In Midwest America

MORE than a million letters a year for 12 years (1942 will make it 13) is plain evidence that WLS influences people in Midwest America. WLS is conceded to be the dominant station on Midwest farms. But WLS is listened to in the cities, too—123 cities with over 10,000 population are within the four-state WLS Major Coverage Area.

Everywhere in the Midwest, people listen to WLS... listen and respond. They have confidence in WLS... and in products associated with the WLS name.

In Arizona

UNDER the same management and with the same principles of service as WLS, the Arizona Network is doing a similar fine job. Arizona is a big market, centered around KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee-Lowell. The Arizona Network effectively serves and sells the area where 90% of the state's retail dollars are spent!

With choice CBS programs and their own local staff, the Arizona Network is "First in Arizona"... with listeners and advertisers. Ask any John Blair man.

WLS

The Prairie Farmer Station

KILOCYCLES

CHICAGO

REPRESENTED BY JOHN BLAIR & COMPANY

1000 WATTS

DAY AND NIGHT

KILOCYCLES

PHOENIX, ARIZONA

CBS Affiliate

KOY 550

THE ARIZONA NETWORK
WHEELING, WEST VIRGINIA

WWVA

In the Heart of
THE GREAT STEEL AND COAL BELT
OF THE NATION

West Virginia
Eastern Ohio
Western Pennsylvania

Primary Area Population

4,860,716 (500 Microvolts)

Day 50,000 Watts Night

That speak the language of the masses
Fan mail from Philly

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Philadelphia listeners show their "brotherly love" by writing in all the way to WWL in praise of our programs. Our mail constantly shows our long-range selling-POWER.

But it is much more important to you that we dominate completely the rich trade area around New Orleans—and deliver it to you for your sales and profit.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.
BIG NAMES, OF COURSE—but QUALITY TOO!

Impressive!

That’s the one word that can adequately describe Standard Radio talent. Big names — network names — commercial names — all of them:

DAVE ROSE, ALVINO REY, BOB CROSBY, TED FIO-RITO, RAY NOBLE, DUKE ELLINGTON, FREDDY MARTIN, OZZIE NELSON, SPIKE JONES AND THE CITY SLICKERS (of “Fuehrer’s Face” fame), MATTY MALNECK, ABE LYMAN — and they’re not all!

But we do more than give our station subscribers big names. We record their music with that expert touch of showmanship, that technical perfection that assures highest quality reproduction.

Reason enough why Standard maintains its leadership — with the largest list of library subscribers.
DID you ever wade in mud up to your waist with reptiles and vermin attacking you on all sides — and bullets whizzing over your head? Lots of Americans have.

Put yourself in their shoes—millions of them. When you come marching home what companies would you prefer?—The ones that made life a little easier while you were in the mud—or the ones that didn’t?

Practically all industries are contributing directly or indirectly to the war effort now. But does everybody know about it? Does that boy in the mud know that soap manufacturers make glycerine for his ammunition?

Industry has a story to tell—a story of cooperation. Call it institutional advertising, if you will, but put yourself in a doughboy’s shoes and you’ll call it direct selling.

For years one of the best media in the South has been the powerful, 50,000 Watt voice of clear channel WSM. Over 2 million radio homes in the WSM market, housewives, fathers, mothers and friends of service men. Why not tell them what YOU are doing to help THEIR soldiers? Tell them in the WSM market—A pre-war, mid-war and post-war market of opportunity.
Smart Advertisers have found a

**BOMB SIGHT TO HIT BALTIMORE!**

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore... it all adds up to this: In Baltimore... WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage... and not just power that's costlier and too often wasteful.

**WFBR**

RADIO STATION BALTIMORE

**NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.**
THE gentleman with the undisguised good-nature is affectionately known around the
Twin Cities and the Northwest as “Uncle Mac”. He’s keeping his regular date as M.C. of the high-flying “Red River Valley Gang”—which is another WCCOshow with
That Northwest Flavor.*

Thirty weeks ago the Gang had their first get-together on WCCO. Since then, they’ve really gone to town—and country. In their first thirteen weeks…and in their try-out spot on one of the busiest broadcasting nights in the week…they built up a whooper of a hooper.

Like all original WCCOshows, “Red River Valley Gang” is specially built for the 850,000 radio homes in WCCO’s primary listening area. Drawling Uncle Mac…the famous Plehal Brothers with their harmonizing harmonicas…songstress Mary and bashful Hjalmar…the musical lads, Gus, Curley and Ernie…provide one more example of the deft programming that has brought WCCO a larger share of the Northwest audience—morning, noon and night—than any other Twin City station.

If you’d like to know more about the Red River Valley Gang (or WCCO) get in touch with us or your nearest Radio Sales office.

*north’west’ fla’vor (ˈnæθərˌwest ˈfla vər), n. that special quality which recommends a radio program to the tastes of Northwesterners. See also: TANG, ZEST, SHOWMANSHIP.

WCCO
50,000 WATTS WHERE IT COUNTS THE MOST

MINNEAPOLIS-ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, San Francisco, Los Angeles, Charlotte
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

---

ROBERT S. COLLINS!

Ever since we've been walking up and down Michigan Ave. ourselves, Bob Collins has been one of Chicago's well-known, active and successful advertising men. Actually, it's been twenty-one years. But recently Bob has come to the conclusion that spot radio is the ideal medium either to buy or to sell in advertising. So having convinced himself on that, Bob has now taken the logical next step and left a big job in "printed" advertising to join us here at F&P.

What do you think? Isn't it true that, this year especially, spot radio is made-to-order for you? Using spot radio, you get the full attention of your audience, whether you use big "space" or small. . . . You can advertise exclusively to the markets you want, without waste or duplication. . . . Where desirable, for instance, spot radio enables you (by your choice of stations and time) to secure audiences made up almost entirely of housewives, or sports fans, or farmers, or children—and gives you a discount for missing the people you didn't even want!

If you are wondering about media for any of your accounts, let us tell you some ways that spot broadcasting has been used for similar sponsors or products. That's the best sales material we have, here in this pioneer group of radio-station representatives.

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FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

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EXCLUSIVE REPRESENTATIVES:

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<td>and Wright-Sonovox, Inc.</td>
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Four years, Conover-Mooney Agency
Two years, Lord & Thomas
Fifteen years, Chicago Sales Manager, Newspaper Groups, Inc.
Free & Peters (Chicago Office) since October, 1942

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BROADCASTING • Broadcast Advertising
WB to Provide Set Replacement Tubes

**Receivers Will Be Kept in Service For Duration**

ORDERS for a replacement tube program that will insure continued operation of the vast majority of civilian radio receivers for the duration were near completion at the WB Radio & Radar Division in Washington last week.

A concentrated effort to produce an adequate supply of tubes will be launched before the first of the year, according to Frank H. McIntosh, chief of the renamed Foreign & Domestic Broadcast Branch. These developments completely set at rest rumors that broadcast receivers were about to go out of service at the rate of 50,000 to 60,000 a day. Agency, advertiser and broadcasting circles had been upset by circulation of these rumors.

'Victory Model' Line

The WB program, designed to head off a newly-discovered shortage in replacement part inventories, involves production of a "Victory Model" line of standardized parts, with sufficient variety to service more than 90% of the nation's receiving sets. WB expects that the remaining 10%, requiring rare types of tubes not included in the Victory Model line, will be protected by reserves now on dealer shelves.

The new tube program will include the 110 common tube types, a reduction from the 350 types permitted under Tube Order L-76. These cover all high-demand types as determined by dealer and manufacturer reports.

