Radio has been called upon to fulfill a destiny that it has prepared for through years of peacetime service. • American radio has taken on a vital job. With transmitters throughout the nation reaching to crowded cities and remotest farms—wherever there are people—Americans are informed...on the instant...of the victory effort. • Radio, the free American way, in war as in peace, is doing its job well: A vital job of linking a determined nation in an united effort. • On the eve of the 20th annual convention of the National Association of Broadcasters, Station WLS salutes its fellow stations throughout the nation, proud of our affiliation with them in a common purpose—Victory, final and complete.
More than 100 types of tubes for use in Commercial Broadcasting, Point to Point Communication, Ultra High Frequency Transmission, Electro Medical Apparatus, High Voltage Rectification and many Industrial Applications.

Now, this is a WAR!

"A TOTAL WAR! A war in which the fighting man DEPENDS upon radio for his information, his orders and his very life.

"And that odd-shaped bottle is an ultra-high frequency, high-power, air-cooled transmitting tube. Thousands of these, as well as other AMPEREX types, are in 'front line' service.

"Folks back home subordinate their civilian requirements to such military needs. It's an 'all-out' war calling for sacrifices from all of the people."

AMPEREX ELECTRONIC PRODUCTS

79 WASHINGTON STREET

BROOKLYN, NEW YORK
Get All 3 in Hartford

There's no need to settle for one loaf in Hartford, when your appropriation can afford three! Get WDRC's bountiful combination of coverage, programs and rate — and do the big job called for in this important market. WDRC's Primary Area is Connecticut's 1st Market — more than a million people with the highest Effective Buying Income in 48 states.

Write Wm. Malo, Commercial Manager, for the facts and figures.

BASIC CBS HARTFORD

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Praise from Pasadena

Sales for you right here...

You get both with:

WWL
NEW ORLEANS

50,000 watts — clear channel

It's interesting to know that your Deep South programs over this 50,000-watt, clear-channel station will be heard and appreciated in the depths of the Canadian wilds and by long-distance fans everywhere.

But it's far more important to realize that through WWL you dominate New Orleans and a big slice of the prosperous Deep South.

The greatest selling POWER
in the South's greatest city


Get better results in the big farm markets (without being soaked) by using KFAB. Farm listeners like KFAB. It's "their" station. You can "clean up" on Monday or any other day. You need KFAB for thoroughly bright, sparkling sales throughout Nebraska and her neighboring states.

DON SEARLE—Gen'l Mgr.
SHOULD you happen in Frank Jenkins’ home anytime soon you’ll probably be impressed with a Louis XIV chair, a library including the works of Shakespeare and a period cabinet modern radio. Frank, lean and bronzed, will prove a delightful conversationalist, discussing with equal ease, Socrates and Schopenhauer or black dirt and Beethoven.

No. Frank Jones is no college professor, no industrialist, or man of the arts. Frank is one of the six million farmers who have been educated, entertained, and enriched through the speakers of their 9,470,900 radio sets.

Yes, the old adage is true. “Radio has meant a lot to the farmer.” But there is another side to the story.

“The farmer has meant a lot to Radio.”

Enthusiastic and loyal, he and his family are the most consistent and avid radio listeners of any single group in the United States. They respond quicker and in greater numbers to advertisers’ messages than any other radio class (witness, for example, the 60,000 letters that poured into WSM week after week in response to one farm show... the “Grand Ole Opry.”)

This unswerving faith has played such an important part in the success of Radio that advertisers competing for their share of the farmers’ $10,352,000,000.00 spendable income rarely ask: “What medium?” Rather... “What station?”

A part of the great Fifth Estate, WSM, whose coverage is half urban and half rural, is grateful to the American farmer for his zealous loyalty to WSM and WSM advertised products.
Now CBS wins awards for icing, too

We’re used to getting scrolls and medals for our programs—that’s our regular business. But here we are getting awards for promotion and publicity support we give our clients’ programs!

In Billboard’s Annual Radio Exploitation Survey, CBS was first among all networks—and CBS was first again in the Billboard Publicity Survey.

What Billboard calls exploitation, however, we call program promotion—a carefully planned campaign to stimulate local interest in sponsored programs. It’s part of the service that CBS stations voluntarily give to clients—something not called for in contracts—just icing on the cake.

All of which indicates that there’s much more to our network than studios, “mikes” and antennae...that our clients get much more than time.

Moreover, four individual Billboard awards were made to CBS stations:

WEEI, Boston, first place among regional stations for program exploitation; second place to KLZ, Denver.

KNX, Los Angeles, first place for outstanding exploitation idea of the year.

WBIG, Greensboro, N. C., first place for outstanding exploitation in the line of civil service.

Columbia Broadcasting System
The path of the pioneer is fraught with peril but the reward for success is high. On December 1, 1941, WMCA began to broadcast hourly news bulletins from The New York Times. We felt it was a sound decision: The listener could easily remember the time (every hour on the hour), the news source was of the highest integrity and the station could be quickly located (first on your dial).

WMCA's pioneering has been richly repaid. Two separate surveys made in March 1942 by Crossley and Fact Finders reveal almost identical results:

351,360 different homes listen to New York Times news bulletins on WMCA every day.

More people are listening to WMCA and more advertisers are spending more money because more listeners are buying more of their products. That's what we term an unvicious cycle and that's why WMCA, today, is the number one station for any New York spot schedule.

America's leading independent station

WMCA New York

First on your dial... now first for news

Western Representative: Virgil Reiter & Co., Chicago
Who else could tell so

"BUY U.S. WAR SAVINGS STAMPS AND BONDS."

"EVERYONE SHOULD DO HIS JOB BETTER—FASTER THAN EVER BEFORE."
America is depending on its Broadcasting System—and on you men of radio who direct this tremendous power—to set the whole nation in motion, to inform, to cheer, to strengthen the will to win.

Western Electric has provided many of the facilities for accomplishing this important task. Western Electric takes even greater pride in its present job of producing vast quantities of communication equipment for the United Nations.


Western Electric
The station is new . . . the technical facilities are the finest. More important is the personality behind KXEL. He is an old and respected friend of the Iowa radio audience. With 50 K.W. clear channel, a potent voice carries your broadcast message to the heart of the world’s No. 1 agricultural area. It is a market with tremendous purchasing power . . . rich . . . active . . . receptive.

JOSH HIGGINS BROADCASTING CO.

Joe DuMond, President
Insurance Building
Waterloo, Iowa

JOHN BLAIR & CO.
Follow the right course with WPEN
Philadelphia
"The Station That Sells"
5000 watts • 950 on the dial
Well over 2,500 musical selections in the Basic Library... Meets every musical program need without tiresome repetition of selections... an endless procession of well-balanced programs ... basic kept new and fresh by constant deletion of old and outmoded music.

Every selection is recorded by the definitely superior Orthacoustic method, which provides a frequency range of from 30 to 12,000 cycles, with the absolute minimum of distortion... the utmost in realism... Discs made of the new wonder material, V-257... unbelievable wearing qualities, amazingly low surface... Superior quality is confirmed by the many FM stations now using Standard.

Standard Radio supplies far more selections each month than any other service... over 100 every month, released twice each month to assure freshness... In addition to adequate coverage of ASCAP music, Standard still supplies the largest monthly release of BMI and non-ASCAP music.

More valuable, more appreciated under war conditions than ever before is Standard's time-and-trouble-saving filing and indexing system... Today, when stations are on the air more hours per day, often with depleted staffs, program directors rely on Standard's simple yet complete filing system to help them build programs and assemble discs with a minimum of time and effort... No other system offers as much information on selections, or in such available form.

The Standard Radio Program Library is famed for "the commercial touch"... the vast musical resources of the Library lend themselves easily to the creation of sparkling, sponsorable shows, and Standard's Continuity Service provides a wealth of ready-built shows (64 per week), which are complete to original opening and closing themes!
STANDARD RADIO'S Leadership in Library Service

6-Names Standard's impressive list of "big-names" is tops in transcriptions: Ray Noble and his Orchestra, Bob Crosby and his Dixieland Band, Alvino Rey, Freddie Martin, Jack Teagarden, Duke Ellington, Ozzie Nelson, Abe Lyman, Dave Rose, and Ted Fio Rito—the brightest stars in the popular music firmament and names of equal brilliance in the Concert, Vocal, Novelty, Instrumental and Hillbilly fields.

7-Showmanship That rarest of all radio attributes—Showmanship—characterizes all Standard Radio production... the result of inspired selection of talent and its unique projection... There is a touch of the different and unusual in Standard Radio... a distinctive "something" that catches on with both sponsors and listening public.

8-Merchandising Offered as a bonus to Standard Radio subscribers, Standard's SPOT-ADS are often a worth-while source of increased income—especially significant in these times... These short, clever dramatized commercials are readily salable to leading classifications of local sponsors, and are being used with sensational success by hundreds of stations.

9-Publicity News stories, glossy photographs and newspaper mats on all outstanding Standard artists are supplied in kit form... Twice each month fresh material is supplied on new artists or releases.

10-Largest list of Subscribers In the last analysis the measure of the merit of any library service is its list of subscribers... Standard Radio has more subscribers than any transcription library service: 278 stations in the United States, 10 in Canada, 8 in Mexico, 3 in South America, 7 in Central America, 1 in Hawaii, and a few others like Singapore, Manila and Radio-Paris... who will be back later!
Arthur B. Church
President, KMBC, Kansas City

1913-1916 — Wireless amateur in school and college; attained U.S. Radio Operator's License Commercial First-Class; built Station WWU and WYO; sold radio equipment by radio to amateurs and schools. One of the first, if not the first, to use radio as a selling medium.

1917-1919 — Organized radio training at Graceland College; enlisted in Signal Corps and taught radio until after Armistice.

1920 — Founded Central Radio School and Central Radio Company; built first "factory-built" DeForest radiophone station in Mid-West.

1921-1929 — Built WPE, now KMBC, 10th Radio Station CBS; first affiliate to originate daily Coast-to-Coast network programs on CBS and telecast same locally. Active in industry affairs; 10 years Director or Officer of NAB.

1932 — Founded Midland Radio & Television Schools now training 5,000 enlisted men yearly.

1942 — Member; Executive Board, Communications Advisory Board; Public Relations Advisory Board; Kansas City Civilian Defense — and very active President of KMBC.

WE don't know who coined the words "station personality", but we do know that Arthur Church was about the first man in America to develop such a thing for his station. To begin with, it was Arthur Church who pioneered many of the industry's present-day ethical standards, by which the radio listener is now so universally assured of clean and palatable entertainment. With that philosophy, with the famous Arthur B. Church Programs, and a dozen other individual features, Arthur Church's KMBC has originated more than 3000 network shows — has built a station personality that is unique in America.

"Personality", according to Webster, is that which constitutes distinction of person; individuality. Here at Free & Peters, we are constantly striving for a corporate "distinction of person" that is a little bit different from that of any other outfit in this business of radio-station representation. We want to be known for the thorough, competent, dependable and "heads-up" job we do. We want to be distinguished by the sincerity and trust-worthiness of our policies, our recommendations, and our people.

Merely to feel that way is, we believe, fairly distinctive. And judging by the way our business is increasing, you agencies and advertisers recognize the distinction, too. That's what gives us the biggest kick of all, here in this group of pioneer radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
1,100 At Cleveland for War Convention

20th NAB Meeting to Tackle Problems Of Industry, Hear Federal Officials

THE NATION’s broadcasters and their satellite operators—1,100 strong—have converged on Cleveland for the 20th annual convention of the NAB May 11-14, to learn how to harden themselves for operation on wartime rations and at the same time keep inviolate a free, competitive system of broadcasting.

The keynote, from the drop of President Neville Miller’s gavel Monday morning, will be “Radio in Wartime”, with a blue ribbon slate of governmental public relation chieftains on hand to expound their ideas of peak war performance. It will be something more than ordinary speedmaking, however, because the military high command appreciates the potency of radio in a war economy and seeks furtherance of the effort to mobilize radio as a sort of fourth arm of the war offensive.

Government Ghosts

Were the industry able to go all-out for war operation and forget the heartaches of crackdown regulation, litigation, labor incursions and other crusades and disagreements that stem from Government and private organizations, which evidently don’t realize a war is on, the convention agenda would be simple. But all these elements are present, plus the threatened downward spiral of business and a smattering of intra-industry dissension provoked in some measure from Government quarters evidently operating on the “divide and rule” philosophy.

From the standpoint of industry interest, there has never been a fuller convention agenda. This is reflected also in the fact that advance reservations, according to four-hour reports from C. E. Arney Jr., NAB secretary-treasurer, and John Patt, WGAR president and chairman of the housing committee, indicate a gross attendance of about 100 more than the record-amazing total of 1,000 last year. Voting delegates may reach 450, another record.

There will be many celebrities among the speakers and guests. The keynote speakers include such outstanding men in public life as Archibald MacLeish, director of the Office of Facts & Figures; Paul V. McNutt, Federal Security Administrator, and head of the new War Manpower Commission; Byron Price, Director of Censorship; Hon. Humphrey Mitchell, Minister of Labor of Canada, who will be in civilian dress.

Wearing brass and braid will be military personnel: Maj. Gen. A. D. Surles, director, Army Bureau of Public Relations; Rear Admiral A. J. Hepburn, director of Navy public relations; Maj. Gen. F. G. Beaumont-Nesbitt, British Army staff; Brig. Gen. Lewis B. Hershey, director of Selective Service; Capt. L. P. Lovette, office of Navy public relations; Liet. Col. Ed Kirby, former NAB public relations director and now chief of the Army radio branch.

To say that there is no controversy over the present direction of the NAB under President Neville Miller would be a misstatement. How potent this opposition will be, and how much of it was incubated at developments at the convention a year ago, when FCC Chairman James Lawrence Fly came to grips with President Miller and Mark Ethridge, WHAS, Louisville, who has performed as the industry’s drafted mentor since 1938, remains a conjecture.

A reorganization committee, designated last March by the NAB board to look into “streamlining” of the trade association, has been functioning. It will report to the new board of directors, which meets Thursday, after the 20th convention adjourns sine die Wednesday. There will be a dozen new members of the board—six elected at district meetings, plus the last convention and six “directors-at-large” to be elected at the convention itself on Wednesday.

Status of Networks

Chances are there will be a minimum of agitation on the floor over NAB reorganization. The only “politics” on the agenda deal with the controversy over election of the major networks to active membership, as opposed to a proposal that they be given nonactive memberships, with nominal dues, which would sharply cut the NAB’s budget of some $225,000. The board itself, at its momentous meeting last March, voted that networks be given active membership and pay dues on the same scale as individual stations (i.e., on their income brackets, which would mean about $24,000 a year for NBC and CBS, and about $5,000 for the Blue, with MBS not figured since it isn’t in the NAB).

The directors proposed also that the networks be entitled to membership on the board on equal footing with any other qualified entity, but that the executive committee be abolished. Opposing this plan is the proposed by-laws amendment of John Shepard 3d, Yankee Network president and chairman of the Broadcasters Victory Council, a coalition of the various trade groups in broadcasting admittedly created to serve on the Washington front because of expressed dissatisfaction of NAB’s relations with Chairmen Fly. Called by some a buffer created largely at the instigation of Chairman Fly, NAB officials have stated that it is an interim organization which will serve only until NAB is revamped.

Mr. Shepard would deny the network ship is as right as the to have any network officer or employee serve as a director-at-large, of which there are six. Network managed and operated stations, under his plan, would have to take their chances in having one of their officials elected a director at district meetings. Complications are developed, however, when NBC President Niles Trammell 10 days ago [Broadcasting, May 4] opposed active membership, but insisted that networks be not discriminated against on directorships-at-large or otherwise. He lashed out at those who have alleged “network domination” of the NAB. The Trammell and Shepard positions are not far apart.

CBS thus far has not made known any change in its position. Heretofore, it has insisted that networks are entitled to full rights and privileges, including active membership and board representation. The action taken by the board last March, sustained in general the CBS position. William S. Paley, CBS president, will be present in Cleveland, heading his network’s delegation.

The Industry’s Future

Precisely what the reorganization committee will propose, of course, is not known. Many conventioneers eyes will be turned toward this committee, headed by Don S. Elias, WWNC, Asheville, who was drafted as a sort of industry balance-wheel, for the answer. Other committee members are John J. Gillin Jr., WOW, Omaha; Edward Klauer, CBS executive committee chairman; Howard Lane, KFBI, Sacramento; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford, designated as an alternate.

The streamingline talk has dealt with the retention of an outstanding public relations expert to steer the industry course. There has even been talk of a top-most reorganization, with a “practical broadcaster” to head the association either as president or chairman of the board, and with President Miller to as-
Aberleng, Herb, New York, Statler.
Albertson, Roy L., WENY, Buffalo, Statler.
Allen, E. C., WIBA, Madison, Statler.
Anderson, W. E., WPCI, Pawtucket, R. I.
Andrew, Victor J., Chicago, Statler.
Avery, Campbell, WTN, Norfolk, Statler.
Ashbacker, Grant P. and Mrs., WKBZ, Muncie, Ind., Statler.
Atterbury, Ellis, KCKN, Kansas City, Statler.
Avery, L. H., Free & Peters, Chicago, Statler.
Bacon, John A., WGR, Buffalo, Statler.
Balch, Emery E., WRUL, Woonsocket, R. I., Statler.
Balch, Owen H., KSAL, Salina, Kan., Statler.
Barnhart, E. R., WREU, Wilkes-Barre, Statler.
Barnhart, E. V., Associated, Statler.
Barshard, L. D., KXEL, Waterloo, Ia., Statler.
Beaver, Horace D. and WATM, Cleveland, Statler.
Balman, Ralph, Katz Agency, Hollenden.
Baumann, B. E., WISH, Indianapolis, Statler.
Beaver, Cecil C. K., KARK, Little Rock, Statler.
Beyn, George, Youngstown Vindicator, Youngstown, Statler.
Biel, J. C., WBRE, Binghamton, Statler.
Berk, Bernard B. and Mrs., WAKR, Akron, Statler.
Berman, J. A., Shure Brothers, Chicago, Statler.
Bergin, John, WBIZ, Scranton, Pa., Statler.
Bergin, John, Statler.
Bekele, A. E., WBBR, New York, Statler.
Bingenrein, W. P., WGR, Buffalo, Statler.
Bishop, Edward E., WGH, Norfolk, Statler.
Bishop, Frank, KFEL, Denver, Statler.
Bitter, Harry M., WWDM, Indianapolis, Statler.
Blair, John B., KOMA, Oklahoma City, Statler.
Blair, John, Blair & Co., Chicago, Statler.
Bondurant, E. H., WHO, Des Moines, Statler.
Borland, Edna L., WKBW-CVE, Buffalo, Statler.
Borland, Robt. D., WEK-WCE, Cleveland, Statler.
Borcher, H. W., WBEB, Sheboygan, Wis., Statler.
Borton, F. W. and Mrs., WQAM, Miami, Statler.
Bowden, J. L., WBGN, Youngstown, Statler.
Bowen, Mrs. Scott, WIBX, Utica, N. Y., Statler.
Boyle, John J., WJAR, Providence, Cleveland.
Bradford, Guy W., KERV, Welasco, Texas, Statler.
Brandt, Otto, BLUE, New York City, Statler.
Bray, Edgerton, Denver and Amarillo, Texas, Statler.
Brown, Gordon E., WKJY, New York, Statler.
Brown, Thomas L. and Mrs., KFPP, Spokane, Statler.
Brown, George F., WBNF, Buffalo, Statler.
Brown, W. O., Youngstown Vindicator, Youngstown, Statler.
Brown, W. O., WHDL, Olean, N. Y., Statler.
Brown, Walter, WSPA, Spartanburg, S. C., Statler.
Brown, W. S., St. Regis, New York, Statler.
Bruck, Leonard, Kennebunk, Me., Statler.
Brush, Horace C., WBAL, Baltimore, Statler.
Brubaker, J. E., Free Press, Allentown, Pa., Statler.
Burtis, M. J., WWGR, Clearwater, Fla., Statler.
Caley, Charles C., WMBR, Poitier, Statler.
Callahan, Leonard D., SESAC, New York, Statler.
Campbell, Martin B., WFAA, Dallas, Statler.
Carey, F., WLL, New Orleans, Statler.
Carroll, Edward, WMAL, Washington, Statler.
Carroll, E. K. W., WMAC, Macon, Statler.
Carter, Bernice, WHEC-CVE, Cleveland, Statler.
Carpenter, David H., WHEB, Portmouth, N. H., Statler.
Carr, Eugene, WGAR, Cleveland, Statler.
Carr, W. C., WKBZ, Wichita Falls, Texas, Cleveland.
Chapin, Howard M. and Mrs., WREU, Reading, Pa., Statler.
Chapin, Stathis R., WQRR, Scranton, Conn., Statler.
Chernoff, Howard L., WCHS, Charleston, W. Va., Statler
Chilton, Ruth, WSyr, Syracuse, Cleveland.
Chittin, Frank E., NBC Recording Div., Chicago, Statler.
Church, Arthur B., KMBK, Kansas City, Cleveland.
Clark, John W., WHIP, Chicago, Statler.
Clark, Pies S., KFEL, Wichita, Statler.
Clipp, Roger W., WFLI, Philadelphia, Hol- lenden.
Cloutier, Norman, NBC Recording Div., Statler.
Codel, Edward, WPAT, Paterson, N. J., Codel.
Columbia Broadcasting System Inc., Statler.
Cohen, T. L. Atlanta.
Cook, Geo., Chicago, Statler.
Cook, H. W., WIBX, Utica, Statler.
Cooke, L., WBBB, HARR, Ill.
Coulson, R. W., WHAS, Louisville, Statler.
Courney, Geo. F. Dr., WHIP, Chicago, Statler.
Craig, Edwin, WSM, Nashville, Statler.
Craig, W. F., WLBK, Muncie, Ind., Statler.
Cribb, W., WHLB, Sheboygan, Wis., Crawford, M., New York, Statler.
Curtis, James, A., WHEB, Portsmouth, N. H., Statler.
D'Aentonio, J., L., WBBA, Chicago, Statler.
Danborn, M. E., KGKB, Tyler, Tex., Statler.
Damm, Walter, WTMJ, Milwaukee, Statler.
Daniel, Horace, WSAX, Savannah, Statler.
Davenport, J. A., WREB, Columbus, Ga., Statler.
Davis, Geo. W., WLS, Chicago, Statler.
DeGroche, Wm., N. Y., New York, Statler.

(Continued on page 124)
Censor Foiled
FAN MAIL in the form of postcards garnered out of Nazi-occupied Paris recently came to Edward Beck who broadcasts daily in French over WGEA, Schenectady, General Electric shortwave station. The postcard is of a type which regulations allow to be sent between occupied and unoccupied France carrying messages of a strictly personal nature. Presumably it was sent in care of a mutual friend of Beck's in an occupied city and its message escaped the censor. "It is a very long time since we have had news from you, but fortunately from time to time we hear the sound of your voice."


(Continued on next page)
(Continued from preceding page)


Puliam, Eugene C., Wire, Indianapolis, Carter.

Pyle, D. and Mrs., KVOD, Denver, Statler.

Quanton, Sumner D., and W. B., WMT, Cedar Rapids, Ia., Statler.

Radner, Roy, WIBM, Jackson, Mich., Statler.

Ramsland, Odin S., KDAL, Duluth, Statler.

Rapp, J. C., KMA, Shenandoah, Ia., Statler.


Reichel, C. C., WDAG, Fargo, N. D., Statler.

Reiss, H. L., WSB, Atlanta, Statler.

Rivers, John W., WGST, Augusta, Ga., Statler.

Robbins, John M., WCSC, Charleston, S. C., Statler.

Rockefeller, W. H., WCBS, New York, Statler.

Rollinson, June, Russel M. Seeds Co., Chicago, Statler.

Roeder, Geo. H., WCHM, Baltimore, Statler.

Rosen, Samuel R., WPTI, Philadelphia, Holleden.

Rothschild, W. J., WJYX, Rochester, N. Y., Statler.

Rowan, B. J., WOY, Schenectady, Cleveland.

Russo, Wm., WGN, Chicago, Statler.


Ryder, Les, WCED, Dubuque, Pa., Statler.

Safford, Harold, WLS, Chicago, Statler.


Saumagen, J. D., WLS, Columbus, S. C., Statler.


Schiller, Fred, KFAM, St. Paul, Minn., Statler.

Schlachter, Otto M., WKBW, LaCrosse, Wis., Statler.

Schmitt, Wm., WIBA, Madison, Madison, Statler.

Schorsch, Wm. A., Jr., Columbia Broadcasting Corp., New York, Cleveland.

Sears, B. H., Sears & Roebuck Corp., New York, Chicago, Cleveland.

Segwick, Harry, Canadian Broadcasters Assn., Statler.

Segwick, Joseph, Canadian Broadcasters Assn., Statler.

Seetum, J. J., WTAD, Quincy, Ill., Holleden.

Shaffer, Richard, WIS, Columbus, S. C., Statler.

Sherman, KEL, Salt Lake City, Utah, Statler.

Shapiro, Rose E., KPSD, San Diego, Statler.

Sheppard, John, Yankee Network, Boston, Carter.

Sherwood, Alex, Standard Radio, Chicago, Statler.


Chopin, Frank E., KOWH, Oklahoma.

Shouse, James D., WIL, Cincinnati, Statler.

Slipkin, G. W., WMC, Memphis, Statler.

Smith, Calvin J., KFAC, Los Angeles, Statler.

Smith, Edward H., WPK-WOLC, Cleveland, Statler.

Smith, Frank R., Jr., WSYF, Pittsburgh, Statler.

Smith, George W., WWVA, Wheeling, Statler.

Smith, Hugh M., WAML, Laurel, Miss., Statler.

Smith, Leslie F., WMB, Manhattan, N. Y., Statler.

Smith, Nola A., WOLU, Columbus, Statler.

Smith, Frank T., KXYZ-KCBS, Houston, Statler.

Snyder, Glenn, WLS, Chicago, Statler.

Soile, O. P., Soile Spalding, Salt Lake City, Statler.

Sowell, F. C., WLAG, Nashville, Statler.

Sprock, J. and Mrs., WBAI, Greenfield, Mass., Statler.

Spencer, Harry B. and Mrs., KXEO, Aberdeen, Wash., Statler.


Spooner, A. W., WTJN, Jamestown, N. Y., Spurte, BUR, SEAC, New York, Statler.


TO AUGMENT their radio courses at the University extension of the Massachusetts Board of Education, Alice Santti (standing), formerly in charge of commercial traffic and Helen Hayden, receptionist of WEI, Boston, are given instruction by the station's chief engineer, Philip K. Baldwin. Both girls look forward to becoming studio technicians, now in great demand.

Stone, Harry and Mrs., WSM, Nashville, Statler.


Stovin, H. N., Stovin & Wright, Toronto, Statler.

Stratton, Donald G., WATM, Cleveland, Statler.


Summerville, W. H., WWL, New Orleans, Statler.

Stout, W. B., KOMO-KJR, Seattle, Statler.

Sutton, D. V., CBS, Chicago, Cleveland.

Swissjeg, Jett, WEPT, Kitty Hawk, Tenn., Statler.

Taft, Hubert, WKBK, Cincinnati, Cleveland.


Thomas, C. L., KPFU, Columbia, Miss., Statler.

Thompson, Roy, WBFG, Altona, Pa., Statler.

Thornburg, Donald W., KNX, Hollywood, Statler.

Thornley, Howard W., WFCI, Fort Worth, Tex., Statler.

Tipton, M. E., KFRC, Columbia, Mo., Statler.

Todt, Jack, KANS, Wichita, Kan., Statler.

Tok-dan, KANS, Wichita, Kan., Statler.

Tompson, C. M., WSB, New York, Statler.

Travers, Louis, Yankee Network, Boston, Holleden.

Tracy, John C., NBC Recording Div., Statler.

Truman, Harry, WNB, Binghamton, N. Y., Statler.

Tufts, J. C., WJAG, Johnstown, Pa., Statler.

Trebley, Edgar H., WBEN, Buffalo, Cleveland, Statler.

Vetter, Steave A., WIOD, Miami.
Network Officials Point to Flaws in Regulating Statute
(Continued from page 24)

the newspaper-ownership case were not involved but the U. S. Court of Appeals for the District of Columbia in detailed dicta, made no bones about expressing its views in opposition to any interference with newspaper-ownership of stations.

Mr. Miller suggested the committee might ask the FCC whether it has the power to issue such regulations, pointing out that Judge Thomas D. Thacher, chief counsel of the Newspaper Radio Committee, at the opening of the hearings last year essayed to have the Commission decide that point but that the Commission’s general counsel held the facts would have to be probed before a determination could be made of the jurisdictional question. He expressed surprise at this procedure.

Up to Congress

Mr. Miller said while the Commission had taken pains to say that it had not made up its mind, there was “great apprehension” among newspaper owners that the FCC majority is trying to develop a legal proposition where newspaper ownership would be held contrary to public policy. Personally, he said, Congress should declare the public policy to be followed.

Chairman Lea interposed that the Newspaper Radio Committee would testify on the Sanders Bill May 19. It is expected Harold V. Hough, chairman of the committee, Judge Thacher and Sydney M. Kaye, associate counsel, as well as several radio-industry witnesses will own newspapers will appear.

 Asked by Rep. Sanders regarding the proposal that networks be licensed, Mr. Miller said, CBS President Paley had recommended such a step in his testimony last year before the Senate Interstate Commerce Committee.

Declaring he had never made a detailed study, Mr. Miller said, however, he thought the danger of such a step would be in the field of censorship. Networks are in a sense programming organizations, he said, and he felt that Congress should move warily before extending such authority.

Finally, Mr. Sanders asked the NAB president about his views on network ownership of stations and whether there should be a limitation on the number. Here again Mr. Miller said he had never given any study to the question though he had heard of criticism leveled against the networks owning any additional stations. He observed that networks felt they should own stations in key cities but declared that he had “no particular opinion that would be of any great help to the committee.”

Mullen Asks Free Radio

Appearing as NBC’s introduction witness, Edward Hidalgo, Washington counsel, made a brief opening statement, pointing out that Mr. Mullen would appear as principal witness because of the illness of Nelson Trammell, NBC president. Mr. Trammell is in Florida recuperating from a recent surgical operation. He introduced Mr. Mullen as a 20-year-old in radio and as former farm director of NBC who instituted, among other outstanding programs, the National Farm Day Hour.

Before graphically portraying to the committee by color slide the status of American broadcasting, Mr. Mullen offered the committee NBC’s complete cooperation in its study and consideration of radio legislation. He emphasized the importance of a free radio in wartime, as well as during peace, and said it was essential that like a free press, a free radio depends upon the financial support of the advertisers.

During his affirmative presentation, Mr. Mullen once touched on the highly explosive issue of time options, now embroiled in litigation before the Supreme Court on the question of jurisdiction.

“It is obvious that if a network is to be of value to the advertiser it must make it possible for him to deliver his message to each of his markets with his program simultaneously at all points,” Mr. Mullen said. “If the network is unable to deliver even one or two principal markets the entire program may be called off. A national network can offer advertisers this opportunity of simultaneous coverage of all markets only if it can be assured uniform clearance of time on its affiliated stations.”

Orderly Procedure

Emphasizing the importance of uniform time clearance, Mr. Mullen deprecated the requirements of any advertiser may change radically from year to year. Without such an orderly marketing procedure of network time, he said, the smooth operation of a network would be impossible and “it is questionable whether most national ad-
agency for the work of reconstruction.

"As an ever changing art and science radio needs flexibility to permit its normal future evolution. Had it not been for the war we would now find ourselves in one of the most important technical developments in radio history.

"We were on the verge of new services and a new industry through the wider use of the ultra-high frequencies in the fields of television, frequency modulation, and facsimile, which is the broadcasting of printed material. These new services are certain to exert a revolutionary influence upon our social and economic life in years to come and will raise problems vastly greater than any problem which may exist in radio today.

"It should be remembered that the broadcasting industry is, in effect, operating under an old law so far as this progressive industry is concerned.

"The Radio Act of 1927, reenacted in substance in 1934, was concerned when most of the present problems of broadcasting were nonexistent or unforeseen.

"While we are immediately concerned with the present problems of radio and the demands of a nation at war, legislation should envisage the future in a nation at peace. I am confident that the broadcasters of the nation will do everything in their power to meet the needs of the present and the challenge of the future."

Favors Press Ownership

Upon completion of his direct testimony, Mr. Mullen was cross-examined by several Committee members. Rep. Sanders, as the bill's author, took up the preliminary questions and proposed an inquiry to the NBC executive virtually the same series of questions directed to previous witnesses, having to do with Section 7 of his bill. Mr. Mul- len, speaking in general terms, approved the proposals of the Federal Communications Bar Ass'n and the NAB, as propounded in previous testimony to the Committee, propounding reorganization of the Commission and clarification of the Act.

Pressed for answers on the particular studies proposed in the Sanders Bill, Mr. Mullen said his

WELCOME VEGETABLES were accorded Lew Henry (left), new baseball broadcaster for the Wheatties - Mobilgas games on WCLE, Cleveland. The broccoli-carrot-onion casserole was tendered by Jack Graney, whom Henry will assist, on behalf of the staff.

Mr. Sanders persisted in seeking a precise answer, declaring he wanted to know whether NBC approves, disapproves or is indifferent to network programming. Asserting he regarded it as "pretty important", Mr. Mullen said he would like to know precisely what the licensing would be for before he could give an intelligent answer.

Station Ownership

"We don't want to resist proper regulation," he said, "but have some doubts as to whether or not such licensing would be helpful."  He agreed to let the Committee know the network's policy conclusion after further study.

While asked by Rep. Sanders as to NBC's position with regard to ownership by the networks and whether he favored giving the Commission a "blank check" or whether it should be left to Congress, Mr. Mullen declared that confusion as to what the rights of networks are and in connection with such ownership. This transends the standard band but goes to new services, such as television and FM, which are destined to flourish after the war, he said. "We certainly need some clarification," he declared.

Mr. Sanders observed that "we are talking at cross-purposes" and restated his question as to whether Congress thought it "had to have a limit on ownership of stations by networks." Asserting he could not answer the question "practically and theoretically", Mr. Mullen said, however, that he thought it was unfair to license an organization to operate stations and then to have the regulatory authority come along and say "you can't have them any more". He said he agreed that Congress should express itself on this vital question.

Rep. Hinshaw (R-Cal.) quizzed Mr. Mullen regarding the type of contracts entered into by NBC with affiliated stations, and Rep. Waver- ton (R-N.J.), ranking minority members of the Committee, opened the discussion of the problems of radio, the American system as opposed to the British system, and the question of rate-fixing, competition and regulation.

All this appeared geared toward eliciting from the witness testimony controversy with the FCC over its regulatory moves. The interrogation, however, was curtailed by the
Mullen Tells House Probe Committee Story of Radio in Words and Pictures

A GRAPHIC illustration of broadcasting and what makes it tick was given the House Interstate & Foreign Commerce Committee last Tuesday by Frank E. Mullen, vice-president and general manager of NBC, in a one-hour colored slide show.

Acting as narrator, Mr. Mullen, one of the network's first employees who rose from the ranks, took 14 members of the Committee (the best-attended session since the investigation began) on what amounted to a personally conducted tour of broadcasting development in the United States, as compared to the rest of the world. Using Broadcasting Yearbook, Government records and engineering studies as the sources, Mr. Mullen documented in easy primer form all fundamental aspects of broadcasting.

He pointed out that this country has 425 radio sets per thousand population, or seven times the 62 radios per thousand in the nations. Throughout he emphasized freedom on the air as the essence of radio progress in this country, and pointed out that "a free radio corporation, owned by private enterprise, free from Government subsidy or ownership, is one of our democratic bulwarks".

Explains Power

Mr. Mullen told the Committee orally and graphically, as it sat in acute attention, about radio coverage, power and service. For example, he said a theoretical 250-watt station in North Dakota on 850 kc. would cover a 99-mile radius. In this is included the theoretical 50,000-watt station in Eastern Massachusetts on 1600 kc., which would cover but a 41-mile radius, due to varying conductivity factors, and other considerations. But he showed that while the station in North Dakota might reach only 839,000 people, the Eastern Massachusetts outlet would cover 5,204,000 people.

By colored slides, Mr. Mullen broke down the ownership of stations in this country, disclosing that only 30 stations of the 526 affiliated with the four major networks are owned by the network companies. NBC, he pointed out, owns only six stations.

Mr. Mullen pictorially carried the Committee through World War I and II. With Pearl Harbor, he said, radio's public service became war service for 924 stations, four major networks and 25,000 employees. He pointed out that in the plans to apply to special programs, NBC has carried since Dec. 7, 176 one-time sustaining war effort programs; 59 one-minute commercial war effort programs, and 1,598 network announcements related to the war effort.

Mr. Mullen's picture tour won the plaudits of Committee members. Rep. Kennedy (D.-N.Y.) congratulated Mr. Mullen on the "very novel and attractive way of presenting testimony". Rep. Bulwinkle (D.-N. C.) observed he thought every member of the Committee should visit Radio City, as he had done recently. Chairman Lea (D-Cal.), in behalf of the Committee, thanked Mr. Mullen "for this useful, interesting and constructive testimony" and expressed his appreciation for the presentation.

The Committee was presented a transcript of Mr. Mullen's prepared statement.

Opposes Discrimination

Following Mr. Cahill's assert, Rep. Sanders then swung to the newspaper ownership controversy. "With regard to licensing of stations," he asked, "what are your views on persons not getting licenses, because they are in other businesses such as newspapers?" Mr. Cahill replied that such a practice would be "very undesirable" and termed it "discrimination", saying it would be "extreme" to demand discrimination, in response to a question.

Chairman Lea took over questioning, with the request that Mr. Cahill indicate what was most needed for clarity of Congressional control of the FCC. The NBC counsel said one of the "great" needs was for an express statement in the Communications Act that the FCC should not have powers or control over stations of broadcasters in view of the fact that other Government agencies could apply such control.

He again pointed out that the FCC has this power under its fair trade practice decision and the anti-trust division of the Department of Justice could act on any allegations of "monopoly" and other business conditions.

Mr. Cahill added that broadcasting was a "highly" competitive business and that "public taste could govern practices of broadcasting."

Rep. Weller then said that the "faults" in FCC administration "might lie in the fact that Congress has not appointed per- sonnel who are sufficiently aware of the extent of FCC regulation." He then contended, however, that regulation of broadcasting was unnecessary since competition alone would not protect the rights of the people. He implied that broadcasting monopolies existed under the licensing system. Mr. Cahill said that contrary to this view the licensing regulations prevent monopolies, pointing out the limitations placed on stations' power and coverage.

Paley Testifies

Mr. Paley's presentation, which struck directly at the FCC's purported arrogation of regulatory power to itself, was followed closely by the committee. As during the day before the dozen members sat. Mr. Paley was frequently interrupted by committee members who sought elaboration on his concept of FCC encroachment upon freedom of radio and upon the economics of the industry.

Expressing appreciation for the opportunity to lay in connection with the pending legislation, Mr. Paley said at the outset it is not at all unlikely that before the deliberations are completed "the legislation may have widened for a view of the whole picture of the legislative situation in which broadcasting finds itself." And it may
well be, he asserted, "that you will consider basic changes in the fundamental radio law."

Mr. Paley admonished the committee that radio is not perfect and that he did not believe Congress or anyone else will ever think straight about broadcasting until it is recognized that there are some limitations. The physical limitation on the number of wavelengths makes it impossible to do everything that everybody wants, he pointed out. Congress should look upon a system whereby it will do the "greatest good for the greatest number" but not take the perfectionist view.

A plea that radio be kept "completely free" and that Congress should specify a legislative framework for radio which is in harmony with the Constitutional guaranty of freedom of speech "snap made by the CBS executive. He said that today freedom of the air is at least as important to the American people as freedom of the press.

Easy to Shut Off

Alluding to radio freedom as compared to the press, Mr. Paley said he had become convinced that, in Lincoln's phrase, radio "cannot be kept completely free," while radio has been "self-regulating" to a remarkable degree, Mr. Paley said that the sovereign right of every listener to "snap the switch and shut off his radio or to shift his dial from one station to another" has been the greatest single factor in broadcasting's onward march.

Mr. Paley said he did not ask that broadcasters be immune to any of the normal laws and regulations which govern and properly govern business. "I only say that the laws of broadcasting itself should be deliberately designed to make it lawful and honorable and proper and right for radio to grow and flourish. I say that the basic law of radio should be deliberately drawn to keep radio free, rather than to throttle and hamstring it by shoving it into any strait-jacket of the wrong kind of regulation."

Striking his thesis, Mr. Paley said that broadcasters have recognized from the start that they must be subject to "traffic" regulation. This will be true as long as there is a limit on the number of wavelengths. A commission has to prescribe physical and engineering standards and to see that facilities are fairly distributed over the nation that broadcasters stay on the assigned wavelengths. At the core of the problem, he said, is "to what extent, if any, beyond the regulation of physical requirements, shall the licensing authority have the power to shape or control radio broadcasting in this country?"

Pointing to the FCC as a commission with "life and death powers over radio broadcasting stations," Mr. Paley said that because regulation inevitably feeds on itself as does the crusading spirit, it is reasonable to expect that a commission with such powers "would be trying to regulate more and more, rather than less and less."

Vague Language

When the radio law was first written in 1927, Mr. Paley said, the legislators apparently saw these dangers and the early law specifically denied the Commission the power to censor programs. Until recently we all thought we knew what the radio statute meant," he said. Then came the network rule which "in the philosophy of 'self-regulation' had in defending them, we discovered broad and bold assertions of all sorts of new powers, projected in a maze of uncertainty as to the legal recourse we had against what the Commission sought to do."

This observation brought considerable questioning. Rep. Wolerton suggested that the network rules be described in detail to the committee in the belief that such an explanation would be helpful in considering new legislation. Mr. Paley asserted that witnesses—Judge Burns—would cover this subject. He commented that the FCC had used "some vague language in the law" as its authority for the pre-emption of these rules.

Asking by Rep. Sanders to what extent the Commission had gone beyond physical limitations in regulating radio, Mr. Paley said the network rules in his judgment go far beyond that. It had always been felt, he said, that the Commission could have "an overall look" at stations, in determining public interest, convenience and necessity. It was never thought until now, he said, that the Commission could go beyond the "general look" and get into business aspects of broadcasting.

Asking by Rep. Brown (R-Ohio), a newspaper publisher, about censorship aspects, Mr. Paley said there is language in the proposed network regulations which indicated to him that the Commission felt it was "simply going to go into program regulation."

Comparing newspapers to radio, Mr. Paley said that a publisher will be jailed because of violation of laws that its publishing is not taken away. A station, on the other hand, can have its license revoked.

Business Aspects

Rep. Sanders, as author of the bill, said he thought it desirable to have some one familiar with the business aspects of broadcasting and the rules in detail before the committee and set out those steps which broadcasters fear encroach upon their freedom.

Chairman Lea interpreted that Blackstonian interpretation of the legislative approach should be "what is the present law; what is the evil of it, and what is the remedy. He said the Committee desired that sort of information from witnesses.

Returning to his prepared presentation, Mr. Paley said that after issuance of the network monopoly rules, it was realized for the first time that the broader and the vaguer the Commission's powers, and the deeper the broadcaster's uncertainties as to his rights, his obligations and his avenues of relief, the more dangerous does the situation become.

Alluding to the pending litigation in the Supreme Court over the Commission's power to make the regulations, Mr. Paley said that apart from legal considerations, he felt the laws "will be destructive to our nationwide system of broadcasting." He said the courts will decide whether the present statute gives the Commission the powers it now claims for the first time since the original law was written. If decided in favor of the Commission, powers that "were never intended for it by Congress will be placed in the hands of the Commission."

He said that students of the situ-
A Real Danger

He said this is based largely on the "public interest, convenience or necessity clause in the Act, which is susceptible of limitless interpretation." He says to you now that a resourceful Commission might well devise ways to seize control of every phase of broadcasting regardless of the prohibitions and the silences in the present status on which we have relied so heavily in the past. This is a danger and a very real one," he said.

