer, has been named musical director of the NBC Radio-Recording division by C. L. F. Woods. NBC vice-president in charge of recordings. He succeeds Dr. Louis Jatoba, chief of the NBC studio management, who has been considered a suitable candidate for active duty in the Army.

ALEX W. DANNENHAUS, Jr., manager of WDAS Philadelphia, has been appointed general manager of the Broadcasting division, and leaves for active duty in the Army.

James V. Mcconnell, NBC manager of WPEN Philadelphia, has been appointed manager of WLW Cincinnati, in charge of the NBC radio network's sales and advertising operations, has been appointed manager of WLW Cincinnati, in charge of the NBC radio network's sales and advertising operations.

Arthur J. Kemp, CBS Pacific Coast sales manager, has also been appointed vice-president in charge of the NBC radio network's sales and advertising operations, according to John W. Thorbom, Western division vice-president.

PRESTON H. PUMPHREY, former manager of agency relations of BMI and at one time a manager of the radio departments of Fuller & Smith & Ross and Warwick & Legier, New York agencies, has been appointed manager of the NBC sales and advertising operations of World Broadcasting.

Cecil Trigg, formerly publisher of Picturing South magazine, has been appointed vice-president of WMRa, El Paso.

William A. Graff, formerly advertising manager of the New England Telephone & Telegraph Co., has been appointed advertising manager of the NBC radio network and has been appointed vice-president of WITF, St. Petersburg.

Tom Turnball, formerly of WLS, Cincinnati, has been appointed manager of the WLW-WKM radio network's sales and advertising operations.

Vern Harmon, account executive of KFAC, Los Angeles, has been inducted into the Army.

Cecil Harmon, account executive of the NBC radio network's sales and advertising operations, has been appointed manager of the NBC radio network's sales and advertising operations.

Arthur J. Kemp, CBS Pacific Coast sales manager, has also been appointed vice-president in charge of the NBC radio network's sales and advertising operations, according to John W. Thorbom, Western division vice-president.
DONALD BRYAN, orchestra conductor, has been named to succeed Joe Rines as musical director of WMCA, New York, effective April 20. On that date Rines joins the BLUE to handle popular music programs as a director and orchestra conductor.

RICHARD KROELICK, of the MBS publicity department, has joined the Army Air Corps.

CHARLIE REYNOLDS, page of CBS Chicago, has enlisted in the Army Signal Corps.

JANE COHAN of the music department of WBBM, Chicago, has been appointed producer, replacing George Morris, now in the Army.

MARGERY SLOAN, formerly a producer of WMCA, New York, has joined the BLUE as a senior writer of continuity for musical programs.

BLAIR WALLSER, Chicago producer of MBS and dramatic programs, on leave from the networks, has received a lieutenant's commission in the Coast Guard as a public relations officer in Chicago.

EMERSON HITCHCOCK, announcer of WYNY, Watertown, N. Y., has moved to WMBO, Auburn, N. Y., while Donald Peters of that station, has joined WKNY.

CORWIN BAIRD has joined KOA, Denver, as head of audience mail department, replacing Howard Roberts who has been called to Army duty.

CHARLIE LAKE, formerly of WLV, Cincinnati, and WBBM, Chicago, Ill., has become night editor of KGAR, Phoenix, succeeding Myron Drake, now in the service.

WALTER HARRIS, formerly of the announcing and engineering staffs of WMPF, Philadelphia, N. J., has been appointed assistant station manager.

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JACK SWINEFORD, actor of NBC Chicago, has changed his professional name to Jack Lester and has joined the announcing staff of WMAQ, Chicago.

JOE THOMPSON, former NBC producer who entered the Army as a private in January 1942, has been commissioned a second lieutenant and transferred to the War Department's radio division in Washington, where he will assist in producing the new Army Hour series on NBC.

IRWIN NAITOFE, of the continuity staff of WMCA, New York, has received an ensign's commission in the Navy. Other staff members who have enlisted recently include Bob White, Nat Eisenberg, Paul Schiener and Hal Katzenelson.

WARD BYRON, Chicago producer of L. W. Ramsey Co., has been appointed executive producer of NBC's new Bandwagon, and Claire Hughes of San Francisco, were married April 7 in Encino, Calif.

DOROTHY THOMPSON

Will Honor Swing

FOURTH ANNUAL Award of Merit of the Poor Richard Club, Philadelphia, will go to Raymond Grimm Swing, MBS news analyst, in recognition of "the outstanding job he is doing in interpreting world news to radio listeners." Mr. Swing will be tendered the award at a luncheon on May 5, given by the club, a group of advertising men. Recipients of the award are Henry R. Luce, publisher of Time, Life, and Fortune; Pearl Buck, author of The Good Earth; Westbrook Pegler, columnist.

JOHN D. WHITMORE, formerly of Compton Ad., New York, and previously program director of WLOF, Orlando, Fla., has joined the news and special features division of WOR, New York. He replaces Alvin Josephy, now with the OFF in Washington.

FRANCES ALLEN, network actress of Chicago, has joined WJJD, Chicago, as announcer of a daily quarter-hour women's program.

JOCKO MAXWELL, network announcer of WOR, New York, is writing a book dealing with the experiences of sports stars he has interviewed.

JOHNNY GRADY, announcer of what, Philadelphia, has been drafted.

RAY SCHAFFER has replaced Shirley Mayer as press agent of WPEN, Philadelphia.

EDWIN W. THICKER, program director of WCAM, Gainesville, Ga., has gone on active duty as a lieutenant in the Army Air Corps.

RICHARD T. HICKOX, announcer of WLAB, Albany, N. Y., has joined the announcing staff of WOR, New York, is now stationed with the Coast Artillery at Camp Wallace, Tex.

JOHN C. MARSHALL, chief announcer of WLAW, Grand Rapids, Mich., joined the Army April 3, assigned to the Army.

LARRY ROTMAN, formerly program director of WALB, Albany, Ga., now stationed with the Coast Artillery at Camp Wallace, Tex.

DOUG FLEMING, formerly of NBC, Chicago, has joined the announcing staff of WFIL.

DICK ANDERSON, announcer at WREX, Des Moines, Iowa, joined the Army April 4. Ed Lucas superintendent of purchasing and public relations, replaced him.

VERONICA FORTUNE, continuity director of Wendum, New York, is now traffic manager, succeeding Margaret McCoy.

"If you want a real catch, try KKOK St. Louis, Mo. 630 kHz. 5000 WATTS BLUE NETWORK"
BRUCK KAMMANN, NBC production director in Chicago and New York since 1930, has been named assistant to Wilfred S. Roberts, NBC eastern production manager, to be in charge of musical productions. He succeeds Bruce Gordon.

McWILLIAM, formerly program director of KXK, Seattle, has joined the KFI-KECA, Los Angeles, announcing staff.

HARFIELD WEEDIN, formerly publicity director of Jay Thorne, New York (clothes), has joined the press department of WOR, New York. He will be in charge of magazine contacts, and news of commercial programs, formerly handled by Richard Pack, now director of publicity of WOR.

CARLTON (Wiederhammer) WALKER, assistant to Julius F. Seebach, vice-president in charge of program operations of WOR, New York, has joined the Navy as a lieutenant (j.g.) in communications, and is succeeded by Ira Avery, formerly night studio manager of WOR. Replacing Ira Avery is Joseph Bley, announcer-producer of the station.

Don Dunphy, sports caster of WOR, New York, and Mariel Keating, secretary to John H. McNell, manager of WIZ, New York, have announced their engagement.

Charles Oppenheim III, formerly publicity director of Jay Thorne, New York (clothes), has joined the press department of WOR, New York. He will be in charge of magazine contacts, and news of commercial programs, formerly handled by Richard Pack, now director of publicity of WOR.

Look Who’s Boss

DEMOCRACY has its ironical side, too! So believes Dave Lasley, formerly Pacific Coast BLUE network promotion manager, now in military training. When it came time for company review recently, his corporal was Bill Adams, erstwhile page boy of that network.

WALLY BUTTERWORTH, co-interviewer with Parks Johnson on Yore Pop, CBS program sponsored by Emerson Drug Co., Baltimore, for DuMont-Selznick, has left the show and is being replaced by a different guest co-interviewer each week. Butterworth will announce his plans for a new radio program shortly.

Z. WAYNE GRIFFIN, has resigned as a western radio director of NBC to join the radio department of Berg-Alleen, Hollywood, talent agency.

12 Key Men of WNAC Enter Military Service

YANKEE NETWORK, Boston, reports 12 key men now in the armed forces from one station alone in its setup—WNAC, Boston. Publicity Director Al Stephenson is in the Marines; six are in the Navy and Naval reserve, including Technical Director Paul A. DeMars; Announcers Kenneth Clapp and Vincent Maloney; Reporters Kenneth Tully and Charles Carroll; John Lord, of the production staff. The five in the Army are Announcer George Cairns, Operator Andrew Hotz, Musicians Paul Zarra and Robert Howlett and Maintenance Man Frank Fentross.

FRANCE LAUX, veteran sports caster of KMOX and CBS, begins his 10th year in baseball reporting when the season opens in April. He is heard nightly over KMOX in his Sport Re- view. During the current season he will also broadcast play-by-play descriptions of the local American and National League games.
Check these reasons Why Presto Glass Base Discs are First Choice of Recording Engineers

LESS SURFACE NOISE—Presto Glass Base Discs have the lowest surface noise or needle scratch of any disc made, permitting unusually high frequency response.

PRECISION SMOOTH SURFACE—Presto Discs have a plain glass base, coated in one operation with a special compound developed by an exclusive Presto formula, assuring a fine, even surface.

LONGER LIFE FOR SAPPHIRE CUTTING NEEDLES—Purity of the Presto coating compound, and precision smooth surface greatly increases the life of sapphire cutting needles.

FOR ALL TYPES OF RECORDERS—Presto Glass Base Discs have a thickness of .050" to .075", a non-warping center insert with four center holes. They can be used on all makes of recording equipment.

They Say...

(Continued from page 31)

there to outline the additional things that they could profitably study to prepare themselves. They ought to know typing and teleotyping and the operation of a telephone switchboard. They should keep up their code speed. It would pay them to study hard on theory, particularly u.h.f. propagation and the functioning of cathode-ray tubes. Women have proved excellent in cryanalysts and we believe that would be a valuable study too.

Already women who have some of these capabilities are being eagerly sought for Civil Service positions in various headquarters units of the military. The need will certainly show even more urgent. Those who prepare themselves will be able to make an important contribution to the job that confronts every American.—K. B. Warner in QST.

Text of Decision
(Continued from page 31)

failure of Congress to extend the stay provisions of § 402(a) to the run of orders of this type makes sense. The Urgent Deficiencies Act, which is incorporated into § 402(a), allows a temporary stay "where irreparable damage would otherwise ensue to the petitioner."

But where appeals under § 402(b), as in the instant case, are not shown to involve private rights, analogies to situations where the power to issue a stay is implied because irreparable damage may be done an appellant whose individual interest has been unfailingly uninvaded are inapplicable. For the same reason, statistics as to the presence of this power in statutes of other administrative agencies are irrelevant, in absence of a showing that in the precise situations there involved no private rights were at stake.

And that leads to a related reason why it will not do to lean on "the historic procedures of federal appellate courts" so that an implied power to issue a stay in this type of case may be found. "The office and jurisdiction of a court of equity, unless enlarged by express statute, are limited to the protection of rights of property."

As re Storrs, 124 U. S. 200, 210. All constitutional questions aside (Massachusetts v. United States, 219 U. S. 346) we should require explicit, unequivocal authorization before we permitted an agent who has no individual substantive right at stake in the litigation to obtain a stay to pro-

DETROIT LEADS in naval recruiting and WJR, Detroit, for its special announcements, was recognized as a principal cause by the award of a plaque for the station's efforts and a special citation for Larry Payne, WJR announcer, in charge of naval broadcasts. In presentation ceremonies are (1 to r) Lieut. Commdr. Carson R. Miller, in charge of Detroit Naval District; Leo J. Fitzpatrick, vice-president and general manager of WJR, and Larry Payne.

- The list of leading advertisers on WDRD-all advertisers who have advertised in the past 12 months of "Who's Who of Broadcasting. They all know that this simple list is the 1st wassute in the world of radio broadcasting. We know that our advertisers are the leaders of the field. They are the ones responsible for the growth of radio broadcasting. They are the ones who will continue to lead the way into the future."

- BROADCASTING - Broadcast Advertising
pect the public interest. Repeated at-
ttempts of private litigants to obtain
a special stake in public rights have
been consistently denied. See Mass-
achusetts v. Mellon, 262 U. S. 447;
Sprout & Son v. United States, 261
U. S. 249; Alabama Power Co. v.
Ickes, 302 U. S. 444; Greene Elec-
tric Power Co. v. Tennessee Valley
Authority, 301 U. S. 115; Atlantic v.
Ickes, 308 U. S. 537; Singer & Sons v.
Union Pacific R. Co., 311 U. S. 206.

But it is said that Congress en-
trusted the vindication of the public
interest to private litigants. The Sand-
er case properly construed merely
means that the Court of Appeals has
jurisdiction of appeals by a "person
aggrieved" or by our "whose interests
are adversely affected" by the Com-
misson's decision, § 402(b). But that
does not mean that an appellant has
a cause of action merely because he
has a competing station. Unless he
can show that his individual interest
has been unreasonably impaired, there
is merely domino abaque injuria and
no cause of action on the merits. Alabama
Power Co. v. Ickes, supra; Greenwood
County v. Duke Power Co., 211 F. 2d
986, 989. And see Duke Power Co. v.
Greenwood County, 302 U. S. 455.

Congress could have said that the
holder of a radio license has an
individual substantive right to be free
of competition resulting from the issu-
ance of another license and causing
injury. In that event, unlike the situa-
tion in Muskrat v. United States,
supra, there would be a cause of ac-
tion for invasion of a substantive
right. But as we said in the Sand-
er case Congress did not create such a
substantive right. And no facts are
shown here which would bring this
appeal outside the rule of that case.
On that assumption I fail to see how
the appeal statute constitutionally could
authorize a person who shows no case
or controversy to call on the courts
to review an order of the Commission.
A fortiori he would have no standing
to obtain a stay.

Furthermore, the power to issue a
stay in this type of case, cannot be
found in the "all writs" statutes. Ju-
dicial Code, § 202; District of Colum-
bia Code (1940 ed.) Title 11-200. As we
stated in Federal Communications
Commission v. Potratz Broadcasting
Co., 269 U. S. 134, the relationship
between the Court of Appeals and the
Commission is not that of Federal
courts inter se "... to assimilate the
relation of these administrative bodies
and the courts to the relationship
between lower and upper courts is to
disregard the nature and purposes of
the movement for administrative regu-
lation and at the same time to disre-
gard the traditional role far-reaching,
of the judicial process.

"Errors of Law"

Unless these vital differentiations
between the functions of judicial and
administrative tribunals are observed,
courts will stray outside their province
and read the laws of Congress through
the distorting lenses of inapplicable
legal doctrine." p. 144. The Commis-
section 302 of the Act provides that
the Commission shall be the ultimate
guardian of the public interest under
this Act. The appellate court is limit-
ed to a correction of "errors of law".
Id., p. 145. "The judgment of the Com-
mission not the decision whether
whether the public interest will be
served by an application." Id., pp. 144-
145.

Hence the power of the courts in
this situation to issue writs under the

Sneaks

PREVIEWS of new radio shows are now an established practice at WINS, New York, after a successful experiment with Sneak Previews, a test presentation of programs which have been auditioned and accepted by the station. WINS requests listeners to send in their reactions to the previews of its shows, with the intention of drawing use-
ful suggestions for improvement.