Material will be made available for the program by the Radio & Radar Division, which has power to allocate supplies to meet its program. Production of tubes will be portioned among dealers in proportion to their 1941 output. Some plants, engaged in war work, may not participate however. Tubes will bear the maker's trademark, but other parts may use the "Victory" label.

The new tube program was spurred by a report last week that inventories on jobber shelves were far below the stockpile estimated in WB quarters. A report from the Tube & Replacement Parts Committee of the National Electronic Dealers Assn. showed unexpected shortages of several important tube types, and revealed that a large proportion of the tube reserve consisted of the slower selling, less commonly used varieties.

Until now, WB has held up production of replacement tubes under a deliberate plan to exhaust existing stocks before lifting restrictions on production for civilians. An impression had existed in some Washington circles that as many as 50,000,000 tubes were available as replacements.

WB suspected its civilian radio replacement allocations were insufficient. Last week the War Production Board published applications for priority assistance under Limitation Order L-183. A broad picture of inventories of jobbers and distributors showed evidence of spotty shortages of important types. The Victory Model program of a streamlined stock of important types of tubes and other replacement parts, already drawn up at WB headquarters, was then proposed to the industry.

Plan All Ready

The plan was studied and approved by manufacturers and dealers throughout the country "with very little change," according to Mr. McIntosh. It was presented to the NEDA tube and replacement part committee in Washington last Thursday, and approved with some changes. It now is almost ready to go into production, awaiting only the formal order which is expected shortly. Other industry committees are expected to study the plan, and Victory Model parts will be submitted to the American Standards Assn. for assignment of type numbers.

The new production plan consists of more than replacement tubes, although the fact that our present will be the first to go into effect. Volume controls, resistors and condensers, as well as 14 types of replacement transformers, also are provided. Key to the program is concentrated production of a simplified list of most commonly used replacement parts.

The plan will insure operation of all radios manufactured in the last 12 years, or even older, the WB believes, with only obsolete or other rare type parts not covered. Re-

**NBC, CBS to Appeal Network Ruling**

Injunction Plea Denied In Monopoly Rules Issued by FCC

STARTING immediately after the three-judge statutory Federal Court in New York had handed down its decision dismissing the petitions of NBC and CBS for injunctions restraining the FCC from putting into effect its so-called network-monopoly regulations, these networks last week were speeding preparations for prompt appeals to the Supreme Court of the United States.

Stay Order

Dismissal was issued Monday afternoon (Nov. 16) in an opinion written by Circuit Judge Learned Hand, with District Judges Henry W. Goddard and John Bright concurring. Trio, which heard oral arguments from attorneys for NBC and CBS, requesting injunctive relief from the application of the FCC's promulgated regulations, and from counsel for the FCC and for MBS, asking for summary judgment dismissal of the suits early last month ([BROADCASTING, Oct. 12], is the same pane which in February had held by a 2-1 vote, Judge Bright dissenting, that it held no jurisdiction to rule on the validity of the Commission's regulations ([BROADCASTING, March 2]).

While denying the attempts of CBS and NBC to outlaw these regulations, the court did not, however, empower the FCC to put its proposed rulings into immediate effect, but continued the stay order maintaining the status quo until Feb. 1, 1943, or until the appeal has been argued in the Supreme Court, whichever is earlier.

FCC Chairman James Lawrence Fly, the mainspring in the move to impose the network-monopoly rules, asked to comment on the decision, would only say, "The court's decision speaks for itself. I do not think any comment from me would be appropriate."

Paley Comments

William S. Paley, president of CBS, made the following statement:

"We are taking immediate steps to bring the case before the Supreme Court, which earlier in the year reversed a prior decision of this statutory court on the question of jurisdiction in the same case. We believe any enforcement of the proposed FCC rules would seriously jeopardize the vital role which network broadcasting is playing in the war effort, and we will vigorously defend our right to continue the nationwide service which we are rendering."

"The text of the statutory court decision seems to us to be based upon a narrow legalistic interpretation of the Communications Act, with which we frankly disagree, and which wholly disregards the irreparable damage which might be done to American broadcasting."

"We are confident that no final determination of this case can ever ignore the fact that American system of broadcasting has produced the highest level of audience approval and of public service of any country in the world."

Niles Trammel, NBC president, stated, "Steps will be taken immediately to perfect an appeal to the U. S. Supreme Court."

When, last June, the Supreme Court overturned the Federal Statutory Court's decision that it lacked authority to decide the issue and remanded the case back for a

(Continued on page 52)
ports show sufficient supply of parts for these receivers.

Rumor of a serious tube shortage had circulated at the Assn. of National Advertisers meeting in New York, Nov. 11-12 [Broadcasting, Nov. 16]. Moreover, George D. Barby, president of the NEDA, recently had stated he believed the shortage was not critical. After the meeting with WPB last Thursday, Mr. Barby said, "The program looks good, and our committee is encouraged by prospects for adequate supply of replacement tubes."

Shortage Threat

NEDA, it is understood, submitted to Mr. McIntosh figures which tended to confirm Mr. Barby's statement of a threatened tube shortage. In its industry publications, NEDA Oct. 26 reported 600 jobbers throughout the country to report their inventories. 

"Here is a real emergency," the NEDA wrote. "Some replacement tubes simply are not available."

Mr. Barby said the committee, of which Walter C. Braun is chairman, had presented evidence of the need to Mr. McIntosh. Mr. McIntosh supplied figures which tended to prove that jobbers now lack certain tube types, including several important types. He said the WPB program then proposed seemed adequate to overcome all these shortages.

WPB declared the new program was based on its awareness of the importance of radio to the war effort. Commenting on a report that replacement parts would be allowed to become exhausted, a WPB official said, "It seems ridiculous to assume that no provision is being made for such vital needs as may exist for radio receiver components."

"It may not be as easy to purchase a vacuum tube today as formerly, but temporary shortage in one locality should not create panic as to the whole future of radio," the WPB spokesman added.

Transmitters, Too

"The WPB has studied the needs and inventory of broadcast transmitters, police, forestry and other governmental agencies, and expects to maintain these services as well."

Explaining the appearance of a tube shortage, despite estimates of responsible officials, the WPB indicated the shortage probably resulted from overestimation of tube stocks in the hands of distributors and dealers coupled with "raids" by military purchasing agents on stocks purchased for civilians. Capt. William A. Gray, chief of the WPB Vacuum Tubes Section, said that there is no shortage of facilities for tube production, and said "we have adequate capacity to meet civilian needs without interfering with military requirements."

According to Bond Geddes, executive vice-president and manager of the Radio Manufacturers Assn., 31,000 replacement tubes had been shipped in the first nine months of 1942, a substantial increase over the similar period last year, when 24,500,000 were shipped. At WPB, however, some doubt was expressed that all these were reserved for civilian use.

Mr. Geddes pointed out that while the number of tubes shipped through September had been encouraging, production has fallen off sharply since then because of a shortage of materials. Capt. Gray declared he did not believe that in event that materials continued scarce, civilian radio tubes would be "the first casualty." Rather, he foresaw a scaling down all around, with minimum civilian requirements being met. Mr. McIntosh declared that material would be made available for makers of Victory Models.

Cut to 110 Types

Tentative list of Victory Model tubes includes 110, reduced from an original list of almost 700 tube types. It is expected that products shipped during the first nine months of 1942 are not included in the list of titles, Capt. Gray said.

Also included are 14 varieties of transformers and chokes, reduced from 150 types previously used. These include six types of power transformers, and 4 and 8-watt output transformers; small 3:1 transformers, and large universal input transformer; tapped universal driver with three popular ratios; and three types of choke.