The very announcement by the Commission that it will not look with favor on broadcasting of a certain type will be enough to have programs of that type off the air all over the country in 24 hours. Stations must go to the Commission on many different types of petitions or applications. He said great danger exists whether the Commission can censor programs in advance or whether it is in the position to revoke a license or hand a wavelength to someone else by an ex post facto judgment that programs have not been in the public interest.

If the Commission is once able to say it does not like a particular type of advertising or jazz music or dramatic programs, or that a station should have taken a program from a particular network, he said the broadcaster is bound hand and foot "subject to subservient compliance or the death penalty".

"One victory for the Commission in any such judgment after the fact, and from then on its whispered wishes will be amplified all over the kilocycles in the land. So, in effect, power of censorship after publication in the hands of a licensing authority in reality can always be power of censorship before publication which is contrary to the whole theory of freedom of speech and of publication in America."

Referring to his previous testimony that the core of the problem was whether the Commission should have power to regulate broadcasting beyond necessary physical requirements, Mr. Paley said it was his sober judgment that regulation by the FCC should stop at physical requirements. He said there are laws covering the conduct of broadcasters as well as of other business men and there is governmental department charged with bringing into the courts for punishment or correction violations of those laws.

Editorial Function

In the past, Mr. Paley said, radio has taken the uncompromising position that broadcasting differed from the press in one important particular, namely licensing. For that reason, broadcasting decided forever to forswear the editorial function.

He said, however, that he had changed his mind in connection with previous statements that fairness and freedom from editorial bias should be a condition precedent to holding a license, and that the Commission, if it had the power, and the Congress, if it did not, should enforce this condition upon broadcasting. He said that for a year his associates had struggled for a tenable suggestion as to how to write such a law and to create machinery to administer it without utterly destroying the freedom of radio.

"I am simply afraid it cannot be done," he said. "I believe that whoever has this power and however it is sought to be exercised, the only result can be to throttle free speech in the very commendable effort to make it free."

He enjoined the committee by analogy why he had changed his mind. The country may be approaching a time when newspaper, because of the war shortage, will be rationed. The committee or commission empowered to ration newsprint solely because the amount is limited would be very similar in function to the FCC rationing wavelengths because the number of them is limited.

"Now suppose such a commission or committee were permitted by statute to ration newsprint," he continued. "Suppose it were said: You may form your own judgment as to the fairness of the news in various newspapers in America and you may proportion the allotments of these newspapers to the basis of their relative fairness in their communities. Can you imagine freedom of the press in America continuing to exist for 20 minutes? Or suppose, even, that you made such a committee only a sort of prosecutor and suppose it had to go before a Federal court or some other specially constituted tribunal and demonstrated that a given newspaper was unfair and therefore should suffer in its paper ration. How many newspapers do you think would be bold and brave and independent with such hazards of annihilation hanging over their heads?"

Because the facts and the expositions of all points of view reach the audience in so many ways, Mr. Paley contended there is very little real danger of unfairness and editorial bias over the air. Available studies, he said, show that listeners believe radio is fair and trustworthy. He said it was his honest conviction that while radio must be fair and must never be editorial, legislation is not necessary to bring this about.

He declared that in his judgment mathematical measurement of fairness would not work at all and that laws or regulations prescribing this would in the end serve to make news reports and analyses "drear, wishy-washy and tedious, would compel ignoring the breaks of the news, the relative importance of events, the comparative importance, from the standpoint of their ability to bring about action, of the various proponents and opponents of any point of view. Any effort to legislate or regulate the editorial function of radio, Mr. Paley said, would "not only fail to achieve the desired result, but will inevitably kill the thing sought to be protected."

Not Interlopers

Nearing conclusion of his prepared statement, Mr. Paley observed he had said virtually nothing about the network regulations which have had the industry "standing on its head for the past year". He alluded to the tendency of litigation on these rules, and said that briefs and copies of the record in the proceeding will be made available to the committee if it desires.

Mr. Paley also referred the committee to his testimony a year ago before the Senate Interstate Commerce Committee in connection
with the White resolution when he went exhaustively into the subject. He said he tried to show that network broadcasting never should be reduced to a sort of catch-as-catch-can commercialism, driven for its survival to a sort of opportunist competition to sell this half-hour and that quarter-hour before somebody else could sell it. He said he had told the Senate Committee he thought the majority of the Commission had been able to "make us seem to be outlaws, interlopers and monopolists" simply because networks were not licensed. Declaring he "rejected any such role", he concluded that "I believe that either through licensing, some words of recognition in the statute, or somehow, networks richly and thoroughly deserve to be validated and legitimized by Congress."

Removing Doubt

Returning to the stand Wednesday afternoon, Mr. Paley sought to clear up one or two points about which committee members had questioned him during his previous testimony. He said that with the issuance of the so-called monopoly regulations, it was evident the FCC was showing "an appetite" for more power. It was evident also that the Commission was seeking to invade indirectly the program field and that Congress in redefining the FCC's authority, should clear up any doubts or ambiguities as to the Commission's precise powers.

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Mr. Paley said he did not feel there was any danger of concentration of power in the hands of networks through acquisition of managed and operated stations. While he felt the FCC did not have the legal right to block station sales from the standpoint of price, he asserted it had effectively done so and had made clear its opposition to further acquisition of stations by networks.

Emphasizing that in his judgment there was no latent danger of undue control of public opinion by networks through ownership and operation of stations, he pointed out that in spite of the fact that there have been no natural limitations, only three press associations have developed, there are only four national magazines with more than 2½ million circulation and there is only one chain of newspapers totaling more than 25.

Originating Points

It is desirable for networks to own stations in certain localities, he said, because of their importance as program originating points. He enumerated New York, Chicago, Los Angeles and Washington as desirable from that standpoint. Moreover, there have been instances where the network has been unable to make a satisfactory arrangement with affiliates in particular markets, and therefore has sought to buy or lease stations.

Beyond that, he said, he has been found that in some cities affiliates do not find it expedient to clear for public service programs, features desired by some members of Congress, Cabinet officials, and others in public life. He said this situation led to the acquisition by CBS some years ago of WJSP, Washington.

Placing of a limitation on the number of stations which networks may own grows out of a "fear of domination", he said. Calling this completely theoretical, he said no one can prove that a network ever has exerted improper influences. There is no reason why a network cannot operate a station as well as any other owner and in many instances the operation should be better, he declared.

If networks should at any time acquire stations in any large number, and should evil practices result, Mr. Paley said that two safeguards readily could be applied, (1) the Department of Justice could institute anti-trust proceedings if applicable and (2) Congress could always legislate. Legislation, he said, should be based on evidence that can be proved and not on future speculation.

A detailed questioning of Mr. Paley on the scope and nature of CBS contracts with affiliates was undertaken by Rep. Hinshaw. Mr. Paley explained there were no special limitations but that many factors are taken into account. Networks seek to avoid duplicate coverage wherever possible, he said. Asked whether the group of some 400 independent stations could not undertake another network venture, Mr. Paley said there was no reason other than the business risks. He said there was nothing to prevent them from going into network operation.

License Problems

Mr. Sanders brought up the question of the licensing of networks, which Mr. Paley had recommended in testimony last year before the Senate committee. The CBS president said that at that time he felt networks should be licensed as a means of avoiding "back alley" efforts to regulate networks such as is involved in the chain-monopoly regulations.

At that time, he said, the question went to the network monopoly regulations rather than the pending proposal before the House Committee to amend a new radio law. He said he felt that Congress should recognize the validity of networks and license them. Mr. Sanders added that if his new philosophy expanded to the House Committee-limiting the FCC to regulation of only physical aspects of broadcasting—is accepted, there will be no reason for the licensing of networks.

Mr. Sanders took issue with this observation on the ground that Mr. Paley's views were based on seeking protection against unnecessary regulation and that his licensing policy appeared to be inconsistent with that view. As he is going to have the kind of law we have today, yes. If it isn't, then I favor the licensing process.

Mr. Paley observed that the FCC "has been dealing with us through networks, with independent stations, with network affiliates and "smearing us obliquely". He said that if regulation were restricted to physical aspects, there would be no danger of such regulatory encroachments.

Asking specifically by Mr. Sanders whether he believed in licensing of networks, Mr. Paley said that if we are going to have the kind of law we have today, yes. If it isn't, then I do not believe licensing is necessary."

Elmer Davis Appears

Elmer Davis, famed CBS news analyst, followed Mr. Paley to defend radio's editorial freedom. While he read from a prepared statement, he extemporized several times, and observed he felt the FCC's indicated encroachments on broadcasting would affect the public interest adversely. If the FCC gets the power it now claims it has, he said, there would be real danger to freedom of radio.

Mr. Davis explained he had been in the news business off and on for nearly 40 years, and that since 1939 he has been with CBS and one of its regular commentators. His principal responsibility is his 8:55 to 9 p.m. broadcast, he said. Mr. Davis explained at length the manner in which news broadcasts are developed and the infinite degree of work entailed in the preparation of even a short broadcast. As one radio executive has put it, he said, "radio has nothing but a front page".

Any presentation of news requires some editorial judgment, he declared, in commenting on the "self-denying ordinances with which radio networks have imposed on themselves." If it be said that the broadcaster's personal prejudices are likely to enter into his selection of material, the same is true of newspaper editors, he said.

This element of interpretation is always at a minimum in his own broadcasts, Mr. Davis said.
BRAIN TRUSTERS of WHBF, Rock Island, get a workout every week answering questions submitted by listeners on a novel quiz show, Stump the Staff. Deep in the start of concentration are (1 to r): Chuck Harrison, chief announcer; Woody Magnuson, program manager; Jack Sherman, originator of the show; Van Patrick, sports director; John Gilbert, musical director. For stumpin the staff, listeners win War Stamps.

Millions for Sustainers

Describing CBS program service since Pearl Harbor and rigid program standards on war coverage invoked by the network, Dr. Stanton pointed out that in addition to the imposing list of special features, during the first three months of 1942 there were 1,600 sustaining network announcements made over CBS on behalf of the war effort.

As against the figure of $5,700,000 spent for sustaining program service day, Dr. Stanton brought out that in 1931 the figure was about $5,000,000; in 1936 it had increased to $3,500,000, and in 1941, despite the fact that the net-

original network of 16 stations in 1927 it has grown to 121 U. S. stations, of which 118 are independently-owned affiliates which the network does not control in any way.

"It has taken radio broadcasting 15 years of uphill competition against the older advertising media to win as little as 12 cents of the American advertising dollar," Dr. Stanton said. "How slow the climb has been, even in recent years of widespread radio ownership, can be seen in the fact that radio's share of all advertising expenditures was less than 8 cents per dollar in 1936, less than 10 cents in 1938, and only 12 cents in 1940, despite the fact that radio ownership in those four years increased by more than 7,500,000 homes."

But its use when necessary "seems to me essential to performance of the duty of giving the public as accurate a picture as possible of the day's news as it seems to me."

Discusses Censorship

"If radio news editors have on the whole shown considerably better judgment in the past two or three years than those of newspapers (and I believe this cannot be denied)" Mr. Davis said, "it is probably because radio is a comparatively recent medium; and indeed only became a recognized vehicle of general news, as distinguished from special events, when the present world situation was sharpening itself toward a crisis and the maneuvers of foreign propaganda agencies were becoming apparent. But at present, merely to report what so-called 'news' comes through regular channels, with no attempt to weigh and analyze it, would result in public misinformation, often to the advantage of the enemy."

Mr. Davis held that Government censorship of radio news, except insofar as it involves military secrecy, is "as abhorrent to anyone in the news branch of radio as it would be to newspaper editors."

"We are all, of course, subject to Government censorship on matters involving military secrecy; and radio, in its nature, is subject to somewhat more rigorous censorship than are publications, especially now that broadcasts from eastern cities could be heard by enemy submarines off the coast."

"To that sort of censorship no one objects," he said, "but any other sort of government censorship, whether positive or negative, would be as abhorrent to anyone in the news branch of radio as it would be to newspaper editors, and in my opinion, it would be quite as injurious to the public interest."

"Need for Government allocation of the air channels is obvious," he went on, "but my experience and observation in radio would not suggest that any advantage could be gained by Government control over news or other programs, whether such control were exercised directly or indirectly...."

Avoiding Temptation

"There has never been the faintest idea (at CBS)," he maintained, "of giving the public what we think they ought to believe is true, or what we should like to believe is true; but only what seems to us to be true."

"No doubt," he concluded, "the private executives who at present control - the radio industry have made some mistakes; they are human beings. But any governmental authority which might take their place would also be composed of human beings, whose infallibility could not be too confidently predicted.

"Such a change in the control of radio might remove some temptations, but at the expense of importing others; and so far as my experience and observations go, radio news executives do not yield to any temptations that may exist now, but are animated only by an honest desire to present the news as it actually is."

"Under Government supervision, however high-minded its personnel, there would be constant danger that presentation of the news might be subject to other influences."

Rep. Sanders commended Mr. Davis upon his objectivity and accuracy in reporting the news, and declared he was a regular listener to the analysis. He referred particularly to a parliamentary situation that had developed recently in the House and said Mr. Davis alone had accurately described the event.

"All other press association, news and radio reports were inaccurate," Rep. Sanders commented.

An Uphill Fight

First witness at the Thursday session in continuing Columbia's presentation was Dr. Frank N. Stanton, the network's director of research, now acting part-time as a consultant in the Office of Facts & Figures in Washington. He is also a member of the Advisory Board of the Office of Radio Research at Columbia University.

Presented to the committee were a series of charts designed to portray at a glance some of the cardinal facts about present-day radio and its growth. In an hour's dissertation, Dr. Stanton explained these charts, the development of radio advertising and the niche CBS occupies in the field. Emphasis was given program standards, with the revelation that CBS has refused some $6,000,000 in business over a period of four years by adhering to these standards.

CBS operation on a wartime basis since Pearl Harbor was covered by Dr. Stanton. He pointed out that today Columbia spends annually some $75,000,000 to furnish sustaining program service to affiliated stations. The CBS telephone bill for wire lines to link its affiliated stations runs some $8,000,000 a year.

Describing CBS' growth, Dr. Stanton brought out that from an
work had more hours sold commercially, it reached the total of $5,700,000. Even in the 12 months prior to Pearl Harbor the total CBS network program time was designed almost equally between sustaining programs and commercial originations, he said.

Describing CBS' worldwide news coverage, Mr. Stanton brought out that CBS from April, 1941, through March, 1942, made over 2,000 news pickups from 70 different points throughout the world. There were 774 news pickups in the last year from London alone, he said. Dr. Stanton outlined the results of the Elmo Roper opinion polls on radio as a news source. Mr. Roper's forecasts were within 1% of the actual results of the national election in 1938, he said.

Dr. Stanton broke down surveys conducted from 1938 through 1941 by Mr. Roper for Fortune Magazine, covering news preferences of the public, income groups in relation to listening, and listeners' reactions to broadcasting in this country. Influence of network affiliation on the audience, he said, is shown by measurements of listening to stations before and after they have become affiliated with CBS.

Judge Burns for CBS

Appearing as CBS' final witness, Judge John J. Burns, CBS general counsel and a member of its board, amplified previous testimony of Mr. Paley regarding FCC regulations, particular with respect to the network regulations. He maintained FCC had overstepped its authority in "many ways".

Reviewing the light punitive regulations which the FCC proposes to invoke, Judge Burns said they in effect would negative all existing CBS contracts with affiliates and thereby seriously undermine network operation.

Asked by Rep. Halleck (R-Ind.) whether he could explain "in a word" reasons for the FCC objection to network affiliations, Judge Burns pointedly asserted that the FCC has made loose accusations of "domination of affiliates" and "monopoly charges". He held these were completely without merit and insisted that though affiliates "did want more money from networks, they did not want the Government to get it for them".

Judge Burns declared it had been clearly indicated that affiliates do not desire "Government interference" and they are not in accord, by and large, with FCC views that networks either "dominates" them or had created a "monopoly". He insisted that no evidence had been brought out to show that CBS contracts now in effect work against public interest.

Contending that the networks give local stations "the kind of programs people want and which could not be put on by local stations because of lack of resources," Judge Burns accused the FCC of using "subterfuge" in its licensing policies. He said the Commission consistently has overstepped its authority as an administrative body.

Rep. Halleck said that when Congress set up an administrative body it should be allowed to conduct its affairs so long as it stayed within the limits of its jurisdiction. If such a body overstepped its authority, he said, it should be stopped.

'Clever Indirection'

Pursuant to Committee request, Judge Burns distributed copies of the FCC regulations to members and called their attention to the sections which he said would "strike at contractual provisions CBS has with affiliates, providing exclusive service in given localities."

Pulling no punches, Judge Burns described the FCC operation as "a clever bit of indirection". He said the rules in effect tell the affiliates that "you are going to lose your license" in contracting with networks, rather than saying "your contract with networks is no good."

Charging that no consideration was given to the fate of the networks in the hearings in the Senate last year on the White Resolution, Judge Burns said the question of option time, the heart of an affiliation contract, was virtually ignored in those proceedings. The White Resolution, designed to stay the regulations until such time as Congress could consider the Communications Act and spell out the functions of the FCC, is gathering dust in a Senate Interstate Commerce Committee pigmolen.

Rep. Hinshaw insisted in the radio background of FCC Chairman Fly. Judge Burns said that as far as he knew Mr. Fly had had no radio background prior to his appointment to the Commission. Asked by Mr. Hinshaw why Mr. Fly had been appointed chairman of the Commission, Judge Burns observed simply that his appointment to the Commission and the chairmanship were simultaneous. "What then would qualify Mr. Fly as a radio expert?", asked Mr. Hinshaw.

"Well, he attended law school when I did," Judge Burns replied. "But perhaps that would act rather as a detriment."

Station's Affraid

Answering a cross-fire from Reps. Halleck and Hinshaw, Judge Burns said the await manner in which the FCC had worked the regulations made it difficult for affiliated stations to challenge the FCC's authority. Few stations are going to "go it alone", he said. "I have had to be very cautious," he added. "Clever Indirection".

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was vitally necessary that the Commission “be in existence,” Judge Burns replied simply that “that is not an overstatement.” He called the FCC regulations revolutionary, emphasizing that the Commission used the prefix “no license shall be granted” to affiliates which enter contracts violating the regulations as a step that had never been taken before. He called it completely without warrant.

In this connection, Judge Burns pointed out that originally the rules did not read that way, but that Mr. Fly had in his personal advice and he’s quite clever himself.” Initially it was based on the FCC’s licensing power but was turned around to make it more potent, he said, calling it a credit “to their ingenuity”.

Insisting the FCC had no authority over business practices of stations, Judge Burns pointed to the recent Supreme Court decision in the Sanders case, as well as the very terms of the Communications Act itself. All broadcasting matters are segregated under Title 5, which does not permit two public utility common carriers where rates are regulated, he said.

Asked by Rep. Halleck about the FCC’s inquiry into the network ownership, Judge Burns said the Commission in its rules seeks to spell out instructions against newspaper ownership of stations. “Despite what Mr. Fly says,” he declared, if the Commission can exclude a network from station ownership, it can exclude a newspaper. The same would go for any other type of license, he doubted. If the network rules are permitted to stand, he said, there would be no question about the FCC’s authority to knock off any kind of broadcast station under any given set of circumstances.

They Came and Went

Resuming the stand to conclude his testimony Thursday afternoon, Judge Burns outlined to the Committee the tortuous course followed by the Commission in its so-called chain-monopoly probe, and the many changes in personnel both on the Commission and on its legal staff, which punctuated the proceedings which began in November, 1938.

Chairman Fly himself, he pointed out, never participated in the investigation proceedings, which ran from Nov. 1, 1938, to May 14, 1939. Former Commissioner Thompson, who participated in writing the report, sat only five days, he brought out. Three separate general counsel were employed during that period, he explained. Of the original committee of four members, he pointed out, only one — Commissioner Walker — now serves on the FCC.

The May 2 report of the Commission, which accompanied the issuance of the proposed rules, he said, did not propose complete abolition of option time. He contended there was no testimony during the investigation on the need for option time and there never was “the slightest intimation” that it would be eliminated.

In the proceedings before the Senate Committee a year ago, at which time he said Chairman Fly retreated somewhat from the position taken by the FCC, it was generally agreed by members of that Committee there should be option time and Chairman Wheeler suggested the networks get together with the FCC to work out some acceptable formulas.

An FCC Invention

He described the “non-exclusive option” embodied in the revised rules as a “contradiction in terms” and said it was an “invention of the FCC.” Rep. Sanders insisted he did not have a broader option than that which was not exclusive.

When Judge Burns explained the rules do not bar the purchase of time by the networks but that the networks could only purchase the time at the prevailing rate, which Mr. Paley said was in effect the acquisition of sustaining time at full commercial rates.

Rep. Brown interposed that if such a procedure were followed, it would be tantamount to fixing prices. Mr. Paley said that was the inference he received.

Appraising the rule banning network ownership of stations, Judge Burns called it an “unusual exertion of administrative power.” He said that through it the FCC, after having licensed stations for network ownership and operation, suddenly by a decree proposes that the station must be sold. He alluded also to the rule which in effect forced NBC to divorce its Red and Blue Networks and ultimately sell the Blue.

As former general counsel of the SEC, Judge Burns alluded to the “death sentence” on the communications industry which Congress gave the Commission to force separation of holding companies. But he said the Congress surrounded the Commission’s authority with compulsion safeguards of very detailed scope.

If Congress had been “tipped off” on the technique of the FCC, he commented, it would have saved itself a lot of time by simply handing to the SEC licensing power. He described the FCC action on forced sale of stations as “unjustified in all our legal history and administrative experience.”

After Judge Burns had read from the Act the specific functions delegated to the FCC on radio, and had pointed out there was only a hidden clause mentioning networks, he said it was obvious the FCC had “wrenched” a word here and a phrase there in its effort to regulate business aspects of broadcasting. He pointed out that Congress even went so far as to specify lighting of towers but that it did not specify regulation of business aspects.

If the Commission’s theory of its power over business aspects is true, Judge Burns said, then Congress could have handled the job in one sentence incorporating any test, he said it was obvious the FCC had “wrenched” a word here and a phrase there in its effort to regulate business aspects of broadcasting.

He said the FCC obviously had “scrapped and combed” the statute for support of its contention.

Commissioner Craven, described by Judge Burns as “the man generally regarded as the ablest member of the Commission” was testifies before the Senate Committee that no consideration was given to the effect of the network rules on the business aspects of broadcasting. He, along with Gov. Case, disented from the majority action.

Loss of Incentive

If the rules become effective, Judge Burns said, all incentive to spend money on sustaining programs will be lost. The whole field would be opened up to “fly-by-night opportunists” who would be in a position to take away from established networks stations in key markets. Moreover, he said, any business would gravitate to the big stations in each market, referring to testimony of other witnesses before the Senate committee.

Judge Burns said he believed the regulations couldn’t have been described.

(CONTINUED ON PAGE 116)
FOR VOLUNTARILY instituting the payroll savings plan in May of 1941, James T. Milne, manager of WELI, New Haven (left) and Patric J. Goode, president, who is also city’s postmaster, received a Treasury Dept. certificate at ceremonies last week. WELI joined in a statewide hookup originating at WTIC, Hartford, last Friday to inaugurate the war bond sales campaign.

Edward Ralph Goble

EDWARD RALPH GOBLE, 59, president of Stack-Goble Adv. Agency, Chicago, and former member of advertising staffs of several Chicago newspapers, died May 6 of a heart attack in Memorial Hospital, Chicago. Born in Cincinnati, Mr. Goble worked for advertising departments of Chicago newspapers, then moved to Cleveland to return to Chicago in 1910 where he became one of the organizers of the Stack-Goble Agency.

KTKC, Visalia, Calif., has appointed William D. Rambeau, Jr., its exclusive national representative.

More than 2,100 Lapp Porcelain Compression cones have gone into service. They range from 3 to 10 cones for each of the large units shown above and recently installed in the new WABC transmitter. In the history of these insulators, covering more than 20 years, we have never heard of a tower failure due to failure of a Lapp porcelain part. Reason enough to specify “Lapp” for tower footing insulators. Lapp Insulator Co., Inc., LeRoy, N. Y.

Theodore B. Cremer

THEODORE BELDING CREAMER, 56, head of Theodore B. Creamer Adv. Agency, Los Angeles, died May 4 from a heart ailment. Mr. Creamer was stricken April 27 but was thought to have been recovering. Nationally known in advertising, he was the Los Angeles copy chief of Lord & Thomas on the California Fruit Growers Exchange (Sunkist), Southern California All Year Club and other accounts for three years, resigning in 1930 to organize his own agency. Prior to coming west he was for 15 years with N. W. Ayer & Son, Philadelphia. Surviving are his widow, Mrs. Elsie S. Creamer, and two sons, Corp. John B. Creamer, formerly account executive of A. & S. Lyons Inc., Beverly Hills, Cal., talent service, and William A. Creamer, with the Hollywood radio department of J. Walter Thompson Co.
Opportunity for experienced personnel in the following positions:

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C.

**PAUL F. GODLEY**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

**GEORGE C. DAVIS**
Consulting Radio Engineer
Munsey Bldg., D. 4546
Washington, D. C.

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

**CLIFFORD YEWDAHL**
Empire State Bldg.
NEW YORK CITY
An Accounting Service Particularly Adapted to Radio

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

**MCNARY & WRATHALL**

**Paul F. Godley**

**George C. Davis**

**A. Earl Cullum, Jr.**

**Clifford Yewdahl**

**Ring & Clark**

**National Press Bldg., D.C.**

**Philadelphia Night Ball Is Shifted by Sponsors**

ALTHOUGH WIBG, Glenside, Pa., was originally scheduled to carry both the day and evening baseball games of the Athletics and Phillies in Philadelphia under split sponsorship of General Mills and Atlantic Refining Co., the night games starting May 22 will be carried by WPEN, Philadelphia. Contract splitting the originating stations was signed May 8. WIBG will continue to carry the day games, with the same announcers moving over to WPEN for night broadcasts.

Opening a dawn-to-dusk policy, WIBG had expected to go into fulltime operation in time for the night baseball games, as granted by the FCC last year, and at the same time hoped to be established in new studios leased in downtown Philadelphia. No reason was given for the evening switch to WPEN, but it is believed that priorities in building materials affected the completion of WIBG's earlier plans.

**Clifford Yewdahl**

**Empire State Bldg.**

**Newark, N. J.**

**Crossroads of the World**

**Hollywood, Cal.**

**BROADCASTING for RESULTS!**

**May 11, 1942**

**Page 137**
Plan to Combine War Information Agencies Studied

New Board Up to President; May Involve Shortwaves

PRESIDENT Roosevelt still has on his desk the projected plan for a new war information setup, probably to be called the War Information Board, which may eventuate into a merger of some of the Government's informational agencies and involve also the ultimate disposition of pending shortwave operational areas.

That the plan is “in the mill” was definitely indicated at the White House last Friday, but it was said the President has had no time lately to give it adequate study. Despite reports that the plan would be released momentarily, it was thought that it may be up for some time yet and it was indicated that all news stories about it so far are in the realm of conjecture.

Merger Plans

The latest story to gain currency is that the Office of Facts & Figures, Office of Government Reports and the Office of Coordinator of Information would have all or part of their functions merged, along with the Army, Navy and War Production Board information sections. This was reported by Jerry Klutza, whose “Federal Diary” column in the Washington Post is often authoritative.

Mr. Klutza stated that the board would be representatives of the State, War, Navy and Justice Departments and the WPB. He predicted also that a second executive order would transfer parts of the COI (Division of Coordination) to Army Intelligence and to the Office of Inter-American Affairs (Rockefeller Committee).

This report could not be verified in official sources, which stated that the ultimate plan cannot be predicted for the reason that the President hasn’t gone over it yet and, when he does, may make radical changes in it or discard it altogether.

New names were added to the “dope lists” drawn up by reporters of the chairmanship of the projected War Information Board. Among the new names were Palmer Hoyt, publisher of the Portland Oregonian, operating KGW-KEX; Herbert Agar, editor of the Louisville Courier-Journal, operating WHAS; Fred Gaertner Jr., managing editor of the Detroit News, operating WWJ; Lyle Wilson, chief of the Washington bureau of the United Press.

Previously mentioned [BROADCASTING, April 13] was Elmer Davis, CBS news commentator; Archibald MacLeish, director of OFF; Byron Price, Director of Censorship; Walter Lippmann, columnist; Lowell Mellett, director of the Office of Government Reports.

Atlantic Coast Net Is Formed

By Lafount, to Start June 15

Regional Covers Area With Third of Population

Of Nation, He Says; WNEW Will Be Key

ATLANTIC COAST NETWORK, a “center-of-population” combination of stations from Boston to Washington, will begin operation June 15 it was announced last week by Harold A. Lafount, president of American Broadcasting Co., which will operate the network.

In the making for several years, the regional chain will use WNEW, New York, as the key, and will definitely include WCOP, Boston; WNBC, New Britian; WELI, New Haven; WPEN, Philadelphia. All of these stations are identified with Bulova-Lafount ownership. Mr. Lafount, former member of the Federal Radio Commission, is the directing head of the Bulova radio company and had the regional network plan under consideration for the last two years.

There will be outlets in both Baltimore and Washington, but no statement yet has been made regarding them. It was thought likely that WDWC, Washington local, would be the capital city terminus.

Mark Ethridge, vice-president and general manager of the Louisville Courier-Journal, a former NAB president.

KWID in Operation

So far as the shortwaves are concerned, the plan is still designed to be used to place their operation under a three-man board chosen from the FCC, the Rockefeller Committee and the Donovan Committee (Broadcast Advertising, April 20). Meanwhile, expansion of the shortwave system began last week with the inauguration, without any fanfare or publicity of the new 100,000 watt KWID, San Francisco, licensed to a company headed by Wesley I. Dumm, chief owner of KSFO, in that city, and KRW, in Oakland, Cal. The station is now beaming 8 to 12 hours daily to the Far East and, with its new design of antenna, will also be utilized by the Rockefeller Committee for Latin American service.

Mr. Dumm plans for another high-power shortwave outlet in Los Angeles are going forward, it was said, and it is expected that FCC approval and WPB priority for its construction will be forth coming. The Los Angeles outlet will be constructed first; then it is Mr. Dumm’s plan to erect such station in Seattle area.

Application to Transfer WWDC Stock Is Filed

APPLICATION for transfer of 100% of the stock of WWDC, Washington’s newest local, for a consideration of $110,000, was filed with the FCC last Monday.

Expeditious action is expected on the application which would transfer 15% of the stock to Joseph E. Katz, president of the Baltimore advertising agency of the same name; C. Benedict, supervisor of production of daytime radio of Young & Rubicam, New York, 50 shares, and Charles M. Harrison Jr., 5 shares. Mr. Katz, 5 shares. Mr. Larson, under the arrangement, would become manager and leave his New York post.

Application was filed by the present owner, Edward H. Horn, automotive dealer; Dyke Cullum, former Texas automotive man, and Edward M. Spence, former manager of WBAI, Baltimore [BROADCASTING, May 4].

Walker Leaves MBS

To Enter Hooper Firm

WALLACE A. WALKER, for three years chief statistician of MBS, Inc., and joining G. C. Hooper Inc., according to Fred H. Kinkel, Hooper vice-president. Mr. Walker will be chiefly concerned with the “Continuous Measurement of Radio Listening” reporting service on radio audience distribution among stations and individuals.

This service, started three months ago, is now operating in 37 cities.

Educated at St. Paul’s and at Yale, Mr. Walker spent several years in banking and insurance before entering radio research. Prior to joining MBS he had made a number of special statistical studies for CBS.

MBS Billings Up

MBS billings for April amounted to $904,845, an increase of 88.4% over the same month last year, when billings were $580,284. Cumulative billings for the year to date are $3,920,986, up 102% from the $1,941,446 billed during the first four months of 1941.

WTMA, Charleston, S. C., NBC outlet, has increased its power from 250 to 1,600 watts, day and night. Station continues to operate on 1250 kc., but will use a directional antenna at night.

LAWRENCE J. HUBBARD has been appointed assistant research director of Crosley Inc., New York and Princeton, N. J.
Program of the 20th Annual NAB Convention
Hotel Statler, Cleveland, May 10-14

SUNDAY, MAY 10
12 Noon—Sales Managers, Executive and General Committees, Parlor E.
12:30 p.m.—Broadcast Music Inc., board of directors, Luncheon, Parlor D.
2 p.m.—Research Committee, Parlor H.
Engineering Committee, Parlor F.
NAB Bureau of Copyrights, board of directors, Parlor B.
3 p.m.—Code Committee, Parlor D.
4 p.m.—Wages and Hours Committee, Parlor M.
Accounting Committee, Parlor H.
7 p.m.—NAB Board of Directors Dinner, Lattice Room.
8 p.m.—Labor Committee, Tavern Room.

MONDAY, MAY 11
10:30 a.m.—Business Session, Pine-Eucal Room; Bowie Miller, presiding; President's Annual Report. Announcement of Convention Committee and Treasurer's Annual Report. Proposed By-Law Amendments.
10:45 a.m.—"Radio and the War," Byron Price, Director, Office of Censorship.
Informational Clinic
J. Harold Ryan, Assistant Director, Office of Membership.
Rear Admiral J. H. Hepburn, Director, Office of Public Relations, Navy Dept.
Earl J. Glade, Chairman, NAB Code Committee.
12:45 p.m.—Luncheon, Grand Ball Room.
Speaker—Archibald M. Leach Jr., British Army Staff.
2:30 p.m.—Department of Broadcast Advertising, Sales Managers, Fine-Eucal Room.

"Radio Advertising for Department Stores."
Parlor F.
Richard G. Meybohm, manager, Women's Radio Programs, Department of Broadcast Advertising, NAB.
Eugene Carey, chairman, NAB Broadcast Managers Committee.


"Program Coordination," Douglas Messervy and Seymour Morris, Office of Facts and Figures.

Priorities
10:30 a.m.—Business Session, Endicott Room; Neville Miller, President.
Speaker—Dr. Horace L. Havemeyer, National Minister of Labor, speaker.

"The Preservation of Property from Sabotage, Fire and Theft."
J. D. Agostino, NBC.
Open Discussion on Priorities and Procurement.
NAB Engineering Dept., Parlor H.

"What Burns Up is Radio."
Radio Executives Club of New York.
3:20 p.m.—Parlor G.
Speaker—Capt. L. F. Lovette, Office of Public Relations, Navy Dept.

TUESDAY, MAY 12
8:30 a.m.—Breakfast Sessions: "Vines and Hours," Neville Miller.
Labor Relations Dept., Parlor D.
"Technician Training Program," Arthur Stringer, President, NAB War Committee.
"Preservation of Property from Sabotage, Fire and Theft."
J. D. Agostino, NBC.
Open Discussion on Priorities and Procurement.
NAB Engineering Dept., Parlor H.

"What Burns Up is Radio."
Radio Executives Club of New York.
3:20 p.m.—Parlor G.
Speaker—Capt. L. F. Lovette, Office of Public Relations, Navy Dept.

WEDNESDAY, MAY 13
11:00 a.m.—Address, "Radio Education," Dr. Keith Tyler, Director of Education, School of Broadcasts, Ohio State U.
11:40 a.m.—Questions.
12:15 p.m.—Breakfast. "Radio Ahead."
Chairman, Mrs. Dorothy Lathrop.
1:00 p.m.—Address, "Radio in Canada," Dr. Alan P. Maclean, president, Canadian Assn. of Broadcasters.
1:40 p.m.—Address, "British Women in Wartime," Dr. Winifred C. Gulla, President, National Assn. of Broadcasters.
1:55 p.m.—Film, "Ordinary People."
4:00 p.m.—Address, "Industry's Role in a World Offensive," Charles B. Hook, President, American Rolling Mills Co., Director National Assn. of Manufacturers.

"Selling With Surveys," Dr. Harry Deen Wolfe, Director, Bureau of Research, Kent State University, Kent, O.
"Shoot the Works," Gene Flick, General Sales Director, Lamps Wesley Bilt Co., Long Island City, N. Y.

Central Broadcasting Forum
4 p.m.—Clear Channel Broadcasting Service, Tavern Room.
Local Channel Stations, Room 345.
8:30 p.m.—World Premiere of "Bambi," Warner Bros., Grand Ballroom.

WEDNESDAY, MAY 13
Breakfast Sessions
8:30 a.m.—"Collective Bargaining," NAB Labor Relations Dept., Parlor D.
"Information Please on Spot Radio," Cleveland Ad Club Dinner Room.

Panel:
John Blair, John Blair & Co.

"DCI Broadcast Planning," Neville Miller, chairman, DCI Committee on Domestic Broadcast Advertising.

Report of The Advertising Council:
12:45 p.m.—Luncheon, Grand Ball Room.
2:30 p.m.—NAB Business Session, Eucal-Pine Room.
(Members only)
Taxation: Ellsworth C. Alford, NAB Tax Counselor.
Examinations to the NAB By-Laws.
Examination of Directors-at-Large, Selection of 1943 Convention Site.
Report of Resolutions Committee.
4:30 p.m.—Final Meeting, Network Affiliates Inc., Salle Moderne.
7:30 p.m.—20th Annual Banquet, Rainbow Room, Hotel Carter.

THURSDAY, MAY 14
10 a.m.—Meeting of new NAB board of directors, Parlor C.
10 a.m.—NAB Annual Golf Tournament, Mayfield Country Club, for the Broadcasting Magazine Trophy.
Noted Guest List Slated to Appear For Board Dinner

Federal Officials Are Among Those Invited by Miller

A SCORE OF outstanding figures in public life, radio and advertising were to be guests of the NAB board of directors at its pre-convention meeting in Cleveland May 14 at the invitation of President Neville Miller.

All members of the board of 26, with the exception of Clarence Wheeler, WHEC, Rochester; Harrison Hollaway, KFI, Los Angeles, who are ill, and Capt. George Norton, WAVE, Louisville, who is on active duty in the Air Forces, have announced their intention of attending all convention sessions. In addition to the invited guests, Mr. Miller has asked six broadcasters who have been elected district directors since the last convention to attend the board initial session.

They do not take office formally until adjournment of the annual meeting, with the official meeting to convene on Thursday, May 14.

These directors are: Kolin Hager, WGY, Schenectady; G. Richard Shafts, WIS, Columbus; Hoyt Wooten, WREC, Memphis; William B. York, WIXL, Atlanta; A. Mooney, KVI, Los Angeles; William B. Lewis, Office of Facts & Figures; and Edward Pellegrin, Office of Facts & Figures.

Outside Guests

Special guests at the board dinner include: Glenn Bannerman, president and general manager, Canadian Assn. of Broadcasters; Maj. Norman Sevitt, British Army Staff; H. K. Carpenter, WHK, Cleveland; Dr. Augustine Frigon, assistant general manager, Canadian Broadcasting Corp.; Fredric R. Gamble, executive secretary, American Assn. of Advertising Agencies; Rear Admiral A. J. Hepburn, director of naval air, U.S. Navy; William B. Lewis, Office of Facts & Figures; Archibald MacLeish, director, Office of Facts & Figures; Dr. Miller McCintock, executive director, The Advertising Council; Douglas Meservey, Office of Facts & Figures; William Paley, president, CBS; John Patt, WGAN, Cleveland; Vernon Pringle, WTM, Cleveland; Byron Price, director, Office of Censorship; Donovan Rowe, British Broadcasting Corp.; Harry Sedgwick, general counsel, Canadian Assn. of Broadcasters; Maj. Gen. A. D. Surles, director, Bureau of Public Relations, Army; Paul B. West, president, Assn. of National Advertisers; Mark Woods, president, BLUE Network.

WHERE TO GO AND WHAT TO DO IN Cleveland

DINING


With Dinner—Benson Room, Hotel Cleveland, L $1.75. $1.30. Closed Sunday. Dancing $1.30 to $1.50; 10 to closing; and Saturday luncheon. Cabana Terrace Room, Hotel Statler, D $1.65. Dinner and supper dancing except Sunday.

At Taverns: Friea Room, Hotel Carter, D $1.60. Dinner and supper dancing. Southern Tavern, E. 10th & Carnegie, Supper Club dining 10 a.m. to 2 a.m. nightly. Dinner dancing $5 to $5.75.


Storm’s, 726 Euclid and 1975 Euclid (both downtown).

ASCAP To Announce Program Service For Broadcasters at NAB Convention

ASCAP’s new radio program service, designed to assist the Society’s station licensees in casing in on their investment in ASCAP music [BROADCASTING, March 23], will be formally announced to the broadcasting industry at the NAB Convention in Cleveland.

In addition to this mass presentation, ASCAP is also introducing the plan individually to stations executives through a brochure prepared by Robert L. Murray, director of the service as well as of ASCAP’s entire public relations program.

As explained in the promotion piece, the service consists of a series of half-hour scripts, topical continuity with allowances for eight musical numbers, suitable for either participating or single client sponsorship.

Service is free to all stations with ASCAP license and three sets of programs are produced each week to prevent duplication in cities with more than one ASCAP station. While emphasizing music, seriocomic will contain "song plugs or mention of the Society", the brochure states. Programs are available in 13-week packages to enable stations to plan and merchandise the material.

Brochure includes a copy of the June 1 script, the continuity discussing wedding customs. Attached to the script is a four-page list of four suggested musical numbers for each of the eight breaks, listing the names of composers and publishers and the make, number and featured artist of one or two phonograph records of each tune. Another postscript to the continuity outlines suitable commercial copy for four types of local advertisers: Jeweler, florist, furniture store and mens’ show.

Printed in two colors, the 11 x 14-inch pages of the book contain many photographs against a musical background illustrative of the aim of the service, "to prevent off a shopping with a song in their hearts."

Blue-and-white board cover bears the call letters of the station to whom the book is sent.

Ed Craney, ‘Disgusted’, To Avoid NAB Meeting

ON THE GROUND that he’s "pretty damned disgusted", Ed Craney, operator of KGIR, Butte and the Z-Bar Network, has advised friends he will not attend the NAB convention in Cleveland, May 11-14. A leader among independents, Mr. Craney has figured prominently in past industry activities, notably in connection with copyright and reorganization. Several months ago he called for a widespread revamping of NAB.

"I don’t expect to be in Cleveland," he stated last week. "From all indications, I’d better off at home than I would be monkeying with the problems of the industry which, instead of enough broadcasters are interested in."

SPORTS


STAGE

Vaduzelle—RKO Palace, Playhouse Square, Sigmon Romberg and Harry Fenton and others.


SCREEN

RKO Palace, "Mayor of 44th Street". Hippodrome, Playhouse Square, "The Man with the Golden Arm".

Loews' 1940, Euclid near Euclid, Baseball-Show of stars and celebrities. Continuous. One-hour show of latest news from leading radio stars, plus short subjects.

NO. 1 handicapped golfer of the radio industry will win this handsome trophy, like the others awarded annually since 1932 by BROADCASTING, at the tournament on Thursday at the Maywood Country Club as part of the closing features of the NAB convention. The trophy will be presented to the low net scorer in the blind bogey tournament. The winners of the BROADCASTING trophy include Paul Rayner and Pierce Romaine, Paul Rayner Co., who tied for low net score in 1941 and received duplicate cups; Sherwood Branton, KJBS, San Francisco, 1940; E. V. Carmichael, KWK, St. Louis, and K. W. Fyle, KFBI, Wichita, Ks, 1939 (no tournament in 1938); E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington, tie, 1937; Ross Wallace, WHO, Des Moines, 1938; Carl I. W. m.o.n.d, KMO, Tacoma, 1935; Lewis Allen Weiss, Don Lee, 1934; Jerry King, Standard Radio, 1933; Dr. Leon Levy, WCAU, Philadelphia, 1932.

CAREERS IN RADIO

NAB Prepares Layman On Opportunities

RADIO DEFINED for career seekers is the theme of a new pamphlet, Working for Radio, just prepared by the NAB for distribution by member stations. To answer every conceivable question of those who seek a radio career the NAB has obtained the specialized tips of leaders in every phase of the industry.

Subject matter ranges from acting and singing before the mike through writing, producing, and technical broadcasting to the sponsor side of the mike. Edited by Joseph L. Miller, NAB director of labor relations, the pamphlet contains articles by Bing Crosby, Mollie Goldberg, John Benson, Edward L. Gove, Gerald F. Maulsby, Ceci B. De Mille, Edward G. Robinson, George A. Mooney, Frank E. Pellegrin, C. L. Thomas and Milton Weiner.