CLEM McCARTHY, well-known ra-
dio and newspaper feature announcer, who
will again broadcast the Kentucky Derby on CBS this year, has been signed by WAFT, Chicago, to broad-
cast daily, running description of all
races from tracks in the Chicago area
starting April 25. McCarthy has been
signed as an exclusive feature by the
station for a minimum of 27 weeks and
is being sold on a participating basis.

Radio News Wire of UP
Covers Texas, Nebraska
WITH THE extension last week of
the United Press radio wire service
to radio stations in Texas and Nebraska, UP reports its
direct service is provided to sta-
tions in 45 of the 48 States. Dallas
and Omaha were added at the
same time to the list of 44 radio
bureaus now linked directly with
UP's transcontinental transmission
system.

In Texas, the wire extension
makes the news and radio feature
"service of UP available to six new
stations — WACO, KAND, KTS,
KABC, KNOW, KTEM,—
bringing to 27 the number of Texas
stations served by UP. The Ne-
braska extension carries the trans-
continental radio circuit across the
length of the state, as well as
through Wyoming and Colorado,
adding to the wire KGNP, EGKY,
and KFBC. This is the first time the
wire report has been available to sta-
tions in Central and Western Nebras-
ka and the State of Wyoming.

He had a word for it!

"THRILLED"

"I was THRILLED when I looked
at the WWVA records and saw
the terrific job you did on our
close-out campaign!"

The above represents just another
WWVA jackpot for an advertiser
(name on request) who has been on our schedules twelve months
ago for the past nine years. To thrill 'em is the rule rather than the
exception at WWVA. And why not, when we speak the language
of the masses in Eastern Ohio, Western Pennsylvania and Northern
West Virginia, the great Steel and Coal Belt of the Nation.
F E A T U R I N G former Post-
master General Farley in
the role of a Congressional
candidate, the new dramatic
series Celebrity Theater started
April 10 on the BLUE. Subsequent
programs will feature different
prominent figures in lead roles.
Scheduled to appear are Jerome
Weidman, John Vandercook, Lowell
Thomas, Louis Sobol and Rex
Stout.

Camp Stuff
THREE PRIVATES recently in-
ducted from network and advertis-
ing agency ranks have joined in
producing a camp talent variety
program every Saturday, 11:05 to
11:30 a.m., over WAVG, Louis-
ville, featuring the Armored Force
Replacement Training Center at
Fort Knox.

The program is written and di-
rected by Private Edgar H. Ko-
bak Jr., formerly with NBC, New
York, assisted by Robert S. Maur-
er, formerly with Henry J. Kauf-
man Adv., Washington. Private
Harlow F. Dean, formerly with
NBC, New York, produces the
program. Ingredients feature the
weekly winner of the “All-Star Nite” ... a humorous episode in the
life at the Replacement Cen-
ter ... an interview with a pri-
ivate ... a musical number ... and
a special “Zip Your Lip” drama-
ization for soldiers and civilians.

Bombs Over Cincy
USING four of Cincinnati’s five
stations—WSAI, WKRC, WCKY
and WCPO—the Hamilton County
Council for Civilian Defense is ac-
quainting local citizens with pos-
sibilities that might arise from an
air attack. The series, Bombs Over
Cincinnati, uses statistics and
stories to demonstrate air raid ward-
en and fire fighter duties, the hospi-
talization setup, the scrap conserva-
tion phase, duties of women and
children, etc.

Camera Questions
A PROGRAM for photographers,
titled Camera Club of the Air,
starting on W7NY, FM station of
WOR, New York, features a
board of photography experts, who
will answer questions sent in by
listeners, in addition to personal
adventure stories by guest news
photographers. The broadcasts will
be conducted by Walter Engel, sta-
tion staff photographer, formerly
with the Saturday Evening Post,
Time and Life.

Iowa Agrarians
LOCALIZED aspects will be added to
the National Farm & Home Hour
by KSO, Des Moines, which will
add its own farm program, Andy’s
Farm Forum to immediately fol-
low the network program. Iowa
farm authorities and visiting celeb-
rities will be featured.

Essay Contest
UNDER direction of Bernice Wil-
liams Foley, educational director of
WKRC, Cincinnati, and Dr. G. H.
Reavis, assistant superintendent
and director of curriculum for the
Cincinnati Public Schools, Inter-
American Student Forum was
launched on WKRC April 4. Stu-
dents in Cincinnati high schools
will interview Latin American rep-
resentatives and the station, on the
program, will promote the nation-
wide essay contest, “What Inter-
American Cooperation Means to
My Country.” WKRC will present
the winning contestant in its area
with an inscribed watch, and will
present bronze plaques to each of
12 students whose essays are
chosen for national and state con-
sideration.

Around the Block
WAR-TIME protective measures
and civilian defense jobs in repre-
sentative city blocks of Chicago are
presented in dramatized serial form
on Our Block, weekly quarter-hour
on WBBM, Chicago. Script by
David Politz and David DeKoven
of the OCD, is planned to reflect
current changes in defense needs
and to stimulate public interest in
home front war activities.

Sports for Late Shifts
SERVICE to the 25,000 defense
workers in the Cleveland area
whose late afternoon and night
shifts deprive them of baseball
games, racing and other sports
events is the nightly Sports Final
of WGAR. The 45 minute program
at 11:15 p.m. gives play-by-play
resumes of the Indians’ ball games
and other sports reports.

STROKE OF THE PEN signifies
the giveaway of a $1,300 defense
bond in addition to two $25 bonds
each Tuesday morning on WPEN,
Philadelphia, starting April 28.
The giant giveaway, tied in with
50 independent movie houses in the
city, is sponsored by the Victory
Radio Theatre Co. Arthur Simon,
WPEN general manager, signs the
contract calling for the weekly dis-
bursement of bonds for victory.
Onlookers are organizers of the
cooperative theatre company spon-
soring the program, David W.
Yaffee (center) and Robert Levin.

Victory Variety
VARYING each program to in-
clude dramatic groups, entertain-
ers, organization speakers and in-
dustrial groups, WICC, New Haven,
on April 13 begins the WICC Vic-
tory Theatre. The quarter-hours
will be based on the “victory at
home” theme presenting various
facets of morale effort in the New
Haven sector.
Anti-Rumor

BENRUS WATCH Co., in cooperating with the Navy, is one of the first big advertisers to lend advertising space to the anti-rumor campaign. For the next few weeks, many Benrus announcements are being devoted to listener messages urging Americans to avoid gossip and to kill rumors that may be helpful to enemy agents, according to J. D. Tarcher & Co., New York, the agency.

Problems of Nations

PROBLEMS faced by the United Nations are basis of extemporaneous discussions on the ABCD News Forum, recently started on BLUE Pacific Coast stations. Repeating the American, British, Chinese and Dutch viewpoints in the weekly half-hour news analysis are John B. Hughes, Hollywood news commentator; Miles Mander, English author recently returned from Europe; Dr. Hu Chang, former Chinese ambassador to various European countries; John DeBeaufort, former war correspondent for the London Daily Telegraph, and a native of Holland. Emanating from Hollywood, series is produced by Clete Roberts, network’s Western division news and special events director.

Bond Contest

TO STIMULATE sale of savings stamps and bonds, KDYL Salt Lake City, brought a competitive angle into the sponsored Victory Legion program which urges telephone subscriptions for bonds and stamps. Alvin G. Pack, KDYL writer, conceived of a contest between pairs of prominent citizens in sales raising. For example, Fred Tedesco, a commissioner of the city, appeared last week and challenged Ab Jenkins, racing mayor, to a bond selling contest. Tedesco called all of his friends urging them to pledge bond and stamp purchases. Then Jenkins was to try to break Tedesco’s sales record.

Timed for Workers

TO PROVIDE entertainment for defense workers whose dinner hour comes between 1 and 3 a.m., KQW, San Jose, Cal., has started Bridge to Victory. CBS network shows presented earlier in the evening are rebroadcast by transcription.

Vital Statistics

ENTERING its seventh year on WILL, Urbana, Ill., is the Blessed Eventer program. Show, sponsored by four local business concerns, opens with a transcribed baby’s cry and then announces all recent births, engagements, weddings and anniversaries.

Cookies Sans Sugar

SUGARLESS COOKIES is the timely item now being offered by Maida Marshall on her Budget Brigade participation show on KLZ, Denver. Recipe is supplied by makers of Rockwood Chocolate Bits, one of the sponsors.

Radio Advertising

*NEW COTTON SALES RECORD FOR MEMPHIS AND THE MID-SOUTH!

- The value of the cotton and seed grown and sold in the Memphis market reached the staggering total of $437,050,000.00 in 1941!

This represents a total of almost double that of 1940!

Why not “cotton up” to this rich market, covered completely by the pioneer radio station of Memphis and the Mid-South... WMC.
MISSISSIPPI SHOWS INCOME GAINS

A 101% gain in State income tax collections indicates higher incomes for more Mississippians. Total State tax collections are up 50%. Jackson business maintains 25% increase. Invest your advertising dollars with WJDX—Dominant Radio Station in the growing Mississippi Market.

Member of Southcentral Quality Network

5000 WATTS DAY & NIGHT

IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!

RISING HIGH is Cunningham's News Ace thermometer of consecutive programs, now past the 15,792 mark. The program averages 123 times weekly on five stations: WWJ in Detroit, and WCAR, Pontiac. News cast, sponsored by Cunningham's Drug Stores Inc., Detroit, started March 17, 1940, and the company reports the program as primarily responsible for record sales increases. The program is also used for worthwhile causes such as Red Cross drives and Treasury bond sales. Gathered around the thermometer are (1 to r) Jules K. Salomon, director of purchasing; Nate S. Shapiro, president; C. B. Larson, vice-president, all of Cunningham's and Lawrence J. Michelson, advertising executive of Simmons-Michelson Co., Detroit.

Merchandising & Promotion

Coast Hobby—War Words—MacArthur Discs

CBS Schedules—All-American Boy

Program Book

CBS Program Book is now issued quarterly instead of monthly, with supplementary correction sheets, reporting all changes in programs, to be sent out for the second and third months of each quarter. With the first quarterly issue—Spring, 1942—CBS also enclosed a reply card "in order to limit these mailings to those who find the material valuable." Move was made in anticipation of shortages of the heavy glass paper on which the book is printed.

General's Voice

MBS is sending to clients and agencies recordings of the network's broadcast of Gen. Douglas MacArthur of March 21, first time since the outbreak of war that his voice had been heard in the United States. Records are cut for use on home phonographs, making what Mutual terms "a permanent memento of a notable program."

New Listener Logs

REVISING the format of its program listings, W65H, Hartford FM station, now mails the logs in small booklets to more than 600 listeners who requested them.

LOOKING for a PREMIUM?

Investigate how you can build an exclusive premium, sales promotion or good will program with Poster Stamps. Replaces metal or plastics. Quick production; fast action; ties in with products, travel, resorts, patriotic, interesting, strong appeal. National, State or Local. Send for case histories, detailed information of How You Can Use Poster Stamps Effectively at Low Unit Cost.

Mid-States Gummed Paper Co.
2513 S. Damen Avenue, Chicago, Ill.
FEWER PROGRAMS OFF FOR SUMMER

DESPITE reports to the contrary, fewer commercially sponsored programs will be withdrawn from NBC during the summer than at any time in recent years, according to Clarence L. Mener, New York national production manager of that network.

On the West Coast this past week to attend a San Francisco meeting of network operated and affiliated stations, he declared that heavy advertisers learned from the last World War that discontinuing advertising for the duration and resuming at the war’s end is false economy since a fresh start must be made and all previous gains in establishing a trade mark are swept aside.

He further added that national advertisers are agreed, although they may not have the New York timebuyers, that continuation of radio campaigns to plug name and sell goodwill will prove a sound investment for the future.

Grove Placing on 80

GROVE LABS, St. Louis (Chill tonic), is placing one-minute announcements and programs on approximately 90 southern stations to start about May 15. George Duram, media director of H. W. Kastor & Sons, Chicago, is on a two-week trip visiting stations in connection with the schedules.

JOHN T. ADAMS, formerly head of Adams & Son, New York, has been named radio director of the New York office of Russell M. Seeds Co., and produced programs for many network advertisers, starting with the show sponsored by Atwater Kent Co., 1935. He served as director of radio for Erwin & Co., New York, and later became vice-president and general manager of the Texas State Network.

WILLIAM T. ELBROCH, media buyer for W. J. Tracy Co., New York, has been transferred from Montreal to the Toronto office, M. Cardin will replace him at the Montreal office.

Now Tracy, Kent & Co.

W. J. TRACY Inc., New York, with no alteration in ownership or personnel, has changed its name to Tracy, Kent & Co. Officers are William Erwin Tracy, chairman of the board; Frank S. Kent, president; Hugh Donnell, vice-president. F. D. Plumb is radio director of the agency.

KOB to Free & Peters

FREE & PETERS has been named exclusive national representatives of KOB, Albuquerque, by T. M. Pepperday, president. Station which operates with 50 kw. daytime and 25 kw. at night on 770 kc., has an application pending to step up night power to 50 kw.

Block Drug Co., Jersey City, to J. Walter Thompson Co., New York, for Gold Medal Harton Oil Capules. Plans are now under way for a campaign for the product, which has been promoted with spot announcements in the past.


* * *

(C'K.W. Windsor-Detroit, and CKUA, Kenora, Ont., have appointed Stovin Wright at Toronto and H. N. Stovin at Montreal as exclusive representatives.)

The Most PROFITABLE Participating Program in the Twin Cities

“AROUND THE TOWN with ANN GINN” 9:45 A. M. Daily

Featuring The Northwest’s Homemakers’ Testing Bureau

Membership 3,254 women from Minneapolis, St. Paul and 210 cities and towns in Minnesota, North and South Dakota, Wisconsin, Illinois and Iowa...volunteering their services as a committee to accept or reject advertisers' claims. Seals of approval for your use on point of purchase displays.

Used by These Advertisers, Among Others

Nestle Chocolate Products Co.
Iowa Soap Co.
Child Life Magazine
Atwood Coffee Co.
United Fruit Growers
Kellogg's
Nash Coffee
John Morrell & Co.

Write for Details

WTTCN...MINNEAPOLIS...ST. PAUL
FOLGER’S PROGRAM DONATED TO WPB

SETTING a precedent in West Coast regionally sponsored radio, Folger’s, the franfois (coffe), on April 7 turned over to the Information Division of the War Production Board in Southern California and Arizona, the personnel, production facilities and time utilized for its planned three-quarter hour public service program, America’s Home Front, on 6 CBS Pacific Coast stations (KNX, KFI, KCOY, KFPP, KFYF), Tuesday, Wednesday, Thursday, 5:15-5:30 p.m. (PST).

With facilities devoted to Folger commercial copy, which is to be separated from the donated network time, the Government's portion of the three-weekly program will be titled The War Production Board Reports. Besides interviews, the series is to contain information written from official reports and material supplied by various agencies. John Nelson, radio director of Raymond R. Morgan Co., Hollywood, who directed the Folger account, will conduct the series. John Reddy of CBS Hollywood news bureau has been assigned writer-director.

America’s Home Front was created by Folger Coffee Co. on KX, Hollywood, for three months and replaced the BestBuy series which was dropped with entry of the United States into the war when the Government banned use of telephones in favor of messages of radio shows. Format of the public service series fits into that of the War Production Board program being launched tomorrow.