New varieties of dry electrolytic condensers will be made under the program, and 11 types of paper tubular condensers. Eighteen sizes of untapped universal volume control of both audio and linear taper are provided for, and some 27 types of special volume controls.

Federal Policy Is Laid Down To Defer Essential Workers

FIELD OFFICES of the U. S. Employment Service will support de-ducts of men "essential to the war effort and when it cannot be filled by a man with less than six months' training, according to the instructions mailed last week to 1,500 field offices by the War Man-power Commission.

The statement, in the form of an instruction to the List of Essential Occupations for Essential Activities, now under preparation, points out that local Selective Service Boards may seek advice of the USES before deciding on the essential character of so-called defense jobs. A list of these essential jobs is now being determined for each of the 37 essential activities of the WPB. The list is now not included in the list of titles, the introduction adds, indicating they will not be considered for deferment. The six months' period is intended to cover the time necessary for a worker to attain normal proficiency," it explains.

Outlining its tests of "essential to an essential occupation", the WPB said "promotion men, occur in many establishments engaged in essential activities, yet for purposes of the war program, the service of promotion men and salesmen are not considered essential, and they have accordingly been omitted from the list."

As work on the lists of essential occupations progresses, the introduction says, the War Man-power Commission is taking a stricter attitude in interpreting these requirements, and many jobs listed in the "essential activity" list of July, 1942, have been eliminated.

The list for communications has not yet been completed, and there is no indication what classes of broadcasting employees will be included, although Communications has been listed as an essential industry.

Westinghouse to Start Sunday Afternoon Show

WESTINGHOUSE Electric & Mfg. Co., East Pittsburgh, Pa., has contracted with NBC for a Sunday afternoon musical show to start shortly after the first of the year on an initial basis. The period set aside for the Westinghouse program is 2:30-3 p.m., between the Universal Network and Round Table broadcasts, which will probably be shifted.

Tentative cast for the new series includes John Charles Thomas, Lynn Murray chorus, John Nesbitt, and Mark Warnow's orchestra. 

Agency handling institutional advertising for Westinghouse is Young & Rubicam, New York.

Gillette Signs Bowl

FOR THE FOURTH consecutive year, Gillette Safety Razor Corp., Boston, will sponsor the Sugar Bowl football game on the BLUE. The annual New Orleans event to be held in New Orleans, will be broadcast on from 90 to 130 stations, starting at 3:15 p.m. and continuing until its conclusion.

Maxon Inc., New York, is the agency.

MEYERS STUDIOS, Toronto (city's largest phonograph record stores) has started a weekly transmitted program, Rhapsody in Rhythm, on 15 Canadian stations. Account was handled by All-Canada Radio Facilities, Toronto.

OWI Stations Post Is Given to Connor

Pacific Coast Coordinator Heads Washington Activity

RICHARD F. CONNOR, for approximately one year radio coordinator of the Southern California Broadcasters Assn., Los Angeles, has been appointed chief of station relations, Radio Bureau, Office of War Information, and assumes his new duties in Washington Dec. 12. Appointment was announced by William B. Lewis, chief of the OWI, who said:

Mr. Connor has relinquished his post as radio consultant of the OWI and also resigned as radio coordinator of the War Emergency Board of the West Coast Broadcasters Assns., recently set up under direction of the IV Fighter Command and Western Defense Command. Successors to his former West Coast duties had not been announced at press time.

Coast Radio Record

In radio since 1928 as announcer-producer and writer, Mr. Connor at one time was general manager of KMPC, Beverly Hills, Cal. For more than four years he operated his own advertising agency in Los Angeles. Over a ten-month period in 1941 during California State Legislature sessions he conducted a daily interview program, Affairs of State, over Don Lee Broadcasting System, originating the series from the State Capitol at Sacramento.

Prior to that for a period of eight years, along with other radio activity, he conducted civic broadcasts from Los Angeles city hall over various Southern California stations.

Husted Resigns

K. WALLACE HUSTED, recently appointed chief of the station relations division of the Radio Bureau of the Office of War Information [Broadcasting, Oct. 26] has resigned to accept a position as Overseas Director of the American Red Cross. In his new job, Mr. Husted will leave the country soon for a post abroad.

Mr. Husted is general manager of WLOL, Minneapolis, Mr. Husted joined OWI to supervise and maintain liaison with regional consultants of the Radio Bureau.

Vick Tests New Item

VICK CHEMICAL CO., New York, is considering a new campaign in selected markets, using spot announcements and newspapers for the promotion of new children's in-laxative, Vick-lax. No further details on the drive are available from Marshalk & Pratt, New York, agency handling the new products division of Vicks.
Food Industry Plans Promotion Drive

Grocery Project Group
To Improve Public Understanding

PLANS for a nationwide public relations program for the food industry to bring about “a better understanding of this industry with the farmers, food industry employees, the Government and the general public,” were disclosed last week by Paul S. Willis, president of the Grocery Manufacturers of America.

Delivering the keynote address at the opening session of the GMA’s three-day annual meeting, held at the Waldorf-Astoria, New York, Nov. 3-5, Mr. Willis said: “in much delayed time has come to put into action suggestions ‘that the industry should undertake a greatly enlarged, industry-wide program to improve our relations with the public.’

Radio’s Prospects

Mr. Willis did not go into the operating details of the plan, but it was learned that discussions to date have resulted in preliminary plans of more than a score that would be put into action as the campaign, which will utilize all major advertising media.

The promotional program will probably get under way shortly after the first of the year, it was reported. Since grocery manufacturers are among the largest users of radio advertising for their individual products and services, it may be expected that a sizable proportion of the appropriation will be devoted to broadcasting.

Reporting that the public relations department of GMA has been informing the public on the subject of food prices, food supplies, rationing and nutrition in a campaign aimed mainly at the consuming public, Mr. Willis said the time has come to broaden the scope of this work.

The farmer, who is the food manufacturer’s main source of raw materials just as the manufacturer is his principal outlet, he said, has “the chief, most practical explanation of why America’s system of food manufacturing and distribution is the most economical and efficient system in the world.”

The employees of the food manufacturers, he continued, “should have a clear understanding of your various operations, why you do them, why you spend money on research, on advertising, on merchandising, packaging, and so on. They should have an appreciation that whatever affects the company will, sooner or later, affect them.”

Job to Be Done

There is, Mr. Willis declared, “much of this job to be done with the public. There are a lot of things which must be explained to the housewife. She needs an answer to why there are shortages, new packaging, rationing, price changes, why certain products have disappeared from the grocers’ shelves.

“An example of the kind of job we might do in the matter of informing the public is evident in the current discussion of food prices. You have heard much talk of consumer complaints relating to the cost of food. And yet it is a fact that, in relation to income, food costs are not unreasonable. The latest figures from the Bureau of Labor Statistics now show that the housewife, on the average, spends only 27% of every income dollar for food today—and that is the lowest percentage in over 29 years.

“The public is vitally interested in all of these matters which affect food. We know that because we have been telling that story and the results have been good. But it would be so much more effective if our complete story were now told.

“Another important objective is the development of a better understanding between the food industry and government. I could go on naming more examples but think I have made clear what is on our minds.

Federal Director

“You, right here in this room, are the world’s most skillful practitioners of the science of building consumer goodwill. You have built a wide acceptance for your branded products, you have helped to set a standard of living for all income groups which is the envy of the entire world. You have employed every known medium of adult education, including newspapers, magazines, radio, billboards, motion pictures, and soon, to do that job.