Available through the NAB office in Washington, member stations may purchase copies at 5 cents each.
Complaints of Timebuyers, Retail Problems on Agenda

Prominent Store Executives, Agency Officials to Take Active Part at Convention; Spot Forum

THE "15% BOYS" and their gripes will take an important part in the NAB convention. As a matter of fact the accent will be on development of new business, taking into accounts all the effects of price fixes, priorities, rationing and other war-born edicts which ordinarily would have a depressing effect on advertising budgets.

Direct broadcast and already developed, is the major object of sales managers' afflictions during the convention. At the opening session, after the most important issue of radio and the war is covered by representatives of the high command, the convention will take up radio advertising for department stores.

Store Experts

A panel on this subject will be led by Richard G. Meybohm, sales promotion director of National Retail Dry Goods Assn. On the panel will be such figures as Barlay W. Newell, sales manager, William Taylor Sons & Co., Cleveland; Edgar L. Rice, sales promotion manager, A. Polsky Co., Akron; James W. Petty Jr., publicity director, H. & S. Pogue Co., Cincinnati.

The "What Burns Us Up" breakfast session arranged by John Hymes, chief time-buyer for Lord & Thomas, as president of the Radio Executives Club, is expected to stir up the cats on the ancient art of time selling, time-buying and the chisel fringe. After the introductory remarks, there will be two semi-serious talks on "The Agency Looks At the Station," by Carlos Franco, of Young & Rubicam, and William Maileffert, of Compton Adv. Agency. Francis Kott will handle the "What Burns Us Up" interviews with Radio Executive Club members, including the following: Tom Lynch, William Easty; Fletcher Turner, J. M. Mathes; Morten Bassett, Morse International; Tom Carson, Pedlar & Ryan; Linnea Nelson, J. Walter Thompson; John Hymes, Lord & Thomas; William Maileffert, Compton; Mr. Franco; Bernie Prokter, Biow; Carol Newton, BBDO; George Kern, Benton & Bowles; Bill Wilson, William Rambeau; Peggy Stone, Loren Watson, Spot Sales.

By transcription, these club executives will be remote interviewed from New York to vent their pet peevves upon the unsuspecting broadcasters: Tom McDermott, N. W. Ayer; Al Taranto, Ted Bates; Ben Lamp, New York Advertising; Lucy, Kenyon & Eckhardt; Arthur Sinshowser, Peck Agency; George Tremble, Marshall & Pratt; Helen Thomas, Spot Broadcasting; Ray Elbrook, Franklin Bruck.

Dr. Harry Dean Wolfe will be one of the speakers at the Tuesday afternoon session on "Selling With Surveys." Until May 1 he was director of the Bureau of Business Research of Kent State U. Kent. Among other contributions of value to radio, he supervised "A Survey of Brand Consciousness and Brand Usage in Northeastern Ohio Among Middle Income Housewives of 14 Selected Household Products" [Broadcasting, Jan. 19]. At present Dr. Wolfe is on staff of the War Production Board in Washington.

Other speakers at this session will be Gene Flack, of the general sales department, Loose-Wiles Biscuits Co., Long Island City, who will talk on "Shoot the Works." Mr. Flack was selected to give a hard-hitting speech on salesmanship because he has earned a wide reputation as a sales executive.

Spot Quartet

The national sales representatives' breakfast session on Wednesday, "Information Please on Spot Radio," will be conducted by the four representatives who are associated with the NAB. On the board of experts will be H. Preston Peters, John Blair, Edward Petry and Joseph J. Weed. The principal speaker at the general session Wednesday morning will be Arthur Horracks, counsel, public relations department, Goodyear Tire & Rubber Co. His subject is "The Bridge to a New Democracy," but with some old-fashioned gospel on the part radio can play during the war and in the post-war period.

Dr. Miller McLintock, director, of The Advertising Council, also will speak at the convention session, and Eugene Carr, assistant manager of WGAR, Cleveland, and chairman of the NAB Sales Managers' Executive Committee, will speak on "The War—A Challenge to Broadcast Advertising."

BEHIND THE BLUE banner is FCC-DBC Chairman James Lawrence Fly, who on April 30 acted as moderator of Town Meeting of the Air, vice George Denny Jr., at Fort Wayne, Ind., and keyed to the network by WOWO. Mr. Fly was a prime-mover in forcing separation of the two NBO networks, and it was his first appearance over the BLUE as an operating entity. May 1, 1942, it was announced that when he gave the half-hour "We pause for station identification."

Tube Pool Plans Considered As Supplies Become Critical

DCB Group Considers Several Proposals to Aid Situation; WPB May Issue Freeze Order

With the transmitting tube and critical war material plight of broadcasters for maintenance and repair becoming more intense daily, the Domestic Broadcasting Committee (Committee No. IV) of the Defense, Communications Board met in Washington last Wednesday at an all-day session to devise recommended means for coping with the problem.

Picturing long toward creation of a conservation-pool project for all stations, to keep the industry supplied with essential replacement and repair materials, were discussed and possibly endorsed by the CAB to the DCB for action. The War Production Board, through its Communications Branch, likewise has a pooling-allocation plan designed to prevent price-fixing and other activities and is expected to be given careful study by the DCB.

Several detailed plans, it is understood, have been advanced. That under consideration of WPB envisages an initial freeze on all communications devices wherever they may be, until such time as a complete inventory is made and an allocation plan set up. The Committee has understood to differ from this plan and to involve a general setup, under which the FCC, or probably its broadcast engineering branch, would handle allocation of stations on an equitable basis.

Meanwhile, WPB was still pondering its broadcast equipment freeze, pursuant to the DCB recommendation April 16. The FCC April 27 followed through with its policy [Broadcasting, May 4]. The WPB order, it is understood, may also cover freezing in the telephone, telegraph and related services. Release is expected later this week.

War Copy Studied For Public's Likes

ANA Convention Is Informed Boosting Is Resented

REPORT of results of a nationwide survey conducted for the Assn. of National Advertisers during the last two weeks of April to discover what the American public thinks of advertising in time of war and of wartime advertising copy was the highlight of the ANA meeting held at Rye, N. Y., last Monday and Tuesday. About 300 attended the sessions of the two-day meeting, which was closed to all but ANA members.

In presenting the results, Dr. Henry Link pointed out that answers to questions about advertising and copy themes indicate the public is not particularly averse to war-products advertising but does take kindly to a tasteful copy: that it does not believe advertising should be eliminated in wartime but that it is interested in copy which tells how the product has lasted longer; that it is interested in knowing what plans companies are making to take care of post-war unemployment, and that it resents copy which merely "drags the war in by the ears."

A poll of public reactions to 30 specific current advertisements, carefully selected to include some which had appeared in some products with a war slant, some purely war products, some post-war advertising and some conservatism, revealed that in general the public desires advertising in all of these classifications, Dr. Link pointed out. Whether the public will be interested in a particular advertisement depends not so much on the general situation as on the specific manner in which the advertisement presents a worthwhile message.

Edward Battey Jr., Compton Adv., presented a study of changes in incomes, interests and reading and listening habits of the American public during the war, which was followed by a detailed discussion of each advertising medium in relation to the war economy.
Educators Consider War Propaganda

Censorship Methods Are Debated by Network Commentators

WAR'S IMPACT on radio was everywhere evident in the program of the 13th annual Institute for Education by Radio, sponsored by Ohio State U May 4-6 at the Deshler-Wallick Hotel, Columbus. Highlight of the three-day conference was the announcement of awards for the Sixth American Exhibition of Recordings of Educational Radio Programs which emphasized for the first time achievement on the commercial side.

CBS led the award parade with six first awards and an honorable mention; NBC and ABC each had two firsts and two honorable mentions. In addition four programs were cited for unusual merit: Cecil Brown's eyewitness account of the sinking of the Repulse, CBS program titled Blood Donor broadcast by KPI, Los Angeles; the play, Johnny Quinn, USN, by Arch Oboler of NBC and the CBC war program, Quiet Victory.

News and the War

The opening session May 4 was devoted to program practice, radio news reports and comments in wartime presided over by Arthur J. Klein of Ohio State U. Featured speakers were Morgan Beatty, BLUE; H. V. Eason, KNMI; Leigh White, CBS; Gregor Zeimer, WLW, assisted by James Cassidy, WLW; G. W. Johnstone, BLUE; A. A. Schecter, NBC director of special events and Robert A. A. Sorenson, BLUE; who acted CBS director of News and special events.

The threat of censorship occupied much of the speakers' attention. Morgan, who observed that there was no conflict between radio and Government censorship and criticized those who objected to the Government's method of news dissemination.

He pointed out that free speech does not entail the right to encourage disunity. Kaltenborn believed the radio commentator free to criticize the practice, but added that he had always been given the right to speak what he thought even though his comment often ran counter to the Administration. At the same time he maintained that the American people are most moved by optimistic reports and accepted the fact that all news cannot be broadcast in wartime.

Gregor Zeimer evaluated radio as a powerful moral force to combat the Axis zeal directed to a single purpose and wondered whether we are.

Wartime conditions provided the themes of discussions conducted by 13 separate groups, child programs, religious programs, agricultural programs, college courses teaching radio cooperative group broadcasting and service organizations.

Radio and wartime morale occupied a panel consisting of Edward L. Chang, public relations specialist; Lyman G. Bryson, CBS coordinate director; George V. Denny, director of America's Town Meeting of the Air; Carl Fried- rich, Red Cross, New York; Victor Sholis, of Clear Channel Broadcasting Service, and Robert Landry, radio editor of Variety.

1942 AWARDS OF OHIO INSTITUTE

Lecture, Talk, Speech: First award—Cecil Brown's eyewitness account of the sinking of the Repulse, "Eric Knight" from the CBC series, Quest of Honor; Honorable Mention, "Radio Drama" by Frank Connolly of the CBC.

Demonstration or participation program: First award—Blood Donor by Jimmy Van- derven, Lehigh, Pa.; "Six Days in the Desert" by Mexico City; "Columbia's Victory and Landry's Message" by Victory Channel.

Discussion, presentation, interview, debate, question and answer: First award— "One-Half Hour Later," CBS round- table and international pickups; Honorable mention—People's Platform, CBS, and "The Hitler Youth," German Broadcasting, Strassens, "Town Hall, BLUE.

All Forms of Dramatization: First award—"Radio's Seal," by Arch Oboler, NBC. Honorable mention— "Shadows On the Wall," KAIU, Public Health Service and directed by Philip L. Ackerman; American Red Cross, directed by Oboler.

For Use in Promoting the War Effort: First award—Quiet Victory, by William Strange, CBC. Down Mexico Way, by Richard McDonagh, NBC inaugural pro- gram; Honorable mention—The Funeral of General Von Blidor, by David Howars and Howard Brensilver.

For General Use by Children: First award—Little Lame Princess, Nila Mack series, CBC. Honorable mention—"Orphans," by Mary Cranham, CBC.

For use in school by elementary children: Salute, by A. Murray Dyer, CBS. Honorable mention—"The Violin Family." Part II of Music Is Yours, Texas School of the Air.


Drama

ADDING DRAMA to a drama discussion at the Institute was Victor Sholis, of Clear Channel Broadcasting Service, and Robert Landry, radio editor of Variety.

Drama must be angered since anger leads to determination. "We need hate," he said, "to ensure the lingering deaths of our sons and our fathers and our hus- bands." Need of self-sacrifice, the identification of self with the cause, the identification with the story, the emotion, the in- terest in actions, and a consideration of the world people want can all be projected through radio drama.

Oboler said. He asserted that radio dramatizing the people's situation was not an end. It was the hope of the future. He pointed out that radio dramatizations cannot be written for one mass audience; rather for groups of audiences.

A Simple Problem

Norman Corwin, director of the completed series, This Is War, agreed with Oboler in the main but bluntly criticized experts who think the problem of talking to the people is a complex one. In reality, he said, it is shockingly simple. He pointed out that the issues may have been kept from the people wilfully, accidentally, or through an emas- culated sense of neutrality.

The religious broadcasters adopted six resolutions for guide- lines in such broadcasts, recommending chiefly that no doctrine of hate should be preached against the enemy. This came in direct oppo- site to the recommendations of Dr. Corwin and Oboler. Participants in the religious broadcast panel also called for greater unity through this type of program and empha- sized the need for a genuine sense of religion in these critical times.

Wartime conditions provided the themes of other discussions covering child programs, agricultural programs, colleges programs, radio commentator group, radio, cooperative group broadcasting and service organizations.

CBS TO CONSIDER PROGRAM SERVICE

TO RENDER further programming services to CBS affiliate stations in relation to their national advertisers and programs, the Institute, through Mr. D. Connolly, CBS director of program promotion, will hold informal sessions with CBS station men attending the Institute meeting in Cleveland.

Mr. Connolly has made five or more educational programming assignments with three objectives: (1) Analyze all requests coming from clients and agencies, eliminating as far as possible those which appear unproductive; (2) prepare complete campaigns aimed at getting results in areas laid out by the stations themselves; (3) impress upon client and agency that stations are not doing a voluntary, but removing pressure on stations.

The varied program services offered by CBS in complete campaign brochures containing story background, suggested ads, scripts, local announcements and recorded announcements made by stars for use by station prior to and during first few weeks new program, dealer material such as suggested letters, dealer studio meeting procedures, advance instruction on contests, and other forms of merchandising and program services.

OSU Honors Damrosch

TESTIMONIAL dinner was given in honor of Walter Damrosch, conductor of the NBC Music Appreciation Hour, at the Institute for Edu- cators and Broadcasters, May 5 which included the presentation of a visitor to Radio to the Institute for Educa- tion by Radio.

For an hour the BLUE carried a part of the proceedings featuring a special address from Dr. Damrosch.

GEORGE HAYES, of the BLUE au- thority, said the network had sponsored news periods on Say It With Music, all-night, all-music pro- gram on WJZ, New York, has won the announcers contest to handle the show, now sponsored by Esso Mar- keters.
DCB Surprised by Severe Ration Ruling

INCLUSION of broadcasting as subject to curtailment of electric power in an order issued last week by the War Production Board to provide for power rationing in the event of local shortages or a national turnoff in both Government and industry radio circles.

Catching everyone in radio by surprise, the order (Limitation Order 194) sets up machinery to handle power shortages wherever they occur. While there are a number of exemptions, such as Government, military, transportation, hospitals and communications services, radio is specifically excluded from the exemptions.

The order specifies "radio communication (not including commercial broadcasting)" as exempt from the mandatory curtailment provisions. These curtailment provisions are left sufficiently flexible to take care of conditions as they may occur in a given area.

DCB Gets Busy

The mere fact that commercial broadcasting was not exempted caused considerable agitation in Government radio circles. The matter was brought before the Defense Communications Board at its meeting last Thursday by FCC Chief Engineer E. K. Jett, after he had been apprised of it. An investigation immediately was instituted and it was indicated steps would be taken promptly to safeguard against arbitrary action which might mean the shutting down of stations.

Promptly upon release of the order, Broadcasting contacted every available quarter in Washington to learn possible effect of the order on industry operations. While assurances were given there was no intention of classifying broadcasting with non-essential consumer groups, there nevertheless was no commitment that broadcasting as an industry would be exempted.

In issuing its detailed order, WPB announced that in some areas shortages of power already have occurred and in others further shortages are threatened. These shortages are generally caused by the vast increase in use of electric power by war industries, it was pointed out.

Two main lines of action against power shortages are set out in the order. The first, immediately effective, requires utilities to operate their systems in such a way that will produce maximum power from present capacity. The second, to be put into effect when and where a shortage develops, establishes machinery for mandatory curtailment of power for commercial and industrial consumers.

Copper Restrictions

AMENDING an earlier copper order, the War Production Board in 1947 prohibited the use of copper and its alloys, including bronze and brass, in an addition 100 civilian items. Copper shortages continue after June 15 and ordered various restrictions to effect further conservation of the material. In general, the new order had no direct effect on the broadcasting industry. Only radios (excepting those for ships and phonographs or other record players were named specifically.

The power shortage, at least three of the five steps would be applicable to broadcasting. How seriously the order, if left intact, would affect broadcasting operations depends upon which of the restrictions is invoked.

Station Consumption

A 250-watt station operating 17 hours a day uses about 200 kilowatt hours of power a week for transmitting purposes. Along with power used for tower illumination and other lighting, such a station consumes about 320 kilowatt hours per week. Thus, local stations would be affected if an order is issued to small commercial users employing less than 2500 kilowatt hours per week, as well as under the two general prohibitions.

A 5,000-watt station operating 17 hours a day uses approximately 20,000 kilowatt hours a week for transmission and an overall power of 2500 or less. A 10,000-watt station uses an estimated 14,000 kilowatt hours per week for transmitting purposes and an aggregate of 15,000 kilowatt hours overall.

Edward Falck, chief of power supply allocation, Power Branch, Materials Division of WPB, told Broadcasting last Friday that the order was considered as an "enabling order", to allow local administrators of WPB to call for curtailment of power in cases of "acute" shortage. He said that any cut-off of power of broadcast stations would depend on the "acute-ness" of the shortage.

Another important factor in power allotment would be the number of stations in the particular locality affected by power shortage, Mr. Falck declared. He cited as an example two stations in a particular town which had become a critical area. It might be necessary to shut off power for two hours a day from non-defense plants. In such a situation, each station would be asked by the local administrator to shut off for one hour each.

Mr. Falck explained there are two types of power shortages: capacity and energy. In the case of capacity shortages, which means the peak load the power generators of a town can carry, stations might be asked to go off the air for a short time each day to take care of any additional needs of defense plants which occur usually at the same time.

Energy shortage was defined as occurring when the generation of power is slowed down for some reason, such as during a drought when rivers are low or the hydroelectric generation is sharply reduced. In such situations, he said broadcast stations might be asked to cut down an hour a day until the normal load can be met.

Mr. Falck said that local admin-

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[See pages 48-62]
CENSORSHIP POST

ACCEPTED BY CARR

EUGENE CARR, assistant manager of WQXR, New York, chairman of the NAB Sales Managers' Committee, last Thursday was appointed assistant in the Radio Section of the Office of Censorship for radio. The appointment was announced by Byron Price, director. Mr. Carr's position will parallel that of Robert E. Richards and Stanley P. Richardson, and represents the first phase of expansion of the Radio Division's personnel.

Mr. Carr will devote full time to the new position, reporting for duty in Washington May 18.

Prominently identified with broadcasting for the last 14 years, Mr. Carr in 1928 left a post as instructor in voice at U of Oregon to become manager of WTAM, Cleveland outlet of NBC. Later he joined WGAR as program director and has been assistant manager under John Patti since 1935 and in charge of sales since 1937. Recently he was elected vice-president of the Ohio Assn. of Broadcasters.

Born in Shelbyville, Ill., Dec. 7, 1902, Mr. Carr was graduated from Westminster College in 1925. He is married, has one daughter, is a member of Phi Gamma Delta, Phi Delta Alpha, Sigma Chi, Promus 38, and president of the Ohio Assn. of Broadcasters.

Col. Biggar Appointed Head Censor in Canada

FOR CLOSER cooperation with NBC's Central Sales and Station Service, Varieties, Prime Minister Mackenzie King announced May 5 at Ottawa that Col. O. M. Biggar, Ottawa, has been appointed Director of Censorship for Canada, with authority over press, radio, telephone and mail censorship. He will be responsible to the Minister of National War Services, Hon. J. T. Thompson.

The appointment does not mean a change in the present censorship service but a combination of censorship departments to the new chief. Col. R. P. Landry, secretary of the Canadian Broadcasting Corp., remains as radio censor. Col. O. M. Biggar is also joint chairman of the Canada-U. S. Joint Permanent Defense Board.

Formula for Stores

A WARTIME formula for department-store advertising is being tested by Bloomingdale's, New York, and Saks, with WOR and WQXR's five-week, 10-minute program on WQXR, New York, which started three weeks ago. It is aimed at urging feminine listeners to buy at the store, Mrs. Frances Corey, fashion director of Bloomingdale's, is the conductor of the program, tells her audience what not to buy, how to conserve clothes and goods already owned, and how to make the most of developments in Washington affecting the homemaker. Program is heard Monday through Friday, 9-9:10 a.m. Account is handled direct.

FRANK V. BECKER, owner-manager of WTBO, Cumberland, met his death last Monday (May 4) when a two-passenger plane, which he had acquired only a few days before, crashed into a Maryland mountainside.

The 41-year-old engineer-broadcaster, who was an aviation enthusiast, was a passenger in the craft. William E. Swartzwelder, 36, a trucking firm employee, at the controls, also was instantly killed. Well-known in radio circles, Mr. Becker came to Cumberland in 1935 from Philadelphia, where he had been chief engineer of WFIL. He had acquired an interest in WTBO at the time, but only last month procured control of the station with FCC approval. Then the owner of 50% of the station, he had purchased 49.6% additional from Leon V. Pamphilon, engineering supervisor of WFIL.

Mr. Becker was a member of the Civilian Air Patrol in Maryland and had acquired the plane planably to engage in this voluntary war work. He was also a member of the Allegheny County Civilian Defense Committee.

Mr. Becker was graduated from Cooper U Institute of Technology as an electrical engineer; from Columbia U, where he studied radio engineering. He is a Red-technic with a degree in mathematical physics.

More Pall Mall Spots

AMERICAN CIGARETTE & CIGAR Co., New York, which has been conducting a spot announcement campaign for Pall Malls for the past year on an alternating basis with Lever Bros. Co. for Lifebuoy Soap, has added WCBS, New York, Chicago, Philadelphia, Buffalo and Detroit. On May 18, the company plans to add 16 more cities to the list, bringing the total number of stations to about 150. Agency in charge of both accounts is Ruthrauff & Co., New York.

Red Ryder' on MBS

MBS last week replaced the three weekly 7:30 p.m. period, left vacant by The Lone Ranger, with Red Ryder, cowboy adventure story, based on the newspaper comic strip now in 643 publications in the United States (a circulation of more than 13,000,000). The hero is "Red Ryder," who battles rustlers assisted by a Navajo Indian, named "Little Beaver." Fred Harman writes the strip, which has also been used in movie serials and boys' summer camps. The Lone Ranger, formerly heard on Mutual in that period, moved to the BLUE May 4 under direction of General Mills, Minneapolis.

The two-passenger Aeronca plane had been purchased on April 30 at St. Mary's, Pa. Stubs in Mr. Becker's checkbook indicated he had made a down payment of $750 for it on that day. Mr. Swartzwelder had flown the plane from St. Mary's to Cumberland the preceding Friday.

Mr. Becker is survived by his widow. Before becoming a broadcast-engineer, he had served as a radio operator aboard merchant ships. Prior to joining WFIL he had worked with NBC in New York.

Spots on Price Fixing Are Released by OFF

A SERIES OF spot announcements, running 30 seconds to one minute and stressing the fact that price-fixing is not effective until May 18 and that the public should be patient with retailers in their problems of adjustment, was sent via type for last week's regional directors of the Office of Price Administration, with the request that they be relayed to all stations in their areas.

At the same time the Office of Facts & Figures asked the radio industry to cooperate in carrying this message to the public, leaving to the stations the time of spotting the announcement and the number of times they wish to carry them.

OFF also announced its network allocations for the two weeks starting May 11, second period since the plan was inaugurated (BROADCASTING, April 20), which would stress USO, war bonds, salvage and car pooling. Instructions under the Radio War Guide have also been transmitted to stations.

Wythe Williams Back

WYTHE WILLIAMS, news analyst for Mutual, whose resigned was heard on MBS in 1940-41, has returned to the network, with a schedule of Sunday programs, 6-6:15 p.m., available for local sponsorship.

Rockefeller Opens USO's Fund Drive

Radio Taking Prominent Part in $32,000,000 Campaign

THE USO opens its $32,000,000 War Fund Campaign May 11-3 with a talk by John D. Rockefeller Jr., honorary chairman, speaking over MBS May 11, 10:15 p.m. In announcing the lineup of radio programs which will carry mention of the USO May 11-17, Joseph R. Busk, co-chairman of the USO Radio Committee, said:

"Commercial radio sponsors of the country are backing the USO without a single exception to date. In one of the first drives operating under NBC's Master Plan for Radio Allocations Plan [BROADCASTING, April 20, 1942], each network has been assigned definite dates and times on which to promote the USO campaign. The program above emphasizes the importance of one-minute spot announcements.

Opening Week Plans

For the opening week, the drive will be promoted on 46 network commercial and sustaining programs with everything ranging from one to three announcements to extensive mention of USO.

NBC will mention the drive on 17 shows; CBS on 13, Mutual on 8 and WOR on 8. In addition to the live shows, a spot last week, USO shows scheduled individually on local stations, about 300 non-network stations are being sent a special USO telegram to present a five-minute talk by John D. Rockefeller Jr., and a five-minute reading by Eddie Cantor of Howard Vincent O'Brien's essay "So Is Long." The latter product has been promoted for the past several weeks on WHDL Olean, N. Y., as a test. Agency is Lambert & Feasley, New York.

Vacation Spots

SOUTHERN CALIFORNIA All Year Club, Los Angeles, in its second year in California as a vacation spot, on its roster for next year its appointment of the Make Believe Ballroom on WNEW, New York, has started one of its vacation appointments on WERC, Erie, Pa., and WHP, Harrisburg, Pa. For Listerine Antibiotics, the latter product has been promoted for the past several weeks on WHDL Olean, N. Y., as a test. Agency is Lambert & Feasley, New York.

BROADCASTING • Broadcast Advertising

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Uncertain Status of Vinylite Creates Disc Industry Problem

Producers Point to Small Amount Required and Importance of Restricted Product to Stations

REACTION of the transcription industry to the order placing the Vinylite used in making recorded programs under direct allocation control of the War Production Board [BROADCASTING, May 4] could last week be summed up in the phrase "confidence mingled with concern." Leading producers of transcribed programs were confident that the importance of transcriptions to broadcasters, especially to small network stations largely dependent on recorded program material, was such that if priorities are required it should be easy to prove to the WPB the necessity of allocating Vinylite to the industry the relatively small amount of material necessary for it to continue its service to the broadcasters.

Shellac Shortage

In view of the recent drastic curtailment of shellac for phonograph records which is expected to result in a proportionate diminution in the output of such records, small independent stations will be more than ever dependent on transcription records, the producers pointed out.

In addition to affecting the program service of many stations, a curtailment in the supply of transcriptions would also have a seriously adverse effect on the income of the broadcasters. Many of the spot campaigns placed by national advertisers are on transcriptions, even where the records are of one-minute announcements or even shorter chain breaks. In addition to such purely commercial transactions, made especially for the advertisers, many stations use their transcribed library services to build programs for sale to local sponsors in their communities. Wherever comparable alternative talent is not available and where its cost would be prohibitive to the average local advertiser if it were available.

Pointing out that the volume of time sales resulting from the use of transcriptions is far greater than the volume of business done by the transcription companies themselves, one leading producer of transcriptions expressed the opinion that if there is any appreciable curtailment in the production of discs resulting from the new order, the fight for priorities to make Vinylite available for transcriptions should be taken up by the NAB as it has by the transcription industry.

Langlois Bulletin

In a bulletin recently sent by C. O. Langlois, president of Lang-Worth Feature Programs, to all broadcasters regarding the shellac order and its probable effect on the supply of phonograph records, Mr. Langlois discusses the Vinylite situation, pointing out that should the Government find it necessary to increase the amount of Vinylite allocated to defense work "the effect on transcriptions would be felt immediately."

Stating that he does not want to scare, he continues: "I am sure, however, that it behooves every one of us to immediately estimate our recording needs for the next year or two, and take positive steps to meet them."

"If your contract with your present electrical transcription service expires within the next few months, and if you are thoroughly satisfied with its service, I urge you to let them know that you renew that contract, now. Such active contract will not necessarily guarantee you transcriptions should the order for Vinylite run short, but, it will, at least, register you as an active customer, and furnish your supplier with an obligation to perform." Hard to Figure

The chief cause for concern expressed to BROADCASTING was the vagueness of the allocation order, which provides that at the beginning of each month the director of priorities shall issue specific directions to the producers concerning deliveries to their clients. In effect, this puts the users of Vinylite on a month-to-month basis, with no means of determining today how much material will be available six or eight months hence.

The head of one transcription company said this uncertainty is already having a bad effect on his business. "An agency calls me up," he reported, "and asks how much Vinylite I will have in June and I say I don't know. They say that 30% of the normal supply will be allotted to us and I say I don't know. They ask if we will have to devote all of our allotment to our library service or if there will be some left over for commercial recordings and I say I don't know. Other Government curtailment orders have been definite, stating that 60% or 50% or even, as in the case of shellac, 30% is available. Then a man can plan what to do. This way Flannery's program is sponsored by Brown & Williamson, Tobacco Co., Louisville, for Avalon cigarettes.

FIRST QUALIFIED applicant for the new V-5 Naval Aviation class, Frank Bottger (top photo, right) of WWL, New Orleans, is sworn in for service by Lieut. Larry C. Priemnan, an official of the naval aviation cadet selection board at New Orleans. Monte Kleban (bottom photo), WQAI production manager, admires the service medals shown on the bulletin board at Dodd Field Reception Center, where he is now a private in the Army, having enlisted recently.

Adopt a Pilot

HARRY W. FLANNERY, news analyst broadcasting weekly from KNX, Los Angeles, on CBS Pacific Coast stations, is asking his listeners to "Adopt a Pilot." Flannery asks for contributions to help prospective pilots who need some small medical attention to meet the physical requirements of the Army Air Corps. He hopes to interest civic groups and luncheon clubs in "adopting" one prospect for the Army Air Service each month. Flannery's program is sponsored by Brown & Williamson, Tobacco Co., Louisville, for Avalon cigarettes.

June orders, then a strict rationing plan will probably be instituted here as well as in the manufacturing areas.

Dealers are urging their customers to bring in their old records when they buy new ones and are paying relatively high standard rates for them, but no rigid old-for-new requirements have been established.

Charles Michelson, New York distributor for Gennett Sound Effects of March, Co., last week that Gennett has informed him they have perfected a new material on which to record sound effects. This material does not require the use of shellac and which makes it possible to reduce surface noise to within 5% of minimum. Detailed description of this material was not available in New York last week, but Mr. Michelson said the new records would be demonstrated in Cleveland during the NAB Convention.

STATION OFF AIR BRIEFLY IN STRIKE

FIVE MINUTES before airtime the International Brotherhood of Electrical Workers notified the management of WFMD, Frederick, Md., of their intentions to strike immediately. The IBEW members had hoped to put up their strike station on the air, according to Lawrence Leonard, station owner. General Manager A. V. Tidmore, who is also an FCC licensed operator, put the station on the air, he explained.

According to the union's statement its controversy with the station dates back to Nov. 21, 1941, when the IBEW was recognized by the station as the bargaining agent for the technical employees in a National Labor Relations Board election. [BROADCASTING, Nov. 24]. After being certified the IBEW claims to have made repeated attempts to reach an agreement on wages, working conditions and other conditions of employment.

Mr. Tidmore said there was no wide difference in the matter of salary negotiations; instead he said the IBEW closed shop brought on the rupture. Mr. Leonard explained he had six technical employees before the strike, four of whom were members of the union. The remaining two expressed their unwillingness to join the union and the management would not impose membership as a condition of employment.

Following the fracture in relations with technicians voted to strike. Permission to strike was granted by the IBEW, claiming the area was covered by Washington and Baltimore stations. Actually the station has continued to operate since the non-union technicians have remained at work and a third licensed operator has been hired.

Speakers on the Radio

SPEAKERS for May 12, the National Radio Council, will be featured in the May 13, 1942, NAB convention. Among the speakers will be H. G. F. Nesbitt, Chief of the Office of Facts & Figures, scheduled to address on "The Medium," and Dr. John Humphrey Mitchell, Canadian Minister of Labor, scheduled to address on "The Medium."
**House Probe Shows Need of Radio Policy**

Committee Members Display Interest in Testimony Showing FCC Practices

MEASURABLY improved chances for enactment of new legislation by Congress creating a "new philosophy" for radio and specifically limiting the functions of the FCC or its predecessor to eliminate all doubt about its powers, were foreseen last week following testimony in favor of the Sanders Bill (HR-5497) by witnesses representing the major networks.

Establishment of a "new philosophy" of radio regulation, which would limit the FCC's functions to purely physical and technical aspects, and also give radio a parity with the press, was advocated in a letter of communication by William S. Paley, CBS president, before the House Interstate & Foreign Commerce Committee, which was hearing the Sanders Bill last month. Committee reaction, so far as it could be gauged, appeared overwhelmingly favorable to legislative steps to keep the FCC "from running hog wild!".

**Mullen Urges Changes**

Preceding Mr. Paley's testimony, delivered Wednesday, Frank E. Mullen, vice-president and general manager of NBC, Tuesday appearance endorsed both communication by the FCC, proposed, among other things, that the Commission be divided into two autonomous divisions of three members each, one handling broadcasting and related matters, and the other purely public utility carriers. The chairman, under such a setup, would become executive officer with no regulatory assignments on either division.

Testimony of Messrs. Paley and Mullen was buttressed by arguments of legions of public and private networks—Judge John J. Burns for CBS and John T. Cahill for NBC—attacking the FCC's arrogation of authority over business aspects of broadcasting, notably as demonstrated in the network monopoly rules.

Before the network cases were heard Neville Miller, NAB president, made a br;hf appearance last Tuesday to complete testimony given a fortnight before. He opposed any moves by the FCC designed to deprive program directors of the right to own stations and asserted that "great apprehension" existed among publishers that the FCC majority was heading in the direction of preventing local public policy to have newspapers own stations.

**Stanton, Davis Testify**

The only other witnesses to appear during the three hearing days were Dr. Frank N. Stanton, CBS research director, who presented and described exhibits portraying present-day radio growth and work of CBS; and Elmer Davis, CBS news analyst, who supported previous arguments of President Paley opposing placing of editorial restrictions upon news broadcasting or any treatment that would not leave radio on equal footing with the press.

While thus far only an affirmative case in favor of new legislation has been presented, the proceedings had developed to the point when Chairman Thacher (D-Cal.) observed he felt Congress should clarify on the controversial issues regarding conduct of the FCC and that it had been demonstrated the Communications Act of 1934 "needs revision".

This was interpreted as an indication that the Committee would be disposed to act rather promptly. Chairman Thacher, a leader and highly respected by his Committee, has a reputation of getting things done; once he makes up his mind. In the Sanders Bill proceedings, after most of the industry had urged that the Committee forego hearings because of the war, Chairman Thacher took a different view and called for House on schedule despite pleas for postponement.

When Judge Burns completed his testimony this week, Chairman Announced the hearings would be resumed May 19—allowing a recess for the NAB convention. The Newspaper—Radio Committee is scheduled to appear, probably through Harold V. Houge, chairman; Judge Thomas D. Thacher, chief counsel; Sydney M. Kaye, associate counsel, and probably several representative newspaper-station owners.

**Committee Plans**

The tentative Committee lineup, following the Newspaper—Radio Committee's appearance, is:

- Rear Admiral S. C. Hooper, communications expert of the Navy, to be a pioneer figure in the development of communications regulation, at the Committee's request to comment on wartime functioning of the FCC in relation to military requirements.
- Louis G. Caldwell, general counsel of MBS, presumably to support the FCC position in favor of the network monopoly regulations and to oppose certain of the proposals in the Sanders Bill and in the Federal Communications Bar Assn. presentation.

FCC Chairman James Law- rence Fly, who has been disposed to oppose any new legislation.

Commissioner T. A. M. Craven, who has been in the minority on virtually all policy determinations of the FCC dur- ing Fair Fly's tenure.

Rebuttal testimony, if deemed necessary by the Committee.

More than cursory interest attaches to the scheduled appearance of Admiral Hooper. In testimony May 8 before the Senate Interstate Commerce Subcommittee considering the proposed Western Union—Postal Telegraph merger bill (S-2440), Admiral Hooper cracked the FCC, declaring the Army and Navy knew "that from past experience" the FCC is very likely to put its own judgment ahead of the armed services in matters of military communications requirements.

"I am opposed to the principle of delegating the responsibility of determining fundamental policies under the development and organization of our communications systems to any one agency of the Government and especially to the FCC, an agency which has so little knowledge of the military procedures and principles involved," the Admiral said.

**Monopoly Rules Hit**

In addition to newspaper ownership, the FCC's network monopoly rules came into a siege of jam- basting during the proceedings, with the Committee setting out to draw out witnesses on whether the FCC had overstretched its authority. There were answers up to the hilt from the alternative. However, in his direct testimony, commented particularly on the highly explosive time option issue. He said it was obvious if a network is unable to deliver one or more principal markets, the entire advertising campaign may be lost.

Mr. Paley minced no words in his condemnation of the FCC's actions, asserting that it has developed "an appetite for power" that will become almost limitless unless Congress clearly defines its functions and task step to preserve "freedom of the air". He reiterated previous statements that the effect of the network rules would be to "tor- pedo network operations" as they are.

Judge Burns, who was subjected to the most detailed examination, charged the FCC with "a clever bit of indirection" in the procedure it followed in the network case. Instead of attacking the networks directly, he charged, it put all affiliates on notice that they "are going to lose their licenses" if they enter into contracts with networks on an exclusive or time-option basis.

**Cox Plan in Doubt**

Meanwhile, the fate of the Cox Resolution, for a select committee inquiry into the chances of a "new philosophy" for radio and specifically limiting the functions of the FCC or its predecessor to eliminate all doubt about its powers, were foreseen last week following testimony in favor of the Sanders Bill (HR-5497) by witnesses representing the major networks.

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“HERE’S A WAR-TIME SELLING PICTURE!”

- MAYBE you've noticed it even in your own corner of the world (which is undoubtedly a pretty metropolitan corner!). But these days when you get out on the real country roads, you find that automobile traffic has dropped to almost nothing. And with that disappearing traffic goes an enormous change in the Nation's retail selling picture.

Out here in Iowa, the difference is downright startling. People are “going out” almost as much as ever, but they're not going so far. The neighborhood store—the small-town store—even the cross-roads store—is really back in the picture.

To do volume business in Iowa, you've now got to have volume distribution—a few outlets in our few “big” towns won't do. And the best way to secure volume distribution is to use all the facilities of WHO—the biggest advertising medium in “Iowa Plus.”

WHO has an almost unbelievable influence with wholesalers and retailers, because they know that WHO sells goods. We sincerely urge you to have your Iowa sales representative drop in and see what we can do for you in the way of advertising assistance. Or write us for a few typical instances. How about it?

WHO

DES MOINES . . . 50,000 WATS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Industry Faces Future With Confidence

Symposium of Key Figures Shows Radio Meets New Problems Effectively

BROADCASTERS face an uncertain advertising future. But they face it with confidence based on the industry's capability to changing times and changing circulation. Furthermore they face it with a feeling of assurance based on a comparatively painless transition to a medium devoted to extensive wartime service.

These conclusions come from a group of key figures representing various branches of broadcasting. They represent the views of the networks, NAB, Advertising Council, Assn. of National Advertisers, American Assn. of Advertising Agencies, Cooperative Analysis of Broadcasting, etc., by Broadcasting which sought to canvas "The War Outlook for Radio".

The industry is blessed with universal acclaim for the job it is doing on behalf of the war effort. In modern warfare, requiring nationwide and even worldwide coordination, broadcasters are doing a day-to-day campaign of informing and influencing the millions of many nations.

Serving the Public

They are serving the public voluntarily under a democratic form of government and will continue to prove their service as long as the war continues, the symposium of industry views reveals. Some revenue has already been lost as some advertisers leave the air, and as others clip their budgets. Furthermore, money has been spent almost recklessly by networks and stations in their effort to produce the best possible public service programs.

These factors are important but so far they have not been critical. Should the war be a brief one, the industry is likely to overcome such obstacles. But should the war go into years, the problem will become serious—very serious, according to some of the key figures participating in this rundown of industry views.

Reassuring to broadcasters is the fact that radio signals will continue to reach an audience that will not diminish to any appreciable degree. As some of the symposium comments point out, 56 million radio sets are in operation and most of them will stay in operation for the duration. Furthermore, listeners will continue to listen. And even though marked social changes occur and marked population shifts come about, more than 900 broadcast signals will continue to fill the American air and many short-wave stations will continue to serve other nations.

To date the bulk of advertisers are showing their faith in advertising, according to Paul R. West, president of the Assn. of National Advertisers. They want to keep at it as long as there is a job for advertising to do. Right now that

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RADIO IS WEATHERING THE STORM

By NEVILLE MILLER
President of NAB

IN SPEAKING of the war outlook for radio, we can look down many vistas, all of them interesting, all full of problems, all vastly different from what existed a year ago. The war has affected every business, our entire life has changed considerably and as time passes I believe the effect is going to be cumulative. Naturally the effect on radio and the outlook for radio has to be considered in relation to the effect on other businesses and on life in general.

In the first place I believe we can say that every interruption in normal life will have a tendency towards increasing radio listening. With the rationing of tires and gasoline, there will be less traveling about, more listening to radio. With the tempo of our life being quickened to meet production quotas, the need for recreation and relaxation will be increased more than ever and radio will meet that need. The nation's desire for news, the interest in public affairs and many other items all indicate that listening will remain high.

Although there will be no new stations built, the 924 stations now in existence are serving an important function. In the war program and unquestionably they will be able to secure tubes and material necessary for continual operation.

More Listening

In spite of the discontinuance in the manufacture of new sets, listening will not be affected by lack of sets. There are 56,000,000 sets in use today and the present inventory should supply the demand until fall. In recent years, 10 to 15 million sets have been sold each year and the total number of sets in use has increased 6 to 7 millions, indicating that from 4 to 6 million sets were scrapped each year. In the future, fewer sets will be scrapped, more sets will be repaired and the families now owning radio sets should have sufficient sets available.

Costs of operation have increased and in most cases there is no way to cut costs. The need to drop out pages as in a newspaper, and additional public service programs increase costs. For the present, however, this is a matter of public relations than specific selling.

All branches of the advertising industry are being mastered to mold the public's thinking and action for the hard problems of war, according to Dr. Miller McClin-tock, executive director of the Advertising Council. He suggests advertising is devising a systematic campaign which can perhaps "do more than any other single force" to shape the minds and hands of the people to achieve victory.

Public listening habits are changing, according to A. W. Lehman, manager, Cooperative Analysis of Broadcasting. "The boom listening" is increasing rapidly but people still listen to the regular programs, he finds in analyzing audience trends.

At the moment the situation is a bit similar to the postwar situation. FM broadcasters are looking to the postwar period for an FM boom, according to John R. Latham, executive vice-president of The American Radio Network. New radio sets will then be FM equipped, he predicts, and the public will be ready to adopt its service.

"We Will Survive the War"

In the long run, we know that radio will survive the war, that listening will hold up, that costs will be met. A most important question is—how is the war activity affecting the public opinion of radio?—will radio come out of the war with increased stature? I think this question can be answered in the affirmative.

Although we have been journeying in uncharted territory, the policies that have been adopted have been good ones, and it is believed that radio and the nation will emerge stronger than ever. The new programs for the Emergency Broadcasting System are eagerly awaited, and the War Department is securing information that will prove extremely valuable in the war effort.
WAR LISTENING SINCE PEARL HARBOR

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting

UNTIL PEARL HARBOR the average radio set-owner was more interested in listening to a hang-up prize fight or a good comedy program than to our national, international leaders. But in war, attitudes change—no longer does Louis or a Charlie McCarthy or a Jack Benny hold the blue ribbon for packing the house. Now the public is interested in the destiny of America, but at the same time enough of our Americanism is retained to continue to listen in good measure to regular programs, for the average rating—or volume of listening to the normal bill of fare as evidenced by the following table—is just about the same as a year ago.

Average Ratings of Night-time Network Programs* (1st Quarter 1941 vs. 1st Quarter 1942)

<table>
<thead>
<tr>
<th>1941</th>
<th>1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Rating—78 programs broadcast both Januarys</td>
<td>14.7</td>
</tr>
<tr>
<td>Average Rating—75 programs broadcast both Februarys</td>
<td>15.1</td>
</tr>
<tr>
<td>Average Rating—77 programs broadcast both Marches</td>
<td>14.6</td>
</tr>
<tr>
<td>*Weighted by quarter hours.</td>
<td></td>
</tr>
</tbody>
</table>

At the same time there has been an increase of 9% in the number of programs broadcast.