Heileman Campaign

HEILEMAN BREWING Co., La Crosse, Wis. (Old Style Lager), has placed one-minute singing spot announcements between The Tiandle with the theme Keeping Pitching, in 12 Western time zones on WCFL, Chicago; WCOO, Minneapolis; 6 times a week on WOW, Omaha; KFYR, Bismarck; KABR, Bismarck; KGBD, Rapid City; KDKQ, S. D.; KGIR, Butte; KFTH, Wichita; WOC, Davenport; KILO, Grand Island; and KXLA, Los Angeles, plus WKBW, La Crosse. Half-hour broadcasts Monday through Saturday, at night, have placed on WCFL and WCCO. Agency is L. W. Ramsey Co., Chicago.

Fur Storage Promotion

TO PROMOTE its annual fur storage program, I. J. New York furrier, has started 20 announcements weekly running in the Soft Shoe program on WABO, New York, as well as two morning programs, Sweet Music and Happy Days Personal, and evening spot announcements on WOR, New York. Company will produce 30-minute weekly of the Make Believe Ballroom program on WNEW, New York, Sunday and on WWN, WHOM, Jersey City; WGBB, Freeport, N. Y.; WHN and WINS, New York. Airtime is secured by New Kashuk, advertising director of Fox.

PRUDERICK LACKENS, advertising manager of The Hays Corp., Michigan City, Ind., has been appointed regional representative for the National Industrial Advertisers Assn., to fill the vacancy left by John Loy, advertising manager of the Ohio Brass Co., Chicago, resigned.
Faryon to Quaker Oats

R. R. FARYON, vice-president of Lord & Thomas, Chicago, resigned April 6 to join the Quaker Oats Co., Peterborough, Ont., as vice-president and general manager. He joined the agency in 1932 and for five years was president of L & T, Toronto. He left Canada two years ago.

B. MANISCHWITZ & Co., Jersey City, currently sponsoring the weekly Yiddish Swing program on WNY, New York, on April 13 is starting a campaign for Tam Tam Crackers, using station break announcements on stations in 10 major markets. No further details were revealed by A. B. Landau, New York, agency in charge.

CANADIAN INDUSTRIES, Toronto (paint and varnish division), has started musical spot announcements on 12 Canadian stations. Account was placed by Ronalds Adv. Agency, Toronto.

KENNEDY MFG. Co., Montreal (Sapho products), has started a spot announcement campaign on 11 Ontario and Quebec stations. Account was placed by Cockfield Brown & Co., Montreal.

ESSLINGER'S, Inc., Philadelphia (brewery) has expanded to a half-hour the original 15-minute The Flower Singers number now on KYW, Philadelphia, and WBAB, Atlantic City. Agency is James G. Lamb Co., Philadelphia.

LAKE COMPOUNCE, Bristol, Conn. (amusement park), using radio for its 15th consecutive year, has signed for sponsorship five-minute dance band contest, Monday through Friday, spot announcements and a 25-minute music program on Saturdays on WDRC, Hartford.

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WMAQ is the station most Chicagoans listen to most.

WMAQ is the station which carries 7 of the 8 most popular programs on the air.

WMAQ is the station most people in 33 important trading centers listen to most.

WMAQ is the Chicago station listened to most in 9 metropolitan centers.

WMAQ is the station that most people in 123 counties of Illinois, Indiana, Michigan, Iowa and Wisconsin listen to most.

And as a consequence, it is the best vehicle for your sales message in the Nation's second market.

WMAQ

WMAQ Chicago

Key NBC Network Station In Chicago Represented by NBC Spot Offices in New York Chicago Boston Washington Cleveland Denver San Francisco Hollywood

April 13, 1942 • Page 45
USO Enlists Radio Aid In War Fund Campaign

AIMING at a War Fund Campaign for $32,000,000, the USO has enlisted the aid of radio. Through Neville Miller, NAB president and chairman of the National Radio Committee of USO, arrangements have been made with personalities, programs and stations for complete cooperation. Among the first of the national shows to join the campaign is Hobby Lobby. On April 18, Elman will urge listeners to visit USO clubhouses and volunteer aid. Other arrangements have been worked out with local stations for presentation of spot announcements and specially-transcribed fifteen-minute and half-hour programs through July 4, the campaign’s end.

A MUSIC publishing company has been formed by Art Ford, record show announcer of WMCA, New York in association with Tommy Candell, arranger of band music. The firm will be known as Candell-Ford, with offices at 1074 Broadway, New York.

About-Face on Radio News in Detroit After Three Years Finds Press Friendly

AFTER holding “thumbs down” on radio for three years, Detroit newspapers are reported to have done an about-face. For the last month legitimate radio news has been given just consideration.

This change of heart is reported, is due to a three-year fight conducted by Leo Fitzpatrick, vice president and general manager of WJR, Detroit. From the time the ban was put into effect Fitzpatrick has argued with the publishers to little avail. From time to time he succeeded in tying in with promotional stunts but nothing of a definite nature was accomplished until two months ago.

In February the WJR head made a reciprocal arrangement with the Free Press and the Times to exchange space in their columns for time on the air. For both papers he wrote columns of “radio gossip”, giving the reader interesting facts about the folk on the air. Very often, at the bottom of the column, was the line: “This Adv. prepared and paid for by WJR.”

Letters Show Wishes

Several thousand letters, it is said, were received by the Free Press and Times and by WJR, acclaiming the new column and revealing that listeners were hungry for news of their radio favorites. Much of the fascination of the column was due to the fact that no favoritism was shown WJR. Publicity was given to all stations and networks.

Always a crusader for cooperation between press and radio, Fitzpatrick started a round-table discussion called In Our Opinion, sponsored by the Free Press and WJR each Sunday. All sorts of subjects have been discussed.

Newspapers, Stations Cooperate

On April 5 the program featured S. L. A. Marshall, military analyst of the Detroit News; Royce Howes, military analyst for the Free Press, and Edgar A. Guest, the poet, in urging unity in the war effort. WWJ, Detroit, cleared time and broadcast simultaneously with WJR.

China Relief Program

AS A SENDOFF for the nationwide campaign to raise $7,000,000, United China Relief on April 11 will sponsor a one-hour program on 125 BLUE stations, 9-10 p.m., which will feature a message from President Roosevelt to be read by Archibald MacLeish of the OFF, and an address by Wendell Willkie. Arrangements for the broadcast were made in cooperation with the Radio Executives Club of New York, and include an appearance by the noted stage team of Alfred Lunt and Lynn Fontanne, as well as comedian Bob Hope. Music for the program from New York will be by Frank Black’s Orchestra, and from Hollywood by David Brockman’s Orchestra.
CBS Pays $54,466 Total To Departing Employees Entering Armed Forces

UNDER the plan adopted late in 1940, by which employees entering the military service receive a maximum payment of six months salary if they have been with the company more than six years, CBS up to Dec. 15, 1941 paid 136 employees entering service with the armed forces an aggregate of $54,466.

This was disclosed in the annual report of President William S. Paley, made the last week. Mr. Paley reported that the board of directors has voted to extend the plan through July 1, 1942, and will also continue throughout 1943 its policy of assuming the cost of insurance coverage of employees included in the company's group insurance plan.

To assist employees at moderate earning levels in meeting the rising cost of living, the company at the beginning of 1942 increased salaries of all persons employed before Oct. 1, 1941 who as of Dec. 15, 1941 were earning $75 a week or less and who were not then being paid under union scale. Such increases were based on 10% of weekly salary up to $30; 7 1/2% of weekly salary from $30 to $40; 5% of weekly salary from $40 to $50. The maximum increase received by any eligible employee under this formula amounted to $4.25 per week.

Zias Leaving Law Firm To Enter Naval Reserve

COMMISSIONED an ensign in the Naval Reserve, Joseph F. Zias, Washington attorney, reported for active duty in the Navy last Wednesday.

Ensign Zias has been associated with the law firm of Loucks & Scharfield since March, 1937. A native of Bradford, Pa., he was a 1933 graduate of the U of Michigan where he was president of the Student Council. He received his law degree at George Washington Law School in 1938.

Rockhill Producers

ROCKHILL RADIO Inc., New York, has announced its organization to create and produce radio programs, live and transcribed. Joseph Tenenbaum, who will head the new firm, announced that it has acquired the offices, facilities, and recording studios formerly occupied by Radio House Inc., 18 East 50th St. Associated with the new company are Stuart Buchanan, CBS director, Stanley Wolf, former CBS writer, and Ted Cott, creator of So You Think You Know Master. West Coast office is located at 6305 Yucca St., Hollywood.

Gillette Resumes Fights

GILLETTE SAFETY Razor Co. (Boston), resumes MBS exclusive broadcasts by booking bouts from Madison Square Garden in mid-May. The series has been interrupted with the arrival of the circus in the Garden last week. Scheduled for May 15 is the bout between Sammy Angott and Alie Nolte, lightweight, followed by the Bob Pastor-Tami Mauriello heavyweight fight. On May 18, a lightweight bout between Ray "Sugar" Robinson and Marty Servo takes place May 28. Agency is Maxon, Inc., New York.

CBS Report

(Continued from page 20)

The report (Continued from page 20)
can people is being fired, and their can people is being fired, and their love for democracy quickened by all that radio brings them is incomparably vivid way to inform their intellects and stir their hearts.

"In addition to doing all it can to help the people win both the war and the peace, radio must preserve much of its normal program structure. Spiritual values must be nourished in these critical times by religious programs. Broadcasts of the world's great music can soothe and bring relief to millions in a nation at war. Radio must also supply light and gay music, programs of fun and frolic, because buoyancy and laughter help to win wars.

Service for Victory

"For the duration, Columbia's first task since Dec. 7 has been and will continue to be, to make radio serve the cause of victory. Today more than ever before it is the peoples who will shape the world, and it is the people throughout America who listen. So, simply and swiftly and flexibly, we shall strive to keep responsible to the ever-changing needs and opportunities of a great democracy at war."

"To the people of the allied countries in the ranks of the United Nations, Columbia will carry, in its international shortwave programs, the swing and the spirit of our armed forces as they relentlessly press home the war to our common foes, and the surge of democratic devotion by the people at home who spur them on. To the people of our neighboring nations to the South, Columbia's new Latin-American network will speak of our mutual ideas and purposes.

"To secret listeners in lands now under tyrant heels, Columbia will carry a message of hope and deliverance. To other secret listeners in the aggressor countries themselves, Columbia will give facts denied them by dictator-dominated broadcasting agencies, carrying to them the truth that makes men free to conquer the lies that are of the essence of totalitarianism. Free American radio will help the United States win this war."

Dr. I. O. Shortwave

ANOTHER SHOW to list the join to the list of sponsored programs shortwave to service men outside the U.S. via NBC international stations WRAA and WBNK in Dr. I. O., now heard on NBC in behalf of the West Chemical Co., New York, for Vitamins Plus. Agency is Great Adv. New York. Nineteen programs are now being broadcast to soldiers and sailors abroad.

SQUEEZE PLAY enacted here is a scene from Rope's End, current production of Charleston's famous Kanawha Players in West Virginia. Actors are Jack Comfort (left), commercial manager of WGVY, Charleston, and Leslie Gorrall, announcer and former Broadway actor, applying the squeeze with fendish delight.

WRVA COVERS RICHMOND AND \CO NORFOLK, VIRGINIA WITH 50,000 WATT BOTH DAY AND NIGHT COLUMBIA NET WORK.

Paul H. Raymer Co., National Representative

National Rep. PAUL H. RAYMER CO. NEW YORK CHICAGO CLEVELAND SAN FRANCISCO LOS ANGELES

BROADCASTING • Broadcast Advertising

April 13, 1942 • Page 47
WHAT'S GRACEY (Ky.) GOT THAT LOUISVILLE HASN'T?

Just between you and us, Gracey (Ky.) may have her charms—but they ain't the kind to raise your business blood pressure! Not when the Louisville Trading Area, alone, does 54% of all retail buying in the whole State! ...To woo Louisville, without paying extra for relatively unproductive coverage, WAVE is your best bet—the station that covers the whole area at lowest cost! Send for the proof.

A Hearty Welcome to Cleveland during the NAB Convention ...and the same goes for HOTELS STATLER in

BOSTON
BUFFALO
DETROIT
NEW YORK
(Peach Pennsylvania)
PITTSBURGH
(Hotel Win. Penn)
ST. LOUIS
WASHINGTON
(Under construction)

BRITAIN'S BATTLE OF THE AIR
'V' Symbol a Radio Contribution, Article in 'Saturday Evening Post' Reveals

RADIO contributed the V to World War II. In the current issue of the Saturday Evening Post, William D. Bayles describes this as part of the British radio effort in an article titled "London Calling, Goebbels' Jamming."

Practically unknown 25 years ago, the article relates, radio has become a vital arm of defense in World War II. So much so that the Axis and the United Nations alike wage a daily battle of words on all wavelengths designed to create doubt, destroy confidence and prepare listeners for the inevitability of their respective doctrines.

The V Battle

The V symbol was originated, Bayles states, by a Belgian announcer, Victor de Lavelaye, who tried it out in his country long before it became a universal symbol of free people everywhere. Britain's radio strategists fell upon it at once and considered its value from every conceivable angle before finally putting it into practice.

In connection with the V campaign, for example, he describes the considerations of various languages necessary before the campaign was actually started. Greece had no V in its alphabet nor did Poland or Yugoslavia. At first Norway objected to use of the V, preferring instead an H for Haakon. Autocratic authority solved this with the slogan, Vi Vite Vinne, which is translated literally. Greece adopted the Ε in place which means victory and yet possesses the form of the V.

The V campaign is directed by a British broadcaster whose alias is Col. Britton. Regularly each Friday evening he broadcasts his instructions to V followers throughout the continent. Through his programs which are translated into ten languages, sabotage and resistance of all kinds have been instigated. Now he is even leading a campaign on local quislings throughout the conquered lands. Positive material reaches Britton which enables him to name quislings accurately. A short time later it is not uncommon to learn that they have died mysteriously, one way or another.

In spite of Nazi terrorist tactics, this program and others are listened to and there are two sources of evidence for this contention. Mail comes in regularly and secret British sources even determine the reception at different points throughout the continent.

Mr. Bayles' article covers the entire range of British broadcast activity including other broadcasters as well as the general lines of British propaganda technique in addressing various nations.

Nursery Spots

BEAUTY BLOSSOM Nurseries, Los Angeles, in a 90-day test campaign started April 7 is using three to six daily one-minute transcribed announcements on five stations in that area. List includes KPAC KFVD KMTR KRED. Allied Adv. Agencies, Los Angeles, has the account. Dick Bartlett is executive in charge.

WHEN KFEI 
Wichita, signed with the BLUE, it observed the event by hoisting a solid blue flag under "Old Glory." Within an hour, the station's switch was blocked with calls for an explanation. Manager Ray Linton finally was forced to use press notices telling the story of the affiliation, effective April 12, as a member of the Southwestern Group. KFEI stays on MBS. The BLUE evening hour rate is $180.

Censorship Bans News of Race Riot

Restriction Lifted by Army
But Ryan Refuses Release

ON THE GROUND that the news value was not sufficient to compensate for the resultant harm, the Office of Censorship continued the radio "no publicity ban" on the race riot at Fort Dix, N. J., April 3, according to J. Harold Ryan, assistant director of censorship in charge of radio.

The Army Radio Branch first advised "no publicity" on the story, after a call had been received early Friday morning on the brawl which resulted in three fatalities and several woundings. After the facts became known, the ban was lifted, but Mr. Ryan ordered it "continued and sustained." It was pointed out at the Censorship Office that there was precedent for such action, a similar black-and-white incident having developed several months ago in a Louisiana camp. Axis propaganda, it was pointed out, has tended to emphasize purported racial difficulties in this country.