“It is now my recommendation that we do a similar job of building goodwill for the food industry as a whole.”

Urging immediate appointment of a Government food director, with authority to coordinate all parts of the total food picture, Mr. Willis said that unless this unified command is soon secured, “we will surely face a food scandal far greater than the rubber situation.”

At present, he pointed out, there is a separate Government agency for each step in food production—harvesting, processing, packaging, shipping, and distribution—each agency with authority over some important phase of production or distribution, but none with any responsibility for the industry as a whole.

Hettinger Discusses OWI

One of a number of Government officials who discussed various phases of Government’s relationship with the food industry in the wartime problems of properly feeding both the armed forces and the civilian population was Herman S. Hettinger, campaign manager of the OWI Bureau of Campaigns. An important OWI function, he stated, is telling the public “what they must give up and do, why this is necessary and how their sacrifices are essential to the war effort. Give them the facts, explain the problem to them clearly, show them its relation to the war effort, tell them specifically how they can help, and they’ll do the rest,” he declared.

Two important phases of the war program which the food industry advertising can most logically assist, he said, are nutrition and conservation. Praising the work al-

(Continued on page 18)

BLUE’s NEW STATION ADVISORY BOARD

Harold Hough Is Named To Serve as Chairman Of Blue Advisory Group

HAROLD V. HOUGH, general manager of KGKO, Dallas, and representative from District 5 on the BLUE Network Station Advisory Committee, was elected chairman of the group at its first meeting last Wednesday at BLUE headquarters in New York.

Mark Woods, BLUE president; Edgar Kobak, executive vice-president; Phillip Carlin, vice-president in charge of programs, and John Norton Jr., manager of station relations, addressed the meeting. Outstanding plans for the coming year, Group discussed a number of problems of station-network relations and adopted a resolution providing for the election of representatives of the odd-numbered and even-numbered districts on alternate years, to insure a carry-over of half of the committee’s members each year.

Full committee attended the all-day meeting. Membership, in addition to Mr. Hough, includes: Willis Willis, Indianapolis; District 1; H. Allen Campbell, WXYZ, Detroit, District 2; Earl Er. May, KMA, Shenandoah, District 3; Henry F. SGN, Fort Worth, District 4; T. D. Pyle, KVOD, Denver, District 6; W. B. Shults, KJDSL, Dallas, District 8. Elected by the 142 BLUE affiliate stations, the committee will serve for one year.

AFFILIATES OF NBC NAME PLANS GROUP


Formed last year to study the problems of individual stations in their relationship to the network, the committee has submitted recommendations resulting in numerous improvements, according to William S. Hedges, NBC vice-president in charge of stations departments.

Stuhler to Gen. Foods

WILLIAM R. STUHLER, formerly an executive of A. & S. Lyons, New York, talent agency, and previously of Young & Rubicam, New York, has joined the advertising staff of General Foods Corp., New York, it was announced last week by Charles G. Mortimer Jr., G-F general advertising manager. Mr. Stuhler, who has specialized positioning with Firestone Tire & Rubber Co. and BBDO, will work with Mr. Mortimer in the field of advertising, handling advertising problems, nature of which were not defined by the company.

BROADCASTING • Broadcast Advertising

November 23, 1942 • Page 11
Wartime Equipment Pool Adopted by FCC

Voluntary Spread Of Materials Sought

A NEW PROGRAM designed to ease operation of broadcasters under wartime equipment shortages was adopted by the FCC Nov. 20, when the Commission announced that it would sponsor a questionnaire to collect information for a pool of surplus and salvageable radio parts.

Letters containing the report forms will be mailed to all licensees—broadcasting, point-to-point, marine, police—and participation will be virtually mandatory, the FCC said. The surplus parts pool was recommended by the Board of War Communications and the FCC agreed to act as an agency for the collection of information.

Adopted

Adoption of the pooling plan marks the fourth of five BWC conservation recommendations that FCC has put into effect. Previously, the Commission ordered a 1 1/2 cut in operating hours. Operating hours have been cut because of materials shortages, the FCC and WPB. No Prices Quoted

The FCC letter stresses that licensees should take extreme care in describing their surplus items. "It is suggested that even though it is a unit of standard manufacture, that adequate description be given to properly identify it both as to its general nature and as to its characteristics such as size, power, frequency range, emission, receptivity, capacitance, scale," the letter said.

Information relative to condition should be specific in all cases, and if the categories mentioned are not applicable, further explanation should be given, the FCC advised.

Junk, scrap and equipment which cannot be repaired should not be registered. The letter said, but should be otherwise disposed of in the interests of the war effort. Selling prices are not to be quoted in the survey, and listing will not necessarily mean willingness to sell.

No Normal spares need not be listed in the survey, nor should transmitters presently licensed, including those for which a construction permit is outstanding. However, if completion of the construction is not now contemplated, the letter suggests the construction permit be set aside and the equipment registered.

Compromise Urged

A decision on the BWC proposal for voluntary suspension of operation for the duration without loss of license by stations faced with insurmountable workloads and difficulties in the last week indicated the FCC now believes its war powers are sufficiently broad to permit the action.

Meanwhile, the FCC engineering department continued to urge broadcasters who have not already made adjustments for the 1 1/2 reduction of antenna output, to cooperate fully in the plan. The order will go into effect Dec. 1, and all stations must operate under the new rules by that date.

JERGENS JUGGLES BLUE NET SERIES

THE Sunday night schedule of sponsored programs on the BLUE will undergo a complete change Dec. 27 with announcement by Andrew Jergens Co., Cincinnati, that it will sponsor "Good Morning America," 9:15-9:30 p.m., period immediately following Walter Winchell, and "Hollywood gossip" by Hedda Hopper. Miss Hopper was sponsored for a three-year period by California Fruit Growers Exchange, Los Angeles, until Oct. 28 of this year.

At the same time it was revealed that "The Blue Program," New York; will shift Jimmie Fidler from Hollywood, 9:30-9:45 p.m., to avoid conflict with the Hoppen show, which deals with similar material. Fidler will be moved to 8:45-9 p.m., time now occupied by the last half of the Inner Sanctum Mystery, also sponsored by Carter.

The latter program will move to the full half-hour 9:45-10 p.m. This last shift will be possible as the contract for Dorothy Thompson's 9:45-10 p.m. summer program, "Trimmott Clothing Co., New York, expires about the same time.

The former program, heard of the BLUE 8:45-10 p.m. after Dec. 27, will then be as follows: Jimmie Fidler, Walter Winchell, "Hollywood gossip" by Hedda Hopper, "Inner Sanctum Mystery." Agency for the two Jergens programs is Lennen & Mitchell, New York; Carter's agency is Trimmott's, Los Angeles.

To Be Published

Operation of this plan, the FCC said, should permit many stations to continue uninterrupted operation, when they might otherwise have been forced to remain silent for at least for temporary periods. "At the same time it will not require the use of materials and manufacturing facilities urgently needed for military equipment," the letter said.

"This will also permit stations to dispose of unsuitable output, which is of no use to them, but very useful to others," the FCC pointed out.

The letter urges licensees to fill out and file an enclosed form immediately, and to return it to the FCC engineering dept. surplus equipment section not later than Dec. 10. The questionnaire should mention only material actually available, and the FCC should be informed if it is no longer on hand.

Questionnaires will be analyzed catalogued by items of equipment and distributed as a Federal publication, the FCC said. No actual exchange of material will take place through the FCC, but lists of equipment held will be circulated so licensees needing particular parts will know which stations have them on hand.