Thus, the peak audiences shown in the CAB Index of Listening for the first quarter of 1942, particularly for the months of January and February, are undoubtedly due to an added ingredient—the interest of the radio set-owner in war programs and war news. For nighttime listening in the first three months of this year broadcasting is shared one by all aden to media in the face of a reversal of our laws of supply and demand. With less goods to sell, there may be less advertising. But here a unique challenge faces the broadcasters—because broadcasting, unlike other media, cannot cope with lessened advertising revenue by "printing fewer pages" or by increasing its price at a news stand.

It is therefore up to us to make American industry realize that a free radio deserves their support and a special and unusual way. A free radio has, since the last war, become the very keystone of the arch of free speech, as every foreign dictator knows well. But a free radio cannot survive without adequate advertising support, under our American system of broadcasting.

This issue runs deep—in a short while, broadcasting may not have to face it. In a longer war, broadcasting must develop the statesmanship and leadership to make this issue clear to the leaders and "statesmen" of American industry.

BROADCASTING • Broadcast Advertising

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same program competition), an increase in average audience size of 14% is found there.

But, most significant of all is the marked increase in listening to all radio newscasts as shown by the following:

Comparison of Set-owners Hearing One or More News Broadcasts (Based on Wednesday nights first quarter 1942 vs. first quarter 1941):

<table>
<thead>
<tr>
<th>% Hearing During Periods</th>
<th>P.M. 5-6 P.M.</th>
<th>P.M. 6-7 P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan., 1942</td>
<td>35.3</td>
<td>17.7</td>
</tr>
<tr>
<td>Jan., 1941</td>
<td>28.4</td>
<td>12.3</td>
</tr>
<tr>
<td>Feb., 1942</td>
<td>31.6</td>
<td>15.8</td>
</tr>
<tr>
<td>Feb., 1941</td>
<td>28.9</td>
<td>12.5</td>
</tr>
<tr>
<td>March, 1942</td>
<td>28.8</td>
<td>16.6</td>
</tr>
<tr>
<td>March, 1941</td>
<td>31.6</td>
<td>17.5</td>
</tr>
<tr>
<td>Average, 1942</td>
<td>32.2</td>
<td>16.5</td>
</tr>
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<td>12.5</td>
</tr>
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</table>

There is a law of diminishing returns in radio. CAB records have shown that: if any programs of the same type are broadcast the average audience for the type not only goes down but the number of offerings in the type tends to decline. The point of saturation on news and war programs may be near at hand. Don't take this review as a substitute for judgment in the future. It is, as it should be, but a measurement of what has been accomplished.

GEORGE BRYAN. CBS newsman, with a program that was OFF, to be shortwave to Axis-occupied countries.

Mr. Mullen

INDUSTRY WILL MEET CHALLENGE

By FRANK E. MULLEN
NBC Vice-President & General Manager

WHILE I REALIZE that the broadcasters are confronted with the greatest crises in their careers, I am sanguine that the industry will successfully surmount the difficulties that lie ahead. In serving the American listening public, our Government and American business, we shall have to exercise greatest ingenuity in meeting the needs of war conditions as they arise.

It is essential that we maintain our advertising volume if we are to have the necessary revenue to which we are entitled. It is fortunate that American business is recognizing the opportunity that radio affords us to make an added contribution to our national welfare.

Mr. Mullen

TOTAL WAR AND ADVERTISING

By DR. MILLER McCLINTOCK
Executive Director, The Advertising Council

THE IMPLICATIONS of total war are becoming clearer each day. Our enemies are bringing to bear upon each and every one of us the total force of their ingenuity for destruction. Each man, woman and child must contribute in peace and war.

How can this unified and harmonized action be brought about so that the people as consumers, just as they are now serving them as a nation at war.

What has all this to do with radio? A lot, for radio as a young and lusty advertising medium is concerned, and vitally, with advertising as a whole. Today, because radio offers to business a means of reaching millions of people swiftly and at one and the same time it provides an advertising service that business cannot and will use in its job of helping to win the war as it has used radio in its peaceful job of selling its products.
The SUN rises in the EAST

YOU CAN DEPEND ON THAT

YOU CAN ALSO DEPEND ON

WEED

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK - DETROIT - CHICAGO - SAN FRANCISCO

dependable
the information, instruction and publicity front, helping to clarify the selling of the war and its implications to all of the American people. It is interpreting these problems in terms which advertisers and advertising men can understand and, finally, is providing a channel for the promulgation of these ideas to all of the advertising fraternity.

Thus, there is beginning to evolve, out of what might otherwise be a great chaotic effort on the part of the advertising world, a systematic campaign which can, perhaps, do more to lift the single force to mold the minds and the hands of our people to those things which sell victory.

EMPHASIZING THE HOME FRONT

By JOHN SHEPARD 3d
Chairman, Broadcasters Victory Council

WORLD WAR II is constantly referred to as “The Peoples War”. While most of our emphasis must be placed on “Ships, Planes, Tanks and Guns”, there is an ever-increasing emphasis on the home front— the people behind the fort.

And the “Home Front” is an outgrowth of the modern method of warfare known as Total War. It is significant that when this new element took its place in the fight for the American Way, radio had reached a peak of development where its services on the home front were of inestimable value to the Government.

Radio’s Place

There can’t be a real American radio-equipped home today that is not conscious of what radio is doing. The national networks, regional networks, high-powered and low-powered stations, are combining their efforts to keep the home front informed, educated and enthused.

From War Bonds to ration cards, recruiting announcements, automobile pooling, service organizations—each impact becomes one more service by the medium that can be used to maintain people’s morale. The whole story is compiled, someday, the place of radio in the war effort will make of it an institution as vital to the American Way as any attribute of freedom.

Now, this service to our nation places a definite responsibility on the operators of radio stations throughout the country. As an industry, we cannot afford a single departure from the determination to be of the utmost service to our people. This means that we must be alert constantly to what an ever-changing situation demands. We must maintain a constant watch over our facilities lest carelessness mar a record which is being built superbly by our stations.

BLUE NETWORK’S WAR OUTLOOK

By EDGAR KOBAK
Executive Vice-President, BLUE Network

THE FIRST thing the BLUE network is interested in is helping to win the war. We mean this, and we mean it to the point of forgetting our self-interest in any decision or action we may make affecting the war effort. With this as our first priority we see the situation facing us just about as follows:

All networks and all radio stations—including the BLUE network and its affiliates—are going to lose part of their present business. All of us are going to get some new business. The amount of it that we on the BLUE get in comparison with other networks and stations will depend very largely on our own ability and ingenuity. We don’t feel qualified to prophesy what is going to happen, but we do know what we should like to see happen—and we believe if things work out approximately that way it will be good for the country, good for business and good for us.

Radio’s Traits

We are convinced, for one thing, that advertising can help to win the war. We are convinced that among all the mediums available, broadcasting is one of the most potent and, moreover, it possesses certain special characteristics which lend themselves in a unique manner to helping advertisers solve the problems they are now facing.

Among these advantages are the following:

1. These war years more medium than broadcasting can offer advertisers greater assurance of delivery than broadcasting—which does not depend on the order of the advertising but on the advertiser’s ability to carry its advertising messages into the homes of the nation.

2. Broadcasting can continue to function with the utmost economy, having free “distribution”, low transmission costs and relatively small current consumption.

3. The universal appeal makes it independent of changes in family income. While the rich are getting poorer and the poor are getting richer, radio continues to flourish.

4. War production is making boom towns out of farm land, shifting populations on an unheard-of scale, but broadcasting can guide these places and people continue their established living habits wherever they are.

5. Broadcasting has today become the great essential medium of public information as illustrated by its use as a mouthpiece of government, in the promotion of civilian participation in the war effort and as a molder of nationwide public opinion. It can do for business what it is doing for government.

Strong in our belief in the great service broadcasting can render, we on the BLUE are going to continue doing it as effectively now, just for our own network alone, but for all broadcasting and for all advertising. We have faith that when the war is over, broadcasting will emerge even stronger. It will be even more firmly entrenched in the daily lives of the nation’s families. If we have to go through thin times and to work to reach this goal, we are ready for it.

EVERYTHING RESTS ON WAR EFFORT

By FRED WEBER
General Manager, Mutual Broadcasting System

IF THERE is any doubt that war has brought changes of revolution proportion to radio advertising, the evidence may be found in a brief summary of the statistics compiled by our program department. During the first week in January, 1939 Mutual aired 1 1/2 hours of news broadcasts; last week the network gave its listeners 12 hours of news. In 1939 of course, there were no war-effort programs; last week we allotted 14 hours of our time to broadcasts of this type.

Effect Upon Business

Such wholesale commitments of time on a scale change the whole picture of radio. We have become, overnight, a vital medium for disseminating news and war-effort information, and have made business our most important concern. All other needs and considerations must wait in abeyance until the ravenous appetite of the public for news is sated and the need for building our public morale is met to the best of our ability.

Now, in answer to the obvious question—How does this effect our interest in a profit-making establishment?—we must say that the effect is not so demoralizing as might first be suspected. It would be foolhardy to minimize the losses we have in our advertising business; manufacturers and retailers find it impossible to meet the regular consumer demand for merchandise. But it must be remembered that we are in a transitional stage, and this situation will persist until the Government learns exactly how much of the materials of war needed for our armed forces are immediately available and, beyond that, how far consumer production must be rationed to assure and adequate month-to-month flow of these materials for war purposes. Production, and consequently all forms of exploitation, must be slowed down until such time as that information is in the files.

End of Critical Period

This period of transition, however, is quite as critical for the advertiser and prospective advertiser as it is for the radio network. It is a period when vital and far-reaching decisions must be made, when a policy of advertising curtailment...
SESAC

EXpresses sincere appreciation to the
Radio broadcasting industry
for its
wholehearted support
and
pledges itself
to
continue to supply
the
industry
with the

Best music in America
at reasonable rates

113 West 42nd Street • New York City

At the convention for SESAC, Suite 1141—Hotel Statler, Cleveland, Ohio

Leonard D. Callahan • Emile J. Gough • Kurt A. Jadassohn • Claude C. J. Culmer • Gus A. Hagenoh • Burt Squire
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KEEPPING IN TUNE WITH THE TIMES

By FREDERICK R. GAMBLE
Executive Secretary, American Assn. of Advertising Agencies

TO DO ITS JOB effectively in wartime, advertising must keep even closer than ever in tune with the public thinking. The men who create advertising must be flexible, ingenious, ready to accept new facts and willing to change their ideas in line with changing conditions. They must be able to advise the advertiser with nothing to sell to the public because his product has been completely converted to military production as to the part he can best take in selling the war effort.

They must be able to advise the advertiser who still has goods for public consumption whether to stick to straight peace-time selling copy, or to work in war themes in order to avoid being considered unpatriotic because of doing “business as usual”.

No Editorial Policy

Radio on the whole has great adaptability. Partly due to the youth of radio as an advertising medium, with younger opinion-makers and managers guiding its development, its adaptability also stems in part from the fact that radio, unlike newspapers and magazines, has no set format or editorials to which can be changed only at great risk.

The commercial program content of a radio station or network is not in the main determined by its management. Rather, radio’s format is the product of the advertisers using it, a joint creation of all the advertising men who are endeavoring to find for their clients programs that will have the widest appeal for the listening public. As a result, radio is constantly changing in accordance with the public’s reaction to its offerings. Advertising men keep close watch on the CAB, Hooper and other rating services, which portray shifts in public interest more like “letters to the editor” than anything else in the publication field.

It is regrettable, although perhaps natural, that as a young and fast-growing medium radio has not accepted all of the fundamentals of the advertising structure—cash discount, for example. Recently, however, there have been encouraging signs that radio is beginning to appreciate that these are fundamentals because they are advantageous for everyone concerned—advertiser, agency and medium. They must be good for all or they would not have lasted so long or be supported by all groups concerned.

Adoption by broadcasters of the fundamentals of the advertising structure is especially important for radio because it is entirely dependent on advertising for its revenue. Unlike publications, it has no income from circulation. Its economic welfare will continue in exact proportion to its service to the public on the one hand and to its advertising clients on the other.

FM AFTER THE WAR

By JOHN R. LATHAM
Executive Vice-President
The American Network

Mr. Gamble

TO OUR EYES, there are few fields quite so well cut out for the role of a flourishing post-war industry as frequency modulation broadcasting. The signposts are so well marked that we don’t even consider it risky to predict an almost universal swing to FM in the years that follow this conflict and the facts—and this corollary shapes itself.

First, despite FM’s extreme youth, it has made remarkable progress during the brief period of two years since the FCC gave its charter in March of 1940 to weigh its merits as a new medium of commercial broadcasting. And, as a matter of fact, it was not until a year later that the first commercial station in the country—Nashville’s W47TNV and a charter member of The American Network—went on the air.

In Cities First

As we see it, FM is slated to become the dominant type of broadcast service, first in urban areas. Then, as the audience grows, there will be giant FM outlets with large-scale coverage similar to WOR and the influential station of American Network which opens next month atop Clingman’s Peak in North Carolina. Stations of this type will bring unfading, day-and-night reception to the rural territories.

In other words, the unfortunate circumstance of war will make it infinitely easier for broadcasting stations and new FM sets equipped for FM reception. On Jan. 1, 1941, according to FM Broadcasters Inc., there were only 15,000 sets in use. This indicates a phenomenal awareness on the part of the public to FM’s triple virtues of noise-free reception, better quality, and lack of interstation interference.

FM has a strong foot in the door of public favor. War, of course, means a definite cessation of its growth even as with all other civilian endeavor. But FM activity by stations already on the air, including their proposed programming and service to an already established audience, will not stop. In fact this activity is necessary and counted on to keep FM broadcasting ready for the boom that we feel certain will come with normal times.

Post-war radio seems assured, even from this gloomy distance, of a brighter career than even the last 15 years would have predicted. The public will demand better broadcasting, not only technically but in the caliber of its programming. Both can and will be offered by FM radio. Coverage of FM transmission will be upped. Manufacturers are discovering many improvements today in their mass construction of war equipment—improvements that can be put to use in the building of cheaper but finer FM receivers. Transmitter design is also being simplified and further stabilized.

And, when the war assembly lines finally break up—when the manufacturers go back again to the making of things for civilian life—new radio sets will uniformly be equipped for FM. Hundreds of new FM stations that today are only dreams on paper will begin to rise. The buying public, finding their pre-war radio obsolete by years of hard service, will be ready to purchase new receivers in vast quantities. Thus FM comes further into its own.

FM can be a major industry, contributing to the hard days of reconstruction which follow any war. It can offer employment for the workers and artists and technicians who are thrown back upon civilian life. FM, in revitalizing a post-war radio industry, thus has a mighty contribution to make to the welfare of the country.

But, in the days before that time, FM has work which must be done. Stations now in operation are determined to develop new program techniques, to improve the caliber of their service, and to get the most from the limited equipment that the war allows them. Out of it all, we think, will come contributions and a better understanding of public service which can be invaluable when the FM boom takes up again where the Axis has made it leave off.

RATIONS READY, at least as far as gas and tires are concerned, is Paul Pierce, continuity chief of KNX, Hollywood, who bought a motor bike to commute between his office in La Brea Valley and KNX. Ginny Simms, CBS songstress, with no little envy compares her bike with his mechanized unit.
WHY
KWKH AREA
OFFERS GREATER
OPPORTUNITIES
FOR YOU

KWKH stands in the heart of the rich oil and gas area of East Texas, North Louisiana and South Arkansas—an area where 30,000 producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families.*

But this is only one reason why KWKH is a "must" on the schedule of any alert spot buyer. Uncle Sam has already chosen this area for more than 300 million dollars of war construction. Cotton, pulp and paper, lumber, livestock, gasoline are included among the rapidly expanding industries that add up to better business.

Buy KWKH for dominant coverage of this rich market—a market that is gushing new wealth for scores of KWKH advertisers.

* CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Ask Branham Company for details.
RCA Prepared to Sell the Blue For Fair Price, Says Sarnoff
But Nobody Has Yet Come Through With an Offer, He Adds; RCA Grosses Up For First Quarter

GROSS INCOME of RCA for the first quarter of 1942 amounted to $44,541,395, up 37% from the gross for the same period last year, with net profit after Federal taxes (estimated at 2½ times those for 1941) totaling an increase of 6% above the net for the first three months of 1941, David Sarnoff, RCA president, told the 23d annual stockholders meeting Tuesday in New York.

About 500 stockholders attended the session, which was rendered more tumultuous than most such meetings by the presence of a small stockholder, whose questions about the formation of the company turned into a tirade against Owen D. Young and other founders of RCA, leading to his ejection from the room.

Recalls Early Days
Mr. Sarnoff, who acted as chairman of the meeting, in the main, was a former employee of General Electric who had developed a "mental aberration" about that company and its executives, particularly Mr. Young, former GE president.

Mr. Sarnoff explained that RCA was originally organized after the first world war at the suggestion of Woodrow Wilson who wanted the United States to have a means of international communication that would be independent of foreign control or censorship.

Mr. Sarnoff's report on the wartime activities and plans of RCA [see separate story on this page] was followed by a description of the company's "Beat the Promise" plan of stimulating production, given by Thomas F. Jones, vice president of RCA Mfg. Co. In answer to a question regarding the stockholders' suit alleging that RCA had misused its funds through General Electric and Westinghouse in the settlement of their affairs some years ago, Judge Joseph M. Proshauer, who acted as counsel for all the defendants, reported that a referee appointed by the court to investigate the matter had found no evidence to support any of the charges of fraud, negligence or bad faith.

Sale of the Blue?
John T. Cahill, general counsel of RCA, reviewed the court proceeding instituted by NBC to prevent the FCC from putting into effect its rules regarding network operation, and the network believes the Commission has no authority to issue. Asked why RCA had separated the Red and Blue networks into separate companies, Mr. Cahill, who is counsel for both, said it was a "matter of business policy".

Questioned about the possible sale of the BLUE, Mr. Sarnoff stated that the question of disposing of the BLUE at the present time is of great importance, and that if a fair price were to be offered, the RCA board would be inclined to accept and confine its broadcasting activities to the Mutual Board of Directors, for the BLUE, "no buyer has shown up yet."

The board also re-elected the four directors whose terms expired this year for additional three-year terms. They are James G. Harbord, chairman of the board; Cornelius N. Bliss, Bertram Cutler and Charles G. Dawes. Arthur Young & Co. were again chosen as independent public accountants to audit the books from.

Consolidated income statement for the first quarter, released at the meeting, shows a gross income of $44,541,395, up 36.7% from the same period of 1941. Net income before provision for Federal income taxes was $7,884,688 this year, compared to $4,225,174 last year, a gain of 86.4%. After providing for taxes, however, the net income for the quarter is shown as $2,030,988, only 5.7% above last year’s net for the first three months of $1,922,174. After preferred dividends, the earnings per share on common stock are $0.088, compared with $0.080 for the same period last year.

Explaining that the provision for Federal taxes is necessary, tentative until the 1942 tax law has been enacted, Mr. Sarnoff said the calculations were based on a surtax of 70% and that there is no new tax to be become law. RCA’s taxes for the first quarter would be increased by approximately $400,000 and its net profit decreased by that amount.

Radio Now a Powerful Defense Weapon
For the United Nations, Says Sarnoff

"Today radio is more than a strong arm of our armed forces. It is a powerful weapon of offense . . . playing a vital role on the road to victory for the United Nations," David Sarnoff, president of RCA, stated last Tuesday in his message to the 23d annual meeting of the company’s stockholders.

Reminding the stockholders that "national defense was given the right-of-way in all RCA activities long before Pearl Harbor," he called attention to the fact that the highest standards for progress and success can no longer be safely relied upon but that the "nation, the individual and the business organization must be controlled by a single purpose—to win the war and to win it as quickly as possible."

Nations’ Safety First
"The safety of a company can never rise higher than its source, which is the safety of the nation," he continued. "Therefore, until we win the war, no individual, no business, no investment is secure. Today, the worth of a business must be measured in service, not in dollars."

TRIBUTE IS PAID to its fighting men of this war and the last with this colored plaque which now hangs in the lobby of WSYR, Syracuse. It was executed by Hank Millard, artist of the Barlow Agency.

WOR Summer Plans

IN THE BELIEF that disruption of programming tends to confuse and hurt audience listening, WOR, New York's leading network, has prepared its program schedule throughout the summer months. Popular Features, such as programs and baseball broadcasts now scheduled, will continue uninterrupted. With news periods remaining unchanged, there will be a reduction in the amount of WOR and MBS analyst and commentators, many of whom have been taking several weeks off during the winter and spring seasons.

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Morning Index
Mon. Through Fri.
8 A.M. to 12 Noon
WWJ Second Station Third Station Fourth Station Fifth Station Sixth Station Seventh Station All Others
45.6% 24.2% 14.2% 8.7% 1.7% 2.6% 2.0% 1.0%

Afternoon Index
Mon. Through Fri.
12 Noon to 6 P.M.
WWJ Second Station Third Station Fourth Station Fifth Station Sixth Station Seventh Station All Others
37.1% 31.7% 12.8% 6.4% 6.1% 1.7% 2.5% 1.7%

Evening Index
Sun. Through Sat.
6 P.M. to 10:30 P.M.
WWJ Second Station Third Station Fourth Station Fifth Station Sixth Station Seventh Station All Others
41.5% 35.0% 13.6% 5.8% 1.9% 1.0% 0.6% 0.6%

Total Index
8 A.M. to 10:30 P.M.
WWJ Second Station Third Station Fourth Station Fifth Station Sixth Station Seventh Station All Others
40.2% 32.2% 14.0% 6.8% 3.0% 1.5% 1.4% 0.9%

From Hooper Station Listening Index, Oct. 1941 through Feb. 1942

Once again the predominance of WWJ in the Detroit market is confirmed. The above, from the Hooper Station Listening index, covering a 5-month period leaves no doubt that WWJ is the most listened to station in Detroit—morning, afternoon or evening.

George P. Hollingbery Company
New York Chicago Atlanta
San Francisco Los Angeles

Owned and Operated by The Detroit News
Competence of the FCC Monopoly Inquiry

The issuance of the eight network regulations by the FCC involved two steps: (1) the determination that certain of the aspects of network broadcasting are contrary to the public interest, convenience, or necessity, and (2) the formulation of regulations which will eliminate these aspects.

Before any regulatory body arrives at any conclusions as to wherein its regulated industry is not operating according to the mandate of the regulatory act, it must make an investigation which will be so thorough that the statement of the industry's faults will seem reasonable. If it has not made such a thorough investigation then the conclusions are worthless. If the conclusions are worthless it is entirely possible that the regulations which are based on such conclusions are worthless or even detrimental.

This article has one purpose: To determine whether the conclusions reached by the Commission are based on a thorough study or whether based on an incomplete study. It does not attempt to pass on the merits of the network regulations themselves or even on the merits of the conclusions as to the faults in the network structure.

Six Conclusions

The Commission has not stated these conclusions one by one. It is not customary for a regulatory commission to make formal charges before issuing regulations, such as a plaintiff would make in a legal suit. It is consequently necessary to try to isolate these conclusions. There appear to be six. Each will be stated and supported with evidence. Then the thoroughness of the investigation underlying it will be considered.

1. Radio is dominated by too few people. The Monopoly Report states, "In determining how best to cope with the problem of stations engaged in chain broadcasting, two matters are of special importance."

"One is the position of dominance in the broadcasting field held by the two largest chain organizations, NBC and CBS."

"Chairman Flyn states, "Our investigation disclosed a continuing centralization of power in the hands of the two major network organizations that was unhealthy.""

Again he says, "It is, of course, not merely a question of the domination of a great line of business in the ordinary sense of monopoly under the Sherman Act. It is all of that, but it is even more than that, because it is the domination of a great mechanism of free speech in this country."

And again, "But the possibility of increased competition is only one aspect of the results of our regulations. Even more significant is their impact upon the power to decide what goes out over the air... By decentralizing the power to decide what the public may or may not hear and by returning that power to the hundreds of station licensees all over the country, the regulations insure that the channels of information so vital to the preservation of democracy will remain open and unrestricted."

2. The primary criticism of this determination which the Commission has arrived at is that no standards have been established by which to judge whether or not the air is dominated by too few people. It might have been possible for the Commission to demonstrate that more competitors would create a network system superior to the present one.

There are a number of assertions that two New York corporations dominate the air. Yet there seems to be an absence of substance behind these assertions. If two is not the right number, then there must be established some criterion for saying that three is a better number, or six, or fifteen.

Bias Not Proved

The Commission could have followed a course of investigation which would attempt to find out whether more diffuse control would lead to (1) the presentation of less biased programs, (2) program structure which suited a larger number of the population, or (3) a program structure which better suited local differences in taste.

There was no demonstration in the Monopoly Report, in the Report of the Committee in 1940, or in the Digest and Analysis of Evidence that the present networks are biased either in their news reporting or in their selection of program material. They may be, but such a fact has not been demonstrated.

3. The Commission could have analyzed the program structure of the networks to determine its suitability to the various elements of the population. Some kind of poll could have been made of the satisfaction of the listeners with network programs.

Such questions could have been included as, for instance, "In general, are you satisfied with present network programs?"; "What are the types of programs which you like the best among those which are being offered?"; "If you had charge of programming what kinds of programs would you select?". Apparently no attempt to determine what a sample group thought of radio was made.

4. The extent of competition would aid in settling the issue of whether more competition will result in a better quality of programs.

A year ago the FCC issued rules designed for the first time to regulate network broadcasting. At that time, the author procured from the Harvard Graduate School of Public Administration a Littauer Fellowship to analyze effects of these rules. His work is being used as a thesis for the degree of Doctor of Commercial Science in the Harvard Graduate School of Business Administration.

RICHARD H. RUSH

The Commission has asserted that there is not adequate stimulus for the production of programs. If we consider first the possibility that more competition will result in an increase in programs and then the improvement stemming from better programs, it appears that the Commission has failed to

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1 Ibid., p. 181.
2 Hearings on the White Resolution, June 2-20, 1941, p. 15.
3 Ibid., p. 21.
United Press alone is doing a total job of covering this total war.
Not only are United Press dispatches from foreign fronts thorough, fast, distinctive.
United Press also continues to cover home news fronts in outstanding fashion.

With its own independent domestic news-gathering network, United Press is providing radio with sectional and regional news as no other service can.

Expressly for this purpose, United Press maintains 47 radio news bureaus. Each is staffed by men specially trained in writing news for broadcast. Each files its news directly on the


The map above shows the location of the United Press radio news bureaus in this country and how their combined reporting ranges make United Press coverage total on home news fronts as well as on foreign.
show how increased competition will induce advertisers to put on more programs than they are present are putting on. It is, of course, conceivable that just that kind of additional competition among networks which the Commission would like to see will bring forth new programs from the present advertisers or programs from prospective advertisers.

Again, though, this is a matter of degree. The Commission, it must be repeated, has failed to demonstrate that there is at present anything but true competition between the major networks for advertisers. In fact, the Commission has failed to demonstrate the existence of competition for advertisers in saying, “Certainly there is a considerable degree of competition among networks for advertisers and for listening audiences...”

If the Commission makes this statement, then it is difficult in the extreme to conclude that the network regulations will result in there being more programs.

The other part of this assertion is that the quality is not as high as it would be under these regulations. It is necessary here for the Commission to demonstrate that the stimulus to good programs would be greater than it is at present. Yet in the statement in which the Commission admits active competition among the networks for advertisers it admits active competition for listeners. Under the active competition rule the listener is the ultimate criterion of suitability of programs and competition is the means of attaining that suitability. Because of the program rating services this statement is far truer of network radio than for any other kind of radio—spot or local.

Either the Commission has erred in making the assertion that there is not a strong enough stimulus for quantity and quality of programs, or it has erred in making the statement that there is a considerable degree of competition among the networks for advertisers and for listeners. An examination should be made in order to find out if this competition does exist or not. The result will determine which of these divergent statements is correct.

Diversified Programs

3. There is an absence of a well-diversified program service between national and local. The Monopoly Report states, “If radio broadcasting is to serve its full function in disseminating information, opinion, and entertainment, it must bring to the people of the nation a diversified program service. There must be, on the one hand, programs of local self-expression, whereby matters of local interest and benefit are brought to the communities served by broadcast stations. There must be, on the other hand, access to events of national and regional interest and to programs of a type which cannot be originated by local communities. Neither type of program service should be subordinated to the other.”

The Commission in its Oct. 11 release, in referring to the proposition on option time, stated, “That regulation was based upon the finding of the Commission that the optioning of time by licensee stations restricted their freedom, interfered with their ability to serve local program needs, hampered their efforts to broadcast local programs, national spot, and other non-network programs, and restricted competition in network programs.”

In another place it says, “It has been the consistent intention of the Commission to assure that an adequate amount of time during the good listening hours shall be made available to meet the needs of the community in terms of public expression and of local interest.”

All of these statements indicate that the Commission believes that spot and local advertisers have been inconvenienced through the action of the option to the detriment of the public. This may be so. The Commission however has not shown the extent of inconvenience to these advertisers. It is necessary first, to determine whether the option has kept some of these advertisers off the air.

These fall into two categories: Those who have been on the air but who have been discouraged by the option and have left the air, and those who have never advertised because they could not be guaranteed time. A sample could be taken of those advertisers who have left a selected group of stations over a given period.

Letters could be sent to these to determine whether or not the option had anything to do with their leaving. A similar letter could be sent to a group of advertisers who might logically be considered prospective radio users asking if the option discouraged their use of spot or local radio, and whether they might consider radio if they could be guaranteed time. Such a poll is not extremely difficult to make, but apparently never has been made.

Could Ask Stations

The stations themselves could indicate the experience of past and prospective advertisers. Such an examination could be made confidential so as to secure fairly accurate answers.

If it is shown that some advertisers have been kept off the air under the present system, it is then necessary to show that the process whereby they are kept off the air results in less public welfare than if they were not kept off. A combined examination of the economics of network broadcasting and of the desires of listeners is necessary.

The exclusive option may be necessary for the network structure to exist. Certainly the networks claim it is. It is not known what attention has been given to this claim by the Commission in arriving at its final conclusions. It is not certain that the Commission has met the arguments of the networks, or has shown that there are offsetting advantages to the loss of the option. The present pending court case will probably force this consideration.

The other part of this necessary examination is the desire of the listener. It must clearly be demonstrated by the Commission that listeners want to hear spot and local programs. After this fact has been established it must be determined quantitatively. How much do they want to hear? Is it two hours out of every five (as the Oct. 11 rule provides); is it four; or is it one?

Such a recommendation calls for a more careful and thorough analysis of the desires of the listeners by means of sampling, if the Commission’s guide of public interest, convenience, or necessity is to be complied with in the issuance of network regulations.

4. The proposed regulations do not recognize the advantage of the former. During the hearings on the White Resolution, Senator Tobey noted the following question of Chairman Fly: “Referring to page 91 of your report, 3.102: That is justified, I take it, in your opinion, as the result of the Commission's action that the 387 affiliated stations are controlled for the terms of the contracts; is that correct?”

To this question Chairman Fly replied, “That is correct, Senator.” Senator Tobey then asked, “You feel very strongly on that?” Chairman Fly replied, “We feel that that is a definite result.”

The Monopoly Report reads, “Of their total network net time sales in 1938... CBS and NBC retained 73% and paid only 27%... to the affiliated stations, in contrast with the networks during the year. Thus CBS and NBC retained over 2½ times as much of the proceeds from the sales of their programs as went to all the 235 affiliated stations.”

“The amount retained by CBS and NBC... the 23 stations owned or controlled by them were credited with $3,947,988 as compensation for the broadcasting of network programs. This amount is more than one-third of the amount which was paid by NBC and CBS to the 288 affiliated stations.”

The Commission seems to feel strongly that the networks keep too much of the network sales dollar. It is not enough, however, to tabulate percentages of payment to the stations by the networks in order to arrive at the conclusion that the stations are undercompensated. It is necessary to make two investigations.

The first is an examination of the effect on the public welfare of having a greater percentage of the network sales paid to the stations and a smaller percentage to the networks. It is possible that the stations would be able to do a better programming job with better compensation. It is also possible that the networks would do a poorer programming job in order to preserve their profit margin.

This effect on the public is the primary criterion which the Commission should use in determining whether a different distribution is necessary. It is not of much significance as far as the public is concerned, if the station owners have more profits while the network stockholders have less profits.

Such a determination would involve an examination of the competition among stations and the competition among networks. Competition for advertisers, stations and local programs, and competition for advertisers and listeners on the part of the stations, determine primarily

(Continued on page 42)

1 Monopoly Report, p. 48.
2 P. 11.
3 P. 4.
4 P. 11.
WFIL was one of the first stations to recognize the significance and vital influence of radio in the war effort. *More than a year ago* WFIL presented a comprehensive plan of radio promotion and publicity to the Treasury Department. That plan has since become a pattern for the entire industry.

On this—the first anniversary of that now historic plan—WFIL rededicates its services and facilities to the task of bringing home to its listeners the terrible realities of war, the vital necessity of "all-out" production, the stupidity of hoarding, the danger of either complacency or defeatism . . . and inspiring them to redouble their support of the nation's War Effort with its manifold responsibilities.

WFIL

THE BLUE NETWORK • KEY STATION QUAKER NETWORK • FM STATION W53PH
THE KATZ AGENCY, INC.—National Representatives
"We shall win... or we shall die!"

General Douglas MacArthur

...fighting words!

...they came from the distant shores of Australia... from the lips of a Soldier.

...simple words of one syllable.

...not words for pretty picture frames, but a guiding spirit for our hearts, our hands and our voices.

...that spirit must pervade every program that is entrusted to the far-reaching voice of Radio.

...these are times when every word which passes through America's microphones must be genuine and sincere, hard-hitting and convincing.

...these are times for fighting words!
(Continued from page 38)

**WLAC PLANS FOR NEW 50 kw. Gala Dedication Planned as Construction—Nears Completion Despite Weather**

ALTHOUGH no definite date has been set for the formal dedication of the new 50,000-watt operation at Nashville, Manager F. C. Sowell is competing to have the inaugural celebration to be staged soon. Already invitations have been sent to the top stars to participate in the broadcast either in person or by transcription.

Bill Perry, of the Pet Milk Sunday Night Serenade, will be on the list. Bob Luddy and Foster Baker have been received for the dedication while others are expected from Kate Smith and Fred Allen.

WLAC received its construction permit to increase from its present 5,000 watts to 50,000 watts only a few weeks before the WPB freeze order curtailed new construction. Fortunately, Truman Ward, owner of the station, was able to secure all the necessary equipment. Delays in finishing the construction was due to bad weather conditions which impeded work, but Mr. Ward reports that the new plant is now practically completed.

**WCFL Not for Sale**

AN EMPHATIC DENIAL of a rumor published elsewhere to the effect that General Mills, Minneapolis, was negotiating for the purchase of WCFL, Chicago, was issued shortly last week by John Fitzpatrick, president, and Marcus O. Low, financial secretary, of the Chicago Federation of Labor, which owns and operates the station. "WCFL is not now and never was for sale," Mr. Lynch stated.

**CEBU BROADCASTING** is recalled by Perry Jackson (left), former manager of KZRC, in that program was started by him as an announcement at Dunian Field, Tex. Mr. Perry is sighting WKBK, WCPO, WMBO and WMBO and in charge of radio programs and relations at the air held a picture of his former fellow worker Som Bell KZRC an- nouncer as it appeared in the April 13 Life. Bell's anti-Japanese statements were responsible for his torture and death when the invad- ers occupied Cebu. Sgt. Dougherty is holding pictures of KZRC and Mr. KZRC speaking at the station's 1940 inaugural broadcast.

The former determination can be made by estimating what areas a new network might cover and then sending out a sample questionnaire to estimate the satisfaction of the people in this hypothe- tical area with their present choice of programs. Of course the questions would have to be more ingenious than simply to ask the question: Would you like a greater choice among network programs.

The latter determination is considerably more difficult. It is very doubtful whether a completely new type of network program structure could be set up under our American system of broadcasting. Radio in the United States is a majority proposition. It aims to give the largest number of people what they want to hear. Where there are frequencies and stations available and at the same time a sufficiently closely packed listening group, minority programs can be commercially successful.

It is thus possible in a city such as New York to have several suc- cessful stations broadcasting only in foreign languages, and another broadcasting predominantly classical music. The reason is the large number of frequencies and stations available, this being of minority groups is possible only through certain programs, broadcast at limited times during the day or week. The great number of programs must suit the majority.

It might be possible for a "minor- ity network" to succeed. In order, however, to make sure that a new network was of this type, instead of the present type, there would have to be some control over the formation of a network, as well as some control over program content. Whether such control is desirable is again beyond the scope of this paper.

Price and Monopoly

For another reason it is un- fortunate that the Commission's report is referred to as the Monopoly Report. All of the theory of mon- opoly and competition is concerned with price. A monopoly is in a position to charge a consider- ably high price, a price which is higher than would exist under competition. The Monopoly Report says nothing whatever of price. It makes statements to the effect that one need define what the cost of network broadcast- ing is, and whether it is too high or not. In fact, it does not even consider the cost of network broadcast- ing.

It is particularly important that the cost of network broadcast- ing be studied in order to find out just who actually pays it in the final analysis and whether it is higher than it reasonably should be. This oversight of the Commission is particularly important in connec- tion with the suggestion of the Commission that there should be more networks. A new network costs something. No matter how it is set up, whether it is an indi- vidual network such as NBC and Columbia, or along the lines of Mutual, there are certain costs which must exist, whether they are paid by the net- work organizations or by the indi- vidual stations. If there are more networks, then there must be more costs.

It is rather pointless to specu- late whether the Commission en- viscosity of a system where one network broadcasts over a given group of stations at one hour, and another network uses the same group of stations at another hour. The gains under such a system are highly obscure.

If the Commission proposes more networks, the incidence of the cost
Special Award...
“KOA, Denver, for most consistent exploitation”

WE SAY—
“Thank you, Billboard
KOA is very proud to be the recipient of this special award for most consistent exploitation. Consistency has long been our theme, and whether it’s in results for advertisers, program popularity, or general leadership, consistency remains our watchword. That is why we say, it all adds up to—First in Denver in Everything!

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

BROADCASTING • Broadcast Advertising

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of the present networks must first be determined. The advertiser of course pays the cost of this operation. He, however, recoups on the sale of his product. In such a case the people who do not buy his product, but buy the products of his competitors, may actually be paying, although in an indirect way, for his radio program.

Another case is that in which some competitors selling a given product use radio, it is probable that the customers of all the competitors pay for the radio programs very directly.

Is There Support?

There is a large field for study here which must be gone into. When it is determined whether the present networks in the last analysis, then an estimate can be made of the effect of a new network on total cost and on the incidence of cost. A new network may provide enough additional competition to make the present networks lower their charges enough to offset the cost. The new networks may pay for itself by replacing an equal amount of the program costs of the stations. Such services will be a benefit to the networks.

The new network may have the effect merely of creating a problem of overcapacity such as at present exists in cotton and other lines. Instead of there being three or four financially successful competitors, there might be seven or eight unsuccessful ones, with no attendant gains to the public. Possibly the condition would lead to losses to the public in inferior programs.

6. The present networks do not render a truly national service. The Commission says, "The exclusion of new networks from the industry is especially onerous because of the failure of existing networks to render service on a truly national basis. They have left a number of communities, especially in the West and Middle West, wholly without network service, and many more with inadequate service or service from only one network. Under such circumstances, it is especially important to keep the door open for new networks which may be willing to serve areas now unprovided for." 16

In advance of making a recommendation for the remedy of a given situation, it is necessary to know why such a situation exists. The Commission has not, apparently determined why some areas are not now served by the networks. After it has made such a determination, it would be wise to demonstrate that the factors limiting present coverage will not limit the coverage of proposed networks. It is probable that the present networks will take on a station if the network's portion of the network sales dollar which the advertiser pays for the particular station covers the network's out-of-pocket costs, which are, for the most part, payments for wire line service. If this portion will not cover these costs, the network will probably not, of its own volition, take on the station.

If this revenue is the limiting factor, then it is difficult to see how a future network would be inclined to serve areas not now served anymore than a present network. Of course, in many areas not now served there is no station available, and often no frequency on which to place a station as well.

Not all stations are served by a network. A poll which was recently made by the author indicated this fact. On the other hand, the networks may be accustomed to such profitable outlets that they turn up their noses at taking on stations which merely cover out-of-pocket costs. They may want to earn a substantial profit on every station or else not bother with it.

Poll for Facts

The Commission might determine this fact by taking specific stations not now served by the networks and making a poll of network advertisers in order to find out whether these latter would consider buying time on each of these stations if it was on a network, and how much they would pay.

From this poll the total hypothetical network revenue for the station could be determined. Applying a percentage to this would give the amount which the network would retain in order to pay wire line charges and other out-of-pocket costs. The wire line charges could be estimated by the long lines department of the American Telephone & Telegraph Co. These charges could be subtracted from the network's portion of the revenue to see if there was a profit or a loss. This examination would go a long way toward estimating whether the coverage of future networks would be any better than that of the present networks.

How Do Stations Feel?

A poll should be made of the attitude of the stations, similar to the one made by the author, in order to find out whether or not the stations appear to want a network connection and under what factors their answers depended.

Because of the complexity of the network structure, the method of analyzing it must be carefully worked out. An examination should be made to isolate the parties at interest in the network structure. Any alteration of the network structure will affect these groups more than others. Whether or not these groups should have become interested in radio is entirely beside the point. They exist now and will be affected by change and must consequently be considered.

They are (1) the listeners, (2) the affiliated stations, (3) the network advertisers, (4) the national spot and local advertisers, and (5) the network organizations themselves.

The Commission has considered primarily a very nebulous group called the public. It has not examined into the interests of the listeners.

It has ignored the network advertisers who provide the support for network radio. It has made little determination of the interests of the affiliated stations, and has failed to study the interests of national spot and local advertisers. It has given its chief attention to the network organizations.

After these groups have been isolated, the degree to which the network structure suits their respective interests must be determined. It must be found out in what respect networks fail to satisfy needs of these groups.

The study is to a considerable extent economic and statistical. Statistics on the structure of the network have been secured. But the various groups at interest must be gathered and put into significant form. It is not enough simply to make tabulations of sundry data.

It does not seem that the common Commission hearing technique is suitable to such an investigation for three reasons. In the first place, the study must be made by people with a knowledge of business organization and techniques. It is preferable that some of those making the examination have a thorough background in broadcasting. The Commission must utilize specialists to make the investigations.

In the second place, the information to be adduced must be carefully planned by the investigators. Prepared statements by members of the industry are often useless. One person, rather than the Commission, or a committee of the Commission, can best plan such an investigation.

Finally, the examination will be of a quantitative and statistical nature and can best be collected by one or a few persons. The men who appear for the industry are the men who hire executives or lawyers. It is believed that a great deal of the knowledge of the operation of network broadcasting should be secured from men farther down the line in the industry. Very often these top executives and lawyers are not familiar enough with the detailed working of the networks, the network organizations to be able to give detailed answers on technical matters into which it is necessary to examine.

In the third place, it is believed that the investigators go to New York to make a considerable part of their study. Here the data which are wanted are readily available. The investigators should work informally with the industry. Very often during the hearings data are called for which are not immediately available. The Commission must know about which knowledge is required must consequently wait until the necessary data are secured. This long-distance type of investigation is costly to the industry, and cumbersome and inefficient as a regulatory device.

A Hot Spot

The investigators should have the power of subpoena so that their work may not be hindered through lack of cooperation. After the investigators have made their findings, a series of informal conferences should be held between them and the Commissioners. At this time, and only at this time, are proposals for any alteration of the network structure in order. Also at this time the industry representatives should be permitted to appear before the Commissioners.

This paper has criticized the competence of the Commission's monopoly investigation. Certainly the Commission can be held to

[Continued on page 98]
What Do You Want to Sell in New York?