Ed Kirby, chief of the Radio Branch of the Army, declared that from time to time a new situation arises in which, until full facts are known, it appears wise for the War Department to request "no publicity." He explained the Fort Dix story was brought to the attention of the Radio Branch about 3 a.m. Friday.

Later in the day, when details of the incident were available, Mr. Kirby said, the Department lifted the previous restrictions on broadcast. "From then on it became a matter for decision by the Office of Censorship," he said.
Station in Mexico Avoids U. S. Tax
U. S. Appellate Ruling Finds Income Levy Not Applicable

MEXICAN border stations selling time primarily to American advertisers are not required to pay income taxes to the United States, under an opinion handed down April 3 by the U. S. Circuit Court of Appeals for the Fifth Circuit, sitting in New Orleans.

Affirming a split decision of the Board of Tax Appeals in a case involving the former XEPN, at Piedras Negras, Mexico, across from Eagle Pass, Tex., two of the three circuit judges held that none of the former station's income "was derived from sources within the United States." The amount of tax sought to be recovered by the Commissioner of Internal Revenue was approximately $90,000, for the years 1936 and 1937.

Operated by Branch

XEPN was operated by a Mexican company, but W. E. Branch, an American, was the actual operator. Mr. Branch, identified with several border stations, is now authorized to locate a new 150,000-watt transmitter at Juarez, across from El Paso, on 800 kc. The State Department protested the assignment [Broadcasting, March 30].

The litigation was initiated in 1939 with Robert Ash, Washington tax attorney, representing the Piedras Negras Broadcasting Co., operating the former XEPN. After the Board of Tax Appeals opinion in favor of the Texas station had been rendered, the Commissioner of Internal Revenue took an appeal to the Circuit Court. Circuit Judges Hutcheson and Holmes concluded that even though 95% of the station's income was derived from advertisers within the United States and bank accounts were maintained both in Texas and Mexico, the books and records of the station were in Mexico and the only XEPN was across the border. It concluded, therefore, that all of the services rendered by the station in connection with its business were performed in Mexico.

Circuit Judge McCord, in his dis-

sent, held that the income should have been taxed since the programs of XEPN were primarily designed for listeners in the United States and since 90% of listener response came from this country and 50% of its income came from American advertisers. Agents of the station solicited advertisers in this country and the Eagle Pass mailing address used was "most beneficial to the company, if not absolutely essential to the success of the operation."

The original deficiency in tax was approximately $60,000, but this was increased to a claim for $90,000 on the appeal.

Treasury Defers 'Wake Up America'

PLANS of the Treasury's Defense Savings Staff to dramatize the new famous Scripps-Howard editorial "Wake Up America—It's Late" were dropped a week ago because of the swiftly changing national scenes, it was learned in authoritative quarters.

The postponement order, announced April 2 after a dramatized version of the editorial had been recorded, came from "high Treasury officials." The cancellation was ordered on 718 stations carrying the Treasury Star Parade, but too late to prevent its broadcast on a number of the stations.

Labor Offended

The editorial, first published in the Pittsburgh Press, was widely reprinted and dealt with alleged impediments to the country's war effort. Labor organizations, it is understood, took umbrage and this reaction resulted in the cancellation order. Treasury attached said the broadcast had only been postponed, but the general feeling is that it has been killed.

H. L. Wilson in Army

HERBERT L. WILSON, consulting radio engineer and head of Allied Research Laboratories, New York, has been called to duty as a captain in the Army Signal Corps. For the duration his firm will be carried on by associate engineers Edward J. Daubers and Raymond Fuleihan. Wilson is in the general development division of the Signal Corps.

Gadget Chance

RAPID growth of electronic gadgeteering for the duration is the prediction of Charlie Golenpaul, in charge of jobbers for Aerovox condensers. Although many hams are and will be engaged in wartime activities Golenpaul nevertheless asserts that those remaining at home will be busy with electronic gadgeteering possibilities. He foresees the possibility of such developments as light-beam telephones for conveying over long distances, various applications of the photo-electric principle, and the like.

"Lutheran Hour" Rests

USUAL summer hiatus of The Lutheran Hour on Mutual will start after the April 19 broadcast, with the series to return to that network early this fall. Featuring talks by Dr. Walter A. Maier, the program is sponsored by the Lutheran Laymen's League, St. Louis, and heard Sundays 1:30-2 p.m. on 58 MBS stations. Agency is Kelly, Stuhlman & Zahndt, St. Louis.

Kathryn Cravens Honored

KATHRYN CRAVENS, who conducts Jeees Through a Woman's Eyes, on WNEW, New York, has been awarded first prize by the Assn. of American Pen Women for the best published magazine article to be written by a woman. Her prize-winning article "Helen Keller Pities the Unseeing," was published in the magazine section of the New York Times June 23, 1940.

"The Favorite ROCHESTER STATION With Both LOCAL and NATIONAL Program Sponsors"

There must be a reason for such Preference... Investigate Yourself!

BASIC CBS

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504
San Juan, P. R.
Radio's Functions In War to Feature Ohio U Convention

Leading Figures to Take Part In Educators' Meeting

FUNCTION of radio in the war will dominate the 13th Annual In-
stitute for Education by Radio, May 3-8 at the Deshler-Wallick
Hotel, Columbus. Authorities in the
field of education by radio will
participate at the four-day session,
of which W. W. Charters, honorary
director; I. Keith Tyler, director, and
M. Margarite Ralls, secre-
tary, will be leaders.

Opening the meeting May 3 will be a general discussion of radio
in wartime at which effectiveness of
Government use of radio will be
the topic. Technique will be that of
the MBS American Forum of
The, with these participants: Theodore Granik, Forum director;
chairman; Edward L. Bernays,
public relations counsel; J. Harri-
son Hartley, chief, Radio Section,
Navy Office of Public Relations;
Ed Kirby, chief, Radio Branch,
Army Bureau of Public Relations;
Robert J. Landry, Variety; Wil-
am B. Lewis, Office of Facts &
Figures; Roger N. Baldwin, di-
rector, American Civil Liberties
Union.

News Discussion

At a general session May 4 radio
news reports and comments will
be the topic, with Arthur J.
Klein, dean, College of Educa-
tion, Ohio State U., presiding. Speak-
ers will be Morgan Beatty, BLUE;
H. V. Kaitenborn, NBC; Gregory
Zierer, WLW, Cincinnati. Follow-
ing will be a panel with these ad-
ditional participants: James Cas-
sidy, director of special events,
WLW, WSAF, WLW; G. W. John-
stone, DE, director of news
and special events; A. A. Schech-
ter, NBC director of news and
special events; Paul W. White, CBS
director of news broadcasts.
Awards will be announced for
the sixth American exhibition of
recordings of educational programs.

Work-study groups will take up
problems in agricultural and home-
making broadcasts, headed by G. E. Fenske, director, AGRICUL-
tural Publications, Ohio State U.
and John P. Neville, U. of New
Hampshire; broadcasting by na-
tional organizations, with Henri-
ette K. Harrison, national radio
director, National Council YMCA,
New York, as chairman; chil-
dren's programs, headed by Sidomie
M. Gruenberg, director, Child Study
Asian of America; religious broad-
casts, with Louis Minsky, National
Conference of Christians & Jews;
as chairman, recordings at school.
with Elizabeth Goudy, Los
Angeles County Schools, as chair-
man; research in educational
broadcasting, with Paul F. Lazar-
feld, director, Office of Radio Re-
search, Columbia U., as chair-
man; school broadcasting, with John W.
Gunstream, Texas Dept. of Edu-
cation, as chairman; college courses in radio, with co-chairman,
Kenneth Bartlett, director, Radio
Workshop, Syracuse U., and
Warren Scott, U. of Southern Cali-
foria.

Section meetings will consider
in-school broadcasting, with Kath-
leen Lardie, Detroit public schools,
presiding; NAB, with President
Neville Miller presiding; National
Association of Educational Broadcasters,
with President Harold A. Engel
presiding; cooperative approaches
to educational broadcasting, with
Robert A. Harrison, director, Moun-
tain Radio Council, presid-
ing; teacher education in radio,
with A. L. Chapman, U. of Texas,
presiding; broadcasting for women,
with Margaret Cuthbert, NBC Pub-
lic relations director, presiding;
the negro, and radio in education,
with Walter N. Ridley, Virginia State College
for Negroes presiding; advertis-
ing agencies; radio and wartime
morale, with Mr. Bernays presid-
ing.

A general session May 5 will
cover radio drama in wartime.
Presiding will be H. P. McCarty,
director, WFAA, U. of Wisconsin.
Speakers will be Norman Corwin
and Arch Oboler. Work-study
groups will continue the May 4
discussions and a special section
meeting will cover the Columbia
Workshop, with Davidson Tolman,
CBS vice-president, presiding. At
the annual dinner a testimonial
will be paid to Walter Damrosch.
Niles Trammell, NBC president, is
scheduled to present the Damrosch
Music Scholarship.

KFAK, Alaska Station,
Given Power Increase

TO AFFORD increased coverage in Alaska, a vital defense area,
the FCC last week granted KFAK, Fairbanks, a construction
permit to increase its power from 1,000 to 6,000 watts
on 610 kc.

The station had applied for 10,-
000 watts on 660 kc., seeking the additional power to increase its
coverage in remote areas not now
adequately served by any station.

The Commission, however, author-
ized the increase to 6,000 watts
on its present 610 kc. assignment, de-
spite the fact that no application
was pending.

The grant was made contingent
upon both KFAK and KFCF, San
Francisco, also assigned to 610,
effecting modification of their an-
tennas “to reduce interference in the light of experience.” San
Francisco is some 2,500 miles from
Fairbanks.

Cliquequot Club Spots

CLICQUOT CLUB, Mills, Mass., on April 1, will feature a one-minute
daytime transcribed announcement 10 times weekly on 14 New-
Englan stations for 15 weeks. Plans
to carry the campaign to other
countries are not complete. The cam-
paign is being conducted by WPFG FEBI, WBLZ, WORL,
WJARWB, WDRG, WTAG, WLAB, WBLZ, WICC, WLCN
WCAK WSyr, National Radio
Club, Inc., and New York, is the agency.

Trout to Return

BOB TROUT, CBS correspondent in London, is leaving this month to
return to America via Turkey, Egypt, Malta, Australia and New
Zealand, broadcasting from those
countries en route. His place will
be taken by Edward R. Morrow,
chief of CBS European staff, who
starts a series for International
Silver Co. April 16 as the summer
replacement for its CBS Silver
Theatre Show.

Gen. Mills, Lever Games

GENERAL MILLS AND LEVER BROS. have announced contracts
with WJSB, Washington, for the broadcast rights to a series of
Lever Bros. games, home and away. Previously the station had
purchased the rights from the
baseball club for a reported $20,000
(BROADCASTING, April 6). Lever Bros.
will broadcast the opening game April 11 and the sponsors will alternate
throughout the season. Arch Mac-
Donald will announce, assisted by Joe
King. Radio Leagues is agency for Gen-
eral Mills and Rutherford & Ryan rep-
resents Lever Bros.

$678,024,000.00
Annual Income of
WIBW farm families-
A market dominated by
our six - state region.
Prepare to sell to us.

WIBW
The Voice of Kansas
in TOPEKA
Kolin Hager Elected Director At NAB 2d District Meeting
War Broadcasting Committees for Eachavored; Support Is Pledged to Government in War Effort

RESOLUTION to create war broadcasting committees for each state to carry on and extend the work being done by district representatives of the NAB Defense Committee was adopted unanimously at the 2d District Meeting in New York last Friday. The resolution also stated the broadcasters' pledge to support Government agencies working in the war effort, and two additional resolutions were adopted pledging unanimous support of BMI and full confidence in the NAB.

The committee framing the resolutions consisted of Kolin Hagers, WGY, Schenectady; John V. L. Hogan, WQXR, New York and Elliott Stewart, WIBX, Utica.

Hager Elected

At the biennial meeting Kolin Hager, manager of WGY, was elected director of the 2d District for a two-year term, replacing Clarence Wheeler, WHC, Rochester, whose term in office expires this year. (For more about Mr. Hager see page 35.) The elections committee consisted of William Fay, WHAM, Rochester; Michael Hanna, WGY, Ithaca, and Cecil D. Martin, WNBF, Binghamton.

After a review of the NAB's activities in the present emergency and its actions since Dec. 7, 1941, date of the attack on Pearl Harbor, by C. E. Arney Jr., assistant to Neville Miller, NAB president, Col. H. C. Wilder of WSYR, Syracuse, and 2d District representative of the NAB Defense Committee, gave a report on college training of radio technicians for the emergency.

Three representatives of music copyright companies discussed the music situation. Carl Haverlin, station relations director of BMI, announced that 621 stations have signed BMI's license to use the music, representing 85% of the dollar volume of the industry.

Stating that 140 publishers, the majority of whom are American companies, are now members of SESAC, Leonard Callahan, legal representative of the firm, reported that 836 stations have SESAC licenses. He also pointed out the danger stations face in playing some music without checking specifically who the copyright owner may be, often a separate company from the publisher of the music or the licensing society of which the published is a member.

John G. Paine, general manager of ASCAP, expressed the opinion that the "ASCAP-radio music problem is solved forever" and that "difficulties which have arisen in the past few months have been mostly ASCAP's fault." A new ASCAP "philosophy" has come out of the radio fracas, he stated, the Society's policy now being "to stress the service angle rather than the rights angle."

He announced that new ASCAP program of song-writing, merchandising and selling aids to enlighten the industry on how to use ASCAP music would be ready for release the week prior to the NAB convention in Cleveland, May 11 [Broadcasting, March 23]. Mr. Paine concluded with the statement that $964,000 had been distributed by ASCAP to its 1350 members at the end of the first quarter of 1942.


Members present other than those mentioned were: Lt. A. Bacon, WGR; E. A. Hanover, WHAM; Mrs. Scott Howe Bowen, Helen Wood, WIBX; E. H. Twamley, WOR; William Egner, WQXR; Charles Phillips, WFBL; O. L. Maxey, WSNJ; Roy L. Albertson, WNBY; Michael Hanna, WGY; E. C. McCloskey, WBNF; Bernard Estes, WINS; Clarence Wheeler, WHEC; Eugene Carr, WGR; of District 7. Non-members present included Russell Woodward, Free & Peters; Alex Sherwood, Standard Radio; George Bolling, John Blair & Co.; J. G. Gude, CBS; Burton Adams, NBC; C. Lloyd Egner, Claude Barrere, Jack Tracy, W. B. Parsons, Norman Cloutier, NBC radio-recording; C. E. Langlois, Melodie Cote, Pierre Weiss, Langlois & Wentworth; Ed Codel, WPAT.

Elwood to Coast

JOHN W. ELWOOD, manager of the International Division of ASCAP, has been transferred to the networks Pacific Coast division where he will report to Sidney N. Stroitz, vice-president in charge, for special assignment.

BVC Session Considers Problems Facing Radio BROADCASTERS Victory Council held one of its periodic meetings in Washington last Thursday and discussed over-all industry affairs.

BVC decided that since it is representative of all five trade groups in the broadcasting field, it would not enter an appearance before the House Interstate & Foreign Commerce Committee hearings on the Sanders Bill, scheduled to begin April 14, unless unforeseen circumstances develop.

Present were Chairman John Shepard 3d, Yankee Network; Executive Secretary D. L. Taylor, KGNC, Amarillo; John E. Petzer, WKZO, Kalamaooz; James D. Shouse, W.LW, Cincinnati; Walter J. Damm, WMJ, Wilmont, and Eugene C. Pulliam, WIRE, Indianapolis. Vice-Chairman George B. Storer, Fort Industry Co., was absent because of illness.