First broadcast from the Belgian Congo on the BLUE was on Nov. 20, at 9 a.m. (EST) and continued until 8 p.m. (EST) that day. Two additional programs were broadcast Nov. 21, at 9 a.m. (EST) and Nov. 22, at 9 a.m. (EST) and 4 p.m. (EST).

Thompson in Africa

LATE LAST week, Mutual received its first word from John Thompson, MBS and Chicago Tribune correspondent, whom the network had understood was in Oran. A New York Times dispatch stated that Thompson, who had been seen bailing out of a plane with U.S. paratroops as they descended on an undisclosed skirmishing front near Tunis, Tunisia. Mutual officials said they are making every effort to contact Thompson, and the network was made aware of his whereabouts as soon as he has been located.

Brown Heads KOMA

SUCCEEDED Jack Howell, who has entered military service, Ken- nyan Brown, for five years as announcer and sales executive of KVOO, Tulsa, has become general manager of KOMA, Oklahoma City. He began his radio work as an engineer for W9XBY and next became an announcer of WLBF (MKR), Kansas City, Kan. He went next to K5O-KRTN, Des Moines, as announcer and in 1937 to KVOO.

Westlund Elected

ARUTH WESTLUND, manager of KRE, Berkeley, was re-elected director of the NAB’s 15th District, at the closing session of the district meeting, held Nov. 15-16 in San Francisco. [See story of district meeting on page 28].
Gosh, you know we receive so many fan letters, box-tops and dollar bills here at WHO that sometimes, Lord help us, we suppose we get a little blasé. But here's one that sets us back on our heels!

Seems we've been running a few plugs recently asking for old furs to be made into warm vests for the Merchant Marine. Sure, we knew we'd get a few, but Iowa is a long way from the ocean . . . Then the furs started coming in. Boxes of them. Boxes and bags and packages. The last time we checked, over 3 tons had come in! One friend over in Nebraska didn't have any fur—so he got out his dogs, hunted down three coyotes, and sent their skins to us.

Does that sort of response make us proud? Yes, but pretty humble, too. Knowing that 60.4% of all the radio listeners in Iowa "listen most" to this one big station nighttime (see 1942 Iowa Radio Audience Survey)—knowing that this enormous audience is depending on us for the news, entertainment, farm service . . . and yes, the advertising . . . that they live by—

Well, how'd you feel? You'd try to give them the best you have. And that's what we do. And that's why WHO will continue to be the best-loved, best-listened-to, best-to-advertise-on station in Iowa.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
43.3% Have Radios Among Non-Whites

Census Data Shows That 86.8% Of White Homes Have Sets

That 43.3% of the non-white household in the States equipped with radios is disclosed in a press release issued by the Bureau of the Census Nov. 19. The census tabulation, giving totals by States, P. 133, is based on the 30,721,944 white households reporting on this item had radios, as contrasted with the 43.3% of the 6,168,000 non-white (mostly Negro) households.

In general, the Census Bureau stated, the differences between the two groups were largest in the States where the non-white population is mainly rural, and smallest in the States where most of the non-white population is urban.

The Census Bureau’s release supplements the release on its Series H-135, No. 1, which presented data on home radio sets for states by urban and rural areas, and which were the basis for the projected NAH radio home estimates published in its Bulletin 150 to similar end. Sept. 7 BROADCASTING. Data for counties, for rural-non-farm and rural-farm parts of counties, and for cities of 5,000 or more, were also presented in the Broadcasting supplement.

The special breakdowns in the table below were obtained from the U. S. summary of the Second Census Housing Bulletin:

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<td>Ind.</td>
<td>200,797 80.6 6,007 2.8</td>
<td>30,721,944 86.8 5,690,707 18.1</td>
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Maintenance, Repair Order Is Explained by WPB Official

SINCE P-133, the communications, maintenance and repair limitation order was issued Oct. 5 by the WPB, numerous inquiries have been raised about methods of operation under it. To clear, BROADCASTING asked WPB’s Foreign & Domestic Broadcast Branch, headed by Frank H. McIntosh, for a summary of the regulations.

Through the cooperation of Mr. McIntosh, the summary was prepared by Wiley Wengert, assistant to Mr. McIntosh. Any question not answered in the interpretation may be directed to the WPB Radio & Radar Division, Social Security Building, Washington. The summary follows:

What Can Be Purchased

"First it should be pointed out that Limitation Order P-133 has no connection with Preference Rating Order P-133. The questions most generally asked concerning the assignment of Preference Rating P-133 are questions as to just where particular items can be purchased with the rating of A-1 assigned to the operator by the manufacturers of broadcast stations.

The following can be purchased with the rating of A-1 assigned by the stations, in accordance with the form printed in the order:

Material necessary for maintaining equipment in good working condition for the repair or reconstruction or restoration, without expansion, improvement or change of design of any portion of an operator’s buildings, structure and equipment when it has been rendered unsafe or unfit by wear and tear or other similar causes but not including the reconstruction or restoration of any portion damaged or destroyed by fire, flood, tornado, earthquake, part of God or the public enemy or theft or other complete demolition or loss.

On Handling Replacements

"The question asked in regard to such cases as lost or stolen remote amplifiers are answered by stating that the broadcast station may only purchase P-133 forms for replacement of equipment lost to service by means such as flood, fire etc. In this way, each individual unit needed to be completely replaced is considered on its particular merits.

"The purchase of recording discs cannot be made without the assistance of a preference rating assigned by the WPB. But this is done in the Order where it states under operating supplies that the word does not mean recording discs, film or other recording media. The P-133 form is not expected to be made through regular jobbing channels, should be done without the aid of priority assistance, the jobber securing a rating to give to his manufacturer by means of a direct application to the War Production Board on Distributors’ Form P.D-1X. Should the station be accustomed to purchasing the blanks from the manufacturer, he must apply to the War Production Board for preference rating of A-3 on Form P.D-1X.

Tube Applications

"If vacuum tubes are not available and will require a higher rating than A-1 to secure, application must be made on a P.D-1A form to the WPB for an assignment of rating. In order to comply with the inventory requirements specified in P-133, it should be pointed out on the back of the P.D-1A application that the tubes asked for will not increase the inventory above the minimum necessary spare tubes. Likewise, care should be taken to point out that all tubes above 25 watts in power will be returned to the manufacturer upon purchase of new tubes asked for as must also be done when applying an A-1 rating under P-133.

"Too much emphasis cannot be placed upon the apparent need for all station engineers to take every means possible to conserve equipment. It may be desirable to point to a few examples:

How to Conserve

"A new air-conditioning unit cannot be purchased under P-133 as a means of conserving tube life. If you did not have the tube to operate before, you cannot purchase chase one now under the term ‘Maintenance’. New remote amplifiers cannot be purchased. Take care of increased remote broadcasts by the simple assignment of A-1 preferential rating to the Order.

"If an amplifier burns out a part, do not throw it away out of the tube sockets, clean up the chassis as best you can, replace the power transformer with one you secure under a P-133 assignment of A-1 but do not buy a new amplifier.

"If the stations sell more remote broadcasts than you have fixed amplifiers to install, do not assume that a new one is necessary to “maintain” your station. If you cannot make one out of the junk box, you just have to carry the portable unit around more often.

And, by the way, if you have portable battery operated units, you had better make up an adaptor for connecting them to standard batteries since, under Limitation Order L-71, no more odd size batteries are being made and only standard sizes will be available when stocks are depleted.