WNEW

- Now_Twice the Power_Selling Goods Twice as FAST_AT LEAST COST!
- Attracting More Listeners in Metropolitan Area than Any Other Independent Station!

WNEW's audience is not made up of passive "tuner-iners." Millions of friends-followers-people who know us, and like us... that's what WNEW sends your way! And WNEW's friends BUY HEAVILY... giving you lowest-cost sales results... lower than any other independent N. Y. C. station!

You can still buy WNEW time for Summer and Fall campaigns. Get full information. Write Today to WNEW, N. Y. C.

Write for Independent Surveys showing why WNEW is your best bet in the World's Richest Market!

1130 on your dial WNEW

On The Air 24 Hours a Day—
7 Days a Week • 10,000 Watts

REPRESENTED NATIONALLY BY JOHN BLAIR & CO. — R. C. FOSTER (NEW ENGLAND)

BROADCASTING • Broadcast Advertising

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Hundreds of Difficult Questions Receive Answers

By J. HAROLD RYAN
Assistant Director of Censorship
THIS BROADCASTER said in his letter:

"How about weather at race track broadcasts? Can we say the track is fast?"

We told him, yes, he could describe the condition of the track as long as he didn't reveal current weather conditions.

So he asked then:

"If the track is fast during the first two races, and then it rains and the track is slow for the last five races. What then?"

Horses and Fish

I suppose we should consider the horses, but we suggested that he not mention the change in the track's condition. So if you can't figure them this year on their records, blame us. The critics in the last race should be guided to their felts in censorship, which will explain their loping indifference.

We have taken advantage of the fish, too. Broadcasters can describe their habitat as "muddy" or "clear", as the case may be, as long as the weather supporting those conditions isn't revealed.

Actually, weather is not a funny subject during wartime. The broadcasters who asked about fish and horses were alert to the need for care. If we were certain that all broadcasters were as wary, our sleep would be less restless.

The handling of weather, informal, quiz programs and stories about troops and production are the subjects most frequently dealt with in the Office of Censorship's radio division. In our 4½ months of operation, we have received quite an extensive file of correspondence which includes hundreds of interpretations of specific problems. We do not want that traffic to fall off. We want to see it continue in a steady and swelling stream, because its continuance is a measure of the seriousness with which broadcasters view the subject of censorship.

Letters From the Boys

Many have asked us whether letters from Jimmy who is in Australia can be used on the air. There can be no blanket ruling on such a question. There are thousands of Jimmys, and each has his own way of writing a letter. The letters can be used, if they reveal no information of value to the enemy. If a broadcaster cannot determine himself, under the Code of Wartime Practices, whether the letter meets the demands of our national security, he should ask our office for help.

Many have asked us whether the product being manufactured by Plant X can be mentioned. That depends upon the product and the size of the operation. It depends upon the War Department's code of censorship opinions which might be involved. The Code answers that query, "No, unless appropriate authority is obtained.

Broadcasters feeling they can render a service to the war effort through broadcasting such information should not accept that negative until they have exhausted all possibilities in their search for an appropriate authority.

If Doubtful—'No'

Each day of our operation undergoing the necessity for individual clearance. The only blanket rule which can apply is in the Code now: "If material is doubtful, it should not be used; submit it to the Office of Censorship for review."

It was just four months ago that the Office of Censorship issued its Code of Wartime Practices. With it we sent a letter asking broadcasters to acknowledge receipt and understanding of the Code. About half of the nation's radio station operators replied to that request.

Subsequently we have issued three more queries trying to ascertain whether station management have received their copies of the Code. We are being insistence because we know that voluntary censorship will not work on a hit or miss basis. It must be as close to 100% as human fallibility will permit it to work.

There are still about 25 broadcasters who have not acknowledged receipt of the Code. In some cases, there may be no oversight, simply a miscarriage of the mail. But this cannot possibly be true in the majority of these cases.

In my last letter seeking acknowledgment, I asked broadcasters to submit their replies via air mail. If they have received them, have been very courteous and cooperative, for one.

Proud of the Industry

This one chap wrote across the letter we had submitted to him, "Adequate in this previously, you want me to send airmail letters, enclose a stamp. I'm giving enough already."

"Enough? What does he mean, enough? You need an appropriate authority to use that term, "enough". I would recommend Jimmy, mentioned above as being in Australia, as such an appropriate authority.

But the Office of Censorship is pleased with the broadcasting industry; indeed, proud of it. This cooperative effort of the world's greatest form of mass communication to batten down the hatches on information the enemy wants is a splendid accomplishment. We're confident broadcasters will continue "on the alert."

In Case of Doubt, Ask the Censor

DUAL EXECUTIVE
Manages Station and Runs
— Musicians' Local

MUSICIAN at heart, Verl Brat- ton, general manager of WREN, Lawrence, Kan., was re-elected April 31 as president of Local 512, American Federation of Musicians. Although this could be a difficult task for some he has been able to maintain his status quo with both groups by virtue of his background.

Bratton started his career with the station as a musician and became general manager in 1939.

An ample indication of confidence is shown in the election for his fellow unionists designated no other candidate. Station officials emphasize their satisfaction with the prevailing amity between management and the musicians during Bratton's term of office.

Quaker Oats to Transfer

As Campana Yields Time

QUAKER OATS Co Chicago (Mother and Quaker Oats), on June 5 will shift That Dreyer Sox, on 68 CBS stations, Wednesdays, 7:30-8 p.m. to Fridays 9:30- 10 p.m., replacing First Nighter, sponsored by Campana Sales Co., Batavia, Ill. (toilettries), Fridays, 9:30-9:55 p.m. on 54 CBS stations, and Ginny Simms, sponsored on 64 CBS stations by International Cellucotton Products Co., Chicago (Kleenex), 9:55-10 p.m.

Campana Sales Co., through Aubrey, Moore, & Wallace, Chicago, last week released an option on the 9:30-9:55 time on CBS after June 1, but plans continued radio promotion of its products after the summer vacation, despite difficulty in obtaining glucose, alcohol and oil from South America and India.

Agency for Quaker Oats Co. is Burkett & Ryan, Chicago, and for International Cellucotton Products Co., Lord & Thomas, Chicago.

Quaker Oats to Transfer as Campana Yields Time

BMI to Exploit Songs From Walt Disney Film

HAVING acquired publication rights to the full musical score of Walt Disney's new cartoon film, "Bambi", Broadcast Music Inc. has launched campaign to popularize the four featured songs prior to its New York premiere July 30. Deal, closed in late April by Harry Engel, West Coast manager of BMI, marks the first time that any film but Irving Berlin Inc. has published a Disney feature score. Written by Frank Churchill and Larry Morey, songs are "Little Boy Lost", "Looking for Romance", "Love Is a Song", and "Let's Sing a Gay Little Spring Song".

Broadcasters attending the NAB convention in Cleveland from May 11 to 14 inclusive, will have a preview of the film, thereby hearing featured songs for the first time. Disney in addition is exhibiting original drawing from the film in celebrity contest for radio station Young listeners receiving first-place buttons with the title Bambi, thereby trying in with a dozen other local contests already under way. A concerted drive to popularize the songs, orchestrations are also being sent to all name bands.

In Quest Group Seeking Personnel

Knowledge of South America And Languages Required

IN QUEST of men with some knowledge of South America and a speaking knowledge of Spanish and Portuguese, the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) last week announced staff openings in its radio division, headed by Don Francis. Positions paying $3,200 and $4,000 are open for persons qualifying under stated requirements, with Civil Service ratings procurable if they are acceptable.

The OCIAA also needs two engineers with a specialized knowledge of shortwave broadcasting, according to Mr. Francisco. They need not necessarily know Spanish or Portuguese. Two Spanish radio writers and one Portuguese are also among those needed, as well as three men capable of supervising Spanish and Portuguese productions for broadcasts in Latin America via shortwaves and transcriptions.

Field Men Needed

In addition, Mr. Francisco said that 10 field men will be engaged, who will be assigned to domestic work at first and then sent on tours of particular Latin American countries to act as program liaisons.

They must necessarily know Spanish or Portuguese.

Mr. Francisco's office in New York (444 Madison Ave.,) or in Washington (Department of Commerce Bldg.) will receive applications which should be in desperate, in the mea-
The Literature That Radio Produces

Permanency Given to Achievements Of a Powerful New Medium

By MARGARET M. ROBERTSON

Bibliography of the Recent Literature of Radio . . .

The Reading Public today considers radio a social force justifying a new type of pubilcity books which bring into focus the influence of this medium on almost every phase of life.

Contemporary novelists are the books dealing with radio in the war, books giving permanence to the best scriptwriting of the air, presenting research in measurement, recording the stories of memoirs of industry leaders, giving advice on careers, explaining technical problems and pointing the way to development in television, frequency modulation and facsimile.

H. V. and the Crisis

Immediately after the Czech crisis in the fall of 1938, Random House brought out what was probably the first of the popular radio news coverage books, I Broadcast the Crisis, a record of the broadcastings of coast-to-coast for the period of Sept. 12 to Oct. 2. The freshness and immediacy of the material caught the fancy of the reading public, and the material represented a primary source of data heretofore recognized by historians as including only documents, newspapers and reliance of new sources to include these transcripts of broadcast words.

Today Edward R. Murrow's This Is London brings again the sensitive, colorful reports broadcast by this correspondent during the stavkrieg in its early stages and continuing through the failure of the British in Norway, the disaster in Dunkirk and the Battle of Britain up to the Battle of the Atlantic.

More than that, it brings out the human factors in the war, the changing ideas and emotions, the hopes and fears and endeavors of Englishmen of all classes.

Because of the stricter Nazi censorship, radio broadcasts aired by William L. Shirer of his Berlin broadcasts could not have been so successful; however, having kept a diary of his years in Central Europe, from 1934 to 1941 as correspondent, first for Universal Service and then for CBS, he achieved Berlin Diary the same vitality of on-the-spot news along with a feeling of changing sentiment and growing tension. This book was a Literary Guild choice, and was transcribed into Braille and produced as a "talking book."

Breath of the Balkans

Two other writers famous for the same sensitivity who are among the sellers in the market today. Robert St. John, now in London for NBC, produced From the Land of the Silent People in a month of solid writing, based on his experiences in Yugoslavia, Greece and Crete where he "saw and smelled and heard" the war.

A natural oral style of writing partly accounts for the vigor of his present broadcasts; his selection, his manner and his sense of values, excellently outlined in the foreword, explain the fact that the book is now in its tenth large printing.

Eratine Caldwell, a writer of reputation, included a chapter on his broadcasting experiences in Moscow during the German drive on Moscow and in the Road to Smolensk; the calm voice of this correspondent over the ether waves gives us no indication of his 40-mile-an-hour dash to the studio to get a tape taken out, gutted Moscow streets.

The Riddle of the Reich by Wythe Williams and Dr. Albert Parry, another book in a strong radio affiliation; the men who assisted Wythe Williams in uncovering news for his MBS broadcasts supplied information about the feeling behind the German material for this book.

These five books, which so dramatically bring England, Germany, the Balkans and Russia to life, are all the work of Myron C. Phelps of the projected book by Cecil Brown, who certainly has a story to tell of his Singapore experience, and the proposed book byFred Bate, long NBC correspondent in London.

Also proposed for early publication is The Face of the War, by Sam Cuff, NBC radio recording correspondent who brings drama and explanation of the progress of aggression, 1931-42, and a key to the strategy of World War II; this will be based on his NBC program of the same name, heard over 60 radio stations.

Some idea of the strength of the countries which oppose us is given in the new book Time Runs Out, a report of the last 12 months in which the American can permitted in and out of Germany. The book carries the war action up to Hitler's declaration of war, Oct. 11. Henry J. Taylor, the author, is an economist and business executive currently heard on WHN, New York, once a week.

Ways of Shortwave

The importance of shortwave radio in the war effort is described in Broadcasting with a "Fourth Front", by Charles J. Rolo, an original staff member of the Princeton University Listening Center. Sea, land and air warfare can be supported by radio as the "fourth front" because it utilizes divided loyalties and doubt as a strategy of war. A warm reception has been given this book for its description of the male and female listeners who listen at the same time at the microphone, its story of Europe's army of bootleg listeners "who brave the death penalty to tune in British and American stations," a study for the American of the chapter which explains in crystal- (Continued on page 68)
Millions hear their

Up on the nation's bookshelf goes "Thirteen by Corwin," —the ninth book recently published which took as its text the sustaining* programs of CBS. More and more, publishers are turning to the literature of the air for source material. This may not be a trend.

But we think it writes this story: the literature of the air has come of age.

Day in, day out, the air is full of "first editions"

... printed in decibels instead of type, signed by our advertisers and ourselves.

CBS sustaining programs alone would fill a five-foot shelf each week. And in any one year, CBS builds for its millions of listeners a well-stocked, well-balanced library.

Columbia Broadcasting System

*The italics are ours, because the sustaining programs are ours—written and produced under the sponsorship of the Columbia Broadcasting System.
first editions...

via Columbia
(Continued from page 65)

clear fashion the physics of short-wave transmission.

One of what the FCC and the Defense Communications Board are doing to protect radio, nerve center of the war effort, is told by a group of writers including Dr. William W. Boulanger, radio chief of the U.S. Office of Education, and Pauline Frederick, assistant to NBC's Washington correspondent. Waterman, H. R. Bauschke, in the book America Prepares for Tomorrow: The Story of Our Total Defense Effort, published last year by Harper & Bros.

The complete histories of radio is the new volume Sound & Fury, modestly subtitled An Informal History of Broadcasting, written by Francis J. Chase. His claim is that radio is "still in swaddling clothes compared with the theatre, the newspaper, and even the motion picture, but its growth to maturity has been so rapid that today it touches intimately and helps to mold the lives of more Americans than the theatre, the newspaper, and the motion pictures combined."

Schechter's Two Books

A history of one phase of radio is presented in In Live on Air, the recent volume by A. A. Schechter, director of news and special events for NBC, which serves to prove that luck, steady nerve, news sense, a great deal of wire, and especially speed are required to bring to the radio audience spot news from Egyptian pyramids, singing mice, a Hindenburg disaster, a four-country roundup, or a flood. Mr. Schechter several years ago also authored a juvenile fiction volume with a radio hero, Go Ahead Garrison.

The director of the Radio Arts Guild of America, Robert West, has a new volume of anecdotal history mysteriously called The Escape of Radio of interest to a fairly general audience.

Projected at this time is a series of articles on the outlook for various phases of the industry, introduced by the volume, Who, What, Why Is Radio?, by Robert J. Landry, radio editor of Variety. It enhances the already fine reputation of this group, the responsibility of the broadcaster and of the regulators.

In the field of research is a series inaugurated by Paul Lazarsfeld, of Columbia, and Frank Stanton, of CBS, Radio Research, 1941, which began as a supplement to Dr. Lazarsfeld's previous book Radio and the Printed Page and developed into this report of six studies, three concerned with radio programs and three with listeners. These books offer a self-appraisal, measurement and inquiry will be referred to again and again by students of radio.

Ilka and Clifton

New evidence of the popularity of radio personalities is seen in the best-selling editions by Ilka Chase, hostess of NBC's Saturday noon-day show, A Luncheon Date With Ilka Chase, and Clifton Fadiman, long m.e. of Information Please. In Past Imperfect Miss Chase chatters along about paring acid and her particular sophisticated brand of philosophy. Whether discussing the mores of Hollywood or the re-hemming of her wedding dress, Miss Chase is true to her Saturday personality. Mr. Fadiman gathered his favorite stories and excerpts from books for publication in Reading Post-Liked.

Mary Margaret McBride and Ted Malone revisit the homes of their many listeners via the printed page. Miss McBride's America Yesterday and Tomorrow contributes to the body of literature on American traditions by telling inspirational stories of interesting people in American life. Stories of his visits to the homes of famous American authors fill Mr. Malone's American Pilgrimage. The outstanding broadcasts on Ambrose Bierce, Herman Melville and Mark Twain for which he has been given permanence they deserve, along with additional valuable biographical material.

James F. Waters' projected volume which will probably become a best-seller, although possibly a sur- reptitious one: Modern Age is producing a volume listing the missing heirs so much the concern of Mr. Waters on his program, The Court of Missing Heirs.

Corwin and Oboler

Robert Frost says that "the finest thing that you can do for a poem is to print it"; similarly, the finest thing that you can do for an outstanding dramatic script which has benefited by the vitalizing of a successful radio production is to make a permanent printing of it, for at least three reasons: It is a contribution to today's letters, it serves a purpose with experimental groups and it defends the ephemeral quality of radio.

Norman Corwin's book Thirteen by Corwin has been hailed by Carl Van Doren as "the richest contribution yet made to the newest phase of literature." The play, says Mr. Van Doren, should be read, if that is possible, with the ear as attentive as the eye.

Mr. Corwin's script We Hold These Truths, written to commemorate the Bill of Rights and broadcast on all networks last Dec. 15, will soon be put in book form. It was written in 1941 Peabody Award winner.

Contributing not only to literature but to the unifying of our country today are the volume by Arch Oboler, This Freedom, a collection of the transcripts of his programs, and The Free Company Presents, compiled by James Boyd.

Two annual volumes of selected scripts have appeared which are being widely used by students of writing for radio. In The Writer's Radio Theatre, 1940-41, Norman S. Weiser presents 10 outstanding dramatic scripts and a discussion of the techniques which have proved most successful in such broadcasts. Whitley House is planning to...
Radio Plays in book form by ARCH BLOODER

14 RADIO PLAYS

The complete text of 14 plays by radio's foremost dramatist. With an essay, The Art of Radio Writing, by Blooder, and forewords by Lewis H. Titterton and Irving Stone. Fifth Printing. $2.00

THIS FREEDOM

Thirteen new radio plays, with notes on action and production by the author, and suggestions to aspiring radio actors, actresses and directors. With a foreword by Robert J. Love, radio editor of Variety. $2.00

Invitation to Learning

The significance of 27 great books and their authors, based on the Columbia Broadcasting System's radio program. By Hymilton Cairns, Allen Tate and Mark Van Doren. $3.00

RANDOM HOUSE

20 EAST 57 STREET, NEW YORK

I LIVE ON AIR

by A. A. SCHECHTER with EDWARD ANTHONY

Publisher

FREDERICK STOKES CO.

Price $3.75

GoAheadGarrison

by A. A. SCHECHTER

Publisher

DODD, MEAD & CO.

Price $2.00

produce a third annual collection of Max Wylie's Best Broadcasts which include the best example in each category of radio programs.

Career Tips

The radio executive who is approached daily by young people who want to get into the radio business will be relieved to find that there are several good new books on the subject which will assist the career hunter.

Robert De Haven, production manager and program director of WTCN, Minneapolis, and Harold S. Kam, associate editor of Radio Showmanship, have collaborated on the volume How to Break Into Radio with just that problem in mind.

Conrad Rice, program director of WEMP, Milwaukee, has a fictionalized answer to the problem in his book for "teen-age boys titled Your Career in Radio. The vocational question of radio as an engineering career is dealt with in Radio as a Career by Julius L. Hornung.

Many technical books are scheduled for publication in revised editions. Radio Engineering Handbook by Keith Henney, editor of Electronics, reissued in April in its third edition, deals with 22 subjects ranging from fundamentals to specialized applications, each prepared by an expert in the field.

Morgan's Aircraft Radio and Electrical Equipment has also been revised recently.

In line with the nation's program of furnishing present equipment, is Modern Radio Servicing by Ghirardi, a revision of the 1936 volume, which should assist the service men in keeping the existing radio sets of the country in good working order for a long time.

The Visual Side


Dedicated to the radio service men who must execute the change-over is An Introduction to Frequency Modulation by John F. Rider. Its six chapters include the explanation of FM at the transmitter and as well as at the receiver and conclude, with a section on servicing FM receivers. No further new books in these fields are planned, due to the restrictions placed on radio and television manufacture.

The field of radio education is served by several new books dealing with utilization of radio in the schools, training in radio program production and radio law. A new and revised edition of the successful Handbook of Broadcasting by Waldo Abbot, director of broadcast service and associate professor of speech at the U of Michigan, has just appeared, presenting instructive material on all phases of planning, writing, production and performance of radio programs.

The Federal Radio Education Committee has produced its new volume, Radio in Education, and has other material ready for publication.


DANKER IS NAMED TO ADVISORY BOARD

FOLLOWING the appointment last week of Nat Wolff as head liaison officer of the Radio Division of the Office of Facts & Figures to coordinate governmental radio in Hollywood, William B. Lewis, assistant director of OFF and chief of its radio division, announced a p o i n t m e n t of Daniel Danker as vice-president of J. Walter Thompson Co. to act as chairman of Mr. Wolff's advisory council.

Mr. Danker was Washington the week of April 27, but is now back in Hollywood. He and Mr. Danker will set up the council shortly.

Mr. Wolff has resigned as vice-president of A. & S. Lyons Inc., leading talent agency, to take the OFF job. He will be responsible in Hollywood for all OFF radio contacts and in that capacity will counsel with West Coast radio stations on their war efforts. A veteran of the radio field, Mr. Wolff started in radio in 1928 as head of the artists service and program director of WGR-WKBW, Buffalo.

In 1930 he went to New York to become vice-president of Radio Productions; in 1935 to Hollywood as writer and producer of programs, forming the radio department of H. N. Swanson Inc. Then he became radio director for Myron Selznick Co., remaining with that agency until 1941 when he formed his own agency, Nat Wolff Inc.

Poor Richard Nominees Include Schauble, Clipp

PETER L. SCHAUBLE, vice-president of the Bell Telephone Co. of Pennsylvania, has been nominated for the presidency of the Poor Richard Club, Philadelphia advertising club. Other officers and directors nominated include Graham Patterson, Farm-Journal vice-president; Win Challenger, N. W. Ayer & Son, secretary; Geo. e. Letworth, Franklin Cawin, Farm-Journal, assistant secretary.

Three directors nominated include Charles Eyles, president of Richard A. Foley Agency; Jack King, International Printing Ink Co.; Roger V. Clipp, vice-president and general manager of WPIL. Election of officers and members will be held May 18. Raymond Gram Swing, Mutual commentator, received the Poor Richard award of Merit at the club luncheon May 5.

The Fabulous Story of Broadcasting

-along with which you've seen, and part of which you were

By FRANCIS CHASE, Jr.

HERE at last is the complete story of the industry (or art, if you will) of which you are a part. In its twenty-odd years (and you in the industry know which "odd" we mean) radio has developed hundreds of colorful personalities and a history full of amusing, amazing, and significant goings-on. Mr. Chase presents an informal and delightfully entertaining picture of the whole industry, making the most of the bizarre and fantastic elements with which it abounds.

Fred Allen recommends "Sound and Fury" as:

"An entertaining diary of radio from Marconi up to Jack Benny. It is the most comprehensive analysis of radio, as an industry, that I have come upon. Mr. Chase is the first man to hold radio up to the light where everyone can get a good look at it."

EXAMINE FREE FOR 5 DAYS

HARPER & BROTHERS, 48 E. 33rd Street, N. Y.

Please send me SOUND AND FURY by Francis Chase. In 5 days I will promptly remit $3.00, plus a few cents for postage, or return the book.

NAME ____________________________

ADDRESS ____________________________

CITY AND STATE ____________________

May 11, 1942 • Page 69
TO GIVE YOU

SALES-WINNING SHOWS!

Never before has broadcasting meant so much to America—to build morale, to keep Americans informed and united. And never before has transcribed program material meant so much to broadcasting...to your station, and hundreds of others!

That's why there has been no relaxing of NBC THESAURUS efforts to give you the best program material. On the contrary—our service today is finer than ever. We're working harder than ever, with finer talent than ever, to give you great new programs built around famous artists, with full instrumentation...beautifully executed and superbly recorded.

And THESAURUS gives you exclusive artists, too! Only in THESAURUS do you get such headliners as Edwin Franko Goldman...Allen Roth...Rosario Bourdon...Norman Cloutier...Sammy Kaye...and many others.

Today, more than ever, you cannot afford to do without NBC THESAURUS. Investigate!
This Is Radio's War

RADIO GOES to its first wartime convention.

There is plenty of Army brass and Navy braid in evidence at the Stalter in Cleveland as the 20th Annual NAB Convention gets under way. A year ago, in St. Louis, there were military titles too, but no uniforms. That was before Pearl Harbor.

Uniformed or not, broadcasting is mobilized for the duration. Every station, every man who appears before the mike or who handles air copy, is enlisted. His is a responsibility entrusted only to a select few in this nation of 130,000,000. He maintains a direct link with the people as a deputy of Government—a human, swift, intimate contact.

Such Federal war agency leaders as McNutt, MacLeish, Price and Lewis, and such military and civilian figures as Hepburn, Hershey, Beaumont-Nesbitt and Lovette, will address the convention. That is indicative of the esteem in which broadcasting is held in the war effort.

There are problems of Government, economic along with military, that are vital to every broadcaster. The answers, to the limit to which they can be given under fire, are enunciated. His is a responsibility upon which the people for Uncle Sam delegated to consult with the industry. Every broadcaster who has any doubts about Government policy—on censorship, Government programming, equipment shortage, selective service inroads, interceptor command disagreements, or whatnot—should be prepared to submit his questions. That's why these important personages have taken time out from Washington's seething war activity to attend the convention.

Behind these Government headliners, there are other jobs to be handled at Cleveland. War has tended to throw the economics of the industry somewhat out of killer. Price ceilings and commodity rationing will disturb the sales balance. Taxes, present and impending, will increase the overhead spiral. All these require intensive scrutiny and such action as may be possible now. Musicians, copyright and a dozen other perennial issues must be coped with and sifted.

The war hasn't stopped the regulatory pressures either.

Then there's industry politics. No one in radio can ever forget the nightmare of St. Louis a year ago. We hope that FCC Chairman James Lawrence Fly's "dead mackerel" of an unpleasant memory is buried for good. A repetition or revival of that episode is unlikely inasmuch as Mr. Fly will not be a convention speaker and apparently will not be in Cleveland. There has been dissatisfaction expressed over the conduct of the industry's affairs by the NAB. There has been an outing of other industry groups as a direct result. There are those who charge that any broad reorganization would be a showing of weakness and of subservience to Chairman Fly, who is unrelenting in his opposition to the present structure.

As in the past, there is the clarion call for a "united front." There can be no doubt that teamwork was never needed more than now. Whatever is done should be accomplished by the broadcasters themselves. There should be no outside influences, from Government or from any other source. The questions of reorganization, of network membership, of personnel, should be met calmly, dispassionately and objectively. Family quarrels should be kept in the family.

There is only one basic issue: How can radio best perform its function in winning the war? If that thought is ever-present, solution of the purely intra-industry problems will vitiate of industry problems will be simple.

WITH this issue, BROADCASTING adverts to white cover stock. The grey cover which has adorned our tradition since the beginning of 1937 is a casualty of the war. We hope you like the change.

All Together

COHESION—and lots of it—dominates a collection of advertising industry views appearing on another page of this issue. The views are representative of networks, advertisers, agencies, audience analysts.

It is a cohesion arising from the mutual appreciation of the fact that all branches of American business and industry must devote themselves to the war-winning job. In advertising, the need for unity is keenly appreciated. The industry is far along in its conversion to wartime economy and its joint effort to mold the public into a fighting machine.

As to the future, these key figures refuse to be drawn into the oracle role. But they express confidence that broadcast advertising will meet its problems as they arise. Anyone who reviews broadcasting's adjustment to the role of wartime news dispenser and public servant will share their belief that future adjustments will be made with equal ease.

The Rush Study

Since that eventful day a year ago when the FCC smuggled the so-called chain-monopoly report out of its star chamber, there have been repercussions in the courts, in Congress, in the FCC and in the industry. Regulations that were to have become effective in August 1941 have been revised, re-revised and postponed a half-dozen times.

But during this protracted legal, legislative, regulatory and intra-industry tumult there hasn't been any unbiased, outside appraisal—until now. In this issue appears an analysis of the whole issue by Richard H. Rush, young Harvard economist. It is based on a year's work, made possible through the grant of a Lamont Fellowship by the Harvard Graduate School of Public Administration. He was awarded his doctorate last week.

Mr. Rush's findings are of interest to everyone in broadcasting. His study was objective. He embarked upon it with no preconceived notions. He arrived at his conclusions independently. His academic background and business expertise (in which he acts as marketing analyst for Tide-Water Associated Oil) equipped him well for the undertaking.

From the very outset, we have contended that the FCC majority far exceeded its authority in delving into purely business aspects of broadcasting. We have argued that the majority, in effect, tossed its investigation record overboard, and arrived at conclusions best suited to its ends through the selection of an isolated phrase here and a sentence there, plucked from a million-word record.

In an entirely different, and far more scientific and erudite fashion, Mr. Rush arrives at virtually the same conclusion. His is not a diatribe against the FCC, but rather a calculating vocation which leads him to the conclusion that the FCC majority acted capriciously. But beyond that, he finds that matters which must be investigated to arrive at a conclusion as to whether there should be more or less networks, more or less regulation of them, and more or less network programs, are outside the FCC's jurisdiction.

Our contention consistently has been that it is up to Congress to chart the course of its creature, the FCC. Mr. Rush's conclusion, reached by the application of recognized principles of government and economics, is "for Congress to outline a policy for the regulation of network broadcasting.''

Significantly, Mr. Rush holds that to call the FCC's report a "monopoly report" is a misnomer. All of the theory of monopoly and competition is concerned with price, he emphasizes. The majority's report, he finds, makes no mention of price, or any attempt to determine what the cost of network broadcasting is, or even who pays the cost of network broadcasting.

Mr. Rush's analysis is timely. Hearings are in progress before the House Interstate & Foreign Commerce Committee on new legislation to govern the FCC. The so-called monopoly regulations, among other of the FCC's "power grab" edicts, provoked these hearings. The network rules themselves are litigation before the Supreme Court, but only on the question of jurisdiction, at this time, of a lower tribunal.

The committee, it seems to us, might well acquaint itself with Mr. Rush's findings.
ARCHIBALD MacLEISH

ARCHIBALD MacLeish has the difficult job of helping Americans tell themselves the truth. As director of the Office of Facts & Figures, over-all information agency in Washington, MacLeish has an assignment made complicated by wartime secrecy, by the human tendency to repeat rumors and gossip, by the intensity of our war effort, and by an unscrupulous enemy propaganda machine. Some of his knowledge he is expected to impart to NAB conventioneers, for he is a principal speaker on the Cleveland program.

Last year OFF was a tiny bureau hidden away in a converted apartment house, part of the Office of Civilian Defense. As the defense effort speeded up, the public demanded a clearer idea of what the Government was doing, and why.

Last October, the President set up the Office of Facts & Figures as an independent agency. Its assignment was to work out "the most coherent and comprehensive presentation to the nation of the facts and figures of national defense." It was instructed to consult with the already existing Government information agencies, coordinate their work, and see that the public got a well-rounded picture of America's defense drive.

MacLeish was appointed director. He had achieved fame before this as a poet, as Librarian of Congress and as a top-flight journalist.

Radio men know that he knows radio—for he showed America the limitless possibilities of radio as a new medium for creative expression. His stirring Fall of the City was broadcast by CBS April 11, 1937, and on Oct. 27, 1938 CBS produced his Air Raid.

Here was one of the country's greatest living poets setting the airwaves pulsing with a new kind of poetry for a new streamlined age. MacLeish, incidentally, thinks the radio announcer has a dramatic function akin to the role of the ancient Greek chorus.

Forty-four days after MacLeish was appointed OFF's director, the Japanese bombed Pearl Harbor. Overnight a defense effort changed to a war effort. OFF shot up in importance, took on the vital job of pulling together all the activities bearing on the catch-all term "moral".

It became the clearing-house for all Governmental broadcasts, with William B. Lewis, ex-CBS program vice-president, as coordinator. It clears all public speeches by top Government officials. It serves as the funnel for all posters issued by Federal agencies. It summarizes the war effort, as in its pamphlet Report to the Nation, and in its four-network radio series This Is War. It exposes Axis propaganda, as in its striking new booklet Divide & Conquer. It checks on the state of public opinion to guide the Government on what the public does and doesn't know about the war effort.

Archibald MacLeish, who directs this work, was born May 7, 1892, in Glencoe, Ill., "in a wooden chateau overlooking from a clay bluff and a grove of oak trees, the waters of Lake Michigan." His father was a Scotswoman who came to Chicago from Glasgow, a respected merchant and philanthropist. His mother, "intelligent and energetic and tireless and virtuous", was a school teacher and a college president.

MacLeish went to Yale, class of 1915. He played football and he was on the swimming team; he was chairman of the Literary Magazine and he made Phi Beta Kappa. His class book reported that "MacLeish expects to take up the study of literature." Instead he went to Harvard Law School, topping his class for "scholarship, conduct and character".

He married Ada Hitchcock, a singer and talented musician, and to them a son was born early in 1917. Later that year, MacLeish went to France with an American hospital unit, shifted to the more dangerous Field Artillery "out of shame", fought at the front north of Meaux, and became a home captain.

Then he taught law for a year at Harvard, practiced law in Boston for three more years. He did pretty well, but he couldn't get enough time to write. So he gave up his job, and went back to poetry. Best known are his Streets in the Moon (1926), Nobodaddy (1926), The Hamlet of A. MacLeish (1928), Conquistador (1932), Frescoes for Mr. Rockefeller's City (1933), Panic (1935), Public Speech (1936). His poetry improved greatly as he went along and finally Conquistador won the Pulitzer...
JOHN F. BECKER, formerly writer and director of the Yankee Colonial Network, Boston, has joined the CBS production department as assistant director.

FRED MILLIES, formerly of WTMJ, Milwaukee, is stationed at the Great Lakes naval reservation where he is associated with the band office.

EILEEN WHEATLEY, receptionist of KFAC, Los Angeles, has been appointed publicity director, succeeding Edith Reback, resigned.

ALBERT P. McDOUGELL, new to radio, and George Brownbeck, formerly of the Norristown, Pa., radio station, has joined the announcing staff of WIBG, Philadelphia.

BILL IRWIN, radio editor of the Chicago Times, has been called to Army service.

FRANK BLATTER, sound effects engineer of NBC in Chicago for seven years, has resigned to join the Chicago staff of WPR.

NEIL HARVEY, formerly of WCAU and WFEN, Philadelphia, has joined the announcing staff of WSPH, WFLA's FM station in Philadelphia. He replaces Gene Rubessa, who has moved to the announcing staff of WFIL.

BOB KNOX, announcer of WRAU, Reading, Pa., and Linda Darling, who formerly sang on Philadelphia stations, were married May 22.

GEORGE MARLO, head of the professional department of BIM, is resigning at the expiration of his contract this month to enter the service. No successor will be named, and BIM will continue its professional activities with members of its present staff.

JACQUELINE JONES has joined the announcing staff of WMJ, Danville, Va., as the station's first woman announcer.

BETTYANNE ROSS has joined the staff of WDEJ, Boston, in the general service department.

KEN BURKHARD of KRE, Berkeley, Calif., is the father of a boy, March 3rd.

ERNEST JOHN GILL, for 10 years a music conductor at NBC San Francisco, has been named musical director of KQW, San Jose.

TRO HARP, formerly of KSFQ and KPO, San Francisco, is now with NBC in New York.

MARY DORR, commentator of KLS, Oakland, Cal., has gone to Washington to join her husband, an ensign in the Navy.

TOM HOTCHKISS, announcer, formerly of Tucson, has joined KROW, Oakland, Cal.

BOB GOODMAN, formerly of KROW, Oakland, has joined KGEI, San Francisco, as news editor and announcer.

J. CLINTON STANLEY, producer of BLUE, Chicago, has been appointed production manager of the BLUE Central Division.

DON A. WEITENDORF, formerly of WOMT, Manitoowoc, Wis., has joined the announcing staff of WTAQ, Green Bay, Wis.

LESTER O'KEEFE, producer of dramatic shows on NBC, has been appointed assistant eastern production manager of NBC. He will have charge of all dramatic shows.

Capt. Robinson to CHNS

CAPT. BURTON ROBINSON, recently released from active service with the 3d Canadian Division, and since which he had served for two years, has been appointed special events producer for CHNS, Halifax, N. S. A native Nova Scotian and a former newspaperman, he originally served in the army with the Canadian Broadcasting Corp. in Halifax, and was with CBC in Winnipeg when he joined the Canadian Army at the outbreak of war. A recent serious illness led to his retirement as unfit for active service.

BART FERRIS, president of Radio Feature Service, New York, has been handling radio publicity for radio programs throughout the country as a one-year man, has been appointed a consulting expert to the Department's War Savings Staff.

DALE CARTER, former Broadway actress, has returned to the announcer and continuity staffs of WBTM, Danville, Va.

JEW ROGERS, formerly of the announcing staff of WIBG, Philadelphia, is in active duty in defense work in Newfoundland.

JOE McCauley, formerly of WJZ, has joined the announcing staff of W49PH, WIP's new FM station in Philadelphia.

ROY NEAL, announcer of WIBG, Glenside, Pa., is the father of a daughter born April 27.

JACK HORNER has returned to the sports staff of KILG, Grand Forks, N. D., and will do all home and wire broadcasts of Chiefs baseball games announced on General Mills ('Wheaties') and Cities Service Co.

MARIAN EDWARDS, formerly of WOR, New York, has been transferred to WJAL, Philadelphia.

JEAN MAXFIELD, formerly of FM educational station KALW, San Francisco, has been named traffic manager of WZE, Oakland, Cal.

BERNARD MULLIN has been named chief announcer of WTIC, Hartford, succeeding Phil Becker, now in the Army.

DAN SEYFORTH, former production director of KWK, St. Louis, has been appointed clearance officer at KSN, Kansas City, from which he has been transferred to the Signal Corps.

BARRY SHEARMAN, former announcer and program director of WJZ, has joined WJCL, New York.

DAVID M. SEGAL, new to radio, has joined WJJB, Jersey, Aria., as announcer.

BOB LYLE, sports announcer of KMOX, St. Louis, is father of a baby. John C. KENLEY announcer, joined WBBM, Chicago, where he will announce under the auspices of John Dunham.

JACK PEYSER formerly of WLV, Cincinnati, KMOX, St. Louis, and WBAR, Louisville, has joined the announcing staff of WWHO Dayton.

FRED BENNETT, announcer of WCKY, Cincinnati, is now partner in Lindbloom Agency, with managing partner Bernard Johnson, transferred to afternoon programs.

SETH DUNNIS of the BLUE promotions department, has resigned to join the Army, and is temporarily stationed at Fort Dix.

LEO HOLEY, sportscaster of WFLY, Syracuse, was honored by the station's staff with a farewell party at which Capt. First Lieutenant in the Army Air Force.

LESTER GOTTLIEB, publicity director of CBS, will leave his job when he ends his annual tour of eastern and midwestern cities to visit Mutual affiliated stations and radio editors.

NORMA FLETCHER, formerly recorded music librarian of KFOX, Long Beach, Calif., has joined Smith & Bull Adv., Los Angeles, as office manager.

RUTH SWINNEY, on the Arizone Network traffic department staff and stationed at KPH, Phoenix, has announced her engagement to Ed Berge of the Navy.

WENDEL NOBLE, announcer-singer of KOFY, Phoenix, and GenevieveGrünfin of the Chicago Symphony Orchestra, are to be married in Mesa, Ariz., April 27.

LEO MANN, of the program department of WELI, New Haven, has joined the Navy.

FRANK EVERETT, announcer and continuity writer of WGB, Columbus, Ohio, is to be inducted into the Army May 11.

HUCK HINMAN, student of Mississippi State College, has been named manager of the New York office of studies in Starkville, Miss., of WCBI, Columbus, Ga.

ERNEST WERNER, former head of market research and catalogue division of Columbia Recording Corp., Long Island, has joined Musak Transcriptions, New York.

HOWARD SMITH, formerly of KLE, Oakland, has joined the Navy.

KSL Staff Changes

WARTIME demands on trained personnel have resulted in the following staff changes and appointments at KSL, Salt Lake City: Ralph W. Hardy, sales staff, named traffic manager; Foster Cope, formerly of NBC, San Francisco, musical director, replacing Reid Turner who joined Jerry Jones' orchestra; Helen Ann Young, in charge of music and transcription libraries; Melvin B. Wright, former studio supervisor, new studio engineer; Victor Bell, former assistant promotion director, now producer and program control, as well as part-time announcer; Ray Sentker, formerly news editor, now assistant promotion director for the Brinkman Broadcasting Corp., formerly of the Ad-Craftsmen Agency, Salt Lake City, continuity writer and secretary to production manager, Glenn Shaw.

Wallace Promoted

WILLIAM L. WALLACE, former account executive of WILC, Minneapolis, and now sales and promotion manager of WFBB, Great Falls, Mont., has been appointed general sales and merchandising manager of the North Central Broadcasting System with headquarters in the Commodore Hotel, St. Paul.

Vinton Enters Race

ARTHUR R. VINCENT, radio and screen star, a member of Actors Equity and AFTRA, and a dairy farmer in New Windsor, Orange County, New York, has announced his candidacy for the Democratic nomination for Representative in the 26th Congressional District. Mr. Vinton is currently part of the cast of The Shadow on MNS; Gang Busters, the BLUE: Mr. District Attorney, NBC.
Here's a Man Who Knows His Groceries!

George W. King, Executive Secretary of the West Virginia Association of Retail Grocers for the past five years and president of the George W. King Grocery Co. in Charleston, says: "I probably know more grocers personally than any man in West Virginia. And that's not an exaggerated statement because it's my job to know grocers. On my visits to various grocer association group meetings the subject of radio advertising has frequently arisen. Each discussion ends with the same conclusion — ONLY WCHS has the influence that brings in the customers!"

A Word About MERCHANDISING

Although we have a well organized merchandising department we have no set merchandising policy because each campaign calls for different treatment. Maybe your campaign needs car cards, maybe it needs trade paper advertising, perhaps it requires personal dealer calls or it may need something else again. In any event, we discuss it together, plan it intelligently and then our merchandising department executes it. Toss us your fast ball and watch us slap out a home run!

Believe it or not, the West Virginia Association of Retail Grocers, founded in 1933, is the fourth largest independent grocers' organization in the United States. It is composed of 29 county units, each planned with the specific idea of bringing grocers together in meetings at least once each month for discussions of problems relating to the food industry.

In addition to these monthly county meetings, there is a state convention each year. This year's convention, to be held in Wheeling in October, will be of special significance because of the many industry problems presented by the war.

Mr. King edits The West Virginia Merchant, the organization's trade paper, which appears twice monthly.

represented by THE BRANHAM COMPANY

WCHS

Charleston, West Virginia

John A. Kennedy, President
Howard L. Chernoff, Managing Director
## CENSUS OF RADIO HOMES IN MONTANA AND IDAHO

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 2,500 or More Population, Urban, Rural-Nonfarm and Rural-farm: 1940*

(Based on the Census Data Released May 1)

### MONTANA

#### All Units

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### Cities of 2,500 Or More Population

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* Source: Figures of the number of Occupied Dwelling Units and Percent Radio Equipped Published by U.S. Census Bureau in the Second Series Housing Report for Montana and Idaho. Figures of the number of Radio Equipped Occupied Dwelling Units calculated by NAB Research Department to project total figures. Census release did not include 1,687 Occupied Dwelling Units because answers to the radio question were not obtained in enumeration. These are the fifth and sixth 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 19] and Wyoming [Broadcasting, April 19].
"Good Morning, Ladies", with Priscilla Fortescue, is the latest success story up here at WEEI. The program started only last Fall...but Priscilla is already producing results (like a veteran) for advertisers. We know they get results. They write to us about it. Like this:

"Your Good Morning, Ladies program pulled over three hundred women into Jordan Marsh's in one day."
(The result of one announcement!)

Priscilla does it by pointing her program appeal to home-makers in all income brackets; by daily personal interviews with well-informed guests who discuss problems and interests important to all home-makers.

We'll be glad to tell you of other success stories on "Good Morning, Ladies" (9:00-9:15 a.m. Monday through Saturday)...or on any of WEEI's other sales-producing programs.

We also attribute our success with women to:

CAROLINE CABOT'S SHOPPING SERVICE...
(9:15-9:30 a.m. Monday through Saturday)—a continuous success story that has been making sales for big and little advertisers these past fifteen years.