Brown & Spector Dissolve

BROWN & SPECTOR Co., New York, formed March 1, 1942, by a merger of Raymond Spector Co. and Brown & Thomas Adv. Corp. [Broadcasting, Feb. 28], has dissolved and separated into the two original companies, as of April 10. Brown & Thomas stays at 10 Rockefeller Plaza, offices of the dissolved company, while Raymond Spector Co. returns to its former quarters at 32 E. 57 St. Dan Rodgers, who served as radio director of Brown & Spector during its six weeks of operation, returns in that capacity to Raymond Spector, where he was employed before the merger.

"COME ON-REDS!"

shouts Suzy our Steno.

This year, again, avid Redleg fans are tuning to the more complete and more interesting play-by-play description of the Reds' games broadcast by experts Roger Baker and Dick Bray, Cincinnati’s favorite baseball broadcasters.

All WSAL advertisers benefit from Cincinnati's preference for WSAL's coverage of the Reds' games.

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New Business
SHIRRP'S Ltd., Toronto (marmalade) on April 7 started Fan Parade on CFCF, Montreal; CKCO, Ottawa; ORFB, Toronto. Agency: Cockfield Brown & Co., Toronto.

Renewal Accounts
PURE OIL, Co., Chicago, on May 11 renew for 52 weeks H. V. Kellerman, on 30 New York stations. Thurs., adding Mon., Wed., and Fri. at 7:45-8:00 p.m. Program will then be broadcast Mon. thru Fri. at 7:45-8:00. Agency: Leo Burnett Co., Chicago.


Network Changes
CAMPBELL SOUP Co., Camden (concentrated soups), on May 1 discontinue Lumpy Rosa on 47 CBS stations, Mon. thru Fri., 10-10:30 p.m. Agency: Ward Wheelock Co., Philadelphia.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Wings King Size Cigarettes), on April 10 replace Captain Quirt & Sergeant Quirt with Captain Quirt & Sergeant Quirt on Friday, 10:45-11:30 a.m. stations. Fri., 10-10:30 p.m. Agency: Ressel M. Seeds Co., Chicago.

CBS '41 Payments
OFFICERS and directors of CBS received payments for services in all capacities totaling $708,781 during the accounting year ending Jan. 3, 1942, stockholders were informed last week in a notice calling the annual meeting of stockholders at the company's offices in New York May 13. William S. Paley received $202,155, Edward Kraus $192,460 and Paul W. Keston $82,843. The total of $708,781 included compensations also to the other 25 officers and directors as well as legal payments to Rosenberg, Goldberg & Collin in the amount of $9,232 and to Burns, Carrie & Walker $45,000.

INSTRUCTION in the Chinese language is being given at KFV, Phoenix. Quarter-hour program, titled "The Chinese in a World of It," is conducted by Herbert Cole, meteorologist instructor for Chinese air cadets currently training in that area.

ENLISTING TOGETHER 18 months ago, the Southwesterners, whose quartet renderings were formerly aired on WXY, Oklahoma City, have been carrying on in the interim. Their songs have been featured on many programs of the 46th Infantry Division on KBB, Abilene, Tex. However, the Air Corps and marriage are about to break up the organization. Corp. Bob Barry (left) and Sergt. Billy Hale (right) expecting calls into the flying branch, and Sergt. Owen Stinnett (center) recently becoming a budding. Sergt. Arnold Nored, the fourth member, remains in the 120th medical regiment to carry on.

NETWORK PROGRAM REVISED BY BAYER
BAYER Co., New York (Aspirin), in its shift of network programs April 20 has decided to change the format of Second Husband, now on CBS as a half-hour show Tuesday at 7:30 p.m., making it a quarter-hour five-weekly serial when it shifts to the BLUE. On that network, it will occupy the 11-11:15 a.m. spot now filled with Orphans of Divorce, sponsored Monday and Tuesday by R. L. Watkins Co., New York, for Dr. Lyons toothpowder, and the remaining three weeks days by Bayer.

In the vacated period on CBS Tuesdays at 7:30 p.m., Bayer on April 20 is placing American Melody Hour, currently on the BLUE, Wednesdays 9-9:30 p.m. [Broadcasting, April 6]. Agency handling the Bayer and Watkins account is Blackett-Sample-Hummert, New York.

Griffin Resigns
Z. WAYNE GRIFFIN, West Coast radio director of BBDO, Hollywood, on April 1 resigned to join Phil Berg-Bert Allenberg, Beverly Hills, Cal., talent agency. Jack Smalley, in addition to his duties as Los Angeles manager, has assumed the radio directorship of BBDO. Mr. Griffin will continue to produce Hollywood originating shows of the edged half-hour NBC Canuck Revue of America, sponsored by E. I. Du Pont de Nemours & Co., which places through BBDO.

KEYS, Corpus Christi, Tex., has appointed Forjoe & Co., New York, as national representative.

GENERAL ACCOUNTS
Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petrie Office

[Ad for CBS radio stations in the southwestern United States]

Belgian FM Series
LATEST SPONSOR to sign with the seven FM stations of the American Network throughout the Northeast is the Belgium Information Service, New York. For the program April 16 starts a quarter-hour weekly program of information on Belgian colonies, their resources and history. To be heard Thursdays, 5:45-6 p.m., the broadcasts will be presented on the FM stations in New York, Philadelphia, Hartford, Albany, Schenectady, Boston and all New England. Agency handling the account is Gotham Advertising Adv., New York.

Sterling Latin Series
STERLING PRODUCTS International, Newark, in preparation for an extensive radio campaign in South America, is sending five representatives, experienced in the radio field, to that country to line up stations interested in carrying a schedule of soap operas, variety programs, script shows and other types of programs. Four have already left for Mexico, Columbia, Venezuela and Peru, and William J. Stewart of the company is on route to Chile. The programs, all to be broadcast locally in Spanish, will promote Sterling's drug products with special emphasis on its aspirin product, Mejoral.

Krueger List
KRUEGER BREWING Co., New York, for its beer and ale summer campaign is using transcribed announcements on WBDJ WMEL WLWZ WCWO WGAN WEAW WYZN WMGO and WOR. The campaign goes weekly half-hour Go Get It program on WOR, New York. The campaign also uses quiz programs, newscasts on WNBR, newsmen flashes and five-minute news on WLNN, and spot announcements on WNBC. Agency is Compton Adv., New York.

War Theme Head Promotion Contest
Allison Announces Plan for Annual NAB Competition
KEYED to the "Radio and the War" theme which is expected to dominate the NAB convention in Chicago, the complete outline of the NAB annual Station Promotion Competition is being sent out to all stations by M. F. (Chuck) Allison, advertising and publicity chief of WLW, Cincinnati, and chairman of the NAB Promotion Display Committee.

"This plan," Mr. Allison said, "has been approved by the Office of Facts & Figures and they are heartily in accord with its purpose and will cooperate to the fullest extent.

Four Types of Competition

1. Competition, under the plan, is divided into four groups and certificates will be awarded it said in each group to large, medium and small stations. The groups follow: (1) Certificate of award to the station which has most effectively utilized its audience in the conduct of the civil defense activity; (2) certificate of award to the station which has most effectively stimulated its audience to continue its support of the war effort; (3) certificate of award to the station which has made the greatest contributions to progress in the art of broadcast advertising.

The competition rules are:

1. There is no limit to the number of individual displays sent any station can enter.

2. All panels must be received at the Hotel Statler in Cleveland by Friday, May 2.

3. If you wish displays returned, be sure to pack in a carton or crate which can be opened without damaging. All shipments will be returned freight collect following the close of the convention.

4. Panels must measure 20 by 44 high and, due to the method of display, must be returned vertically. Panels must be constructed with flat backings, and the special easel-type frames being constructed especially for Cleveland will be made available for no other restrictions in the manner in which your panel is actually designed and complete with full play.

Each panel must bear somewhere on its face the station call letters and the competition class number in which it is being entered—1, 2, 3, or 4.

6. Address all shipments to: M. F. Alli- son, NAB Promotion Display, Hotel Statler, Cleveland, Ohio.
TRANSMISSION TIE SEVERED BY WLW.

COMPLYING with the terms of a mutual agreement arranged more than a year ago, a half ago, severance of the New York sales offices of WLW, Cincinnati, and Transamerican, from Transamerican Radio & Television, and network affiliation will be effected May 1, it was announced last week by James P. Shouse, vice president and general manager.

Mr. Shouse explained the move saying, "Transamerican's expansion in program and transcription activity has made such that their requirements call for the use of all available space. Recognizing the fact that the move would be necessary, we set our sales organization up independently and have controlled the operation from Cincinnati for more than a year. Thus our move is nothing more than the culmination of plans mutually agreed upon by WLW and Transamerican some months ago."

Letters notifying all accounts were mailed last week by Transamerican sales staff, which will move from Transamerican's present headquarters at 1 East 54th St., New York, to the Transamerican Bldg., 820 Fifth Ave., telephone Circle 6-1760. Warren Jennings manages the WLW New York office and the sales staff includes Frank Fenton, Eldon Park, George Comtois and Bernie Musnik.

Theaters' ASCAP Suit Cites Anti-Trust Charges

MORE LITIGATION headaches developed for ASCAP last Thursday when eastern motion picture exhibitors filed anti-trust suits against ASCAP seeking $606,784 in damages and $50,000 in counsel fees.

The suit was filed by 157 corporations operating theaters in New York, Connecticut, New Jersey, Massachusetts and Washington, D.C. All filed charges against the ASCAP board of directors, 19 corporate members and 1,600 individual members were named. The suit alleged that ASCAP, through control of "hit" tunes, was able to peg prices of film rentals.

Minnesota Regional

A NEW REGIONAL wire network has been formed by KROC, Rochester; KYSM, Mankato; and KATE, Albert Lea, and will operate as the Southern Minnesota Network. The former two stations are NBC and BLUE affiliates while KATE is affiliated with Mutual. Network will be sold on both announcement and program basis with $150 per hour minimum charge.

Rochester has been appointed exclusive national representative for the network as well as for the individual stations.

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Texaco Shortwaves

FIRST CBS advertiser to purchase time on the three CBS international stations WCR, WCBX and WCHB for one of its programs. Texaco, New York, which on April 19 will start shortwave transmitting versions of the Fred Allen Show on CBS. The program will be heard Sundays 9-10 p.m. will be short-waved the following Sunday 11-12 noon under the new arrangement. Agent in charge is Buchanan & Co., New York.

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SOMN VOICE on a record is now the cherished possession of Mrs. Selena H. Allen of Westville, N. J., who purchased Lieut. Edward H. O'Hare, Naval ace who shot down six Jap bombers at Pearl Harbor, South St. Louis, prepared the recording from a mutual network program from the Far East in which he participated and presented it to her.

PUBLIC HEALTH is the aim of KIZ, Denver, in a special presentation of speakers during the current drive by the Colorado Women's Field Army for the Prevention of Cancer.

Songs that KEEP 'EM LISTENING!

THE MEMORY OF THIS DANCE by Ben Selvin and Bob Effros

Already recorded by

Glenn Gray Horace Heidt Hal McIntyre
(Decca) (Columbia) (Victor)

Tony Pastor Ginny Simms
(Bluebird) (Okeh)

A LITTLE BELL RANG by Joan Whitney and Alex Kramer

A new number by a team of Hit Parade headliners

Coming! Two songs of great promise soon to be released:

STARGATE SONGER—by Helen Bliss and Henry Manns

SWEET TALK—by Robert Sour and Una Mae Carlson

KALTENBORN TRIBUTE

Dinner Tendered Veteran on —20th Anniversary

TWENTY-YEAR veterans of the radio business and other invited members of the industry joined April 4 in paying tribute to the "Dean of American News Commentators," H. V. Kaltenborn, who was given a dinner by NBC at the Harvard Club, New York, on his 20th anniversary in the air.

Founder of the "20-year Club," Kaltenborn also received further tribute from his NBC sponsor, Pure Oil Co., which announced that April 20 the commentator will be heard five times instead of three times weekly under its sponsorship, at the new time of 7:30-7:45 p.m., instead of 7:45-8 p.m. Leo Burnett Co., Chicago, handles the account.

His news analyses on Sunday afternoons are sponsored on NBC by Lumbermen's Mutual Casualty Co., Chicago.

Dr. James Rowland Angell, NBC's public service counselor, and President Emeritus of Yale was toastmaster at the dinner, while other speakers included Eli- mer Davis, CBS commentator; Frank E. Mullen, NBC vice-president and general manager, who presented a silver platter to Mr. Kaltenborn; Author Hendrik Willem Van Loon, who gave the guest of honor a rare edition of "Eras-

mus"; and Francis H. Marling, ad-

vertising manager of Pure Oil, who announced the company's extended NBC series, and presented Kaltenborn with a specially constructed globe bearing a silver dedicatory plate.

Among the guests also able to point to a 20-year record in the broadcasting industry were: Dwight Myer, Walter Evans, Ed- wina Landon and Charles Bickerman, KDIA, Pittsburgh; George M. Burbach, KSD, St. Louis; George H. Jasper, WTAE, Worcester; Quincy Brackett, WSPR, Springfield, Mass.; George Hay, WSM, Nashville; Kolin Hager, W. T. Meenan, W. J. Purcell, WGY, Sche-


¢ BMT • BMI • BMT • BMI • BMI • BMT • BMT • BMI • BMI

¢ ESH • ESH • ESH • ESH • ESH • ESH • ESH • ESH

¢ THE MEMORY OF THIS DANCE

by Ben Selvin and Bob Effros

Already recorded by

Glenn Gray Horace Heidt Hal McIntyre
(Decca) (Columbia) (Victor)

Tony Pastor Ginny Simms
(Bluebird) (Okeh)

¢ A LITTLE BELL RANG

by Joan Whitney and Alex Kramer

A new number by a team of Hit Parade headliners

Coming! Two songs of great promise soon to be released:

STARGATE SONGER—by Helen Bliss and Henry Manns

SWEET TALK—by Robert Sour and Una Mae Carlson

¢ BMT • BMI • BMT • BMI • BMI • BMT • BMI • BMI • BMI

¢ BMT • BMI • BMT • BMI
**Decisions . . .**

**APRIL 8**

KFAR, Fairbanks, Alaska—Granted CP increase 5 kw directional.

KRBA, Lufkin, Tex.—Denied modification of license change hours from day-
to-day to unlimited, using 250 watts D & N.

KHKC, Austria—Denied consent assignment license to WINX Broadcasting Co.

WTYN, Minneapolis—Affirmed action 327-42 denying petition for license post-
ponement; denied petition review.

WDAM, Vicksburg, Miss.—Denied petition for license renewal (action 11-25-42).

FMW, Inc., Chicago—Granted petition reconsideration and grant appli-
cation; new FM station to occupy 950 kc, 10 kw D.

**APRIL 9**

WJBB, Ironwood, Mich.—Modification license change to Upper Michigan
Broadcasting Co.

W3PPH, Philadelphia—Reinstatement of CP new FM station which expired 1-1-42.

KTHG, East Spring, Pa.—Affirmed voluntary assignment license to Radio Broadcasting
Inc.

WFGO, Sumter, S. C.—Voluntary assignment license to WGIP Inc.

KRC, Abilene, Tex.—Amed CP in-
stall directional N change type of trans-
mitter.

NEW, San Jacinto Broadcasting Co., Houston, Tex.—Amended application for
new station to install directional N.