GOVERNMENT SEeks SHELLAC SUPPLIES

GOVERNMENT offer to buy stocks of shellac frozen in dealer’s hands in the former Defense Supplies Order No. M-106 was announced Nov. 14, when the Defense Supplies Corp. began accepting through Associated Representatives, 155 John St., New York. The Government will pay 75% of the lessor specified for particular grades in OPA Maximum Price regulation No. 246.

Purpose of the plan is to build a stockpile of shellac to meet war needs until shipping from India, which has been temporarily suspended, can be resumed. According to informed officials, the program is not likely to require the further purchase of shellac available to private industry at this time.

Silver Sponsor Ponders Program Format Change

INTERNATIONAL SILVER Co., Meriden, Conn., which currently sponsors Edward R. Murrow from London, on CBS, Sunday evenings 6-8 p.m., is understood to be considering a change in the program in the near future, discontinuing Murrow’s talks in order to resume its former time slot for the International Silver Theatre.

Problems now being worked out to effect the change include a shift in time slot to 6-8 p.m., sponsored by Welch Grape Juice Co. in the 6:15-6:30 p.m. period, to allow NBC’s half-hour for the Silver Theatre. Also necessary is an advance lineup of Hollywood stars available for the series in view of the $25,000 salary restrictions soon to go into effect. Agency is Young & Rubicam, New York.

WIEB, Portsmouth, N. H., has appointed the Walker Co. as national representative. Bertha Banne continues as special Boston representative.
WXYZ will deliver*
Lion's Share of Detroit at lowest cost

*Guarantee - with any WXYZ Champion Show
Compton Is Named To Take Account Of Socony-Vacuum

Agency Expected to Absorb Getchell Branch Offices

The Socony-Vacuum Oil Co. account, which has been on the market for the past two weeks since J. Stirling Getchell, New York, announced the liquidation of its agency Feb. 1, 1943, will be handled by Compton Adv., New York, according to Eben Griffiths, Socony advertising manager, who stated that Compton would not take over the active management of the account until Getchell has closed its New York office.

Although no official announcement has been made, it is reported that the Chicago, Detroit, Kansas City and Milwaukee offices of J. Stirling Getchell will be taken over by Compton, with the personnel in those offices remaining intact in most cases.

Branch Offices

These branch offices have charge of the advertising for Socony subsidiary regularly, including the following organizations: Wadhams division in Milwaukee, White Star division in Detroit, White Eagle in Kansas City, and Socony-Vacuum in Chicago. L. O. Holmberg of J. Stirling Getchell will remain as manager of the Compton office, with Merrill Boyce, assistant account executive, and Suzanne Anderson, office manager. This change will take effect by Feb. 1, it is understood, and will in no way affect the present Compton radio representative in Chicago, Jane Stockdale. She is supervisor of three daytime serials, sponsored by Procter & Gamble Co. and originating in Chicago, including Via & Sude, Road of Life and Right to Happiness.

It is not known whether the industrial portion of the Allis-Chalmers Mfg. Co. account serviced by the Getchell Milwaukee office, and the portion of the account—DeSoto and Plymouth divisions—serviced by the Detroit Getchell office, will be assigned to the Compton agency when it takes over these offices. Compton has had no offices in those two cities nor in Kansas City previously. Present managers of the Getchell branch offices are H. H. Griffin, Chicago; Karel Rickerson, Detroit; and H. H. Scott, Milwaukee.

Griffin Joins Staff

In New York, Compton reported that Frank R. Griffin, a vice-president of Getchell, will re-join Compton. Mr. Griffin was account executive on Vacuum Oil Co. when that account was handled by Compton prior to the merger with Standard Oil Co. of New York. He went with Getchell after the merger of the two companies. Mr. Griffin has had active supervision of the Socony-Vacuum account since that time.

Back to WBAL, Baltimore, came Sgt. Harold Azine of the Marines (center) to present Harold Burke, manager (right), with a set of paintings of actual battle scenes of the historic stand of the Marines at Wake Island in appreciation of WBAL promotion for the corps. Sgt. Azine, onetime with WLW, Chicago, was production manager of WBAL before he enlisted in the Marines prior to Pearl Harbor. He is now on recruiting service in Washington. At left is Sgt. James C. Parrish of the Baltimore Marine recruiting station.

Disc Firms Consider Plans for Revival Of Suit to Test Excess Copyright Fees

Possibility of reviving plans for legal action to test the rights of musical copyright owners to charge transcription companies recording fees in excess of 2c per pressing per composition, as set by the maximum rates set by the Copyright Act, is again under discussion among transcription manufacturers, particularly those companies active in the transcription library field.

Immediate cause of these discussions is the notice given last week by Harry Fox, agent and trustee for a large number of copyright owners, that the license fees for 1943 will return to their former rate of $15 a year for each master of each composition. For 1942 this was lowered to $10.

Why It Was Done

This reduction, Mr. Fox explained, was made a year ago because at that time the broadcast industry had just made peace with ASCAP and a relatively few stations had taken out licenses enabling them to use music licensed by ASCAP, of which most of Mr. Fox's principals are members.

Now that most of the country's stations are again licensed by ASCAP, Mr. Fox said there no longer is any reason for a reduced rate and so the former rate has been restored. ASCAP said last week that approximately 600 stations have taken out blanket sustaining licenses, permitting unrestricted use of ASCAP music in sustaining programs, which is the most frequent use of library recordings.

Several transcription company executives disagreed with this reasoning, however, reporting last week that a large percentage of the subscribers to their library services do not have blanket sustaining licenses from ASCAP. Without disputing ASCAP's figures, they pointed out that while most of the larger stations have taken out such blanket licenses, many of the smaller stations making use of the most dependent on recorded music and who make the most use of library recordings, have not taken out such licenses and are not included in their recorded libraries.

Even the $10 fee is high for the relatively few stations making use of ASCAP numbers on library transcriptions, these executives state, and the $15 fee is practically prohibitive.

Mr. Fox has also notified Associated Music Publishers that it must take out separate licenses for music used by its subsidiary, Muzak, which supplies music by wire to restaurants, hotels and apartment buildings on a fee basis. In 1935 Muzak was permitted as an experiment to use the tunes licensed by Mr. Fox's principals for the same fee for which they were recorded for the AMP transcription service and this gratis experimental license has continued ever since, Mr. Fox said.

Test Litigation

Belief that the charges of the copyright owners for recording rights, which for commercial use on transcriptions sponsored by national advertisers amount to 28c to 50c per pressing per composition as well as the flat annual $15 recording fee for library discs, are illegal have given rise to announcements of a number of suits in several occasions, the most recent being last March, when AMP announced the termination of Sydney Kaye, attorney in charge of NAB's legal department, to prosecute such a suit [Broadcasting, March 16]. For one reason or another, none of these suits has ever reached the trial stage.

NBC, which at one time considered instituting such action on behalf of its Thesaurus recorded library service, did not take out

Recording Assn. Meets To Stop 'Discrimination'

Chief Topic at the next meeting of the Assn. of Recording Studios, to be held Nov. 25 at the Hotel Edison, New York, will center around the report made public last week by Howard L. Volgenau, industrial consultant for the War Council of the State of New York, to the effect that smaller independent record producers will be denied future government business when the Government sets up its own recording studios through the Overseas Branch of the OWI.

The association, through its secretary, sent out a letter of protest against this proposed "discrimination" early this month [Broadcasting, Nov. 2, reprinted]. This possibility, according to authorities as the FCC, the Smaller War Plants Corp., the mayor of New York and Sen. Walsh, the committee chairman has not announced the reactions it received when this letter, and at its next meeting will also consider a plan to send a special committee to Washington to confer with government officials on the matter.