WEEI'S FOOD FAIR...
(10:45-11:00 a.m. Monday through Saturday)—only two years old, but already a top-ranking participating food program in this territory.

WEEI Columbia's Friendly Voice in Boston
Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, San Francisco, Los Angeles, Charlotte, St. Louis
the Man Who

POST WAR SALES
OUR BRAND
COMPETITION
Staged a Comeback

BECAUSE HE NEVER WENT AWAY!

The whole industry will be talking someday about the comeback of John Preston and his product. They'll recall how although it was buffeted by priorities, wounded by rationing, and finally killed off for the duration, he guided it right back to the top at the close of the war.

But they'll be wrong when they call it comeback. Because in the truest sense of the word neither John Preston nor his product ever went away. He kept desire for his brand alive all during the war years—over the radio.

John Preston stayed on the air because he knew it was the most economical means of obtaining national coverage. He did not forget, as so many of us do today, that radio had been hailed as the No. 1 good will builder, long before it won its place as the most efficient of all selling mediums.

The Blue is a natural choice of manufacturers who want to "keep 'em remembering." It reaches all income groups, at the lowest per-family cost of any medium entering the home. And the Blue is now "moving in" to more homes more often with new stations, greater power and a program policy new to network radio. The Blue program department now draws freely upon the skill of leading independent program producers to bring even greater variety and competitive showmanship to Blue Network programs. No wonder more and more advertisers are using the Blue in 1942!

If you want to keep 'em remembering your product, your brand name, call in your Blue salesman. You'll find that today, more than ever, it's easy to do business with the Blue!

Blue Network Company, A Radio Corporation of America Service

the Blue network

"Keep 'em Remembering"
BROADCAST ADVERTISING
Frank E. Pellegrin, Director

ACTIVITIES of the Broadcast Advertising Dept. during the past year have centered around the NAB Sales Managers Division, with the objectives of "making it easier for more clients to buy more time on more stations," and of elevating radio sales standards "to take the burden of sales off owners and managers who are concerned with other industry problems."

The department has recognized that for a perpetuation of free radio, this nation needs the stabilized tribulations of a harassed industry and the new complications of wartime problems, maintenance of income is paramount. Blessed with a measure of cooperation from all quarters that left little to be desired, the department therefore concentrated on the elevation of radio sales standards, maintenance of good business practices and ethics, and a regular supply of practical sales helps to members.

The director attended 16 meetings in 16 NAB Districts during the year, and made cooperation with the sales managers chairman conducted sessions on "Industry Sales Problems."

Radio Sales Data
To furnish member stations with a compilation of basic radio sales data, six chapters and an index were published and distributed to members, with additional copies available at cost. Subjects covered were "Why Business Must Advertise," "The Extent of Radio Listening," "The Effectiveness of Radio," "Dealers Prefer Radio," "Radio as a Social Force," and "What Price Radio?" Material for additional chapters is being gathered, as the Department's objective is to make the manual complete and keep it up to date.

A file containing hundreds of separate radio case histories on all classifications of business were developed through the cooperation of member stations, with mimeographed copies always freely available to NAB members.

Details of radio sponsorship in various business classifications were compiled from "The Broadcast Advertising Record" and made available to sales departments. Included were summary tables on department stores, grocery stores, insurance companies, hotels and restaurants, real estate, musical instruments, railroads and bus lines, all for general release, plus special tabulations on request.

The department attempted to keep members currently informed on business conditions and the business outlook in relation to radio advertising. Notable articles or speeches by advertising authorities were reprinted for free distribution to members.

Within the scope of its functions, the department represented the interests of the NAB membership through cooperation with such governmental agencies as the Federal Trade Commission, the Treasury, the Office of Facts & Figures, the Dept. of Commerce, the Bureau of the Census, the War Dept. and others, as well as with subdepartments and semi-official agencies.

Special efforts were made throughout the year in the interests of commercial radio to cooperate with and enlist the active support of related trade groups.

As a result of discussions with a committee of time buyers from the Radio Executives Club, standard program schedule forms were drawn up and printed in quantity, and made available to NAB members at cost, in the interests of "making it easier to buy radio." To date, 260,000 of these schedule forms have been ordered by member stations.

Recommendations for simplifying radio rate structures were passed on to the industry. Recommendations for standard form and procedure in preparing coverage maps were given the industry, and further cooperation on this subject is being secured from the NAB Research Committee. A special radio committee consisting of Eugene Carr, WGAN, R. E. Dunville, WHW; and Herbert L. Petty, WHN negotiated a new standard contract form with a committee representing advertising agencies. This form is now awaiting approval by the NAB board.

The Department carried on a general radio sales campaign within the limits of time available for this work, and with the cooperation at times of network sales departments, national representatives and individual member stations.

The department was directed by the Sales Managers Division at the St. Louis NAB convention to conduct a nationwide study on cooperative advertising. This was completed during the year with the assistance of the NAB Department of Research, and distributed to cooperating members. Similarly, a nationwide radio merchandising survey was authorized and completed, with the results published and distributed to all members.

Checking Service Probe
Commercial checking services were investigated as a potential threat to radio billings, and a confidential report was issued in a special bulletin to all U. S. radio stations irrespective of NAB membership. Check-systems were devised and recommended whereby stations could perform with a maximum of commercial efficiency, and an educational campaign was carried on among agencies and clients, informing them of the steps taken by broadcasters to insure proper performance.

A test survey of representative stations was conducted during the month of February, 1942, by WSB, 50,000 watts; WSPD, 5,000 watts; and KTRI, 250 watts, showing radio station performance on commercial broadcasts of all types to be 99.38% satisfactory, with a "predictable margin of error" of .0062, and with such errors satisfactorily reported to clients and adjusted.

A constant educational campaign was carried on among radio stations, advertising agencies and clients, to discourage attempts to break down legitimate rate structures.

LABOR RELATIONS
Joseph L. Miller, Director

THE broadcasting industry, by and large, has had another year of peaceful relationship with labor. Strikes have been few. Mutual understanding of each other's problems has increased. As the industry's income has increased, wages and salaries have risen steadily.

The NAB proposes to continue its current labor policy through the year to come. Members will be kept advised of trends and developments in the field of labor relations.

There has been only one actual strike since Pearl Harbor in the entire broadcasting industry. It lasted less than two hours. Technicians at a midwestern station were involved. Wages was the issue.

Generally speaking, the broadcasting industry's record for compliance with the Wagner Act continues to be much better than average. As the requirements of the Act and the technique of collective bargaining are better understood, violations will disappear.

The Labor Relations Board has not found a single station guilty of any violations during the past year, although two examiners reports finding violation are now before the Board for consideration. In both cases the stations were alleged to have interfered with their technicians' right to organize.

Freedom of Speech
One of the questions frequently asked by broadcasters concerns the extent to which they can discuss labor unions with their employees. The Supreme Court held in NLRB vs. Virginia Electric and Power Co. (Dec. 22, 1941) that an employee manager; Walter Davison, KGO sales manager; (seated) Harry Mayhorn, KGO continuity director; J. G. Paltridge, KGO sales promotion manager; Mark Woods, New York; Don E. Gilman, BLUE vice-president, western division, Hollywood; Beverly Palmer, KGO chief engineer; Frank E. Felix, KGO publicity manager.

Page 30 • May 11, 1942

BROADCASTING • Broadcast Advertising
Here's How!

Get the cost-per-listener down and the averages will take care of themselves

Take a group of say couple o' million
With five stations goin' to town
And each coverin' a fifth of the million
Costin' you two hundred to win renown

Then take a bunch of quarter o' million
With one station servin' the mob
And the card rates are down around sixty
You figure this cost per listener per job!

Add to the above a rich industrial market and you really have something

MEMBER NAB

WTBO

820 kc clear 250 watts

CUMBERLAND, MARYLAND

National Representatives: Spot Sales Inc.
ENGINEERING
Lynne C. Smey, Director

SINCE the last Annual Report issued in May, 1941, the engineering activity of NAB has been almost entirely pointed towards the war effort.

We have served as Arthur Stringer’s right-hand man in carrying out the Technician Training Program and have aided in the formation of plans for that project, serving as one of the five members of the group led by Prof. W. L. Everitt of Ohio State in making up the course outline. This course, incidently, was subsequently officially okayed and adopted by the Signal Corps.

During the past year we have been actively engaged in aiding the industry to secure sufficient repair and maintenance materials and were partly instrumental in obtaining the Defense Priority Rating of A-10 for the industry with Prof. Everitt material aid was rendered in staging the Fifth Ohio State Broadcast Engineering Conference.

The work of the Recording and Reproducing Standards Committee progressed rapidly upward to wartime. Sixteen of the most important items were standardized. These 16 standards were officially adopted by the NAB Board of Directors.

Joint meetings of the Executive Engineering and the Engineering Committee were held in St. Louis on May 12, 1941; in Detroit, June 26; New York City, Act. 23, 1941, and Columbus, Ohio, Feb. 23, 1942. The June 26 and October 23 meetings were with the Recording and Reproducing Standards Committee.

SECRETARY-TREASURER
C. E. Arney, Jr., Assistant to the President

FINANCIAL statement of NAB headquarters shows receipts (including cash on hand April 1, 1941) of $377,619.15 and disbursements of $322,908.18 for the association for the nearly 12 months since the 1941 convention.

With the addition of wartime activities, NAB headquarters carried a heavy load. Normal activities have been maintained on a constructive and active basis and every exigency arising from the war has been competently handled for the best interests of radio and the war effort.

The NAB Research Committee is sponsored by the following manufacturers: J. Robert Myers and Mrs. Helen H. Schaefer, a secretary and six clerical employees. A number of personnel changes have occurred during the past year and J. Robert Myers resigned Feb. 1 to accept a position as chief statistician of NBC.

The NAB Research Department reports material progress in its work since the 1941 Convention, held in May, 1941. At convention time last year, the personnel of the department, in addition to the director, consisted of two part-time assistants, J. Robert Myers and Mrs. Helen H. Schaefer, a secretary and six clerical employees. A number of personnel changes have occurred during the past year and J. Robert Myers resigned Feb. 1 to accept a position as chief statistician of NBC.

The NAB Research Committee and the Research Department are striving now to make satisfactory arrangements with an outside organization to continue, in some form, the valuable service embodied in the "Broadcast Advertising Record," discontinued, effective May 1. It is hoped that an announcement can be made at an early date as to what organization will undertake the service. It is also hoped that stations will support the undertaking for two important reasons: first, in self-interest, to keep this sales information available for the station's own use; and, second, to continue to provide the general industry data so vital in the operation of the NAB Department of Broadcast Advertising.

The Office of Facts & Figures
Only the HITS count

When the bombardier presses the bomb release, he is sending his load on no hit-or-miss errand. Years and millions have been spent to develop accuracy. His objective has been well surveyed, his bombsight becomes his eyes, even his brain—he must not miss—only the HITS count. A radio message is delivered much the same way . . . the effectiveness of the broadcast is measured by the number of homes it reaches. Surveys* on the Pacific Coast prove only one network reaches all the radio homes, only Don Lee has enough outlets to cover the coast completely. Long distance reception is impossible here because most of the markets are surrounded by high mountains. Don Lee has a local outlet in each of the 33 important Pacific Coast markets. As a matter of fact, more than 9 out of every 10 radio families on the Coast live within 25 miles of a Don Lee station. When you release a message on Don Lee it not only hits home, it hits all the radio homes . . . as plenty of advertisers will agree. For Don Lee carries nearly twice as many Pacific Coast network accounts as the other 3 networks combined.

*For actual surveys, write Wilbur Eikelberg, General Sales Manager.

Mutual
DON LEE

Thomas S. Lee, President
5515 Melrose Avenue, Hollywood, California
devoted to broadcasting.

On March 4, the Research Department, in consultation with the Research people at OFF, prepared a questionnaire on Radio War Activities which was sent to a carefully selected sample of thirty stations.

On May 9, 1941, just prior to the St. Louis convention, the Research Department sent a questionnaire to all broadcasting stations, requesting information as to the number of radio engineers, their status with respect to the Selective Service Act and Reserve Corps, and the availability of replacements for vacancies in engineering and technical positions. By June 20, completed questionnaires had been received from 507 of the 586 standard broadcast stations which were in operation May 1. This represented a return of 86%.

On June 20, the Research Department completed a report on "The Effect of National Defense Activities on the Efficiency of the Broadcast Industry", which was presented to National Headquarters, Selective Service System as evidence of the critical shortage of communication engineers in the industry at that time. The report contained an analysis of the selective service classification of the 3,085 engineers employed by the 507 stations reporting. The selective service classification at that time was in accordance with the first Selective Service Act, 1940, which applied to ages 21 through 35.

The Newcast Problem

The concern of the U. S. Committee on War Information over the handling of news broadcasts commanded the attention of the industry. The Broadcasters Victory Council prepared a list of suggestions on the handling of news broadcasts which was submitted to the Committee on War Information. A meeting of the NAB Code Committee was called to tackle the problem. The Broadcasters Victory Council was represented at the Code Committee meeting and discussions were held with the Committee on War Information. As a result of the meeting which was held Feb. 6, the NAB Research Department was asked to conduct a survey on news and news-type programs.

On Feb. 14, 1942, a questionnaire was sent to a pre-selected sample of 270 stations. A tabulation of the survey has been completed and a report of findings is being prepared for the NAB Code Committee and will be submitted at its Cleveland meeting.

PROMOTION

Arthur Stringer, Director

BROADCASTING today is an important part of the nation's war effort. It informs, entertains and delivers the news; fosters conservation, improves our health recruits and does a hundred and one other things that cost to the Government or the American people.

Station war effort has been magnified from the beginning. War effort broadcast reports are received voluntarily from stations each month. From this material the NAB Research Department calculates the number of program units of local origination devoted to the promotion of war tasks common to most stations. Not included are units in sponsored or sustaining network programs. Since the industry's patriotism is not for sale, these program units are never evaluated on a dollars and cents basis. The consolidated report for all stations for March, 1942, follows:

<table>
<thead>
<tr>
<th>Manpower</th>
<th>No. of Broadcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARMY</td>
<td></td>
</tr>
<tr>
<td>Live spots</td>
<td>35,680</td>
</tr>
<tr>
<td>15 Minutes</td>
<td>2,120</td>
</tr>
<tr>
<td>15 Minutes-live</td>
<td>120</td>
</tr>
<tr>
<td>15 Minutes-late</td>
<td>50</td>
</tr>
<tr>
<td>15 Minutes-air</td>
<td>20</td>
</tr>
<tr>
<td>NAVY</td>
<td></td>
</tr>
<tr>
<td>Live spots</td>
<td>27,870</td>
</tr>
<tr>
<td>15 Minutes</td>
<td>1,376</td>
</tr>
<tr>
<td>15 Minutes-live</td>
<td>18</td>
</tr>
<tr>
<td>15 Minutes-air</td>
<td>10</td>
</tr>
<tr>
<td>10 Minutes-late</td>
<td>9</td>
</tr>
<tr>
<td>10 Minutes-air</td>
<td>8</td>
</tr>
<tr>
<td>10 Minutes-late</td>
<td>6</td>
</tr>
<tr>
<td>10 Minutes-air</td>
<td>2</td>
</tr>
<tr>
<td>20 Minutes-air</td>
<td>100</td>
</tr>
<tr>
<td>MARINE CORPS</td>
<td></td>
</tr>
<tr>
<td>Live spots</td>
<td>81,450</td>
</tr>
<tr>
<td>15 Minutes</td>
<td>1,160</td>
</tr>
<tr>
<td>15 Minutes-live</td>
<td>110</td>
</tr>
<tr>
<td>U. S. CIVIL SERVICE</td>
<td>25,900</td>
</tr>
<tr>
<td>15 Minutes-live</td>
<td>45</td>
</tr>
</tbody>
</table>

Manpower

"You Can't Do Business with Hitler"—WPB

15 Minutes  | 2,780

Other Government Agencies

Live Spot | 43,970
3 Minutes-live | 1,000
5 Minutes  | 2,180
10 Minutes-live | 500
15 Minutes-late | 800
15 Minutes-air | 1,600
50 Minutes-live | 60
60 Minutes  | 60
65 Minutes  | 60
90 Minutes  | 10
120 Minutes | 10

Coordination of recruiting announcements for the Army, Navy, Marine Corps, Coast Guard and Civil Service through this office continues by request of these departments.

The Army Signal Corps and the Navy's Bureau of Navigation officially asked the NAB War Committee to institute technician training. Since then investigation showed that the armed services, broadcasting and industry had already absorbed all available radio-man-power, there was but one thing to do. That was to begin with "green" men and teach them the fundamentals of radio.

The course outline which is being followed throughout the United States was prepared by Dr. W. L. Everitt, professor of electrical engineering in charge of communications at Oberlin College, Oberlin; Richard H. Howe, assistant professor of physics, Denison University, and secretary-treasurer, The Ohio Section of the American Physical Society, Granville; Carl E. Howe, associate professor of physics, Oberlin College, Oberlin; Richard H. Howe, assistant professor of physics, Denison University, and secretary-treasurer, The Ohio Section of the American Physical Society, Granville; Carl Smith, Cleveland, chief engineer of radio stations WKN, WCLE and WHK; Lynne C. Smokey, director of engineering, National Association of Broadcasters, Two of the outstanding men, Dr. Everitt and Mr. Smokey, are now on full-time duty at the Signal Corps.

There are 20,000 radio technician training students enrolled in at least 764 classes set up in 48 states and Puerto Rico by approved engineering schools. Broadcasters discontinued recruiting on Feb. 19 upon notification that funds were exhausted.

Technical men from broadcast stations are sharing the teaching load that descended on the formal educators.

LEGAL

Russell P. Place, Counsel

OUTSTANDING among the problems dealt with by the NAB this past year were the bills introduced in Congress to amend the Communications Act of 1934 and the two attempts by the International Allied Printing Trades Council to saddle broadcasters with a discriminatory payroll taxes. Paramount importance to broadcasters were the successful fights waged by the NAB to secure nationwide daylight-saving time and to obtain the proper averaging basis for computing the Excess Profits Tax.

Still pending on the Congressional front is Executive Resolution 57 for adherence to the International Copyright Convention; although vigorously opposed by the NAB and all others interested in copyright, the State Department is persistently advocating adherence to the Convention and the problem is still before the industry.

Progress in negotiations with ASCAP resulted last fall in local station contracts immeasurably more advantageous to stations than those offered by ASCAP in the spring. A host of problems grew out of the national defense program and later the war effort. Highlighted among these were matters involving priorities, selective service and rationing of tires and gasoline.

The Code Committee has been faced with many vexing problems having to do with governmental public issues section of the Code, particularly with reference to the isolationist-interventionist debate that went on prior to Pearl Harbor. Subsequent to the declaration of war the Code Committee promptly tackled the question of the handling of war news. For the NAB Legal Department, as for broadcasters in general, the past year has been crowded with much that was not routine.

Notable in the field of litigation were the decisions of the United States Supreme Court, April 26, 1941, sustaining the anti-monopoly provisions of the so-called anti-ASCAP laws on the statute books of Florida, New Hampshire and Montana. The power of the FCC to issue subpoenas in an investigation seeking information applicable to the legislative standards set up in the Communications Act of 1934, Dec. 26, 1942, by the U. S. Court of Appeals for the District of Columbia in the Stahlman case. The court negated the Commission's authority, in the investigation, to summon to the hearing, the records, relevant or irrelevant, in the hope that something will turn up, or to invade the privacy protected by the Fourth Amendment. The court flatly stated that the Commission has no power to ban ownership of radio stations by newspapers as such.

On Feb. 20, 1942, the United States District Court for the Southern District of New York ruled against the networks in their suit against the Government. The decision was not on the merits of the case—the powers of the FCC—but on the question of the court's jurisdiction. The court, however, by a divided opinion, upheld the network regulations, and on March 9, CBS and NBC appealed to the U. S. Supreme Court. Argument of the cases began April 30, and on April 30, 1942, affirmed the power of the United States District Court of Appeals for the District of Columbia to stay orders of the FCC pending determination of the case from Commission orders. The question was raised on certification by a divided Court of Appeals for Scripps-Howard radio, Inc. In the case of WCOP, Inc., the Court of Appeals, on the basis of the Commission's denial of its petition to vacate an order granting, without hearing, Station WCOL a CP for change of frequency and increase of power.
America's second largest market

the standout station for low cost coverage

Covers more families at lower cost per thousand than any other major Chicago station, as proved by the impartial NBC all-county survey. Telephone or write today for the facts and figures of this revealing survey. Don't overlook the responsive audience of this

Basic Blue Network Station

50,000 WATTS ON A CLEAR CHANNEL—890 k. c.

WENR is represented nationally by these Blue Network Spot Sales Offices

New York  Chicago  San Francisco
THE NAB's FOUNDING FATHERS HAD THEIR TROUBLES, TOO

NINETEEN YEARS AGO these embattled broadcasters got together at the Drake Hotel in Chicago "to break the music monopoly of ASCAP." Out of that meeting on April 23, 1923, the NAB was born. To compete with ASCAP the stations organized a publishing concern called Associated Independent Music Publishers—the forerunner of BMI by 19 years. Annual conventions were broadcast by the stations, informing listeners of the opportunities for aspiring composers.

The telegrams on the desk are congratulatory wires from Chicago listeners and from station operators all over the country. The Chicago Tribune reported that "the broadcasters left the meeting humming new tunes and predicting that new music would soon be floating through the ether." However, the publishing concern folded within a few months for lack of funds.

JAMES L. FREE and Clifford L. Sleininger, account executives with National Radio Advertising Inc., have resigned to form Free & Sleininger Inc., radio station representatives, with headquarters at 180 N. Michigan Ave., Chicago.

T. F. JOYCE has been named advertising and sales promotion manager of RCA Radiotron and E. T. Cunningham Inc., succeeding J. W. McLean, Mr. Joyce formerly was with the Edison Lamp Works.

WALTER J. DARM, director of WMJ, Milwaukee, addressed the annual meeting of the Inland Daily Press Assn. in Chicago May 18 on the subject "What Newspapers Have to Gain From a Radio Tie-up."

NATIONALIZATION of Canada's broadcasting system, with the Government operating a series of basic high power and regional stations and private operators permitted to conduct low power stations, has been recommended to the Canadian Parliament by its radio committee following an exchange of notes with the U.S. regarding a new division of wavelengths.

REMOVAL of the Federal Radio Commission's offices from the National Press Bldg. to the Interior Department building has been ordered in line with the Administration's economy program.

ALEXANDER L. SHERWOOD, former newspaperman and member of the staff of KDKA, Pittsburgh, has been appointed general manager of KQV, Pittsburgh.

RUSS WINNIE, assistant station manager and chief announcer of WMJ, Milwaukee, has become the father of a boy.

It Happened
TEN YEARS AGO THIS MONTH

From the 1932 files of Broadcasting

APPORENTLY disgusted with the apathetic attitude of the average member of the ANFA toward his anti-radio crusade, Elsey Roberts, publisher of the St. Louis Star and a leader in several of the campaigns against radio within the ANFA, has declined reappointment as chairman of the Association's radio committee. His primary reason for refusing to serve further was stated as being that his views differ from those of the average ANFA member.

ALTHOUGH Cleveland newspapers have long had an agreement not to engage directly or indirectly in broadcasting, the Cleveland Plain Dealer on May 4 purchased an interest in WIK, Cleveland. Control remains with the Howlett brothers.

THE Elmia (N. Y.) Sun-Gazette, Gannett newspaper formerly anti-radio, has purchased WQGF, Glens Falls, N. Y., which has sided the Department of Commerce to change its call letters to WEBS.

APPROPRIATIONS of national advertisers for all newspaper space far exceeded that for broadcasting during 1931, according to W. E. Macfarlane of the Chicago Tribune, chairman of the committee in charge of the ANPA Bureau of Advertising, who reported the figures as follows: newspapers, $26,000,000; magazines, $167,000,000; broadcasting, $38,000,000; outdoor, $50,000,000; car cards, $4,500,000. The radio figures do not include spot broadcasting.

VOLUNTARY assignment of KPO, San Francisco, from Hall Bros. Stores Inc. and the Chronicle Publishing Co. to NBC, was requested at a hearing before the Radio Commission May 20. The sale price was set at $600,000.

FULLTIME on the 970 kc. frequency, which otherwise is the clear channel assigned to KJU, Seattle, was granted to WCFL, of the Chicago Federation of Labor, in a May 21 decision of the Radio Commission. WCFL also was given a power boost from 1500 to 5000 watts.

DISCONTINUANCE of the NBC synchronization experiments during regular program hours, conducted since March, 1931, was ordered May 27 by the Radio Commission, effective June 15. Under the decision, WTIC, Hartford, and WHAL, Baltimore, which have been operating fulltime through their alternative day synchronization with WEAP and WJZ, New York Keys of NBC, are ordered back to time-sharing on their 1060 kc. clear channel.

DR. ALFRED N. GOLDSMITH, vice-president and general engineer of RCA, in an article in Broadcasting, described the reactions of Mr. Average Listener when he suddenly finds that the powers of all stations have been increased tenfold by a benevolent magician. Static is considerably reduced, and distant stations come in more clearly though there is no reduction in distant best notes or interference, he states.

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Aircraft Actors

Curtiss-Wright Workers

Recruiting its talent from the Joe Smiths and Mary Browns whose part in the fight for freedom is that seemingly unimportant task of punching holes in aluminum sheets at an aircraft plant, WHKC, Columbus, O., each week presents the dramatic series, Conquerors of the Clouds.

Programs are re-enactments of developments in Allied fronts during the past week as well as news of the latest developments in all plane factories and anecdotes about Allied flyers. Actors in the series are non-professional, being drawn from the ranks of employees at the local plant of the Curtiss-Wright Corp. These workers handle the entire show with John Moses, WHKC production manager, producing the broadcasts.

Curtiss-Wright and WHKC officials are agreed that the series has been doing a commendable morale job among the defense workers and it also provides the men who are behind our fighting men with their first hand information on the accomplishments of the war machines that they have been producing night and day, seven days a week.

KLO, Ogden, Utah, on Sept. 1, will become a full-time Mutual affiliate when it discontinues its affiliation with the Blue. The station operates with 5,000 watts day fulltime on 1430 kc.
Measuring radio station superiority in a given market requires analysis of many interlocking factors ... programming, volume of business, network affiliation, service to listeners, program and station promotion, and so on.

And of primary importance, of course, is the matter of audience.

A comprehensive evaluation of Kansas City radio stations shows KMBC in first place by nine different standards of measure. One of the facts revealed is that KMBC leads in Kansas City audience more often than any other station.

Much of the credit for this leadership must go to these nine KMBC personalities who have earned such tremendous Midwestern followings . . . these and a score of other stars who, backed by a brilliant CBS schedule, have put KMBC squarely on top in popularity.

Their rich and ready-to-buy audiences can be wrapped up and delivered to you whenever you say the word.
Archibald MacLeish

(Continued from page 78)

zer Prize. It was a long poem, the story of Cortez in Mexico, written after MacLeish had travelled in the mines in Mexico for some time in the early spring of 1929.

"I am not sure what an authentic poet is," said Carl Sandburg, "but I know Archibald MacLeish is one."

As a member of the editorial staff of Fortune from 1930 until a few years ago, his articles on Latin American countries were recognized as classics—straightforward, factual, beautifully written. And when the Japanese struck at Pearl Harbor, the brilliant Japan issue of Fortune, edited by MacLeish, was the most realistic single sourcebook for facts and figures on our Oriental enemy.

And Were They Shocked?

In 1939 President Roosevelt appointed him Librarian of Congress. Immediately a storm rose among professional librarians—the plum of the profession handed to a rank outsider! But storms die down, and this one quickly disappeared. His predecessor, the venerable Dr. Herbert Putnam, sealed his blessing on Archibald MacLeish:

"There is first the Scot in him—shrewd, austere, exacting, but humorous. There is the poet in him—whose stuff is not made of mere dreams but of realities... Then the humanist, keenly sympathetic to all that calls for social sympathy. The lawyer—trained to analysis through determination of exact issues. The soldier—pledged to duty under discipline. The athlete—pledged to fair play. And, finally, there's the orator—capable of vivid and forceful speech."

One of MacLeish's innovations at the Library was a radio project recognized for its effectiveness. He believes that one of the Library's functions is to bring knowledge to the people, and he knows the gigantic influence of radio in this field.

Today, as head of OFF, MacLeish uses all his vision and imagination, all his drive and enthusiasm, for the huge new job thrust on him by the war. You set aside your picture of the long-haired poet when you meet him. His eyes may be dreamy, but he can be tough—he can get mad and cuss with a flow of language beautiful to follow. He is practical, and unlike most lawyers he is a good witness at the never-ending hearing in which Washington revels. His staff respect him and like him, but complain sometimes because he has not learned how to delegate authority.

MacLeish has never gotten over the fact that he is a writer, even though his creative output has dwindled since 1939. He molls over each line of copy turned out at OFF, and he will worry a comma until its edges are frayed.

He Talks Shop

He is one of the few top Government officials whose speeches are not ghost-written. He tried that once, and lost many hours of sleep before he finally decided to write his own script anyway. His speeches are forthright and moving, and his voice carries the lyrical intensity of his convictions.

The MacLeishes have three children, Kenneth, 25; Mary Hillard, 19; Peter, 13. They live in George town, Washington residential neighborhood.

Of his own job, Archibald MacLeish says:

"In the battle for American opinion, it is the American people, and not their government, who alone can win the fight. The government of a dictatorship will tell its people what to think and will employ every means at its disposal to prevent their thinking thoughts it does not like.

"But it is principally for that reason that free men hate dictatorship. The government of a democracy, by virtue of its existence as a democratic government, has a very different function in relation to the making of opinion. Its function is to see to it that the people have the necessary facts on which opinions can be formed.

"The duty of government... remains: To see to it that the people have the necessary facts before them—the facts about the war itself, about the enemy, his purposes, the consequences of defeat; facts about the facts—a method of clearly and particularly the enemy's disguised and hidden methods in propaganda and deceit and espionage; facts about the plans and purposes of the people's government in its prosecution of the war, in so far as its plans and purposes can be divulged—particularly the government's plans which call for participation or for self-denial."

SU it of $50,000 for alleged piracy filed several months ago in Los Angeles Superior Court against Charles Correll and Freeman Gosden, known on the radio as Amos 'n' Andy, has been dropped. Comedians were sued for asserted plagiarism by Basil Travenkiff, Hollywood writer.

In Southern California...

A big, concentrated selling job at surprisingly low rates

Affiliated in management with WJR, Detroit, WGAR, Cleveland.

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.
Merchandising & Promotion

Maudie's Pix—Music Books—P&G Contests

NBC Discs—Centennial Salute

WITH FULL expectations of a record 75,000 total, Continental Baking Co. has already received 65,000 requests for a postcard size picture of the cast of Maudie’s Diary, weekly CBS program promoting Wonder Bread. The offer was made on the April 16 broadcast of the show by Mary Martin, who takes the part of “Maudie.” The first week alone brought in 50,000 answers to the one-time 30-second announcement. Promoter is Ted Bates Inc., New York.

All for Opera

MUSIC and radio editors in the area covered by WOR, New York, have received a press book promoting the First American Opera Festival launched last week by WOR on MBS. The book contains a sheaf of news stories, short features, biographies of composers synopses of the operas, mats and photos, and is bound with an old American theatrical print cover. WOR listeners may obtain a four-page illustrated program booklet with notes on the operas and articles, for a three-cent stamp to cover mailing costs.

P & G Contests

SIX WEEKLY CONTESTS, awarding a total of $5,000 in war bonds to the winners, will be promoted May 23 to June 28 by Procter & Gamble Co., Cincinnati, on three of its radio shows for P & G White Naphtha soap and Ivory Flakes. Programs include Right to Happiness and Pepper Young’s Families on NBC, and Vic & Sade, heard via transcription on three Southern stations. Agency in charge is Compton Adv., New York.

Discs to Heroes’ Families

TO FAMILIES of three American war heroes cited for bravery by President Roosevelt in his Fireside Chat, April 26, NBC has sent recordings of the address mentioning their kin. In telegrams advising relatives of the gift, Frank E. Mullen, NBC vice-president and general manager, said that the recordings were being sent in order that the President’s remarks “may always live with you.”

Lobby Display

WCAE, Pittsburgh, has arranged a tieup with a local Warner Bros. theatre for a lobby display promoting its new afternoon show, The Tune Factory. In conjunction with the display WCAE offers 25 pairs of theatre tickets for best letters answering the question “Why I like the Tune Factory?” Theatre receives plugs on programs.

Victory in the Homes

OFFER of defense stamps for the two best letters written each day by First-Armies women, on what they are doing in their homes to promote victory is made by Marian Sexton, Women’s program commentator of WTAD, Quincy, Ill.

NEW SPONSORS

CFOS Signs Men’s Club
For Newscast Series

“TRYING TO LICK the dropping of revenue due to wartime curtailments by creating new sponsors,” CFOS, Owen Sound, Ont., has signed up a young men’s service club, Owen Sound Kinsmen, as sponsors of an evening newscast, six-times weekly for six months. Ralph Snellgrove, CFOS manager, said that members of the club were convinced that sponsoring the feature would bring home forcibly the work done by the club “which would undoubtedly increase their prestige in the city.” The program also promotes club events such as bigos, music recitals and the club’s “milk For Britain” fund.

BROCHURES

BLUE: Map showing coincidence of location of BLUE stations and of their subscription areas which may be obtained by writing to the accompanying memo, 86,000,000 people live.

ARIZONA NETWORK — Broadside giving area and power of KOL, Oneida, KPHU, Bisbee-Lowell, and KRUC, Tucson.
LaGuardia Errors Recited by WCCO

Mayor LaGuardia was in error on two counts in his fight before the FCC April 29 for full-time operation of WNYC, New York, municipal station, as was charged by Earl H. Gammons, manager of WCCO, Minneapolis, dominant station on the 830 kc. clear channel on which WNYC seeks operation after 11 p.m. New York time [Broadcasting, May 4].

Mr. Gammons attacked the Mayor's statement that "there are too many stations of CBS (WCCO owner) in the Minnesota area to be wholesome" by pointing out that CBS has two stations in the State--WCCO and KDL, Duluth, which has limited local coverage.

Second Error

"The Mayor," Mr. Gammons said, "made his second error in proclaiming that his is a public owned station operated only for public service compared with WCCO being a private enterprise. The mayor," Mr. Gammons contended, "knows that both WNYC and WCCO are licensed equally in the public interest, convenience and necessity and must operate wholly on that basis."

Reiterating the statement of Duke M. Patrick, CBS counsel who testified at the hearing in behalf of WCCO, that the Mayor should "seek use of a New York station frequency and keep the issue there" Mr. Gammons said that "when it is considered that WNYC has at no time been licensed to operate after sundown on the WCCO frequency and that it once had the fulltime frequency it gave away to WMCA in New York, I am sure New Yorkers will wonder why their Mayor doesn't apply to the FCC for assignment of one of the many existing fulltime wavelengths now allotted to privately operated stations in this area."

New Wine Series


SLICING VICTORY CAKE presented to him as a parting shot, Phil Becker, chief announcer at WTIC, Hartford, is distributing portions of cake baked by Nan Clarke, women's program conductor. At the parting were (1 to r): Ben Hawthorne, Bob Tyrol, Carl Noyes, Mr. Becker, Fred Edwards, Miss Clarke, Thomas C. McCray, program manager, and Wesley Griswold. Party was given before his induction.

Borden Serial on WOR

RETURNING to MBS on a local sponsorship basis, Bulldog Drummond starts on WOR, New York, May 25, sponsored by the Pioneer Ice Cream Division of the Borden Co., New York (Horton's Ice Cream), and will be heard Monday, 8:30-9 p.m. The show went off MBS March 22 with the completion of a series sponsored by Howard Clothes, Brooklyn (men's clothes) on 8 MBS outlets. Program is controlled and sold on a cooperating basis by Redfield-Johnstone, New York. Young & Rubicam, New York, is agency for Horton's.

Night Baseball Future To Rest on Army Test

Future of night baseball broadcasts in Philadelphia will depend on a test to be made by Army officials May 22 when the first arc-light game of the season will be played by the Phils and the Boston Braves. Both the Athletics and Phils games are keyed by WIBG, Glenville, Pa., for a regional 11 station network in the area, sponsored by General Mills and Atlantic Refining Co.

"If the reflection of the Shibe Park lights can be seen down the bay [Delaware River bay]," said Lt. Col. James F. Wharton, "it will mean that no other night games will be permitted in Philadelphia during the war. However, if the lights cannot be seen in the coastal dim-out region, the night games will be permitted as scheduled." The test was decided upon after dim-out regulations were adopted in New York, which may prevent any night games there.

Falvey Stricken

J. D. (Jack) Falvey, owner and manager of KBIZ, Ootumwa, Ia., was stricken with a heart attack during a recent broadcast and is expected to be inactive for the next eight months, according to his doctors. After three weeks in the hospital, he has been removed to his home awaiting doctor's order for a prolonged rest period. In his absence from KBIZ, Em Owen, commercial manager, will act as general manager.
WELCOME NAB!
We'll all be at home.
Drop in and see us... for sure!!
VERNON H. Pribble, Manager
WTAM
NBC BUILDING·CLEVELAND

WTAM
Covington, Va., Local Purchased for $15,000
SALE of WJMA, Covington, Va., to Earl M. Key, an electrical contractor and appliance dealer, for $15,000 was approved last Tuesday by the FCC. Selling are John Arrington, general manager of the station, and his wife, Marcie. WJMA operates on 1340 kc. with 260 watts and is less than a year old, having been granted by the FCC on April 22, 1941. The station was constructed in record-breaking time going on a month later.

The Arringtons were formerly operators of WCHV, Charlestonville, Va. Mr. Arrington at one time was general manager of WGOV, Valdosta, Ga., and from 1935 to 1939 was with WIOD, Miami.

TO SPUR delinquent tax payments to the State, the Colorado Dept. of Revenue is sponsoring a series of announcements on KOA, Denver.

**12 good reasons why you should use WQXR...**

1. **MARTINSONS COFFEE**
   - 292 weeks on WQXR
2. **VENIDA TISSUES**
   - 290 weeks on WQXR
3. **STROMBERG-CARLSON RADIOS**
   - 143 weeks on WQXR
4. **G & D WINES AND VERMOUTH**
   - 137 weeks on WQXR
5. **WILLIAMS SHAVING PREPARATIONS**
   - 112 weeks on WQXR
6. **BOTANY WORSTED MILLS**
   - 112 weeks on WQXR
7. **FELS NAPTHA SOAP**
   - 105 weeks on WQXR
8. **GENERAL FOODS CORP**
   - 88 weeks on WQXR
9. **SCHAFFT'S RESTAURANTS**
   - 74 weeks on WQXR
10. **GULDEN'S MUSTARD**
    - 66 weeks on WQXR
11. **JERGENS-WOODBURY BEAUTY AIDS**
    - 62 weeks on WQXR
12. **WELCH'S GRAPE JUICE**
    - 41 weeks on WQXR

Other Clients
- New Using WQXR:
  - PEPSI-COLA
  - RUPPER BEER
  - VICTOR RECORDS
  - KREED MILL
  - DUNHILL CIGARETTES
  - BEECHNUT CHEWING GUM

**SUMMER TRAINING IN RADIO PLANNED**

COOPERATING with Northwestern U, Evanston, Ill., NBC-Chicago will provide instructors and use its facilities for the university's Summer Radio Institute, an intensive eight-week course to train radio personnel to replace those called for military and civilian war duty.

Employees of stations or networks and selected students from high schools and colleges will be eligible for enrollment which closes June 1, according to Hub Crever, director of the institute. Classes start June 22 and include radio writing, acting, production, direction, administration, and public service program planning and production. Lectures will be held on the Northwestern campus, and studio work will be in NBC-Chicago studios.

Instructors will be: Public service programs, Judith Waller, public service program director of NBC-Chicago; Walter Hite, former NBC radio writer; radio director of the university; radio production, Wynn Wright, producer-director of NBC; announcing, Charles C. Urquhart, assistant production manager; acting, Martin Magnani, production staff of NBC; writing, Albert Crews, director of the university Radio Play Shop. Class work will be supplemented with special lectures by other prominent men and women in radio.

**NYU Workshop**

SUMMER RADIO WORKSHOP of New York U will offer six weeks of intensive training in broadcasting techniques for its ninth season, starting July 6. In addition to regular courses in radio writing and producing, the workshop's program will include a series of lectures on radio in wartime. Members of the teaching staff include: Earl Lewis McGill, CBS casting director; Luella Hoskins, instructor in radio at NYU and former member of the Radio Council of the Chicago Public Schools; Rudolph R. Schramm, formerly assistant director of the radio division of the U. S. Office of Education; A. Murray Dyer, CBS staff writer; Charles Jackson, freelance script writer and former member of the radio staff of the OPP.

**Receivers in Canada**

WHEN PRESENT supplies of prefabricated parts for radio receivers are used up by radio manufacturers in Canada, the production of household radios will be stopped for the duration, Alan H. Williamson, Controller of Supplies in the Department of Munitions & Supply, announced in Ottawa last week. He anticipates that present supplies will be used up before the end of 1942.

**Red Cross-MBS Voices**

AMERICAN RED CROSS, as official liaison agent between troops and their families, will cooperate in a project initiated by MBS a month ago to bring recordings of the voices of American soldiers in Australia to the men's families at home. Mutual broadcasts messages from servicemen in Australia five times weekly, and many affiliates carrying the program have been sending recordings of "local boys" voices to the men's relatives. The actual presentation of the gifts will now be made by the Red Cross.
We meet for the twentieth time . . . a great industry in annual convention.

When last we met there were many issues. ASCAP, Newspaper Ownership, Musicians, Monopoly . . . each occupied an important place on the agenda.

The year gone by has erased some of these issues, introduced others. It is hard to forget them.

Today it is our duty, in the midst of our lesser problems, to remember the one big issue. Nothing that we say or do must impede it.

That issue is VICTORY.
Colgate Names Esty

Co., Jersey City, has named Wm. Esty & Co., New York, an agency for Super Suds, currently promoted on the NBC five times weekly serial "Bess Johnson." New plans announced as yet. The shift of Super Suds from Sherman & Marquette, Chicago, was announced by Robert E. Lusk, CPP vice-president, who stated that S & M would continue to handle the Colgate products, including Colgate Tooth Powder, Halo shampoo, Colgate shaving cream, Cashmere Bouquet soap and toilet preparations.

SIX FINALISTS of the National Extempore-Discussion Contest, sponsored by the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee), will speak on the May 14th American's Town Meeting of the Air on 129 stations of the BLUE. Subject will be "How Can the Americas Best Safeguard Their Future?" and will be divided into six related subjects concerning South America.

REV. FULLER’S PRAISE

Cleric Lauds MB5, Sharply
Hits Other Nets

RADIO WAS BOTH praised and attacked by Rev. Charles E. Fuller, Los Angeles radio preacher, at two revival meetings held May 3 at the Philadelphia Convention Hall by the Christ for Philadelphia Committee. "Of the three national networks," said the radio evangelist to the crowd of 12,000 attending the two meetings, "there is only one that will accept any religious program. Thank God for Mutual!" Rev. Fuller conducts, it was stated, the Old-Fashioned Revival Hour over 406 stations in the Midwest and West, and charged that a coast-to-coast national network was refused him by both BNC and the Blue Network. "There are thousands who would never think of darkening the door of a church, but will sit at home and listen by the hour to religious programs," he said.

KTTS GOES ON AIR

IN SPRINGFIELD, MO.

KTTS, third station in Springfield, Mo., was scheduled to begin operation last week with G. Pearson Ward, minority stockholder and local business man, as general manager. KTTS was granted last Sept. 9 to Independent Broadcasting Co., for 250 watts on 1400 kc. [BROADCASTING, Sept. 15, 1941]. President and 50% stockholder is J. H. G. Cooper, local plumbing and heating equipment wholesaler. Other principals are Irving H. Schwab, attorney, vice-president, and 18% stockholder, and seven minor stockholders.