KICA, Clavos, N. M.—Voluntary assign-
ment license to KTB, Inc.

Tentative Schedule . . .

**NEW**, Hennessy Broadcasting Co., Butte,
Mont, CP new station 1490 kc 550 w untl.
NEW, Kornrath Broadcasting Corp., Butte, same (April 14).

NEW, Nashvile Nashville, Nash-
ville, CP new station 1245 kc 550 w untl.
NEW, Tennessee Radio Corp. Nashville, same (consolidated hearing, April 15).

NEW, South Florida Broadcasting Inc.
MIAMI, CP new station 1490 kc 250 w untl.
NEW, Graniter Radio Broadcast-
ing Co., CP new station 1400 kc 250 w (April 26).
NEW, Frequency Broadcasting Corp., CP new station 1240 kc 500 w.

Joseph Zweigental, New
York, trading as the Home Recording
Corp., has stipulated with the Federal
Radio Commission stipulation that he
will discontinue certain representations
with regard to the sale of the Home
Records, said to be a device to make
auditions acceptable to a reliable radio
or theatrical agency.

**Signal Corps Hunts Radio Technicians**

Nationwide Tour Is Planned To Expand Present Force

TO RECRUIT technically trained Phi-
ladgets to civil engineer positions with the Army Signal Corps, a group of officers and civil-
ian personnel of the Signal Corps in mid-April will start a six-week nationwide tour covering which they will meet with radio and telephone engineers, technicians and service-
 men in 11 key cities. Meetings are scheduled to open and close in Chicago, with engineers and technicians in the various areas. Officers of the recruiting unit will offi-
ciate at the meetings, discussing the various Signal Corps branches in which there are employment opportuni-
ties for civilians.

With several thousand trained men needed, the civilian jobs cover engineering, installations, maintenance and operation of Army communications facilities. At each meeting Signal Corps officers will hold personal discussions with applicants and representatives of the Civil Service Commission will work directly with the Signal Corps personnel officer to arrange for immediate employment of all qual-
ified applicants.

Chicago Session

The first of the series of meet-
ings is to be held on or about April 19 in Hollywood. Other cities on
the itinerary include San Fran-
cisco, Denver, Dallas, New Orleans, Atlanta, Cincinnati, Pittsburgh, Cleveland, Boston, New York and Philadelphia. Exact dates of the meetings are to be announced locally, or they may be obtained through the offices of the various Corps Area Signal Officers.

The first meeting of this kind, held in Chicago March 16, was at-
tended by 200 technical and supervi-
sing engineers and engineers in the Chicago area. Ten applications made at this meeting for civilian Signal Corps jobs were accepted within a short time. At the Chicago meeting Leslie Atlass, CBS vice-president, assured CBS technicians that their jobs with the network would be available upon their return to civil-
ian life after completing a Signal Corps assignment. (BROADCASTING, March 23).

Representing the Signal Corps at the meetings will be Col. Fred G. Miller, of the Signal Corps Supply Service; Maj. John Holman, of the Signal Corps Plant Division, for-
merly New England manager of NBC and CBS; Captain J. K. Darrow, KDKA, Pittsburgh; Capt. C. O. Dunklee; Lewis Kendall, of the Signal Corps Maintenance Division, at one time with RCA and later in his own promotion busi-
ness; Austin Meppen, of the Signal Service, formerly with NBC and CBS, and representatives of Signal Corps laboratories.
Senate Votes Help To Small Business
No Opposition Is Registered As Measure Goes to House

PROVIDING for the mobilization and protection of small business in the war effort, the Senate bill ($2250), passed April 1 by a vote of 82 to 0 after two days of stormy debate, is expected to assist smaller manufacturers and dealers in the radio field who have been either seriously affected or put out of business entirely by the recent "freeze" order. Conversion order effective April 22.

The bill, sponsored by the Senate Committee on Small Business—consisting of Senators Murray (D-Mont.), chairman; Maloney (D-Conn.); Ellender (D-La.); Mead (D-N.Y.); Stewart (D-Tenn.); Capper (R-Kans.); Taft (R-Ohio)—provides for setting up within the War Production Board a Smaller War Plants Corp. with capital of $100,000,000 to be controlled by a board of five directors appointed by President Roosevelt, production chief. Also to be provided by the bill will be a special deputy whose sole responsibility will be to look after the welfare of small concerns.

Aid for Small Firms

In addition to other duties the special deputy will work with the Director of Civilian Supply to the end that wherever possible the manufacture of civilian necessities shall be done by small businesses which are found not readily convertible to war production.

At the WPB hope was expressed that the new setup would assist small manufacturers in radio receiver and equipment fields; also that some assistance may be given assemblers who may not be able to receive war subcontracts because they lack certain facilities.

The bill next goes to the House and for Presidential signature before becoming effective but it was felt on Capitol Hill that in view of the overwhelming Senate vote no difficulty would be met in the House. No action is expected, however, until after April 13, when Congress reconvenes.

Training for 1-As

AFFORDING prospective draftees an opportunity for specialized communications work in the Army, the ESM-D-NAB radio technician courses are now being offered to enlisted men so that they can go through a preliminary training before entering the Signal Corps for intensive study. After enlisting in the Army Reserve Corps, men with the proper qualifications are enrolled in the technician training courses and are allowed to continue at their jobs until they have completed this phase of the program. The men are thus free from draft duty to active service until the ESM-D-NAB courses are completed. Failure to keep up with the requirements of the courses will cause some to lose their enlistment and reverts to his former status, it was said.

CONSERVING MIKEMAN is Bob Perry, conductor of the popular 920 Club of WORL, Boston, who refuses a lift to the studio from Helen Russell, another staff member, Bob uses his bike to and from work to save rubber and is an expert cyclist, having pedalled some 900 miles on a tour of the British Isles back in 1934.

WPB Building Ban

(Continued from page 7)

If the scarce materials to be used in them can be put to more effective use in the war program."

Priority Assistance

Where priority assistance is granted by WPB, authority to commence construction will be issued by J. S. Knowlson, director of industry operations, on appropriate forms in the "P" order made the announcement said. Preference ratings already extended on PD-1 or PD-1a forms, or any other "P" orders than those listed in the L-41 order, do not constitute authorization to begin construction, WPB said.

No specific mention is made of radio in the order. However, it is embraced in the "$5,000" group, which includes commercial, industrial, recreational, institutional, highway, roadway, subservice and utilities construction, whether publicly or privately financed.

WPB said that the action was taken because the war requirements have created a shortage of materials for war production and construction. It is necessary, in the national interest said the order, that all construction which is not essential, directly or indirectly, to the successful prosecution of the war, and which involves the use of labor, material or equipment urgently needed in the war effort, be deferred for the duration of the emergency.

The order goes much further than the SPAB policy announcement of Oct. 9, 1941. In that announcement, WPB stated, it was made clear that no priority assistance would be given to non-essential construction. In the new order, however, it is provided that no construction may be started except in the few specified cases, without permission.

Apparently tying into the WPB ban, which had been reported imminent for several weeks, was an unprecedented action of the FCC last Tuesday indicating that installations of auxiliary or spare transmitters by broadcast stations, except where there is a definite military need, will be banned for the duration as a means of conserving critical materials.

WITH Affected

The FCC designated for hearing the application of WITF, Baltimore, for authority to install a duplicate transmitter. It marks the first time such a step has been taken. In the past, auxiliary transmitters were virtually automatic.

It was learned at the FCC that since the "freeze order" specifies installations only where primary service is lacking or where essential repairs and maintenance are involved, auxiliary transmitters, as normal installations, are not deemed essential. Where the military authorities regard duplicate installations as essential, such as in the case of "key" stations designated by interceptor commands, the authorizations will be made.

The formal order sets out that the term "begin construction" means to initiate construction "by physically incorporating into any construction material which is an integral part of the construction." The term "cost" was defined as including the total cost of labor and material, including equipment, architecture, engineers' and contractors' fees, insurance charges, and financing costs.

The paragraph limiting construction and requiring specific authorization specifies that no person shall "begin construction, or order, purchase, accept delivery of, withdraw from inventory or in any other manner secure or use material or construction plant in order to begin construction," unless the prescribed requirements are met.

The $8,000 limitation, as applicable to radio, covers the aggregate cost over a 12-month period. No person, under the order, will accept for order, sell, deliver or cause to be delivered, material or construction plant which he knows, or has reason to believe, will be used in violation of the terms of the conservation order.

In applying either for priority assistance or for authorization to "begin construction," the order specifies, the applicant should also submit additional information as to the necessity for the proposed construction, any exceptional hardships which the restrictions of the order impose upon him, the effect on employment conditions, if the application is denied, and any other pertinent facts.

Any person willfully violating any provision of the order, or who willfully furnishes false information to the director of industry operations in connection with the order, "is guilty of a crime and upon conviction may be punished by fine or imprisonment."

Order L-41 provides. In addition, any such person may be prohibited from making or obtaining further deliveries or from processing or using material under priority control, and may be deprived of priority assistance by the director of industry operations.

Temporary postage rate of 1 cent will apply to this mailing. Rate of 3 cents will be charged for publication of the October issue for which the mailing list is closed on May 10.

KSPD

50,000 WATTS CLEAR CHANNEL Exclusive NBC Outlet MINNEAPOLIS • SAINT PAUL Represented Nationally by Edw. Petry Co.

BROADCASTING • Broadcast Advertising

April 13, 1942 • Page 55
WMAQ CELEBRATES 20TH ANNIVERSARY

A TWO-DECADE history passed in review as WMAQ, Chicago, managed and owned by NBC, celebrated its 20th year on the air April 13 with a special half-hour evening program carried by the network and featuring Fibber McGee & Molly, Amos 'n Andy, Vice & Sade—all of whom climbed up the first rung of the radio ladder on the station back in 1922.

William Hedges, NBC vice-president in charge of station relations, who was one of the first commercial managers of the station, and Judith Waller, NBC midwest public service director, the first manager and announcer, also spoke.

Chronologically WMAQ, which claims to be the oldest station in Chicago, started operation April 13, 1922 in an obscure corner of the Fair Store, and was jointly owned by the department store and the Chicago Daily News until 1928, when it was purchased by NBC. F. K. Wrigley, owner of the Chicago Cubs, acknowledges that through the efforts of Judith Waller, play-by-play baseball on a daily basis was started from Wrigley Field June 1, 1927 when Hal Totten broadcast a game between the Cubs and the Pirates.

This year, Mr. Totten starts his 18th year of broadcasting the games. In 1928, came the station’s first transmission of a news broadcast which featured John Gunther, then Chicago Daily News correspondent in London. Over a period of years the station as the Chicago key outlet of the network has been a training ground for a number of present NBC executives.

Civil Service Commission Issues Veto On Appointment of Ed Cooper by FCC

APPOINTMENT of Edward Cooper of Montana as assistant secretary of the FCC has been vetoed by the Civil Service Commission on the ground that his background and experience did not qualify him for the post.

In notifying the FCC that the appointment had been disallowed, the Civil Service agency said it had an available register of applicants who could meet the requirements and that therefore it could not sanction the appointment under the established rules. There was no criticism of Mr. Cooper, but it was pointed out that he was not sufficiently qualified in budgetary and personnel matters, which constitute the primary functions of the FCC assistant secretaryship.

Sought by Fly

An aide to Senator Wheeler and a former newspaper correspondent, Mr. Cooper was sought for the FCC post by Chairman James Lawrence Fly. The FCC at a meeting in late January unanimously approved the appointment, subject to Civil Service authorization. Mr. Cooper since July 1938 had been chief of staff of the Senate Interstate Commerce subcommittee investigating telegraph merger matters. He is well known in Congressional and newspaper circles.

First public word of the Cooper rejection came April 3 when Senator George D. Aiken (R-VT), a member of the Senate Civil Service Committee, addressed the Senate on purported “evasion of Civil Service rules.” He said it had been reported to him that the FCC had requested the CSC to certify Mr. Cooper for the assistant secretaryship and that since he could not qualify for the job “the qualifications were changed so they might fit the man, rather than requiring the applicant for the job to fit the qualifications.”

Senator Aiken inserted in the record an exchange of correspondence with Harry V. Mitchell, CSC president, dealing with the proposed appointment. He said it appeared to him that this was an instance of an “attempted flagrant violation of the principles of Civil Service for the purpose of putting into this $15,000 a year job a man who could not qualify for it.”

Mr. Aiken added that he was not criticizing the applicant himself and that he had heard he “is very capable in his own line of work, even though he could not qualify under the existing job-sheet for this particular job. The fact remains, however, that according to the job-sheet, the FCC did request the qualification of one who is apparently a lobbyist at $5,600 a year.”

On April 6, however, Senator Aiken corrected this latter statement, asserting that he had apparently failed to make himself clear at one point. He asked unanimous consent to have the language changed with respect to the “lobbying” allegation to read:

“The fact remains, however, that according to the job-sheet, the FCC apparently did request the qualification of a lobbyist at $5,600 per year.”

The assistant secretarieship has been vacant since April 1941 when John B. Reynolds, now general manager of WKWK, Wheeling, W. Va., resigned after a decade. No announcement has been forthcoming from the FCC since the CSC rejection of Mr. Cooper’s qualifications.

Blue Coast Outlets Acclaim Progress

Find Programs Improved at San Francisco Meeting

THAT BLUE has made definite gains in program structure and popular acceptance since completion of its separation from NBC was the unanimous recommendation of the 34 station executives from five Western States who attended the network’s first regional meeting of affiliates, held in San Francisco April 2-3.

Don E. Gilman, vice-president in charge of the western division, presided and in the discussions on the major topic of the meetings—better program structure—told the affiliates’ representatives that the network alone cannot furnish all programs and they were invited to submit their most salable programs for network presentation.

Sales Progress

Mr. Gilman added that heretofore BLUE schedules have been weakened by too many institutional, public service and sustaining programs booked solely to fill time. The several types of current sustaining shows originating in Hollywood were cited by Leo Tyson, BLUE program manager, as examples of this trend.

Other speakers included Kevin Sweeney, sales promotion manager of the BLUE, who displayed charts showing the progress of the network on the Coast, and Tracy Moore, BLUE sales manager, who discussed the selling job of his staff.

Milt Samuel, Hollywood press chief, displayed samples of network publicity and William B. Ryan, manager of KGO, San Francisco, revealed plans to strengthen the station’s position in that area.

Others attending the meeting were: Harrison Hollway, Clyde Scott, G. Heisch, KIEA; Bob Page, Richard Lewis, KSTAR; Len Kroeck, KTMS; Thomas E. Sharp, KFSD; Cole Wyle, KPQ; Howard Lane, McClatchy stations; Larry Roberts, KPFI; Red Moore, KOH; Arden X. Pangborn, KEX; W. B. Stuth, Charles Bras, KJFR; Harvey Wixson, KGA; Charles F. Scott, Charles A. Whitmore, KTKC; Richard Lewis, KTAR; the executive staff of KGO, including: Walter Davison, Robert Dwan, Gene Grant and J. Gilbert Paltridge.

Blue Own Switchboard

AS A FURTHER step in eliminating its ties to NBC, the BLUE last week started service on its own telephone switchboard in New York, announcing its new phone number, Circle 7-5000, with station breaks on WJZ, its New York key, April 4-6. Separate exchanges were opened simultaneously at BLUD headquarters in Chicago, where the new number is 7700; San Francisco, Graystone 6365; Hollywood, Toxod 5176.


Easy Anthem

TAKING the national anthem apart and giving it to the people, WTMJ, Milwaukee, is presenting the Star Spangled Banner in a different form. The new version, written by Maj. Howard Bronson, music director of the War Dept, and Dr. G. S. Howard, associate professor of music at Pennsylvania College, has been dropped from B flat to A flat. The revision was sung on four WTMJ programs during the recent Music Educators’ National Conference.