NAB Will Buy

That the NAB will purchase an office or residence structure for its Washington headquarters, was virtually certain last week when a majority of the board of directors, contacted by telegraph, voted in favor of a purchase plan. The association must vacate its quarters in the Normandy Bldg. by Dec. 5 under a government order, but it plans to move to William Jefferson and his rubber conserva-

tion staff [Broadcasting, Nov. 9, 1942]. Thus far the NAB save it has been looking over prospective properties, that a short extension of time will be given to tenants in the Normandy Bldg. to enable them to complete their removals.

ASCAP Motion Denied

Denying ASCAP's motion to dismiss the suit of BMI and Edward V. Mark against the National Association of Broadcasters, New York Supreme Court Justice Ernest Hammer ruled last Wednesday that the suit properly belongs in the State Court and not in the Federal Court as ASCAP had contended. Case, designed to determine the control of performance rights to music written by ASCAP members but published by a company other than ASCAP, through BMI, will probably reach the trial stage early next year, BMI, said.

Lawrence L. Shenfield, New York vice-president in charge of radio for Peck & Ryan, has returned to his desk following Hollywood conferences with Bill Lawrence, West Coast radio director.

licenses from Mr. Fox following the return of ASCAP music to the air, but made individual contracts directly of publishers for the right to transcribe their music, a move which was duplicated by several other transcription companies.
IN modern battle, our fighting units may be many miles apart. Yet every unit, every movement, is closely knit into the whole scheme of combat—through communications.

Today much of this equipment is made by Western Electric, for 60 years manufacturer for the Bell System.

Here are some examples of communications in action.

1. Field H.Q. guides the action through field telephones, teletypewriters, switchboards, wire, cable, radio. Back of it is G. H. Q., directing the larger strategy... also through electrical communications. The Signal Corps supplies and maintains all of this equipment.

2. Air commander radios his squadron to bomb enemy beyond river.

3. On these transports, the command rings out over battle announcing system, “Away landing force!”

4. Swift PT boats get orders flashed by radio to torpedo enemy cruiser.

5. From observation post goes the telephone message to artillery, “Last of enemy tanks about to withdraw across bridge...”

6. Artillery officer telephones in reply, “Battery will lay a 5 minute concentration on bridge.”

7. Tanks, followed by troops in personnel carriers, speed toward right on a wide end-run to flank the enemy. They get their orders and keep in contact—by radio.
Radio's Contribution in War Told to AAAA by Hollister

CBS Vice-President Explains How Networks and Stations Provide Massive Total of Programs

DECLARING "radio has gone to war for the four major networks, the 924 United States stations," Paul Hollister, CBS vice-president, told the eastern annual meeting of the American Assn. of Advertising Agencies, held Tuesday at the Hotel Roosevelt, New York, that the major wartime contribution of the nation's radio advertisers is their expenditure for radio time which "pays the costs not only of the offering of goods and services, but makes possible likewise the massive total of sustaining or non-commercial programs."

War Broadcasts

As an example of what the networks are doing, Mr. Hollister cited figures taken from CBS records for the first six months of this year, when this one network broadcast 3,012 war programs (with woven-in war themes) of which 1,661 were sponsored; 2,340 war announcements and 1,640 news broadcasts, about half sponsored and half sustaining; "In short," he summarized, "from 30% to 40% of the total hours this single network broadcast those six months was war matter: Vital programs, vital announcements, vital.

Stating that no one could tabulate the war broadcasts of the regional networks and individual stations, Mr. Hollister continued: "They have broadcast, in individual stations, a tall stack of recordings made by the Government agencies. They have organized local war effort, and conducted, in innumerable other activities, with a penetrating home-town poignancy that transcends the most adroit drama. They have carried the voices of the towns officers and the county officers, and their national representatives promptly and freely."

Guidance from Washington

"They have tied in with the nearby camps. They have leapt (as has the whole industry of radio producers and broadcasters) to the swift and steady interpretation of the directives which stem out of the President's war aims speech of January.

"You can thank the Office of Facts & Figures and its successor, the OWI, for starting the war-information effort on a basis of guided voluntary enterprise, instead of Goebbels' ring-in-the-noise, or rubber-hose control. By and large, radio has censored itself, has controlled itself, and above all has whipped into line keep- ing in a manner which ought to command the ungrudging respect of its most biased critics—too many of whom confuse manner with matters.

"The net result of the war serv-
This little budget went
to WORL, Boston
Daytime Serials Behind Times, Losing Appeal, Says Chappell

Hooper Consultant Finds They Are Out of Tune With the Nation's Wartime Psychology

DAYTIME SERIALS, radio's wonder-workers of the 1930's, are out of tempo with the stepped-up pace of American life today and are losing their audience-appeal, Dr. Matthew N. Chappell, consultant to C. E. Hooper Inc., told more than 100 radio executives of advertising agencies, stations and networks, meeting last week in New York.

Meeting was called, according to Mr. Hooper, who acted as chairman, because of the discovery by Hooper researchers of a steadily declining audience for the serial shows, a fact which seemed important enough to be brought to the attention of subscribers to Hooper Radio Reports.

Other Meetings

If the reaction to the session is favorable, Mr. Hooper said, similar meetings will be held in the future whenever other findings justify them.

Discussion following Dr. Chappell's paper indicated that, while many did not agree with his explanation of the loss of audience of the serial shows, most of those attending thought the meeting an excellent idea.

Excerpts from the talk follow:

"To perceive the problem currently presented by the daytime serial dramas, it is necessary to view it in perspective. Otherwise we will overlook certain important relations between it and other elements in our culture. First it must be recognized that the daytime serials are produced, not primarily for those whose interests are satisfied by classic literature, but rather for humble, simple folk who have not had the benefits of college training or, perhaps, even a taste for it.

"The serial could have developed nowhere but in America for only here do we have the necessary conditions—adequate radio facilities and humble folk sufficiently important to demand their own literature.

"From 50 to 60 serials are presented daily on the four nationwide networks, not to mention sustaining serials on these networks, those sponsored and sustained on the regional networks or those presented locally by stations. If we assume, as may be reasonable, that listening to the daytime serial drama is limited to 50% of the families of the nation, we must conclude that from five to eight daytime serial dramas are heard, on the average, in each of these listening homes daily after day, five days of every week.

"In the daytime serial drama we have a literary form which hour after hour and day after day furnishes vicarious experience with life which, of necessity, reinforces and magnifies many important emotional attitudes, convictions and beliefs which the listeners already hold and builds up others not previously held.

"The work of Dr. Paul Lazarsfeld of the Office of Radio Research shows that many people who listen to these programs are clearly aware of numerous situations in which their attitudes, convictions, beliefs and actions have been formulated and crystallized by the daytime serial drama.

"This is particularly significant in view of the fact that we are rarely able to verbalize causes of our own behavior. If many listeners are clearly aware of the influence of the serial on some of their behavior, on how much more is it exerting an influence of which they are not clearly aware? Judging from our knowledge of commercial influences, it must be tremendous.

"We know that if we ask a sample of people why they use a given product they will say "My mother used it", "A friend told me about it", "The grocer recommended it", etc. Almost none will say "Because I listen to the radio program". Very few people appear to be aware of the influence which radio advertising exerts on their buying behavior. But we know from the products bought that the unconscious influence is tremendous. So with the program content of the daytime serial, if many people are aware of some influence, the further influence of which they are unaware must be very great.

"If this is the case, we must then conclude that the daytime serial drama is just about the greatest molder of the attitudes, beliefs, ideas, convictions and behavior of women that we have in our society; that it is America's most powerful educational institution.