Mr. Ward, who in the pioneer days of radio was manager of the old WAI from 1922 to 1926 and owner-operator of KFUV in 1926-27, announced that J. L. Guyant, formerly of a local piano company, has been named commercial manager. Other staff selections include Elda Oswald, previously of KWOS, Jefferson City, Mo., program and promotional director; Frank Barker, new to radio, technician; Carl Warren, formerly of KDKA, Ada, Okla., technician; William Curry, new to radio, technician.

KTTS is housed in the Chamber of Commerce Bldg. where complete RCA equipment has been installed. Tower is a 150-foot Blaw-Knox, atop the building. INS news service and World transcription library are being used.

Back From Sweden

STORIES of sagging Nazi morale are just "storybook tales," according to Mrs. Josephine Anderson (Jo Denman), NBC correspondent in Stockholm, who returned to this country recently with her two-year-old daughter. Belief of diplomats in Sweden, one of the few remaining neutral countries and an excellent "listening post", is, that only a decisive military setback can crack Nazi morale, she said. "Sweden is talking every means to remain neutral," she said, "until the world is prepared to fight back," she added. "Nazi Germany's war machine, whether Axis or Allied," Mrs. Anderson believes the sympathies of its people are with the United Nations. Mrs. Anderson and her daughter will visit relatives in Santa Barbara, Cal. Her husband, Paul Anderson, remains in Stockholm as NBC correspondent.

Dickson Interned

JOHN PAUL DICKSON, former Mutual correspondent in Berlin, who was unable to leave Germany after war was declared, is interned there by the Nazis. According to reports from the International Red Cross committee in Geneva, which stated Dickson is interned in Bad Nauheim with the diplomatic corps.

Shell Cancels in East

SHELL OIL Co., New York, last week announced it is cancelling its spring schedule of spot announcements on stations in the eastern states, probably because of Government gas rationing plans. The one-minute transcriptions will continue in other parts of the country for the present. The total list of stations used was not revealed by J. Walter Thompson Co., New York.
KGW and KEX are meeting the challenge of the times alertly and aggressively. During the spring and summer the stations are conducting an intensive promotion and publicity campaign using virtually all available advertising media and making contact with the public in hundreds of different ways.

New public service programs have been launched in keeping with present conditions. For instance, KGW is now on a 24-hour schedule, serving shipyard workers and others on the “swing” shift. New personalities have been added, such as James Abbe, nationally-known writer and commentator on foreign affairs; Jim Nolan, heard each Sunday night on the entire western portion of the BLUE network; the Smith Sisters, vocal trio; and the service-men’s “Sweetheart”, Patsy Bauman.

All this adds up to one thing—KGW and KEX deliver greater value to the advertiser than ever before. We suggest that you get in touch soon with our national representatives.
Coast Agency Splits

GERTH-KNOLLIN Adv. Agency, San Francisco, has been split into two separate agencies, according to an announcement in San Francisco by the former partners, Edwin P. Gerth and James C. Knollin. Each will operate a separate organization—the Knollin Adv. Agency and the Gerth-Pacific Adv. Agency. Both firms will continue at the same addresses—68 Post Street, San Francisco, and 1709 W. Eighth St., Los Angeles. Los Angeles appointments are Herbert O. Nelson and Charles Bowes, respectively.

FULTON LEWIS Jr. 
HAS A LARGER NUMBER OF SPONSORS THAN ANY OTHER RADIO PERSONALITY

Satisfied Advertisers Throughout America sponsor FULTON LEWIS Jr.

WRRK Roger Jewelry Company
WCAA P. Lorillard Company
WCOS Concrete Construction & Supply Company
WCRO Roger Jewelry Company
WDSM Snyder Drug Store
VENY Reminding Radio Company
WFIR Studelber Motor Company
WGH Globe Brewing Company
WBGI William Simon Brewing Co.
WGRC Kentucky Home Mutual Life Insurance Company
WHEC Congress Cigar Company
WHMH P. Lorillard Company
WJJE Casley Baking Company
WJHP The Texas Company
WJZM Dunlop Milling Company
WJZD Continental Baking Company
WLVA J. R. Miller & Company
WMNH New Bedford Advertising Corp.
WMBJ Julius Goldstein & Son, Inc.
WMPS Tennessee Brewing Company
WHOQ Chattanooga Medicine Co.
WMAI Mason Gas Company

WBBM Rogers Jewelry Company
WCRS Concrete Construction & Supply Company
WCOU Roger Jewelry Company
WDSM Snyder Drug Store
VENY Reminding Radio Company
WFIR Studelber Motor Company
WGH Globe Brewing Company
WBGI William Simon Brewing Co.
WGRC Kentucky Home Mutual Life Insurance Company
WHEC Congress Cigar Company
WHMH P. Lorillard Company
WJJE Casley Baking Company
WJHP The Texas Company
WJZM Dunlop Milling Company
WJZD Continental Baking Company
WLVA J. R. Miller & Company
WMNH New Bedford Advertising Corp.
WMBJ Julius Goldstein & Son, Inc.
WMPS Tennessee Brewing Company
WHOQ Chattanooga Medicine Co.
WMAI Mason Gas Company

CHA RLES W. RICE Jr., formerly associate account executive with J. M. Merment, has been named advertising manager of American Viscose Corp., New York. While with Merment, he handled trade and consumer advertising for American Viscose, Inc., Rice was previously with B/D/R, New York, and prior to that was with General Electric Co.

JOHN CLAYTON, space and time-buyer of Weiss & Seller, Chicago, is on leave for military service in the Army Air Force intelligence division, Minneapolis. Block, production manager, and Mrs. Clayton, new to the agency, have taken over his duties.

JAMES A. MCADDEN, New York vice-president of McKee & Albright, was in Hollywood during early May to consult with Dick Mack, West Coast manager, on summer plans for the Rudy Vallee Show, sponsored by National Dairy Products Corp. on the Blue.

GEORGE STELLMAN, formerly continuing editor of WBBM, Chicago, has joined Blitchet-Smarr-Hummett, Chicago, as continuing assistant to Max Wylie, radio director, Ward Callie, script writer of WBBM, succeeds him as continuing editor.

MORGIE INTERNATIONAL, New York, has moved in to additional offices adjoining its quarters at 222 East 42d St.

WARREN R. LIGHTFOOT, New York advertising firm, has moved from 30 Rockefeller Plaza to larger offices at 1 East 54th St.; phone, Plaza 3-5021.

S. F. PRESTON, vice-president of John Falkner Arndt Agency, Philadelphia, has returned from a trip to the West. He is in talks with new connections in connection with the advertising campaign to be launched shortly for the American Hotels Assn.

WILLIAM H. RANKIN Co., New York, has moved to 101 West 55th St., from 9 Rockefeller Plaza. Tel. number is Circle 7-4014.

JOHN J. HAGAN, formerly director of media of Brown & Thomas Adv. Co., New York, has joined J. B. Chevalier, Chester & Dillingham, New York, in a similar capacity. At one time in the same business in California, Mr. Hagan was previously with White, Lowell & Owen, New York.

HENRY BELLEVILLE, formerly a music director with the defunct Phila. Delphia Evening Public Ledger, has joined the publicity department of N. W. Ayer & Son, Philadelphia.

WALKER SAUSSY-ADV., New Orleans, has announced opening of new offices at 318 Carondelet St. Telephone remains Magnolia 3218.

WEISS & GELLER, New York, has returned to its former Fifth Ave. address; phone Madison Ave.; telephone, Plaza 3-4070.

LEO NEJELSKY, New York and Chicago advertising executive, debuted as a radio playwright last week when the Theater Players presented his Going Home.

E. N. AXTELL, assistant for the past year to Freeman Keyes, president of Russell M. Seeds Co., Chicago, has been recalled to active duty in the Army as an instructor of military science in Chicago high schools.

CLAUDINE FRENCH, formerly producer and woman's editor of the Texas State Network, and more recently vice-president in Dallas with the ratio for Granat Adv., Dallas, has joined the radio department of Hillman-Shine-Trevor, Los Angeles.

M. H. KELSO Co., Los Angeles agency, has been organized with offices at 3445 W. Adams Blvd. in Federal 3557. Charles E. Jones, formerly in the advertising department of Standard Oil Co., Southern California, is manager. Virginia Marie Cooke is radio director. She will work with Walter K. Neill Inc., Los Angeles agency, recently disbanded. New firm has been appointed to service the account of Nestle Fruit Products, Los Angeles (beverages), with an extensive summer radio campaign planned.

WALTER K. NEILL Inc., Los Angeles agency, has been discontinued for the duration. Mr. Neill is now engaged in war work in Washington.

Morgan Agency Leaves Blue Program of WPB

WITHDRAWAL of Raymond E. Morgan Co., Hollywood agency, from production of the weekly half-hour War Production Board radio program, Three Thirsts of a Nation, on HPN stations was announced May 2 by Raymond Morgan, head of the firm. A disagreement regarding matters of policy in connection with the show was responsible for the decision, he stated. Raymond E. Morgan Co. has been in charge of WPB radio on the West Coast, and whether it will continue to handle production of transport and other programs was not revealed.

Designed to acquaint the public with the war potential of their daily sacrifices, the dramatic series was inaugurated April 22. William N. Robinson, former WPB consultant, and formerly New York radio director of Lennen & Mitchell, produced the two initial broadcasts. John Nelson, radio director and producer of Raymond E. Morgan Co., was to have produced balance of the series. While reported in the production setup, Sam Pierce, formerly Hollywood manager for Lennen & Mitchell, is now producing. Dorothea J. Lewis of the WPB radio section is script writer; Leith Stevenson, producer, who cast supplied through the Hollywood Victory Committee.

Wartime Ads Urged

RESOLUTION urging advertisers to continue to use the war-time advertising schedules during wartime was presented May 1 to the New York Federation of Broadcasters Clubs by Mrs. Joseph E. Goodbar, chairman of the club's radio committee. Stating that any material interruption of normal advertising will have a "detrimental effect on the morale of the home," the resolution pointed out that "women determine the selection of purchases which include more than 80% of the merchandise customarily bought" and added that the fact that business activities should "be preserved for the good of defense activities, and positive steps held ready for our war workers when war is ended."

Cone to Chicago

FAIRFAX M. CONE, vice-president and copy chief of the entire Lord & Thomas organization, moved May 6 from New York to the Chicago office, and has added to his duties some activities of R. F. Faryon, formerly executive vice-president, who resigned (BROADCASTING, April 13) to become general manager and vice-president of Quaker Oats Co., Canada.
WORLD'S LARGEST MANUFACTURERS OF

SOUND RECORDING EQUIPMENT and DISCS

PRESTO RECORDING CORPORATION

242 West 55th Street
New York, N.Y., U.S.A.

PRESTO EXHIBIT
ROOMS 543-5
HOTEL STATLER
N.A.B. CONVENTION
Benefit Dinner
UNDER sponsorship of the Radio, Film, Theatre and Arts Division of Russian War Relief, a dinner will be held May 18 at the Waldorf-Astoria Hotel, New York, to announce plans for increased participation by the entertainment and allied industries in the work of the relief organization to raise $5,000,000 during 1942. Co-chairman of the Radio Division is Thomas F. Harrington, vice-president and radio director of Young & Rubicam, New York, while included on the list of vice-chairmen are such radio executives and talent as James Rowland Angell, NBC; Norman Corwin, CBS; Andre Kostelanetz, orchestra conductor; Oscar Levant, composer-pianist; Harold L. McClinton, N. W. Ayer & Son, and Theodore C. Streibert, general manager of WOR, New York.

Radio Committee Named For Navy Relief Drive
FORMATION of a committee representing the radio systems to aid in the nationwide campaign of the National Citizens Committee to raise $5,000,000 for the Navy Relief Society was announced last week by Clarence Dillon, national chairman. Similar committees for outdoor advertising and transportation groups were also established. The radio system committee comprises: Alfred J. McCosker, MBS and WOR; Clair R. McCullough, WGAL and Mason-Dixon Gang; Neville Miller, NAB; William S. Paley, CBS; John Shepard 3d, Yankee Network; Niles Tramell, NBC; Mark J. Woods, BLUE.

Canada Charity Appeals Subject to Registration
APPEALS for subscriptions and donations of all kinds, except for recognized war charities, must in future be first approved by the Canadian Broadcasting Corp., according to a new ruling which goes into effect May 15. A circular to this effect has been sent out from Toronto by J. R. Radford, CBC supervisor of station relations. The new regulation will be through an appeal committees, except that the Canada War Charities Act, 1939 or a joint appeal on behalf of two or more charities made with the approval of the municipality or other local authority in which the appeal is made.

CIAA's Coast Offices
JACK RUNYON, formerly radio director of Ted Bates Inc., New York, and recently appointed to the radio division of the Committee on Inter-American Affairs, is in Hollywood establishing West Coast offices. His duties will include clearance of talent and direction of programs for shortwave to Latin-American countries. He will also work on the division's radio programs in this country and will be associated with David Hopkins of the Motion Picture Society for the Americas.

CHOV, new station at Pembroke, Ont., has appointed Joseph McGinty as exclusive national representative in the United States.

Meet the LADIES

VIRGINIA LAWSON SKINNER
FORMER assistant director of the consumer division of the Women's Home Companion, Virginia Lawson Skinner, is now a member of the staff of WTRY, Troy, N. Y., conducting a daily food program for the Schaffer Stores Inc., of Schenectady.

One of her pleasant recollections is that of knowing General Douglas MacArthur while her army family was stationed in the Philippines. MacArthur playing tennis with some of his junior officers. Completely unstrained by the exertion as they sweated and puffed, MacArthur could always blast the ball all over the court with a skill that even a Don Budge or Fred Perry would admire.

Using the nom de Jean Lawrence, Mrs. Skinner is devoting her radio program to food as a weapon in the war. In addition to the daily broadcast, she has a well-filled engagement book of appearances as speaker before women's clubs and other groups.

21 From Staff of WGN Now in Armed Services
WGN, Chicago, reports 21 men now in the armed forces. They are:


Air Force: Lt. William C. Hodapp, Randolph Field; Larry Smith, Victory Field, Yenon, Tex.

Coast Guard: Lt. Blair Walliser, public relations, Chicago; Edward P. Rowe, New York.


FREE & PETERS, Inc., National Representatives
Page 98 • May 11, 1942
...for all
ASCAP-Licensed Radio Stations
at no cost to you

As an added service to your advertisers and a source of additional music profits to your station, ASCAP announces the creation of a Radio Program Service. For more than a year, now, ASCAP has studied successful methods of merchandising with music. Today, we are able to offer, without cost to you, an expertly written, carefully tested series of weekly half-hour programs.

They are adapted for either live or recorded music, quickly available from your own library. No mention of the Society is included and no songs "plugged."

Three different series have been prepared to prevent duplication.

Special seasonal and holiday scripts keep these programs timely and effective.

Simple and inexpensive in production, adaptable for either a single advertiser or participating sponsorship. Tested types of commercials for many kinds of businesses are included in the service. Your scripts will reach you thirteen weeks in advance ... complete with suggested music, dialogue, careful timing and ready to sell.

Your ASCAP license entitles you to this service ... and others being built at the moment ... without cost.

Write us now so you will receive the entire series ... and start changing music costs into music profits.

ASCAP RADIO PROGRAM SERVICE
30 Rockefeller Plaza, New York City
Fibber Holds Lead In Winter Audience
But Barely Noses Out Benny And McCarthy, Says CAB

PRESIDENT ROOSEVELT's speech of April 28, reporting on America's wartime economy, was heard by 69.5% of the radio set owners interviewed in the third Cooperative Analysis of Broadcasting, according to its April ratings. This audience was the fourth largest to hear the address, and was much more than double the average peacetime group listening to the Chief Executive, the CAB stated.

Presidential addresses which scored highest in April were the December 9, 1941, and Feb. 23, 1942, both scoring 83% of the set-owners interviewed. The Greer incident speech of last September was rated at 72.5 and was the only pre-war address to score a rating comparable with those since Dec. 7.

Three-Way Tie

According to the CAB April report, Fibber McGee & Molly rated a seasonal average of 36.5, although a margin of .5% between the winners and the next two shows brought the 1941-42 winter season to an end in a "virtual three-way tie", according to A. W. Lehman, manager of the CAB. Next two shows are Charlie McCarthy with an average score of 36.4, while Jack Benny ended the season with a 36.2 average.

In winning top honors, even by such a narrow edge, the Fibber McGee program was credited for the first time with being a winter season's leader, and the "tie" of the three atop shows are Charlie McCarthy with an average score of 36.4, while Jack Benny ended the season with a 36.2 average.

Fibber McGee also attained first place for the month of April with a 35.5 CAB rating; McCarthy was second with 31.6. and Benny was third with 34.8.

The top ten programs for the winter season, as checked by the CAB and recorded in monthly reports, include in addition to the three leaders, The Aldrich Family, Lux Radio Theatre, Bob Hope, Maxwell House Coffee Time, Kraft Music Hall, Kate Smith Hour, and Walter Winchell's Jergens Journal.

Rainer on Coast

RAINEER BREWING Co. San Francisco, on April 25 started sponsoring the Saturday and Sunday night coast Pacific Football League games over KYA, the city. Contract is for 20 weeks. Firm also sponsors a thrice-weekly 10-minute newcast. In addition, Rainer has panned its spot announcement schedule, utilizing six per week on each of 18 Western stations. List includes KOH, KEN, KROK, KDK, KDK, KTVK, KUSN, KFRC, KFBK, KMV, KPK, KEM, KRADS, KFJJ, Buchanan & Co., Los Angeles, has the account.
FROM $500 TO OVER A MILLION . . .

in less than 13 years!

YES—we’ve grown a lot—and we’re still growing.

Looking back . . . little more than a decade . . . it’s a constant surprise that the tiny, one-room office of yesterday has swelled into a million-dollar, legal reserve life, health and accident stock insurance company utilizing the services of over 400 employees. Not too much of a surprise, though, when one analyzes the many factors that have played an important role in this meteoric growth.

To Advertising in general—and to Radio Advertising in particular—can be credited much of the speed with which this million-dollar goal has been reached. That goal is past . . . new goals have been set up . . . new expansive activity is in work to widen and deepen the niche that Sterling has carved in mail-order, radio, and insurance advertising. We’re busy, all right . . . but not too busy to say “Thank You”!

This public “Thank You” from Sterling can only partially express my own sincere personal gratitude and appreciation to the many radio personalities whose cooperation, guidance and counsel have spurred us on to increased effort. And there’s nothing I’d like better at this moment than to list each and every one of these men whose names constantly recur on the crowded pages of Sterling’s history. But that would be crowding this page to more than capacity!

So to all you Sterling “standbys” who have more than once heard my verbal expressions of appreciation . . . and to all the newer names filling an important spot in our current future-building activity . . .

Thanks for all you’ve done . . . now watch us go—and GROW!

[Signature]

Président

STERLING INSURANCE COMPANY
Chicago, Illinois
THE FLOWERS THAT BLOOM IN THE SPRING, TRA-LA, AIN'T NOTHIN' COMPARABLE WITH THE DOLLARS THAT BLOOM IN WDAY'S RED RIVER VALLEY ALL YEAR LONG!

FITGER BREWING Co., Duluth, Minn., will add seven new stations May 4, on the Northwest network for Fitger Tents the Crowd. New stations which will carry the 15-minute program heard every night, except Sunday night, on WDAW, WATC, WTVH, WDAY, WGN, WTM, WBBN, WBBF, WIBF, WQAQ, WJZJ, WJZD, Chicago, with participation in Art Greene's Magic Carpet show on WMAA, New York. Stations break announcements twice per week are used on KFI, Los Angeles. Agency is Twitchell & Co., Los Angeles.

SEAL COTE Co., Hollywood (liquid nail protector), in a 13-week campaign which started May 10 is sponsoring a weekly hour-per-hour recorded musical program on WOHL, Boston, and WJWD, Chicago, with participating in Art Greene's Magic Carpet show on WMCA, New York. Station breaks, announcements twice per week are used on KFI, Los Angeles. Agency is Twitchell & Co., Los Angeles.

CALIFORNIA Aircraft Institute, Los Angeles (aircraft, welding school), in a two-weekly type of announcement appearing weekly on KMPC, Beverly Hills, Calif., and KSFO, San Francisco. In addition to these, a 5-weekly early morning newscast on KFI, Los Angeles. Agency is Smith & Bell Adv., Los Angeles.

SEABOARD FINANCE Co., Los Angeles (investments), adding to its schedule of West Coast radio, on May 1 started for 52 weeks using 5000 signal announcements weekly on KMPC, Beverly Hills, and KSFO, San Francisco. In addition to this, a weekly early morning newscast on KFI, Los Angeles. Agency is Smith & Bell Adv., Los Angeles.

MEDUSA PRODUCTS of Canada, Toronto (paper products) announced an announcement campaign on CKAC, Montreal; CKOC, Hamilton, Ont.; CHML, Hamilton, Ont. Account was placed by McConnell-Eastman, Toronto.

BAUER & BLACK, Toronto (blue Jay corn plasters), on May 15 started a five-weekly daytime dramaticized announcements on CHUM, Montreal; CJFF, Montreal; CFZB, Toronto; CJOJ, Winnipeg; CKOG, Regina; CFCH, Calgary; CKWX, Vancouver. Account was placed by Cockey Brown & Co., Toronto.

SIGNAL OIL Co., Los Angeles, on May 5 started sharing sponsorship with General Mills of all Pacific Coast Baseball League games in that city and Hollywood, on KFAC. Contract is for 25 weeks. Frank Bull is sports castor, Van Der Autel handles the Wheaties commercials. Boston Advertiser, Torrenio, Steblins Adv., Los Angeles, services the oil firm account.

PLANTERS EDIBLE OIL Co., Philadelphia, Pa., has started a quarter-hour Monday through Saturday for 52 weeks, in Italian featuring Italian musicians on WGES, Chicago, to promote peanut oil for cooking. Account is Goodkind, Joice & Morgan, Chicago.

STREITMANN BAKING Co., Cincinnati (bread crackers), has renewed for 13 weeks Year Children, featuring Nancy Prentice, on WQKY, Cincinnati. Show is now transcribed for WAVE, Louisville. Harry Miller Agency, Cincinnati, produces.

BROWN'S BREAD, Toronto, on May 1 started spot announcements on CHML, Hamilton, Ont., and CFZB. Toronto, for a quarter-hour transcribed musical program three-weekly of CHML. Account is placed by McConnell-Eastman, Toronto.

KELLOGG Co., Battle Creek (Corn Flakes), has purchased a five-minute morning spot Friday and Saturday Sports Review program on WGN, Chicago, with participation of Harry Thompson Co., Chicago, is agency.

MARTHA DEANE has gained two participating sponsors for her women's program, twice weekly for a half-hour on WOR, New York, with the additional sponsor of the Corp. (O'Cear Oil Polish), placed through H. W. Kastor & Sons, Chicago; and Miles Labs, Elkhart, Ind. (Once-A-Day Vitamins), handled by Wade Adv., New York.

Colgate Names Lusk

ROBERT E. LUSK, formerly executive vice-president of Ted Bates & Co., New York, has been appointed vice-president in charge of merchandising and advertising of Colgate-Palmolive Co., Jersey City. Mr. Lusk was at one time vice-president of Benton & Bowles, New York.

KXEL, in Waterloo, Will Open June 15

DuMond to Be in Charge of New 50 kw. Operation

LARGEST new station grant in years, the new 50,000-watt KXEL, Waterloo, la., has announced it will begin operations June 15. The station was granted last Feb. 21 to Josh Higgins Broadcasting Co. for 1540 kc. and is one of the three only construction permits for new outlets that have been authorized by the FCC this year.

Mr. DuMond is headed by Joe DuMond, manager of KBUR, Burlington, la., and former radio director of Henri, Hurst & MacDonald. A decade ago he was manager of WMT, then in Waterloo, under ownership of Harry Shaw. He is the creator and principal in the old NBC Josh Higgins Finchville series out of Chicago.

Associated with Mr. DuMond in Josh Higgins Broadcasting Co. are John E. Fetzer, president and general manager of WKZ0, Kalamazoo; Paul Godley, consulting engineer; John Blair, Chicago station representative; Dan T. Riley and Richard H. Peterson, vice-president and vice-president respectively of KBUR.

Mr. DuMond owns 50% of the common stock issue; Mr. Fetzer owns 11½% interest, and Messrs. Godley and Blair, 5% each. Messrs. Riley and Plock along with 13 prominent business men of Waterloo hold the balance of the stock.

Mr. DuMond will also continue to supervise the operation of KBUR, Lyle Barmhart, former NBC producer and an associate of Mr. DuMond, will be program director of KXEL. Cliff Benda, now at KUBR, is to take over the news department. Chief engineer will be Don Kassner.

KXEL will be a basic blue outlet and studios are to be located in Waterloo, Cedar Falls and the Josh Higgins State Park. The latter is a State park that was so named several years ago after Mr. DuMond's radio character.

Liggett Names Dart

JUSTIN W. DART, recent collaborator on a survey for United Drug Co., Boston, has been named a vice-president and director of that company as well as president of Liggett Drug Co., United's chief retailing unit. He replaces William B. Berg as president of Liggett. In the past week United has been conducting its semi-annual one-man sale of Rexall products, promoted through transmissions on 250-300 stations.
KIRO...Seattle

Only 50,000 Watt Station in
Pacific Northwest

Affiliated with COLUMBIA BROADCASTING SYSTEM *
Represented by FREE and PETERS
Extra dependability to assure broad, consistent coverage. That's just one of the many things war demands of America's great broadcasting industry. Blaw-Knox is proud that it is helping to answer this challenge—proud that more than 70% of all the radio towers in the nation were built by Blaw-Knox.

BLAW-KNOX DIVISION of Blaw-Knox Co.

BLAW-KNOX VERTICAL RADIATORS
FM AND TELEVISION TOWERS
Sound control by JOHNS-MANVILLE means brilliant broadcast quality

For any type of broadcast—at any frequency—true high-fidelity reproduction depends upon the correct acoustical background. That's why so many stations call on Johns-Manville for help in modernizing studios or building new ones.

With J-M Sound-Control Materials and Methods, J-M Acoustical Engineers can solve your problems of acoustical correction or sound isolation. And because J-M Engineers know how to achieve best results at minimum cost, even the smallest station can afford the benefits of sound control by Johns-Manville. For details on the J-M Acoustical-Engineering Service and on J-M Sound-Control Materials, write Johns-Manville, 22 E. 40th St., New York, N. Y.
RADIO PEDDLES THE GROCERIES

Nashville Firm Finds Broadcasts Effective In Booming Hermitage Food Sales

By A. L. MORAGNE
Merchandising Service Mgr.
Robert Orr & Co.

OUR radio program, The Johnson Family, on WSIX, Nashville, enables Jimmy Scribner with his 22 characters to visit thousands of homes throughout this section. The program dramatizes our service and capitalizing on the romantic phases of our business, permitting us to humanize and bring to life the ideas, traditions and personalities.

As proof that the program has increased our volume on all of our famous Hermitage products, which are plugged at different times, with major emphasis on Hermitage Coffee. Radio has helped speed up the dealer’s turnover, and this increased volume has increased the profits for both the dealer and for us.

Competition is keener than ever before and getting harder every year. One reason is the increasing number of competitive brands, and of course, there are more people trying to sell them. The facilities for doing business are better today than they used to be, but even at that, we realize today that we must meet and overcome the greatest competition ever in the field of food distribution.

Signs in Stores
We believe one should invest in advertising, just as he would in bonds, stocks or merchandise. We think advertising is just that essential. As a part of our merchandising effort in support of the Johnson Family, we are making an individual hand-painted point-of-sale poster for each dealer in our territory. This sign, 28 x 44 inches, hangs by wire from the ceiling in the center of the store, gives us prestige and keeps an announcement up at all times in each store, reminding the dealer, the clerks and the customers to listen to the Johnson Family. We have already placed over a thousand of these signs and are working on more each day. There will be more than 5,000 in all when we have covered the territory.

Each sign is made especially for the dealer, featuring whatever he has for a specialty—what he really likes to sell. This is tied in with Hermitage Food Products.

KOB Granted Extension To Sept 30 on 770 Kc.

APPLICATION of KOB, Albuquerque, seeking extension of its special service authorization to operate on 770 kc. with 25,000 watts night, was granted in part last week by the FCC. The Commission, however, extended the authorization to Sept. 9, 1942, in lieu of the Nov. 10, 1942, date asked by KOB.

KOB, which is regularly licensed for 1050 kc., has been operating under its special authorization on 770 kc. the clear channel dominated by WJZ, New York, key of the BLUE, as the I-A station.

Tobacco Shortwave
PAUL SCHUBERT, naval expert and news analyst, now heard five times weekly on WOR, New York, sponsored by Benson & Hedges, New York, for Virginia Rounds cigarettes and tobacco, on April 30 started weekly broadcasts via shortwave to England on BBC. The program will be transcribed by BBC and rebroadcast to various sections of the British Empire. Duane Jones Co., New York, is agency for Benson & Hedges.

Chrysler Shortwave

ANOTHER addition to the list of commercial programs now being shortwaved to American troops abroad over CBS international facilities is Major Bowes' Amateurs. Program is sponsored by Chrysler Corp., Detroit, and is now rebroadcast abroad Monday, 9:30-10 a.m. Agency is Ruthrauff & Ryan, New York.
Doing a BIG JOB in a BIG STATE is right! More regional advertisers on LONE STAR CHAIN, month after month. Holeproof daytime coverage of Texas and the Southwest, from the prosperous Panhandle to the rich Rio Grande Valley. It's a two billion dollar market, served by six outstanding stations, costing less than 10 cents per thousand homes. You can't beat it—the LONE STAR CHAIN—for effective, economical selling.

HOLEPROOF COVERAGE WITH LONE STAR CHAIN

HGKO FORT WORTH • DALLAS
HTSA SAN ANTONIO
KXYZ HOUSTON
KAMC AMARILLO
KIS ACORUS CHRISTI
KRGU WESLACO

LONE STAR CHAIN

OPERATING COMMITTEE

HAROLD V. HOUGH, CHAIRMAN • TED TAYLOR • TILFORD JONES
JAMES PATE, MANAGING DIRECTOR • HOWARD WILSON COMPANY
STAR-TELEGRAM BUILDING, FORT WORTH • NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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Freedom's Battles

PRESENT and past struggles for freedom in the Americas is the theme of the series inaugurated May 10 by NBC in collaboration with the Coordinator of Inter-American Affairs to be broadcast thereafter on the anniversary date of each American republic's emancipation from its mother country. The next significant date for the series will be May 14, anniversary of the day on which Paraguay won her independence from Spain in 1811. In each case the national anthem of the country honored will be played and her diplomatic representative in Washington will be invited to join in this country as well as via shortwave on the 124 stations of the NBC Pan-American Network.

Radio Reader

OUTSTANDING NOVELS argued and discussed on The Radio Reader, five-week program starting program starting on CBS this week. Mark Van Doren, Pulitzer Prize poet and chairman of the CBS Invitations to Learning program, opens the series as the first "Radio Reader," reading a part of Nathaniel Hawthorne's Scarlet Letter. The every day until he has finished the book. Each program opens with a short biography of the previous author. Series is on an experimental basis.

Not So Bad

TO DEBUNK the idea that people will be seriously handicapped by the sugar shortage, to point out valuable substitutes, and to make listeners food conscious will be the aim of the marshals' monthly program on MBS quarter-hour conducted by Alida Drake, of the Red Cross Nutrition department, before a theater audience of WGN, Chicago. Red Cross certificates will be awarded regular attendants at the studio broadcast.

Army History

A NEW SERIES of dramatizations presenting the highlights in the Army's progress from its beginning in the 18th Century until its present day strength is being prepared by William H. Bulger, of the Department of Public Relations, Called The History of the United States Army, the weekly half-hour programs will be written by Miss 'Mike' Schaeffer, under the technical guidance of Col. Joseph C. Nichols.

Famous Regiments

HISTORIC regiments of Canada are to be the subject of a special weekly Canadian Broadcasting Corp. series starting May 13, under the title Canada Marches. Each week the story behind the battle honors of famous Canadian Army fighting regiments will be told, with scripts being written by Lieut. Alistair Grossart, Toronto sports and script writer.

Homes for Pets

PUPPIES AND KITTENS are supplied Oklahoma City homes through an early morning broadcast KOMA, conducted by Paul Buening. Frank J. Lynch of the commercial staff thought of the idea and contacted the local Humane Society to find homes for the animals.

Soldiers of Two Camps

SOLDIERS of Fort Devens and Camp Edwards were first contestants on The Quiz of Two Camps started April 26 on WNB, Boston, and the Yankee Network. Hook-ups to camps made it possible to ask questions so the other could not listen in. Program is part of the Treasury's campaign to help house-to-house canvass now being conducted throughout the United States for pledges to buy war bonds and stamps.

War Women

WARTIME activities of women throughout the United Nations are discussed in a new twice-weekly program, being inaugurated. Titled Women at War, the program was conceived and is written by Mary Conway, British writer and lecturer and wife of a captain in the Royal Army Medical Corps, and features Mrs. Mark Miller and Loraine Hall, WBMY's commentator.

Tales of Pioneers

USING God's Country, CBS program of little-known stories of the development of America, as a regular element in radio education, 1,600 public schools of Los Angeles County, Cal., are asking students to write in on KFSD, Chicago. Titled Tales of Pioneers, small towns and pioneer days are told by Milton Bacon, who collects his material on research trips.

Youth's Job

HIGH SCHOOL students of Bridgeport, Conn., are conducting Let Freedom Ring, patriotic show on WICC, Bridgeport, co-sponsored by the station and the Connecticut State Department of Education. Featuring youth's war job, the program presents variety entertainment coached by Miss Pat, Chicago.

Tunes for Juveniles

A PROGRAM of children's recording now heard on WHN, New York, is modeled on recorded sessions of swing music for groups, with Gladys Shelley, who last year was named "Queen of Tin Pan Alley", talking to the children and playing their favorite tunes, Saturday and Sunday mornings.

Martial Music

PATRIOTISM is the keynote of Military Parade, program on WINS, New York, featuring military marches, war songs of World Wars I and II, and jingles consisting of patriotic appeals set to rhyme.

Genius Analysis

LISTENERS jot down answers to questions on Are You a Genius? on WBRY, Waterbury. Scores are figured at end of program. Walter Gross and his orchestra fill in allotted time for each answer.
ENDURING PROOF OF THE POWER AND THE DETERMINATION OF AN AMERICAN INDUSTRY TO CREATE AND MAINTAIN THE RIGHT OF FREE TRADE IN A COMPETITIVE MARKET
A BOX THAT MAKES BLACKOUTS

Los Angeles Gadget Said to Permit Quick Shutting Off of Street Lights

By BERNARD N. SMITH
KFI-KECA, Los Angeles

WHEN Los Angeles went through its first blackout, shortly after the Japanese attack on Pearl Harbor, and many of the more conscientious citizens of that Southern California metropolis were thoroughly disgusted with the utter confusion which prevailed.

Half the city's street lights remained burning two hours after the blackout signal was given. Thousands of billboards, innocently blaring their neon-lighted messages while theoretically enemy-fooled overhead, were stoned by militant school boys. A movie cowboy, slightly excited through it all, rode down Hollywood Blvd., dropping guilty bulbs with his six-shooter. (The city later successfully sued him for $50.)

Has a Hunch

One of the more disgusted of the more conscientious civic-minded group, was Attorney William S. Sprague. He didn't sleep that night, thinking of ways and means efficiently to shut off every light in the great, sprawling city, at once. So he called in Raymond M. Moore, KFI-KECA, engineer. Between them they worked out a gadget that today has the Los Angeles Bureau of Power & Light intensely interested. Officials of other West Coast cities are observing the preliminary tests.

Moore, after conferring with Sprague as to what was needed, evolved an FM Blackout Box that is simple, small and extremely inexpensive. Rough edges of the invention were polished off by John Hidy and Rex Bettis, two other KFI-KECA engineers. The three of them worked out a compact and reliable device that sounds like the end to blackout worries.

Briefly, here's how it works. The device is based on the fact that in an emergency you can change the thing that is never supposed to be changed—namely, the 60-cycle frequency of the power system. The invention consists of two selectors, one in tune at 58 cycles and the other at 62 cycles. At that point 90 cycles nothing happens, and most power systems do not vary more than 1/2 cycle either way at any time except for a total failure.

However, if the power frequency is put to 58 cycles from the main source for a few brief seconds, the selector for that frequency is operated and a relay is caused to open, thus taking off the light or sounding an alarm. The reverse can be accomplished by putting the frequency to 62 cycles. Thus the entire operation is from a central point and loss of service to any light or sign is slight. The device is compact, has no tubes or other parts that need service in ordinary use. It is not fragile. Moore figures

FM BLACKOUT BOX that holds possible answer to municipal lighting problems in event of air raids, is displayed by (1 to r) John Hidy, Raymond M. Moore and Rex Bettis, KFI-KECA, Los Angeles, engineers who designed and built the device.

the device, for small loads, will retail for about $10.

Los Angeles officials estimate the FM blackout box could save hundreds of thousands of dollars. The present method of cutting off street lights alone in blackouts requires the turning off of no less than 647 widely scattered switches. From three to five civilian volunteers take turns in assuming responsibility for opening these switches in emergencies.

A Money Saver

To install apparatus that would obviate this awkward street light control, apparatus such as that designed and built by Moore, Hidy and Bettis would cost roughly $600,000 for the city. The next best remedy to Los Angeles' blackout problem would cost $500,000. That's why city engineers are interested! E. K. Cohan, CBS director of engineering, recently warned stations and the public at large against certain limitations and possible dangers in connection with some radio receiving devices included as automatic blackout and blackout warnings. [Broadcasting, March 30]. Moore offers his device as an answer. The dangers of causing unscheduled blackouts and similar troubles are practically nil in view of the fact that the power frequency device is virtually foolproof.

Canada Rubber Drive

CANADA'S Dept. of Munitions & Supply has started an intensive campaign during the month of May for rubber drives. Stations will broadcast programs on the Canadian Broadcasting Corp. network and paid dramatized spot announcements on practically every Canadian station comprise the radio campaign for rubber drives. H. C. Smith & Son, Toronto, placed the campaign for the Government.

WCRS, Springfield, Ill., has signed the local unit of Lane Bryant Stores, New York, for sponsorship of the station's entire newscasts. Programs are broadcast from a newsmen in the store's window.

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Courrier to Yield Control of WHIP
Will Sell Stock to Clarke; Cline is Named Manager

DR. GEORGE F. COURRIER, who owns 51% of the stock of WHIP, Hammond, Ind., intends to relinquish control of the station to John W. Clarke, minority stockholder, through an FCC application requesting permission to transfer an unrevealed amount of stock to Mr. Clarke, it was learned authoritatively last week. The consideration was not divulged. The amount to be transferred will be sufficient to enable Mr. Clarke to assume control of the Hammond-Calumet Broadcasting Corp., licensee of the station, which has studios in both Chicago and Hammond.

Dr. Courrier is retiring to devote all his time to defense activities and hopes in the near future to reenter the Army, with which he served as a captain in the last war.

The present stock interest of Mr. Clarke, a Chicago investment broker, is 15%, acquired last Jan. 31, when both he and his close personal friend, Marshall Field 3d, owner of the Chicago Sun and the New York newspaper PM, bought into the station [BROADCASTING, March 2].

Mr. Field at that time acquired 30% for $60,000, while Mr. Clarke paid $25,000 for his interest. Mr. Clarke will, therefore, have to acquire an additional 36%, at least, if he is to acquire individual control. The interest of Mr. Field is said to be unaffected by the impending transfer.

Cline Named Manager

In the meantime, William Cline, formerly sales manager of WLS, Chicago, has been appointed manager of the station. Mr. Cline replaces Doris Keane, who is temporarily retiring from active management. Miss Keane is the wife of William Irvin, former radio editor of the Chicago Times, who was drafted into the Army last week.

If the FCC consents to the stock transfer, Mr. Clarke will become president and Mr. Cline vice-president of the Hammond-Calumet Broadcasting Corp., with main offices in Chicago. Construction work on a new five-tower directional antenna array intended to give intensified coverage of the Chicago area, has been completed. Tests are now being made, and the station, which operates with 5 kw. on 1520 kc., expects to shift from daytime operation to a 22-hour daily schedule some time during the month.

CHARLES HENRY, an associate producer in the radio department of Young & Rubicam, New York, has joined the Navy.

BROADCASTING • Broadcast Advertising

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TO AVOID confusion in the minds of the listening public, Southern California stations will hereafter refer to departure from the air on order of the Fourth Interceptor Command as "radio silence" instead of "radio blackout".

Policy was adopted by 29 member stations of the Southern California Broadcasters Assn. on April 22 following conferences with Col. Ernest Moon, executive officer of the Fourth Interceptor Command. It was pointed out that a silencing of radio by the Command doesn't necessarily mean that a general blackout will follow.

If a silencing of radio stations is referred to as a 'radio blackout' the public might be led to believe that there is both a 'blackout' and a 'radio silence', when such might not be the case," Richard F. Con- nor, association radio coordinator, said in making known the new policy. "Therefore in the future when a 'radio silence' is ordered, it will be referred to as a 'radio silence' on all programs and newscasts."

**Tobacco FM Series**

FIRST NETWORK radio to be used by R. L. Swain Tobacco Co., Danville, Va., for its specially processed and moistened Finehurst cigarettes started May 3 on the American Network of FM stations in the form of a recorded quarter-hour musical series. FM stations carrying the Sunday 5:30-6:45 p.m. program are W53PH, Philadelphia; W39B, Mt. Washington; W43B, Boston; W47A, Schenec- tady; W68H, Hartford; W47NY, New York, and W2XMN, Alpine, N. J. The cigarettes featured here- before on a few spot programs, have been on the market for about a year-and-a-half in the Southeast, Midwest and Far West. Agency is Gotham Adv. Co., New York.

**NAB to Consider Foreign Tongues**

Roundtable at Cleveland to Study Special Problems

FOREIGN LANGUAGE broadcasting long a headache of the radio industry, will come in for attention at a round-table of the NAB conference in Cleveland this week. Representing an audience of 25 million persons, foreign listeners have 200 stations serving their listening interests with a weekly average of some 1,700 broadcast hours.

Although this market is not widely used it has not been overlooked by either Government or private business. Procter & Gamble Co., for example uses The Rinaldi Family for Oxygen to reach the Italian and The Mayerk Family to reach the Polish field. Other advertisers have taken similar approaches, which will be discussed at length in the roundtable.

Newcasts Popular

Also due for consideration is the increased interest since the outbreak of war in newcasts. Foreign language broadcasters have noticed an increased news sponsorship as well as greater use of spots before and after this type of program. On past experience foreign language station owners will attempt to show the all-around pulling power resulting from the general use of spot announcements.

An example of pulling power often cited in the foreign language field is the success of the Medaglia D'Oro Coffee. Using radio exclusively this product began to use the medium at a time when its annual sale was 68,000 pounds. After 2 1/2 years on the air the sponsor had succeeded in building sales to 2,600,000 pounds. Using a program called The Good Samaritan of the Air, after various advice programs, they have succeeded in pulling more than 1,000 letters weekly seeking all sorts of advice.

Another aspect of responsiveness is underscored by foreign broadcasters in their successful promotion of War Bonds and Stamps. They point with pride to Secretary Morgenthau's recognition when he said, "The response from the foreign language groups has been especially encouraging. Whatever their origin and whatever language they speak, the overwhelming majority of these people are true Americans, united behind their Government in defense of American freedom."

Government Too

Though not generally known, the Government makes widespread use of radio in reaching the foreign tongue listener. Since Pearl Harbor Government agencies have even increased their use of radio in bringing these people into a deeper
PERSONNEL RESERVOIR
"Gosspile" Stations to Provide
Trained Radio Men

OVER 2,000 students experienced in the technical and administrative end of the broadcasting business through their work with college stations could be available to standard stations as replacements for personnel drafted in the war, according to Louis Block Jr., business manager of Intercollegiate Broadcasting System. Mr. Block has offered to serve as liaison between stations and students of the 35 college stations which are members of IBS.