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BROADCASTING • Broadcast Advertising
**WTTM, IN TRENTON, BEGINS OPERATION**

OPERATING in conjunction with WFPG, Atlantic City, with which it shares a common ownership, the new WTTM, Trenton, N. J., went into operation April 2. WTTM was granted last July 30 to the Trenton Broadcast Corp. for 1,000 watts on 920 kc.

Among its 11 stockholders, each with 9.09% interest, are Charles Quinn, local attorney; A. Harry Zoog, president of WFPG, as well as the New Jersey State Broadcasters Assn., executive vice-president; Richard Endicott, general manager of the Steel Pier in Atlantic City and WFPG; George A. Hamid, owner of the Steel Pier; Rep. Elmer H. Wene (D-N. J.), minority stockholder in WFPG who is currently seeking to purchase control of WSNJ, Bridgeton, N. J. [BROADCASTING, April 6].

Mr. Zoog has relinquished his share in WFPG to actively take charge of WTTM. Dick Ginley heads the WTTM commercial department which includes Dick Granville and Edward Fitzpatrick.

Mill March, program director of WFPG, directs the program department of WTTM, sharing time between the two stations. Lee Stewart, from WFPG, has been named traffic manager and continuity director and Thompson Durand, also from that station, is musical director. Announcers are Arthur Bolin, formerly of WIBM, Jackson, Mich.; F. Russel Gilbert, from NBC; Forrest Armstrong; Jay Selwin.

WFPG's chief engineer, Blair Thron, also is chief engineer of WTTM. His staff includes: Bill Betz and Charlie Dreck, both formerly of WFPG; George Keck, from WAZL, Salem, Mass.; Steve Verlardi, previously of WESX, Salem.

Studies are at 35 W. State St. Plans are being formulated for a new regional network with WTTM as the key station. Already wires have been set up between WFPG and WTTM.

**MAURICE ROSENFIELD**

**PROMOTION and production lessons learned in the motion picture industry are in the forefront when a new show is planned for a client by Maurice Rosenfield, timebuyer at the Toronto head-office of MacLaren Adv. Co. He is a firm believer in the fact that not only must a program be appealing to the advertiser, but it must also be thoroughly promoted among public and retail outlets.**

Moe Rosenfeld came to radio after two years on the production end of motion pictures in Hollywood and the promotion of British films in Canada. He joined McConnell Eastman & Co. at Toronto to handle one account using radio, and a year later in 1938 was offered a post in the radio department of the MacLaren agency, which was handling more radio accounts.

One of his first jobs was to put on an audience participation show for a credit jewelry chain of stores, successfully staged in Canada up to that time, with 1,400 persons in the theatre. A radio version of Bingo, Credit on the Air, was developed, and so well did it go over that he was asked to produce a similar show for other credit firms in Cleveland and Detroit.

Currently he is producing Blended Rhythm for Tuckett Ltd., Hamilton tobacco firm.

Rosenfeld does not need to go outside his office for auditions, having supervised last year the building of a studio and control room adjoining his office, the only one in operation by any Canadian agency. He handles radio advertising for Canada Dry, General Motors, Dalglish Lt., People's Credit Jewellers, and Tuckett Ltd. He has helped in booking stars of stage, screen and radio in New York for various of Canada's war financing shows.

Brought up in Toronto, he entered the motion picture industry shortly after graduating from high school in 1924. Sports-minded, he enjoys fishing and hunting most. He is 38, married and father of two, a girl 11, boy 9.

**Court Decision**

(Continued from page 10)

court. However, if it grants an application for modification of a license, an appeal lies under Section 402 (b) to the Court of Appeals for the District of Columbia.

"Both cases," said the court, "give rise to the same kind of issues on appeal. Both orders are equally susceptible of being stayed on appeal. As the legislative history of the Act plainly shows, Congress provided the two roads to judicial review only to save a licensee the inconvenience of litigating an appeal in Washington in situations where the Commission's order arose out of a proceeding not instituted by the licensee."

The majority concluded that where Congress wished to deprive the courts of the historic power to stay the enforcement of an order pending the determination of an appeal challenging its validity, it knew how to do so, and it has done so—"in the Emergency Price Control Act of 1942—a statute "born of the exigencies of war."

### ELECTION CHECKUP

**Sought in Senate**

ADVOCATING that Senatorial candidates be required to give detailed information about the amount of radio time donated or purchased which would act as a double check on the FCC's routine enforcement of the "equal opportunity" clause of the Communications Act, the Senate Privileges & Elections Committee in its report sent to the Senate April 3 debated in two instances from the customary procedure.

It was also advocated that committee members be given the privilege of sending special investigators to the scene of any purported infringement of election law, to enable the investigators to have the same authority to conduct investigations as would be given subcommittee members appointed by the parent committee.

These recommendations advanced by Chairman Green (D-R. I.), ostensibly were designed to bring to light any discrepancies that might be missed by the FCC's enforcement of the "equal opportunity" clause. The FCC asks for specific information only when a definite complaint has been issued against a licensee. Chairman Green's suggestion would require that candidates, networks and stations file detailed statements regarding any time used by the candidate, donated or otherwise.

**CBS Blood Donors**

TEN MEMBERS of the CBS publicity staff did their patriotic bit April 2 at the New York Red Cross donation station, each giving a pint of blood.

The group included: Louis Ruppel, director of publicity; Harry Roberts; William McGee; Jack Handford; Michael Bosca; Helen Bratrud; Charles Benninger; Thomas Fyfan; A. Hamilton, Medea Strasser, Jack Holins.
Winners of Peabody Awards

(Continued from page 9)

Douglas Miller Series

Heard on 720 Stations

LATEST FIGURES released by the Office for Emergency Management reveal that the transmission series, You Can't Do Business With Hitler, based on the book of the same name written by Douglas Miller, is now being broadcast by more than 720 of the 923 authorized stations in the country.

The 18th disc of the 28-episode series was cut on March 28 and the OEM reports that the recordings were in the hands of stations in the first week of April. The discs are distributed on a four-a-month basis.

The series is written by Frank K. Telford, who is also the producer, and Elwood Hoffmann.

“You Can’t Do Business With Hitler” has been adapted for a radio feature bearing the same title and is heard on CBS weekly as a carryover. The cartoon has been nationally syndicated by Knig Features since January, 1931, and now appears in more than 250 U. S. newspapers in addition to being syndicated throughout South America.

WILLIAM L. SHRIEF, CBS commentator and author of Berlin Diary; Gregor Ziemer, WLW news analyst and author of Education for Death, and Wallace R. Dieul, foreign correspondent and author of People Under Hitler, are the co-writers of “Life, Love and Death in Nazi Germany,” tripartite series in Village Voice Magazine for April 21. Issue also contains an analysis of the war in Russia by Major George Fielding Eliot, military expert of CBS.

FOR COVERAGE

FOR QUALITY

FOR RESULTS

Use Powerful . . .

5000 Watts

WLAW

Lowrence, Mass.

680 KC.

Nor have the Corwin creations died at birth, as do too many broadcast series. A number of his writings, including We Hold These Truths, The Plot to Overthrow Christmas and They Fly Through the Air, have been published. Additionally, an anthology of his works was brought forth between covers recently under the title of Thirteen by Corwin.

Alfred Wallenstein

WOR's Alfred Wallenstein is the distinguished conductor of such nationally noted MBS programs as Sinfonietta and Symphonic Strings. An American by birth and education, Wallenstein traces his direct lineage back to Walden von Wallenstein, German national hero of the 17th century.

He studied music with the mother of composer Ferde Grofe, and soon won a reputation as a child prodigy. In 1916, he became cellist with the San Francisco Symphony—in return for a promise to don long pants. When only 15, he so impressed the immortal dancer Pavlova that she took him with her on a tour of South America as accompanist. After a term with the Los Angeles Philharmonic, he departed for a session of study in Leipzig.

From 1922 until 1929, he served as principal of the violincello section with the Chicago Symphony under the direction of Frederick Stock. Conductor Stock was so inspired with the young virtuoso that he wrote and dedicated a cello concerto to him. He then came to New York as solo cellist with the New York Philharmonic under Arturo Toscanini.

Although active in radio work since 1931, it was not until 1936 that he resigned his post with the Philharmonic to devote his entire time to radio. He assumed the post of musical director of WOR. Since that time, the station's standards of symphonic and orchestral broadcasts have risen steadily. Today, his programs charm a vast army of listeners from coast to coast who have learned to expect from them the best in unacknowledged, good music.

In addition to his weekly radio concerts on Mutual, Mr. Wallenstein regularly appears as guest conductor of leading orchestras, such as the Los Angeles Philharmonic, Cleveland Orchestra, Woman's Symphony Orchestra of Chicago. He hates the use of that much-abused phrase 'Good Music.' Wallenstein observed recently. "It seems to me that 'good music' and all the other high-sounding words NBC, 'classical,' 'significant,' and 'educational' ought to be put on a high shelf and left there for keeps.

"You can't blame people for shuddering and half-expecting a rerun, through tortuous time, when they are told to be prepared to listen to 'the good music.' We must get rid of the words and let the music speak for itself; for we play music because we enjoy it and we hear it for the same reason . . . To my mind, an audience, whether it is listening to the best 'classical' music of the past, or to the 'significant' music of the present, would be best equipped for judgment by relying entirely on its ears.

"I really believe that listening to music is much more important than explaining it beforehand."

Chicago Round Table

Of the Air

UNIVERSITY of Chicago's Round Table of the Air began its career Feb. 1, 1931, over WMAQ, Chicago, as an experiment, an effort to discover whether unrehearsed speakers could go on the air and coherently discuss problems of public significance without the use of scripts. Judith Waller, then an executive of WMAQ and now director of public service programs for the NBC network, was co-founder of the program.

The spontaneity of the Round Table made it an immediate success. In less than two years—on Oct. 1, 1933—it became an NBC feature, which it has remained ever since. Its international audience now includes noted public officials and scholars as well as the millions of citizens who turn to it for an in
Peabody Board of Judges

1942 WINNERS of the George Foster Peabody Awards for Outstanding Meritorious Public Service were selected by the Advisory Board composed of: Top row (I to r), Jonathan Daniels, editor, Raleigh (N.C.) News & Observer; Bruce Barton, president, BBDO, New York; Norman H. Davis, chairman, American Red Cross; Edward Weeks, editor, Atlantic Monthly. Second from top, Alfred A. Knopf, publisher, New York; the medal itself; Virginia Dabney, editor, Richmond (Va.) Times-Dispatch; Third row, Mark F. Ethridge, vice-president, Louisville (Ky.) Courier-Journal and Times; Grace Moore, opera singer; Mrs. Marjorie Peabody Waite, president of 'Yaddo' and daughter of George Foster Peabody; Waldo Currier, editor, New York Times. Bottom row, John E. Drewry, dean, Henry W. Grady School of Journalism, U. of Georgia, responsible in conjunction with the NAB for the awards; John H. Benson, president, AAAA; John W. Studebaker, U. S. Commissioner of Education; Dr. S. V. Sanford, chancellor, University System of Georgia, ex-officio. Inset is the Peabody Award plaque.

TODAY, working in close collaboration with Government agencies, 12 powerful shortwave radio transmitters are broadcasting daily from the United States to corners of the world a continuous flow of programs designed to inform listeners everywhere of the United States' war effort and how it is affecting the far-flung fighting fronts in Europe and Asia.

Clasped among the more potent of America's weapons of psychological warfare, these facilities are operated by the six companies licensed by the FCC to broadcast internationally. These companies are CBS, Crosley Corp., General Electric Co., NBC, Westinghouse, World Wide Broadcasting Foundation.

They have combined the efficiency of precise management and operation, attained over years of experience in this highly specialized field of international communications, with a close cooperation with the Government, notably the Rockefeller and Donovan Committees, and with one another to play an increasingly important role in interpreting and promoting this country's war policies among friend and foe alike.

Setting an example of cooperation yet independent enterprise, they geared their activities to the national emergency by expanding, coordinating, and enlarging their operations months before Pearl Harbor. So well were they prepared in this respect that the actual transition to wartime operation involved only the swift and smooth adaptation of added facilities.

Now, as then, their signals transmit around the clock the voice of America, in the form of information and entertainment, in more than a dozen languages to a worldwide audience that includes MacArthur's men in the foxholes of Bataan and our armed forces elsewhere overseas, to a conquered and oppressed Europe hungry for signs of hope and encouragement, and to our good neighbors to the south and our other allies everywhere.

Tribute to Padilla Is Paid by Sarnoff

Mexican Statesman Guest at Luncheon Given by NBC

STRESSING the importance of Inter-American understanding, both during and after the war, David Sarnoff, president of RCA and chairman of the board of NBC, paid tribute to the important role in Latin American affairs played by Dr. Ezequiel Padilla, Secretary of State for Foreign Affairs of Mexico, who was guest of honor at a luncheon April 8 given him by NBC at the Ritz-Carlton Hotel, New York. Dr. Padilla is on his first official visit to this country.

"Today the people of Mexico and of the United States are united in a common cause," Mr. Sarnoff said. "We face a common danger. All of us share a common devotion to the ideals of human freedom, upon which the political, cultural and religious institutions of our two countries are founded.

'Radio Peace'

"Because every ship, every plane, every tank, every regiment is radio-equipped, the present war has been called a 'radio war.' But I hope the day will come when we can talk about a 'radio peace.'

NBC is cooperating wholeheartedly by every means at its disposal, with the Government of the United States to use the radio waves to bind the Americas together with bonds of truth and sincerity," Mr. Sarnoff concluded.

Other speakers at the luncheon were Dr. Jame Rowland Angell, NBC public service counselor, and Dr. Nicholas Murray Butler, president of Columbia U, who welcomed Dr. Padilla to America. The guest of honor also spoke briefly.

'Production for Victory'

IN LINE with the nation's trend toward an offensive, rather than a defensive war outlook, the title of the series broadcast on MBS by Fulton Lewis P. Dabney, news analyst, from the country's war production plants, has been changed from Your Defense Report to Production for Victory. The series is presented in cooperation with the American Assn. of Manufacturers, New York.
GEORGE HEATHER, former transmitter engineer of WWHL, New York, and recently with CBS shortwave engineering department, has been assigned to the Army Radio Operating School at Camp Croft, S. C., Paul Albright, formerly in charge of the technical and service departments of the Federal Recorder division of Continental Music Co., has joined WWRL as transmitter engineer.

DERMOTT MACDONNELL, transmitter engineer at WAW, Lawrence, Mass., has resigned to join the Marines as a staff sergeant.

MURIEL HANNAN, formerly of KCVW, Redding Calif., has joined the engineering staff of KFRE, Fresno, Calif.

HOWARD FAIRBANKS, engineer of WAWF, Flint, Mich., has resigned to join the experimental research department of A. C. Spark Plug Co.

HUGH LINEBACK, of WWHL, Chicago, has joined the engineering staff of KUOA,Sioux Springs, Ariz.

EVELYN PLOTTTS, engineer in charge of FM at CBS Chicago, has been granted leave to work with the National Defense Research Council.

E. G. EISENMENGER, engineer of NBC-Chicago for 12 years, has been granted leave to join the civilian branch of the AFSC corps in Chicago as assistant to Capt. E. T. Greenfield in selection, placement, and training of technical personnel.

EDWARD SCHULTZ, jr., electrical engineer at WACX, Chicago, has joined the transmitter staff of WMAQ, Chicago, as a vacation relief engineer.

CARR, A. CARASIN, formerly of WDAY, Fargo, N. D., has joined the studio engineering staff of NBC Chicago.

JOHN KLOTZ, has joined the engineering staff of WRC, Cincinnati, replacing Howard Hayes who recently joined WJW, Cleveland.

WILLIAM SIGAFOOS, transmitter engineer of WIP, Philadelphia, has left for the Navy.

WALLACE LAMBOURNE, control room operator of KDYU, Salt Lake City, has joined the Navy to learn aircraft detection maintenance.

RAYMOND GLENSER, formerly of WDDR, St. Paul, has joined the engineering staff of WIBG, that city.

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol of pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

GEORGE HEATHER

Think of CLARK... synonym for QUALITY TRANSCRIPTION PROCESSING

THE WORLD'S BEST COVERAGE

UP

OF THE WORLD'S BIGGEST NEWS

in the
CONTROL ROOM

GEORGE HEATHER, former transmitter engineer of WWHL, New York, and recently with CBS shortwave engineering department, has been assigned to the Army Radio Operating School at Camp Croft, S. C., Paul Albright, formerly in charge of the technical and service departments of the Federal Recorder division of Continental Music Co., has joined WWRL as transmitter engineer.

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MAYOR of Mitchelville, Fla., is Paul A. Donatini, formerly of WMAQ, Chicago, as a vacation relief engineer.

Ears for Axis Voices

(Continued from page 24)

"scientific" analyses are made. Weekly reports based on the daily studies are then issued.

Delay might mean the difference between tip and fat. To capitalize on all advance information, Mr. Grandin's staff operates telephones connecting with 18 different Government offices to inform them by flashes and reports within the shortest possible time. Telephones also link the Washington office with its far-flung field offices.

Harold N. Graves Jr., former director of the Princeton Listening Center, assists Mr. Free in FM administration. Of almost 350 persons employed by FMBS, 325 are assigned to the Washington office. Of the total 25 are engineers.

Reporters Help

Prominent newsmen assisting in the preparation and analysis of monitored material in the Washington office are: Percy Noel, former UP and INS correspondent who lived in France for a quarter-century; Ernest R. Pope, foreign correspondent and author of "Munich Playground"; Thomas Moore, one-time CBS correspondent and author of "The World of Today"; William Dodd Jr., son of the former ambassador to Germany and himself editor of his father's best seller on Germany; Jacques and Jean Davidson, sons of the prominent sculptor, Jo Davidson, the former serving as a translator and the latter as an assistant editor.

The volume of international broadcasts is tremendous. German radio alone, for example, bombard the U. S. with nearly 60 hours of daily transmissions; Britain sends us 6½ hours; Japan 4½ hours; Italy, more than 4 hours. A score of other nations broadcast in lesser proportions.

Four Stations Negotiate With Technicians Union

WORKING agreements covering broadcast technicians of four stations were announced last week by the International Brotherhood of Electrical Workers (AFL), Radio Broadcasters Local 1290, Montgomery, Ala., was said to have concluded negotiations for the technical staffs of WHEB, Solana, and WBY, Gadsden, with both agreements to provide wage increases, and establish working conditions including vacations and sick leave with pay. Clifford T. Lee, international representative, conducted union negotiations with both stations.

Other two stations signed were KFRA, Pasadena, and KGAE, Long Beach, Calif. Both pacts were with IBEW local 40, Hollywood. KFRA agreement provides for a wage increase effective last week with wage adjustments to follow six months later. KGAE agreements, negotiated by W. A. Kelly, international representative, follow uniform IBEW agreements.

WGBR, Cleveland, has contracted for full United Press service in addition to the joint which will be retained. The WGBR newsroom under the new set up is equipped to accommodate five additional printers.

In the "in the CONTROL ROOM" advertisement, there is an image of a phonograph record's label. The text is not relevant to the advertisement's content. The advertisement promotes the quality of CLARK's phonograph record transcription, emphasizing their expertise and long-standing reputation in the industry.
Help Wanted

Wanted: Salesman, Account-Executive—By large, growing advertising agency. Previous experience as account executive essential. A future with good future. Write for appointment giving full details of experience and qualifications. All applications will be kept strictly confidential. The personnel of our organization know of this advertisement. Box 375, BROADCASTING.

LICENSED OPERATOR—250 watt station needs West Coast engineer. Enter man. Copy Transradio Press, station-break announcing. $40.00 week. Box 371, BROADCASTING.

GIRL—Who knows details of radio station office in small town may find opportunity she has wanted by writing letter of application giving full personal details, education, qualifications, and experience. Box 369, BROADCASTING.

Experienced announcer—Three years or more network affiliation. Station WIS, Columbus, South America. Salary—Experienced, draft exempt, competent, competitive for position. Salary $350.00 per month. Box 368, BROADCASTING.

WANTED: Operator with broadcast license, experience not necessary. Write Box 365, BROADCASTING.

Combination Operator-Announcer—Local station Rocky Mountain area, Permanent. Send full information and details. Starting salary $130.00 per month. Box 469, BROADCASTING.

Engineer—First class, experienced. Ideal working conditions. WGNY, Newburgh, N. Y.

Transmitter Engineer—First or Second Class. No experience necessary. Good Salary, WJTN, Jamestown, New York.

Wanted-Draft exempt, competent, copy. writer-announcer. No night work. Write Box 353, BROADCASTING.

Staff Announcer—Wanted on local Virginia station. Reply to Box 580, BROADCASTING.

TRANSMITTER engineer—Wanted immediately. Wire draft status, experience and expected salary. WBKR, Pittsfield, Mass.

Situations Wanted

Manager-Commercial Manager—Desires to locate in or near Chicago. Experienced in local and network operation. A-1 reference. Box 366, BROADCASTING.

Chief engineer—7 years in 5 kw. stations, construction, maintenance and operation. Draft exempt, used, will rear. Desires change to be permanent. Box 379, BROADCASTING.

Production Man—Wide experience with small station. Can write copy. Married. Box 364, BROADCASTING.

Sales Manager—With 25 years experience in national, regional and local radio, newspaper advertising selling, merchandising, promotion, now employed desires change. Personality that creates client confidence. Proven ability not to draft. Good reference agency. Box 387, BROADCASTING.

PROGRAM DIRECTOR-NETWORK REGION. Desires change. Eight years experience, all departments. 25-Married. Child. Interview—Program Manager-News Station Manager, Midwest preferred. Box 368, BROADCASTING.

Announcer—News, general, baseball as specialty. 26 years, married, S.A. Now employed 5 kw. box complete, offer first letter. Box 372, BROADCASTING.

LICENSED OPERATOR—Needed—250 watt station needs West Coast engineer. Enter man. Copy Transradio Press, station-break announcing. $40.00 week. Box 371, BROADCASTING.

Famous Fellow

JOINING in the search to locate the St. Louis youth of an undetermined p.e. is Tom Rooney, promotion manager of KMOX, brought youth and fame together all started when a St. Louis newspaper first published the picture in question. A Paramount talent scout was interested and Spot Magazine printed an appeal for the youth's identity, directed to the St. Louis readers in particular. Rooney, a reader, detailed his story of fame on his own. The youth, James Guest, called to identify his brother Bill before the program's end. Paramount is now interested in this 20-year-old Washington U sophomore who first knew fame several years ago when he won the National Baton Twirling Championship.

PROFESSIONAL DIRECTORY

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

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

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

CLIFFORD YEWDALL
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adaptable to Radio

KDKA Creates Section To Clear War Programs CENTRALIZING authority for all war programs, KDKA, Pittsburgh, has established a new department headed by Victoria Corey, according to James B. Rock, general manager. Recently, Mrs. Corey has been writing special radio programs for the Pittsburgh Civilian Defense Council, as a member of the publicity staff. As coordinator of all war programs, she will continue her services in behalf of Civilian Defense as well as doing continuity for other special programs. It will also be her responsibility to clear and prepare for broadcast the heavy schedule of programs and announcements in behalf of Government and private agencies now being carried by KDKA.

LUDENS INC., Reading; has stipulated with the Federal Trade Commission to cease certain representations in its candy sales.

BROADCASTING • Broadcast Advertising

April 13, 1942 • Page 61
NAB Group Considers Means Of Stating Radio Case at Probe

Successor for Kirby Is Discussed at Meeting Along With Tentative Agenda for Annual Convention

MEETING at the Hotel Roosevelt, New York, last Tuesday, the NAB Executive Committee stepped out of its official role and reorganized for the occasion as a special advisory committee to consider the most effective presentations to the Department of Commerce, the viewpoint of the broadcasting industry to the House Interstate & Foreign Commerce Committee when this body begins its hearings on the Sanders Bill (HR 5497) April 14.

Purpose of the shift in committee title was to include in the planning session network representatives Edward Klauber, chairman of the CBS executive committee; Frank E. Mullen, NBC vice-president and general manager; Frank M. Russell, NBC Washington vice-president. Full NAB Executive Committee membership was present at the meeting: Neville Miller, NAB chairman; Don S. Elias, WNW, Ashville; James D. Shouse, WVTI, Cincinnati; John J. Gillin Jr., WOW, Omaha; Paul W. Morency, WTIC, Hartford; John Elmer, WQG, Baltimore; T. Taylor, KGNC, Amarillo. C. E. Arney Jr., assistant to the NAB president, attended.

Successor for Kirby

Same group, minus Mears. Miller, Mullen and Arney, met again in the afternoon as the NAB Reorganization Committee to discuss several possible appointees for the post of public relations director of the industry trade association to replace Frank Harris who formally resigned last month from the position.

On leave of absence for the past year as civilian advisor on radio to the Army, Mr. Kirby is now becoming a commissioned officer, but will continue to head the Department’s radio division.

No decision was made, it was announced following the three-hour afternoon meeting, which was adjourned until the day before the opening of the NAB National Convention in Cleveland May 11 when the Reorganization Committee will hold its next meeting.

At the morning session, Mr. Miller explained that the NAB has collected data for submission to Congress which prove the important position of the broadcasting industry in the nation today and has invited suggestions as to the best methods of presentation.

The consensus was reported as a sentiment that the present radio law is antiquated and should be altered to fit present day conditions. The broadcasting industry did not ask for these hearings, but it ought to take full advantage of the opportunity to present its case, the committee agreed.

While details of the plan of presentation discussed at the meeting were not disclosed, it is understood the group endorsed the general plan as outlined by Mr. Miller. Meeting also talked over the agenda of the forthcoming convention, which is still in the formative stage, but took no action regarding it.

Last-Minute Postponement Is Possible In Radio Inquiry by House Committee

WHILE PLANS were in readiness for launching hearings April 14 before the House Interstate & Foreign Commerce Committee on the Sanders Bill (HR 5497), possibility of an eleventh hour postponement was foreseen by Congressional observers. Absence of a quorum of the committee because of the quasi-recess of Congress might result in a short defermament, it was pointed out.

As BROADCASTING went to press Chairman Lea (D-Cal.) intended to open the proceedings promptly April 14 with initial testimony of the Federal Communications Bar Assn., which has urged revision of the 1934 Act.

Cox-Fly Feud

Meanwhile the House Rules Committee, considering the Cox Resolution (HRes 426) for a sweeping investigation of the FCC, was faced with a somewhat similar recess contingency. The Committee may meet this week, with plenty of action indicated because of the bitter feeling between Rep. Cox (D-Ga.), author of the resolution, and FCC Chairman James Lawrence Fly.

MBS Billings Up

MBS billings for March totaled $1,063,444, an increase of 106.4% from March, 1941. Cumulative billings for the first three months of 1942 were $3,016,141, up 106.4% from the total of $1,461,162 billed in the first quarter of 1941.

More Women at Controls

PREPARING to replace men at studio control posts if war demands for technicians necessitate it, WBIM, Chicago, on April 6 placed four women in studio control spots for a test.

They are Isabelle Fairchild of the music department; Rose Hilliard of the statistical department; Eleanor Horn, holder of an FCC operator’s license; Patricia Lynch, new to radio.

Disclosure that the Dept. of Justice is investigating charges of alleged improper activities of Rep. Coughlin, preliminary to the hearing of the House Appropriations Committee for the broadcasting roll-call, led to a postponement of the hearing, which was set for April 6.

Hearing is Set by FCC On 1220 kc. 50 kw. Plea COMPETITIVE applications of WAGA and WAGA Inc., Akron, for assignment to the 1220 kc. channel with 50,000 watts were scheduled for hearing last week by the FCC.

The channel, under the Havana Treaty, originally was earmarked for a Mexican station and steps are being taken for modification of Treaty provisions to make it available for use in Ohio [BROADCASTING, March 30].

Simultaneously, the FCC designated for consolidated hearing with the WAGA and WADC applications that of WHBC, Canton, seeking WAGA’s facilities on 1480 kc., and WVIR, New York. By April 20, the FCC may announce rules allowing WAGA to use the 1480 kc. band by the beginning of August, thereby making possible the 1190 kc. channel.

Irwin Steingut Is Named WLIB Board Chairman

IRWIN STEINGUT, Democratic minority leader of the New York State Assembly, has been elected chairman of the board of WLIB Inc., which is to operate WCNW, Brooklyn. Under the new call letters of WLIB on 1190 kc. located in New York City when the new station begins operation for transfer of control of WCNW [BROADCASTING, March 9].

Relinquishing his $100,000 ownership of WCNW is Arthur Faske, who founded the station in 1926, and who is listed as one of the stockholders of the new WLIB Inc.

Other officers elected were: Elias I. Godofsky, president and general manager; Aaron L. Jacoby, vice-president; Mr. Faske, vice-president and chief engineer; William H. B. Pease, treasurer; Louis M. Berne, secretary and sales manager. Construction of new studios at 846 Flatbush Ave. and new transmitter plant at Newton Creek, both in Brooklyn, is being completed.

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BROADCASTING • Broadcast Advertising
"NO MANUFACTURER CAN AFFORD TO ENTER INTO THE POST-WAR PERIOD WITHOUT ALL THE GOOD WILL HE CAN POSSIBLY LAY UP"

Says CARLE C. CONWAY
Chairman of the Board,
CONTINENTAL CAN COMPANY

"We recognize fully that no human being is so wise or so shrewd that he can forecast what the social and economic conditions governing business may be when the emergency is over.

"All that intelligent management can do is to emerge with plants ready to produce at the lowest possible competitive cost, with its present products improved by research and new products planned and tested, and, finally, with the name of the company engraved in letters of good will on the mind of its public, its customers, and its prospects.

"Management generally is recognizing that whatever conditions may be after the emergency, they certainly are going to be tough, and no manufacturer, however experienced or well established, can afford to enter into the post-war period without all the good will he can possibly lay up."

(LLL - AAAA Joint Meeting, November 14, 1941)

★ To the great names in American business whose continued advertising is a flaming symbol of faith in America's future... whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy... this space is dedicated by The Nation's Station.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.

STANDOUT NEWS COVERAGE

LOCAL STATE NATIONAL WORLD

DENVER
5,000 WATTS—560 Kc.
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY & REPRESENTED BY THE KATZ AGENCY, INC.

- News as KEZ delivers it: a major service feature. A full-time corps of experienced newsmen makes its personal effort to gather and give the news 24 hours a day especially for listeners in this area.

Two leased wires of the International News Service supply national and world news. Standout local coverage agents are used through Colorado's network of regional correspondents, private newspapers, and prominent voluntary cooperation of listeners throughout its service area.

By virtue of such uncounted facilities, KEZ is consistently FIRST with the news, first with AM radio news and first in the preference of listeners in the Denver-Rocky Mountain region.