Of these 35 stations, 16 have been broadcasting commercial programs prepared and handled by student operators. The success of these programs is covered in a recent survey conducted by IBS among retailers at eight colleges carrying the Beech Nut Packing Co. commercials. Results showed an average increase in their business of 18.56% since the start of the commercials.

Lever Seeks Comedians

If negotiations are carried to a successful conclusion, Bud Abbott and Lou Costello, comedy team featured on the NBC Chase & Sanborn Show, will have their program this fall, with Lever Bros. Co. as sponsor. Deal has been in the making for several weeks, with Lawton Campbell, New York vice-president of Ruthrauff & Ryan, reported to have submitted the idea to the prospective sponsor for one of its soaps. It is known that Abbott and Costello have long desired a network show of their own. Currently sponsored by Standard Brands, their contract, due for option renewal early this month. The Chase & Sanborn Show discontinues for the summer following broadcast of June 26.

NORMAN CORWIN'S radio scripts will be revived by WNYC, New York, in a weekly series entitled Master Cycle, starting May 13. The CBS director-producer, also producer of This Is War, the Government's four-network work program, now concluded, has chosen the scripts himself as the most representative of his works. The authors who created the rules will play them in the revival whenever possible.

SHORTAGE OF DISC CONTAINERS

A REAL SHORTAGE is developing in the supply of containers required for shipping transcriptions, it is reported by Glen Bonnermaur, president and general manager of the Canadian Assn. of Broadcasting. All Canadian stations have been asked to check on the number of such containers in their possession and notify the CAR. Stations are urged to save the containers while arrangements are being made with transcriptions producers and distributors to secure the containers from the stations.

FROM 6 TO 9 HE'S ON THE FIRING LINE

He's the prize audience grabber in radio. If you don't believe it, check the record. With platters and pattering he battles the four networks and "blitzs" all the rest. Nightly from 6 to 9 he bites a larger chunk out of the area's radio audience at a lower cost per listener (at our present low rates) than any other program on the air. If you have a sales sore spot in our listening area... Metropolitan New York, Northern New Jersey, nearby Connecticut... add Courtney to your sales staff and watch sales soar.

*THE PULSE OF NEW YORK SURVEY*

(The Pulse of New York Survey is the only 100% yardstick for the measurement of radio audiences. Other surveys take their "samples" exclusively by telephone interviews. Figures show that 62.76% of the homes in the metropolitan area do not have telephones. A survey among telephone homes only, therefore, disregards almost two-thirds of the radio homes. Obviously, this two-thirds represents the bulk of buying power in popular priced items. The Pulse of New York taking its "samples" from a cross-section of radio homes...of which only about 40% have telephones...thereby gives a more correct evaluation of radio program preferences than surveys obtained exclusively from telephone interviews.)

IN Y. Telephone Company Survey

A representative from WOV, with authentic facts and figures, would be very glad to prove this conclusion.

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DON'T WONDER! KNOW the advertisers that use Radio and those that do not

The Standard Advertising Register has access to data on both Spot and Network advertising, making it possible to indicate the national and sectional advertisers using Radio. The expenditures of each advertiser for Radio time is an important feature of the service.

This important information is but a part of the story. The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account, distribution of the advertisers product, time of year advertising plans are made and other data of real sales promotion value.

Investigate this service that offers such real sales building possibilities. Write our nearest office for facsimile pages and descriptive booklet.

National Register Pub. Co.
330 W. 42nd St.
New York

333 N. Michigan Ave.
Chicago

STANDARD
ADVERTISING
REGISTER

WINTER WITH ANZACS
Coast Commentator Liked by
MacArthur and Men

WILLIAM WINTER, the CBS news analyst in San Francisco, has a fan in Gen. Douglas MacArthur. And because of that his news commentaries are now being released weekly by the Australian radio network.

All during the siege of Bataan Gen. MacArthur and his men listened to Winter's daily news commentaries shortwave by KGEI, San Francisco, the only American-originated news they could get.

When Gen. MacArthur transferred his quarters to Australia, he thought that Winter's news commentaries would be good for the morale of both the American expeditionary forces there as well as the Australians. He requested the Australian Government to arrange for such broadcasts.

Now each week Winter's special news commentary is sent out by RCAC, just north of San Francisco. It is picked up and transcribed in Australia and released at a convenient time for the majority of Australians over the entire Australian broadcasting system.

Canadians to Cleveland
PRACTICALLY all the board of directors of the Canadian Assn. of Masters are expected to attend the NAB convention at Cleveland, according to an announcement by CAB. Those who have signified their intention to attend are Glen Bannerman, CAB president and general manager; Harry Sedgwick, CFRB, Toronto; Jack Cooke, CKGB, Timmins, Ont.; E. T. Sandell, St. Catherines, Ont.; Phil Lalone, CFAC, Montreal; Harold Carson, CFCA, Calgary; Joseph Sedgwick, CAB counsel; George Chandler, CJOR, Vancouver. Many other Canadian broadcasters and those allied with the industry are reported planning to attend.

New WOR Participant
BRINGING housewives information on the war as it affects the lives of women, Claire Wilson Reports, weekly quarter hour program, has started on WOR, New York, with two participating sponsors: Wilbert Products Co., New York (Floor Wax), and John Opite, New York (J-O Insecticide). Agency for both companies is Tracy, Kent & Co., New York.

Early 50 kw. Grant - Is Refused WGAR
Will Be Heard Jointly With Similar WADC Petition

WITH A COMPETITIVE hearing already scheduled on assignment of the 1220 kc. channel for high-power operation in this country, the FCC last Tuesday unanimously to deny the petition of WGAR, Cleveland for immediate assignment to the frequency. The competitive application of WADC, Akron, for the frequency with 50,000 watts power was designated April 7 for simultaneous hearing.

It is understood the Commission decided to expedite hearing on the competitive application in the light of Havana Treaty requirements. Originally the 1220 kc. channel, a Mexican Class I-A, was to have been assigned to Detroit for Class I-B operation with a 50,000-watt station. Recently, however, an agreement was procured both from Canada and Mexico for the facility in the Ohio area.

WGAR, it is understood, has purchased all of the necessary equipment for 1220 kc. operation and therefore would not be blocked by recent freeze orders affecting procurement of critical materials. It is reported, also, that WADC, CBS outlet in Akron, has acquired most of the essential materials.

Also designated for hearing in connection with the proposed shift is WHBC, Canton, O., now operating on 1230 kc. with 250 watts. The station would have to be moved in order to clear the frequency, which has been assigned to either WGAR or WADC on 1220 kc.

WGAR's petition for reconsideration proposed that it be authorized to operate for the duration with 5,000 watts, rather than 50,000 watts.

Simultaneously, the FCC denied the application of WGNY, Newburgh, N. Y., for a special service authorization to operate on 1220 kc. with 1,000 watts, unlimited time. WGNY is regularly licensed as a 1,000-watt daytime station on the frequency and is the only station in the United States at present assigned to the frequency.
LAWRENCE NAMED TO HEAD KSO-KRNT

APPOINTMENT of Craig Lawrence, vice-president and commercial manager of Iowa Broadcasting Co., as acting manager of KSO and KRNT for the duration, was announced last week by Maj. Luther L. Hill, executive vice-president of IBC and manager of the stations. Maj. Hill has left for active duty at the Air Corps Training Center at Miami. Mr. Lawrence has been with the Cowles stations since November, 1932, and has been commercial manager of KSO-KRNT and vice-president of IBC.

Mr. Lawrence promptly announced appointment of Robert Dillon, of the KSO-KRNT sales staff, as local commercial manager for the two stations. He has been with the organization for four years, coming from the sales department of KSTP, St. Paul.

Ted Enns, national sales manager for KSO, KRNT, WMT and WNAX, has taken over network and spot business under the new organization and will be in charge of network origination for the two Des Moines stations, in addition to his national sales work for all four outlets.

WOW to Appeal

WOW, New York, will take exception to the report of NLB Trial Examiner Earl S. Bellman (Broadcasting, May 4) on the case of American Communications Assn. against the station, according to Sanford Cohen, WOW attorney. "We will take exception to the report on the ground that it is not supported by the substantial evidence in the case," he stated. Mr. Bellman upheld the union's charges that the station had violated the Wagner Act and recommended reinstatement of 31 former employees, with back pay to Dec. 5, 1946, a sum which ACA estimates at about $26,000.

Bibliography by CBS

SIXTH EDITION of Radio and Television Bibliography, dated May 42, has been published by CBS as a guide for students and others interested in books, pamphlets and articles on radio and television industry The 96-page book is compiled by the research department of the CBS reference library, and includes cross-indexed subject matter, together with authors, sources and titles of books and articles on the subject.

Pall Mall Buying

AMERICAN CIGARETTE & CIGAR CO., New York, has started participating sponsorship on four programs on WEAF, New York, for Pall Mall Cigarettes. The company is the second sponsor to sign for Studio X, Funny Money Man and Rhymin' Time, since the shows were made available for participating sponsorship; Lever Brothers, Cambridge, Mass., was the first to participate, on behalf of Lifebuoy Soap. "Pall Mall Cigarettes will also be advertised on WEAF in Morning in Manhattan and has started Modern Design, quarter-hour program of popular recorded music four times a day seven days weekly. Agency is Ruthrauff & Ryan, New York.

Gopher Interests Drop KTOM Plans

Action Based on Refusal of WPB to Grant Ratings

PROMPTED by the WPB's refusal to grant the necessary preference rating needed to obtain equipment for the construction of the new KTOM, Brainerd, Minn., promoters of that station have decided to forego construction for the duration.

In making the announcement, it was explained that the KTOM permit holders that Brainerd is at present receiving fair radio service, hence the WPB's decision. Brainerd is about 100 miles west of Duluth, and the same distance northwest of St. Paul.

Docket Status

Whether this will mean entire forfeiture of the construction permit is conjectural. The only other alternative in delaying construction under FCC procedure is to keep applying for extensions of the commencement and completion dates.

This method, however, is not feasible since extensions are only granted by the Commission when the permittee has already begun construction and there is a possibility of obtaining further materials. KTOM up to last week had not notified the Commission of any definite action.

The FCC's policy as to suspending or rescinding in such cases has not been determined since such a specific problem has not yet arisen. Nevertheless the question is inevitable as many of the outstanding construction permits for new stations are still uncompleted as well as being in areas now receiving adequate coverage thereby eliminating any chance of favoring priority by the WPB. Of last year's 64 new station grants, eight are still outstanding, as are two of the three 1942 grants.

KTOM was authorized last Nov. 26 (Broadcasting, Dec. 1, 1941) to Brainerd-Bemidji Broadcasting Co. for 250 watts on 1400 kc. Stock is 90% held by the owners of North Central Broadcasting System Inc., a regional network, and KRMC, Jamestown, N. D. Principals are John W. Bolier, Howard S. Johnson and David Shepard, each with 30%.

The remaining 10% is owned by Edmund Tom O'Brien, operator of a local greenhouse.

BETHLEHEM STEEL Co., Bethlehem, Pa., bought a half-hour on WJZ, New York, to broadcast ceremonies in connection with the award of the Navy "E" to the company's Staten Island Yard, May 9. Account was handled direct.

MYSTIC FOAM PLACING

MYSTIC FOAM Corp., Cleveland (eleeer), out of West Coast radio for more than a year, has started a three-weekly quarter-hour of recorded music on KIEV, Glendale, Cal. Contract is for 13 weeks, having started April 24. Other radio is also contemplated. Placement is through Fred R. Johnson, Los Angeles, West Coast representative of the firm.
Coast Photo Series
PHOTO DEVELOPING INC., Cincinnati, operating under the trade name of Posto-Photo, is promoting its new West Coast plant at Los Angeles, on May 6 started a three-weekly five-minute participation in Breakfast at Sardi's on 13 Pacific BLUE stations, Monday, Wednesday, Friday, 9:30-10 a.m. (PWT). Contract is for 15 weeks. Firm on May 5 also started, under a similar contract, sponsoring a six-week quarter-hour newscast by Howard Gray on KXFD, Los Angeles, and in addition uses 12 participations per week in the Andes & Virginia program on KMPC, Beverly Hills, Cal. Other West Coast spot radio is contemplated with placement through the Mayers Co., Los Angeles.

WHAT'S OUR NAMES?
Answers to Radio Quiz
Appearing on Page 53


The Following Stations Recently Joined LANG-WORTH


LANG-WORTH, Inc.
New York, N.Y.

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House Probe

(Continued from page 185)

vised more effectively to undermine commercial broadcasting if they had been "written by the head of the magazine association." Yet the Commission is bound by law, he declared, to see to it that a broader use of radio is obtained in the public interest.

Rep. Hinshaw asked about the ability to clear time for speeches of the President or others in public life if the rules become effective. Judge Burns insisted that as a practical matter it would be impossible to arrange networks on split-second schedules as now is the case. Mr. Hinshaw paid tribute to radio's fairness in allotting time to men in public life, pointing out that newspapers, being so jammed with other material, never carry a speech that runs "more than a minute in length." He said this observation was that the only way to get a message over to the people is via radio.

With the "feudal competition" that would come through outlawing of option time, Judge Burns said, sustaining programs generally would become a thing of the past. It would become "a crazy quilt"

setup, he said, and each man in public life would have to have "a radio secretary." After Judge Burns had pointed out that radio had become of age and that it was not beset with evils such as stock-jobbing, Rep. McNerney interposed, "You feel that radio is entitled to long pants instead of short ones?"

"Instead of no pants at all," Judge Burns rejoined, to the accompaniment of laughter.

Parity With Press

CBS is entirely in agreement with the Sanders Bill with one exception, Mr. Burns said. It adheres to the philosophy expounded by Mr. Paley that radio should be treated on a parity with the press. Regulations should be limited to physical problems, he declared.

Judge Burns said that while he favored definite divisions of the Commission, he would rather see different agencies altogether. Moreover, he said he would leave it to the full Commission to determine general rules but rather keep each division autonomous in that respect.

The Commissioner of a public oriented regulator could not easily departmentalize the work, pointing out that broadcasting does not fall in the public utility category as do telephone and telegraph matters.

Alluding to Section 7 of the Sanders Bill, calling for reports on the series of controversial policy matters, he said he felt Congress should ask the Commission to supply all of them.

Urging Congress to set up a "national policy", he said the FCC has not shown the "administrative humility" needed and instead of trying to get its instructions from Congress, has gone on its own way through arrogance of power it thought it had.

Bound by Decree

Insisting the Commission should receive instructions from Congress as to what is the "Congress will" on these controverted matters, he said the FCC on the other hand has found these "imaginary evils" and "ignored Congress." Then he brought another volley of laughter when he observed, "If I were a Congressman, I'd be rather sore about it."

Again attacking the FCC's rules striking at affiliates, rather than networks, Judge Burns said the FCC has "bound itself by a decree" to refuse licenses to stations which enter into contracts with networks not consistent with the rules. "I submit," he said, "that is not according to the law."

When Rep. Wolverton alluded to the minute adopted by the Commission following the network appeals, in which it said in effect it would not take action against any station which sought to litigate the rules, Judge Burns asserted this in his judgment was simply a device calculated by the Commission to help it in the litigation and because of the "appearance of the record." He contended that the order was derived by the Commission's motion to dismiss the network cases.

Irrespective of the outcome of the litigation, Judge Burns argued it was his recollection that Congress to establish the policy. Otherwise, he said, the FCC can undertake a "general roving Commission." He agreed with Reps. McNerney and Sanders that there should be a "hearing de novo," or from the beginning, in connection with new legislation.

Urging enactment of the bar association recommendations regarding appellate procedure, Judge Burns said in his judgment enactment of the Sanders Bill would be a long step in the right direction. Answering Rep. Hinshaw, he said he thought there should be an entirely new statute, but that the Sanders Bill should get right of way.

FCC is Divided

CBS did not appear before the Committee to ask any special privilege. In answer to a request that "Congress prescribe the limits to which the Commission can go. The
FCC itself, he pointed out, is divided on its powers. Reterating that the proper course was for the Commission to report to Congress for instructions in the form of an amendment to the law, he said that apparently such a course was "distasteful to Mr. Pfy" and that he preferred to issue regulations which he claimed would stabilize the industry. He said that when notice of intention to cancel the contracts came from affiliated stations and court review was sought by the networks, the Commission objected to having its powers tested and interposed "the most technical of objections".

He said MBS could not claim to be an injured party, since it was shown that it has developed both in revenue and in number of affiliates at a swifter pace than any of the other networks. He admitted, however, that its affiliates generally were not of comparable size nor was the dollar volume comparable. He said he felt MBS did not need "intervention" of the FCC to aid its development.

Rep. McGranery observed that something "more vigorous" than the existing practice might grow up through "secret arrangements for time options", if the regulations are invoked. He felt exclusively created goodwill in the industry.

When Rep. Sanders expressed amazement over the off-hand way in which industry spokesmen seemed to support "licensing of networks", Judge Burns alluded to the extraordinary situation with which CBS was faced. Under the rules, it was regarded as a "sort of outlaw" and that rather than have the FCC deal in a "back handed manner" with networks through punishment of affiliates, he said his company had decided on the licensing policy. If, on the other hand, the Paley philosophy of parity with the press and of limiting of regulation to physical aspects is approved, he said licensing would become unnecessary.

Utility Possibility

Rep. Brown alluded to the recent action of the Associated Press in changing its by-laws because the Dept. of Justice felt it might be

In

LOS ANGELES

It's

Warner Brothers'

KFWB

980 Kilocycles

5000 Watts - Day and Night

National Representatives

William G. Rambeau Co.

MAKING THE SPONSOR LIKE IT

Dealers and Salesmen Should Be Taught to

Be Enthusiastic Over Radio Campaigns

By GEORGE L. MOSKOVICS

Sales Promotion Director,

CBS Pacific Network

RADIO as an advertising medium must stand or fall by the amount of interest accorded it. That interest should not only come from the listening audience. It must be displayed too by the firms and men who profit from commercial broadcasting—the sponsor and his organization personnel.

Therefore, radio, to do a good selling job should be equipped with a merchandising "hook", not only for the consumer but for the dealer and sales force as well. There must be a stimulus, an uplift. These dealers and salesmen must have more than just another program thrown at them.

Trade Education

With these basic thoughts in mind, when KNX, Hollywood, became an outlet of CBS in 1937, we went about looking for a way to arouse that personal enthusiasm, and hit upon an idea. We call it "trade education". Since instituted, it has proven a major contribution to the outstanding success of KNX, building goodwill and adding profit to our organization.

/freezing out service to newspaper members. He asked whether the networks had ever thought about the possibility that they would be "compelled to supply service to any station". Then he observed that the next step might be to market radio advertising with guar-

anteed results, and that the problem of fixing of rates, judiciously and favorably.

Judge Burns said there was no question that such a requirement inevitably would result in radio becoming subject to common carrier requirements. He pointed out, however, that both NBC and CBS are now in litigation under the anti-trust laws.

Rep. Hinshaw asked about development of priority allocations and inquired whether Judge Burns had any ideas on how they could be handled. Beyond observing that he felt this problem could be handled administratively, Judge Burns commented simply that he would be shocked if there developed any sort of discrimination in this sphere as a wartime measure.

Prior to recessing the hearings until May 19, Chairman Lea observed that Judge Burns had failed to follow the custom of giving his hope for the future, and experience, probably because he was "too modest". He then explained that Judge Burns for three years had been a Supreme Court justice in Massa-

chusetts and was the first general counsel of the SEC, serving from 1934 to 1937. In 1937 he served as special counsel for the Maritime Commission and since then has been practicing law.

By "trade education" I mean the selling educational program which has brought thousands of salesmen, jobbers and dealers into our studios to learn what their firm's respective radio programs are doing to help build consumer response. Many a dealer and salesman who came to these meetings were dubious. But through "nothing elaborate about the sponsor's show, it is styled to meet the needs of the moment. With slight variations, a meeting usually includes (1) an entertainment, formal reception for the sales staff of the sponsor; (2) a preview of the program, with a general introduction to the talent; (3) pep talks by the sponsor or his sales manager, with CBS Pacific Coast executives on hand to discuss such vital points as the size of radio, the number of radio families and the listening habits of the audience.

Especially interesting to salesmen is the reason their firm selected the particular type of program to do its selling job. For instance, a mystery show was the choice, salesmen are given statistical figures showing the importance of that type of program on the air today. Finally they are told why KNX was selected as their station.

Belief in Radio

We must at all times remember that what has become every day more visible in the broadcasting industry, is still a new, vital and glamorous world to men and women in more prosaic lines of activity. This "trade contact" procedure not only builds up enthusiasm for the campaign to follow, but it also builds up belief in the medium of radio. Once convinced of the importance of radio as an advertising medium, these salesmen, and others in their enthusiasm, carry the news to others in the field. The result is a general campaign in favor of our stations. We have found this by actual check.

While there are wide differences in the type of meetings that are possible under this method of merchandising, I do not know of a more potent method of economical promotion now open to even the smallest of stations. Thus far in 1942, we have played host to better than 8,000 dealers and salesmen. With an increase of 108% in KNX gross billings since 1937, it is our belief that these educational sessions have done much to make this possible.
703 Stations Sign Contracts of BMI
Copyright Signatures Easily
Ahead of Pace Last Year

BROADCAST MUSIC Inc. passed
the 700-mark last Thursday when
Carl Haverlin, vice-president in
charge of station relations for the
industry-owned music rights or-
ganization, announced that 703 sta-
tions had signed the new eight-year
BMI contracts.

Pointing to this achievement as
concrete proof of the unanimity and
solidarity of the broadcasting
industry's support of BMI, Mr.
Haverlin compared this record of
703 station licenses since March 11,
a period of less than two
months, with the fact that in 1941
BMI secured its 701st station li-
cense on Sept. 14.

Network Pacts

In addition to the 703 individual
station contracts, BMI has con-
tracted with 14 national and re-
gional networks, Mr. Haverlin re-
ported, adding that of the entire
lot BMI has issued only eight per
program licenses. Preliminary
studies of responses from about 650
stations to a BMI questionnaire
about their music performance ar-
rangements indicate that only
about a third of the stations have
taken out the ASCAP blanket li-
censes.

Of the remainder, about two-
fifths have no ASCAP licenses of
any kind, while the balance of the
stations answering the question-
aire have taken out per program
licenses, or a combination of blank-
et and per program, or have taken
licenses only for either commercial
or sustaining performances but not
for both.

The questionnaire, it was re-
ported, was sent to the more than
750 stations which have had BMI
licenses. The replies indicate that
by creating and supporting BMI
the broadcasting industry has se-
cured savings in the cost of music
substantially in excess of original
estimates. When applied to the en-
tire broadcasting industry, the re-
sponse to date indicates that
ASCAP's income from radio this
year will not exceed $5,000,000.

In addition, the nation's broad-
casters will expend about $1,200,-
000 for the continued support of
BMI. The total, slightly over $4,-
000,000, represents a considerable
saving from the payments which
would have been made to ASCAP
alone under the old ASCAP con-
tracts calling for 5% of gross in-
come plus sustaining license fees.

OPUM CHEMICAL Co., New York
(Dioxygen Cream), has started using
three quarter-hour periods weekly on
Art Green's Magic Carpet, hour pro-
gram of recorded dance music, six-
times weekly on WMCA, New
York, on a participating basis.

ASCAP Seeks Appeal

ASCAP has applied to the Appel-
late Division of the New York Su-
preme Court for leave to go to the
Court of Appeals with its motion
for dismissal of the BMI-Marks
suit, following a denial from the
Appellate Division which upheld
the ruling of the lower court
[BROADCASTING, May 4]. ASCAP
has been granted a stay from an-
swering the plaintiff's charges
pending decision on its application.

AFRA Pacts

AMERICAN Federation of Radio
Artists reported last week it had
negotiated a contract with WEEI,
Boston, and renewal contracts with
WINS, New York, and WKAT,
Miami. WEEI contract was de-
scribed as similar to the AFRA
contracts with other CBS M&O sta-
tions. The renewal contracts are
about the same as before except for
certain wage increases.

Toscanini Returns

TOSCANINI will return to conduct
the NBC Symphony Orchestra on
the BLUE beginning Oct. 31. He
will conduct 12 of the 24 Saturday
night broadcasts and Stokowski
will handle the other half of the
schedule, according to a joint an-
nouncement by Frank Mullen, NBC
vice-president and general manag-
er, and Mark Woods, BLUE presi-
dent. In addition the program will
be shortwaved.
Espionage Themes Allowed by Blue

BROADCASTING handles the gram. "The tion of fifth columnist tion was made, however, to policy any Government agency and "plots drawn from actual incidents, easily recognizable, dramatization ment of plot lining reviewing adding sustaining (Vitalis)," government, might tend to undermine with the American program tinuity Dorothy Ann Kemble, Blue con- tinuity acceptance editor. First program on the Blue to incorporate a spy theme is Alias John Freedom, with a hero who works under cover freeing victims from invading armies.

No program will be accepted that might tend to undermine confidence of the American people in the Government, the war effort or in the fighting forces, the Blue stated, adding that another standard in reviewing scripts forbids the outlining of any method of espionage or sabotage which might prove of aid to fifth columnists.

Dramatic scenes that depend on real places or things for development of plot are banned, as well as dramatization of the horrors of combat, the use of "alerting material, such as the the bombing of civilians" and "plots drawn from actual incidents, easily recognizable, such as the Normandy fire," now under investigation by Government agen- cies.

Other regulations adopted by the Blue confine acceptance of scripts to specific complete broadcasts of quarter-hour or half-hour duration, to prevent "cliff-hanging" episodes, and the clearance of material with any Government agency referred to or involved in the script.

NBC has not relaxed its general policy barring spy series, according to Edward R. Hitz, assistant to Roy C. Wittmer, NBC vice-presi- dent in charge of sales. One exception was made, however, last Wednesday night when NBC al- lowed Bristol-Myers Co., New York (Vitallis), to present a dramatiza- tion of fifth columnist activity in "The Case of the Whispered Word" on the Mr. District Attorney pro- gram. Pedlar & Ryan, New York, handles the Vitallis account.

VINCENT RICHARD SMITH

OPERATING on the theory that an advertising medium is only as good as the re- sults it produces for adver- tisers, Dick Smith, partner and timebuyer of Smith & Bell Adv. Agency, Los Angeles, maintains that only through a wide experience in timebuying over every classification of radio station and every type of publication can a thorough knowledge of media be gained. Appreciating the power and coverage of major stations, Smith never discounts the ability of minors to get results on the dollar-for-dollar basis.

With these theories he joined Frank Bull, well-known West Coast sportsmaster, in forming the firm of Smith & Bull Adv. Agency in 1939. He has since successfully bought time for such well known accounts as National Funding Corp. (finances); Seaboard Fi- nance Co. (loans); Master Photo Finishers Assn. (photo developing, finishing); Zesto Bottling Co. (bever- ages); Samaritan Institution (treatments for alcoholism); Bible Institute (religious); Oregon Prop- erties Inc. (real estate).

Born in New York City 41 years ago, Vincent Richard Smith went West in 1915, attending Pasadena (Cal.) High School where he played football and baseball. At 16 he joined the Navy, and before re- ceiving his honorable discharge at close of the World War was a quartermaster. Returning to Pas-adena in 1919 he became an advertis- ing salesman and later automobile editor of the Pasadena Post, from which he resigned in 1924 to enter the real estate business.

Radio became his interest in early 1926 when he joined the com- mercial department of KGFH (now non-existent), in Glendale, Cal. Remaining with that station for three years, he resigned to become account executive of a Los Angeles sales organization then associated with KMTR KRPC and KMIC (now KFVD). It was in 1939 that he joined Allied Adv. Agencies Inc., Los Angeles, as vice- president and account executive. He left that firm after two years to join forces with Frank Bull.

Operating from his Los Angeles headquarters he contacts stations directly by frequent trips through- out the West. An all-around sports enthusiast, he considers golf and yacht- ing as favorites. He is active in the Lakeside and Wilshire country clubs and a member of the U. S. Coast Guard Auxiliary. The Smiths live on what he terms a "city guy's ranch" in Encino, Cal.

HERBERT CARLBOG, formerly with the Detroit office of Radio Sales, CBS subsidiary, has been transferred to the New York office of Radio Sales as an account executive.

Godfrey WABC Series Is Used by 11 Sponsors

ARTHUR GODFREY'S 75-minute early morning program on WABC, New York, now has 11 participat- ing sponsors, after one year on the air, according to a large-size bro- chure released by the station. God- frey's program of news, recordings, comments and guest personalities, heard 6:30-7:45 a.m., six times weekly, started April 29, 1941. Sponsors are: B. C. Remedy Co., Durham, N. C. (headache pow- ders); Barbara Cola Co., Indianapolis (shaving cream); Eaton Paper Corp., Pittsfield, Mass. (writing paper); Griffin Mfg. Corp., Brook- lyn (shoe polish); Illinois Meat Co., Chicago (canned meat); Lehr & Fink Prod. Corps., New York (drugs and cosmetics); Manhattan Soap Co., New York (Sweetheart Toilet Soap; soap flakes); Mutual Benefit Health & Accident Ass'n., Newark; Pepsi-Cola Co., New York; O'Sullivan Rubber Co., Win- cher, Va. (rubber soles); Waste Paper Consuming Indus- tries.

Haley Joins Army

ANDREW G. HALEY, Washing- ton radio attorney in the firm of Porter & Haley, has entered the Army as a major and is now sta- tioned in the Judge Advocate General's Department. Mr. Haley at one time was on the legal staff of the FCC, resigning several years ago to become partner of George B. Porter, former assistant general counsel of the FCC, in private practice. Firm is continuing under Mr. Porter as Porter & Haley.

V' By Godfrey

TO PROMOTE civilian coopera- tion in war needs, Arthur Godfrey, is forming an organization called "Victory Volunteers" through his three weekly CBS program Victory Begins at Home, which covers the Government's war ac- tivities to the lives of consumers. Purpose of the organization, whose insignia is a double "V," is to form an active group to cooperate with the Government in ration problems; to pledge itself to drive automo- biles only when necessary; to as- sign 10% of its income to the pur- chase of war bonds and to urge people to talk less about news of value to the enemy.

WABC's Star Salesman

Since the first of the year WCOP has been breaking all previous sales records—week after week—and NOW, more advertisers are using WABC than at any other time in its history.
WPB Power Order (Continued from page 91)

...yes, Mr. Time Buyer
WSOC
Charlotte, N. C.
Offers a Potent Selling Combination
Because...WSOC Has:
NBC Red---
AP News---
Local Audience preference ---
Local Advertiser preference ---

Write for
“New Facts For Time Buyers”

You Place the Business -
We Deliver the Audience

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ
Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

IRONING-OUT KINKS in the new Songs by Dinah Shore on 104 BLUE stations for Bristol-Myers Co. (Mum), are (1 to r). Truman Bradley, announcer; Gordon Jenkins, musical director of the series; Dinah Shore, vocalist and star; William Lawrence, Hollywood production manager of Pedlar & Ryan, agency servicing the account. Looking on (standing) is Walter Johnson, who is radio director of MCA. The program is heard Friday, 9:30-9:45 p.m. (EWT).

Senator Eliminates Ouster of Watson Appropriation Rider Viewed As Being Discriminatory

BECAUSE of an evident legislative slip-up, the services of Dr. Goodwin Watson as chief analyst of the FCC Foreign Broadcast Monitoring Service may not be severed by Congressional action.

Dr. Watson has been the subject of Congressional attack for alleged Communist-front activities, principally resulting from investigations of the Dies Committee.

A proposal, included in the Independent Offices Appropriation Bill by the House Appropriations Committee and approved by the Senate Appropriations Committee that Dr. Watson’s salary could not be paid from FCC funds for 1943, was stricken from the bill last Wednesday by Senate vote.

Sen. Barkley (D-Ky.) led the attack on the House rider stating that “a matter of principle is involved as to legislative propriety and the justice to which an American is entitled at the hands of the legislative branch of the Government.”

The Senator qualified his statement to the effect that “my action in seeking to strike out this language is not in any way to be interpreted as an approval of the views expressed by Dr. Watson, or of his original appointment to the position which he now holds.” He added that “Senators who will vote against this provision are in the same attitude.”

Sen. Murdock (D-Utah), who followed Senator Barkley on the floor asked: “Is there not on the statute books general legislation which prohibits the payment of any money appropriated by Congress to any person who advocates the overthrow of our Government?” He then advocated that the provision be stricken from the bill since “to include such language in this bill is in direct conflict with it, and a violation of it.”

Senate Group Suggested

The motion was agreed to and at the suggestion of Sen. McKellar (D-Tenn.), member of the Senate Appropriations Committee, it was advocated that conference be appointed to meet with the House on the matter. Senators Glass, Russell, Truman, Green, McKellar, Nye and White were chosen to represent the Senate.

It was indicated in Congressional circles that Dr. Watson may be asked to appear before a special investigating group on anti-American activities which is said to be in the process of organization with Attorney General Biddle as head.

RADIO & Radar Branch has been organized in the War Production Board with Ray C. Ellis in charge. Ellis was formerly in charge of this work in the Ordinance Branch, but now is responsible to Harold E. Talbott, deputy director in the Production Division.
Batt Slated to Address Chicago RMA Meeting

FEATURED speaker of the 18th annual annual meeting of the Radio Manufacturers Assn., June 9 at the Stevens Hotel, Chicago, will be William L. Batt, president and director of the materials division and chief aide to Chairman Donald Nelson of the WPA. Mr. Batt will address the annual membership luncheon with a special message on the industry's war production program.

RMA members at the session will also vote on a proposal, recommended by the executive committee and board of directors at a recent meeting in Washington, setting up a new transmitter division. The new branch would be aimed to expand RMA war services and activities in that category. A special organization meeting for the transmitter division will be presided over by Dr. W. R. G. Baker, of General Electric, chairman of the RMA engineering department. Several other meetings of RMA committees are scheduled.

Tentative plans for a meeting of the National Radio Parts Distributors Assn. are being made by its president, George D. Barkey, coincident with the Washington meeting. The sessions slated for June 7 or 8, would replace the National Parts Trade Show which was cancelled because of the industry's war production program.

Flava-Bake Spots

SEEMAN BROTHERS, New York, has started its second current campaign on WABC, New York, with a participation in behalf of Flava-Bake on Adelaide Hawley's quarter-hour program, Woman's Page of the Air, heard five times weekly. The sponsor also presents George Bryan's quarter-hour newsmash, six-times weekly on behalf of Kitchen Magic J. D. Tarcher & Co., New York, handles the account.

Bogert Elected

JOHN L. BOGERT, formerly vice-president and director of research of Benton & Bowles, New York, has been elected vice-president in charge of research and development of Standard Brands, New York. James S. Adams has been re-elected president and Harold G. Cutright has been re-elected vice-president, with the additional duties of secretary and treasurer.

Brewery Spots

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), has started a total of 60 one-minute announcements weekly for 13 weeks on six Chicago stations: WENR, WBBM, WAIT, WHFC, WCFL, WIND. Agency is Weiss & Geller, Chicago.

WENDELL NILES, Hollywood announcer, having completed a narration assignment for MGM, short feature starring Bill Tilden, tennis star, has been signed to do the voice for another sports film.

FANNIE HURST, novelist, on June 1 will add a new comment- ary program on the BLUE, Monday through Friday at 5 p.m.

Worcester has money to spend. The industrial wage earner's envelope contains 25% more than it did a year ago or an average of well above $40 per week. This huge industrial Central New England Market keeps tuned to WTAG's ratings for exceed the totals of all other stations combined — morning, noon, and night. Ask for the complete details.

When You Buy Time — Buy an Audience

WTAG

Worcester

NBC BASIC RED NETWORK

EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVE

Owned and operated by The Worcester Telegram-Gazette

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BROADCASTING • Broadcast Advertising
Radio Executives Club Picks List of Nominees

CANDIDATES for official positions with the Radio Executives Club of New York during its 1942-43 season were nominated at the May 6 meeting. Art Tolchin of WHN, New York, served as chairman of the nominating committee. No meeting will be held May 13 due to the NAB convention in Cleveland and the final conclave of the year will be held May 20 when officers will be elected.

Nominated for president were Tom Lynch, Wm. Esty & Co., Bill Maitlefert, Compton Adv., and Murray Grabhorn, general sales manager of BLUE M & O stations; vice-president, Linnea Nelson, J. Walter Thompson Co., and Helen Thomas of Spot Broadcasting; treasurer, Peggy Stone, of Spot Sales, re-nominated. John Hymes, Lord & Thomas, current president, automatically becomes an executive vice-president along with Arthur Sinsheimer, Peck Adv. and Al Taranto, Ted Bates Inc. Secretary nominations were Bevo Middleton, Radio Sales and Paul Frank, Weed & Co.

Disque Quits Phil Lord

BRICE DISQUE Jr. has resigned from Phillips H. Lord, New York production firm, where he served for three years as script editor, to enter the freelance field as scriptwriter and producer. He has written a new show for Victor, dramatizations of the stories of Americans who have won the Congressional Medal of Honor, and is writing independently for several agencies.

FREE AND PETERS CELEBRATES
Regular Firm Marks a Decade of Spot Activity With Quiet Observance

MOUNTAINOUS BOUQUET from the staff and congratulations from radio folk's he's met in the last decade seem mighty fine to James L. Free, chairman of the board of Free & Peters, representatives, at the 10th anniversary celebration, May 6, in Chicago offices of the company.

WITH staff celebrations in Chicago, New York, and branch offices, Free & Peters marked its tenth year as station representatives last Tuesday. A pioneer in the field, the company was organized May 6, 1932 as Free & Steiniger with a total personnel of two men, a secretary, and no stations. Within three months seven stations had been acquired, a list that has expanded throughout the years to 30.

H. Preston Peters, president, joined the firm the fall of 1932, and opened the New York offices on Jan. 1, 1934. In the fall of 1936, C. L. Steiniger sold his interest in the company to Mr. Free and Mr. Peters, and the corporate name was changed to Free & Peters.

"When we got started," James L. Free, chairman of the board recalled, "we first had to sell stations on the idea of national representation since many stations were in doubt as to whether representation was practical. Then we had to sell the idea of spot radio to advertisers and agencies.

"The last decade," Mr. Free continued, "has seen not only tremendous growth in the volume of spot radio, but a development of business methods in radio. Ten years ago, rate cards, for example, were used as a starting point of negotiation. Today, rate cards of stations mean as much, if not more, than the rate cards of newspapers. Programming and sense of responsibility on the part of stations have changed the objectives of selling spot time. Stations formerly wanted to sell time in half-hour and hour segments, because they were not set up to program their own time. However, the greater share of spot business today is in the form of announcements placed in relation to the station program structure. Spot announcements in themselves have become miniature programs produced with entertainment value as well as selling message."

Last year Free & Peters acquired the rights to Sonovox an instrument that articulates sound into words, and set up with the inventor, Gilbert Wight, a separate company, Wight-Sonovox. The Sonovox has introduced new production techniques into spot announcements as well as programs, and with Sonovox, with its separate personnel, acts as creative program department for Free & Peters as well as sales representative of Sonovox.

Robson Back at CBS

WILLIAM N. ROBSON, formerly radio director of Lawrence & Miller of New York, and for the last few months assistant to Bernard Schoenhals in producing broadcasts for the OEM and WPV, has returned to CBS as a producer-director to devote most of his time to war propaganda programs. He will supervise the revision of format for Report to the Nation, CBS weekly Washington program, dramatizing the background of issues currently in the public interest. Assisting Mr. Robson on war programs will be Roland MacDougall, free lance scriptwriter, who resigned recently from NBC's script division.

Keep 'Em Walking

A CAMPAIGN to encourage people to keep in "wartime trim" by walking has been launched on WOR, New York, by John Gambling, who conducts morning setting exercises on his Music and Clock program. Gambling uses the words of a new song by Irving Caesar, "Walk With Uncle Sam," as the theme for his "Walk to Work Club." Program is sponsored by Pepsi-Cola, New York Club of New York, and New York, on alternate days, six times weekly.

WIAC

580 Kc. • 5000 Watts

"First on all Puerto Rico Dials"

Box 4504

San Juan, P. R.
Peabody Awards Board States Position Covering Selection of Annual Honors

EDITOR, BROADCASTING:
Your editorial "Peabody Error", [BROADCASTING, April 27], has been read with much interest. We appreciate this constructive criticism of the Peabody Awards.

As a matter of record, I think you and the broadcasters of the country will be interested to know that we of the university share some of the opinions expressed in your editorial. Perhaps the best evidence of this fact is to be found in the opening paragraphs of the "Report of the University of Georgia Faculty Committee on Preliminary Selections to the Advisory Board of the George Foster Peabody Radio Awards", which I quote:

"As requested by your group, we the faculty committee on preliminary selections have examined the entries for the Peabody Radio Awards and are providing herein a digest of the material which in our judgment is most eligible for these distinctions, and from which you may choose to make your selections. We understand, of course, that you do not have to restrict your choices to the entries, but may select any program or station which you deem worthy of the honor.

Public Service
"You will note that our recommendations follow the classification suggested by Edward Weeks and approved by members of your board, viz., (1) the best reporting of the news, (2) the best entertainment in drama, (3) the best entertainment in music, (4) the best educational program (including forms, quizzes, literature, art, conservation, forest protection, etc.), and (5) the most distinguished innovation upon the part of a station or individual.

"Although we recognize that these classifications make for a more specific measurement of public service as radio than did the plan of last year, we question whether this arrangement offers adequate recognition of public service activities by individual stations, as contrasted with the networks. We raise this point both because some of the station managers have asked us to do so, and also because as we have gone through the entries we have been impressed by the possibility that under this arrangement all awards could go to networks, thereby depriving individual stations of the recognition and stimulus envisioned in the creation of these awards.

"To obviate this difficulty, and also to carry forward the original purposes of these awards, we feel that there should be citations to stations for over-all public service activities, in addition to the awards for the best in reporting, music, drama, and education. We respectfully recommend, therefore, that the awards tentatively designated for the best innovation on the part of a station or an individual be regarded as classifications for over-all public service activities on the part of stations as contrasted with networks."

This opinion was shared by the NAB as reported by Joseph L. Miller, the representative of this group at the board meeting in New York.

Autumn Notices
Acting in the spirit of this recommendation, and in an effort to recognize both individual stations and programs within the various categories, the shortwave stations were chosen for one of the awards. It was also decided that in preparing the rules for next year's awards, the problem of station recognition would be a matter of paramount consideration.

Mark Ethridge, one of our board members and a former president of the NAB, suggested that the NAB office in Washington might be asked to set up some objective measurement of station public service for use by the Advisory Board in making next year's selections.

As for your statement, "The rules of the game were changed without public notice to the broadcasters", a detailed announcement was issued during the fall. There should have been no misunderstanding. The station exhibits were considered by both our faculty committee and members of the Advisory Board.

If you care to publish this letter, I shall be glad to have you do so. Speaking for the faculty committee and the Advisory Board members, I can assure the broadcasters that we want these Peabody Awards to recognize meritorious public service by radio in the most satisfactory manner to all concerned. Constructive suggestions regarding future awards will be welcomed by my office and will be passed along promptly to members of the Advisory Board.

JOHN E. DREWRY,
Dean, Henry W. Grady School of Journalism U. of Georgia, Athens. April 28, 1942.

KDPN, Monterey, Cal., has appointed W. S. Grant Co., San Francisco, as Pacific Coast representative.

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Sam Pew
William S. Brons

Glide, Earl J., KSL, Salt Lake City, Utah.
Gleason, W. L., KPRO, Riverside, Calif.
Godward, Fred, KXRO, Aberdeen, Wash.
Goldman, Norman N., BROADCASTING, Washington, D.C.
Goldman, Simon, WJTN, Jamestown, N.Y.
Gordon, Mr. and Mrs. James, WNOE, New Orleans, La.
Gordon, John, Newhouse, Wills, New York, N.Y.
Gray, Jason, WCEC, Dubuque, Pa.
Green, Truman, WFLA, Tampa, St.
Gregory, Sherman D., NBC, New York, N.Y.
Grignon, G. W., WINS, Milwaukee, Wisc.
Greeno, W., WFAA, Dallas, St.
Gunther, W., KERO, Santa Rosa, Calif.

Advance Registration for NAB Cleveland Convention
(With Hotel Reservations Reported)
(Continued from page 18)
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