"Since the daytime serial drama is literature for humble folk, it would be expected that, like the dime novel, it would exalt the characters and ideals of humble people and their ability to overcome obstacles through their own efforts. However, much of the criticism that has been leveled against the form arises from the fact that it not only fails in this respect but rather that it rationalizes the failures and frustrations of the humble man; that when he succeeds in the serial it is a matter of luck; that for most part, the characters of the stories are burdened down with troubles, trapped by circumstances too much for them.

"Anyone who has examined the daytime serial drama at length must agree that such is the case—that not the ability of the individual to overcome obstacles through perseverance and individual effort, but rather the willingness to accept frustration is exalted.

"How has such a condition come about? Here we are, a people striving to a successful issue of the greatest task we have ever faced and the most widespread and influential literary form in our culture is teaching the submission to frustrating obstacles. The explanation of this anomalous condition would appear to lie in two factors.

"The first of these is the time at which radio's problem child was born, and the second is the fact that the medium is far more powerful than advertisers and their agencies realize.

"The serial was born with the

(Continued on page 38)

DAYTIME SERIAL DRAMA MONTHLY AVERAGE RATING TRENDS

JANUARY 1940 - OCTOBER 1942

Chart I

DAYTIME SERIAL DRAMA MONTHLY HOUR INDEX TRENDS

JANUARY 1940 - OCTOBER 1942

Chart II

Page 20 • November 23, 1942 • Broadcasting • Broadcast Advertising
This advertisement, appearing also in FORTUNE Magazine for November, is the third of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.

From the start, Spot Broadcasting has kept watch sales ticking for Longines because it permits the company to *sales-manage* radio advertising. By wasting no dollars on dead spots, they have more left for the live spots, more left to turn problem spots into profitable, productive territories. Because Spot Radio is both fast and flexible, Longines advertising stays in perfect timing with every market no matter how quickly conditions change.

In the markets you want, Spot Broadcasting assures maximum effectiveness through free choice of the best stations and of times having *ready-made* audiences. You can arrange Spot Broadcasts quickly for immediate action anywhere and for the swift consumer *reaction* that Radio offers everywhere . . . with either programs or announcements, on a schedule that fits your budget.

Now, while markets, quotas and selling problems shift faster and faster, the flexibility of Spot Broadcasting is proving itself the salvation of many an advertiser. Talk to a John Blair man about this sensible market-by-market advertising. He not only represents many of the country's finest radio stations, but he knows merchandising and he can help you use radio profitably today!

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.*

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*An interesting, informative booklet, “Spot Broadcasting,” will be sent on request to advertisers and their agencies together with a list of John Blair markets and radio stations.*
Net Reporters at Scene of AEF Drive

Collingwood, MacVane
First to Be Heard
From Algiers

FIRST TWO broadcasts from the territory in North Africa invaded Nov. 7 by Allied forces came through to this country within a half-hour period Saturday, Nov. 14, with Charles Collingwood reporting from Algiers on the CBS World Today program, 6:45 p.m., and John MacVane broadcasting for NBC at 7:15 p.m., also from Algiers.

Both correspondents were known to be with the North African invasion forces, but could not be contacted by the BBC, which had informed them that communications were established with Allied headquarters in Algiers and broadcasting facilities made available. Then it was known they had any hand in the radio arrangements, it was also learned last week that Lt. Com. Harry C. Butcher, Washington vice-president, is at American headquarters in North Africa with General Dwight D. Eisenhower, commander of all our forces there. Lt. Com. Butcher is General Eisenhower’s naval aide.

Algiers Quiet

At the beginning of his broadcast from Station TPZ-2, Algiers, Collingwood stated that “Algiers is quiet tonight, that is, there is no sniping, no disturbances, no hostilities toward the British and American troops who throng the city . . . but that is not to say that it is normal. A large-scale movement of this kind brings in its train scores of big and small dislocations.”

He also described the “difficult political situation” existing in the occupied territory because of enmity between pro-Vichy and anti-Vichy elements of the population. All this, however, is “overshadowed first of all by the presence of the American Army in North Africa, and second by the hatred of these people here for the Germans and Italians,” Mr. Collingwood stated.

This same admiration for the French for the American troops as compared to the feeling for the Axis was graphically described by John MacVane, in his NBC report.

Each time a truckload of the “gorgeously uniformed Italians” went through the streets of Algiers, MacVane said, “the crowd shouted mockingly . . . When the Germans went by, they stopped mocking. It was a tense moment, a stiffening of the crowd. A low growl held all of the bitter hatred in the world.”

The American officers stepped into the office of Joseph Barnes, chief of the New York headquarters of the Overseas Branch of the Office of War Information. He had come in from the White House in Washington. He had something under his arms. It looked like a long phonograph record. In fact, it was.

There was a great deal of activity in the office of Mr. Barnes, who is responsible for the dissemination of American propaganda to all points abroad except Latin America. At 4 p.m. the New York Bureau had received an alert. Something important was up. The human interest type broadcasts of the people of Britain, until his assignment to cover the North African invasion. Born in Three Rivers, Mich., he was graduated from Central High School in Portland, Oreg., and went on to attend the University of Oregon, where he received his degree in journalism. He later took up a Rhodes Scholarship and went to Oxford to study in Amsterdam for three months, returning to England in June, 1940.

A third radio man came into prominence last week in connection with the African invasion when Harold V. Boyle, correspondent for the Associated Press, sent a group of messages from British Morocco describing the exploits of Staff Sgt. John Ansaphcer, formerly in the press department of WOB, New York. According to Mr. Boyle, the British Broadcasting Corp. said the newsman’s report of his landing barge, “Staff Sgt. John Ansaphcer of 102 W. 85th St., New York, my public relations escort, and I descended our lifebelts and turned toward shore. We had to clamber across a 100-yard patch of spike-sharp coral reef and wade to the beach.”

After telling how the Allied forces stormed French batteries on shore, Boyle wrote: “Sgt. Ansaphcer and I turned toward the beach. We heard the roar of engines overhead and looked up to see eight pursuit planes heading beachward. We watched casually until they had nosed down sharply and begun to split machine gun slugs.

“They’re French!” shouted Sgt. Ansaphcer.

“The sergeant and I and his tommy gun followed together into the nearest beach trench and hugged its sand walls as the planes strafed seaward, turning back only when they ran into a wall of anti-aircraft fire.”

Network Reporters Abroad

Foreign correspondents currently covering world news in all parts of the globe for the four major networks are listed, with their assignments:

MBS—Frank Cuhel, Australia; Owen Cunningham, Honolulu; Leslie Nichols, Cairo; Jack Thompson, Oran (pending); Arthur Mann and John Steele, London.

NBC and BLUE—Sidney Abraham, Australia; David Anderson, Sweden; Paul Archinard, Switzerland; Everett A. Bauman, Argentina; Bjorn Bjornson, Iceland, A. D. Bramstedt, Alaska; Peter Brennan, Panama; Mary Brock, London; Van Galen, India; Hans G. Has sold Davis, Africa; Alex Dreier, England; George T. Folstar, Australia; Reece Hatchett, Chile; Harwood Hull Jr., Puerto Rico; John MacVane, Africa; Robert Magid, Russia; Frances Muir, India; Grant Parr, Egypt; Stanley Richardson England; Stanless Ross, Venezuela; M. K. Sloberg, New Zealand; Helen Townesey, Brazil; John Whittaker, Canada.

CBS—Edward Murrow, Bob Trout and Paul Manning, London; Charles Collingwood, Africa; Bill Downs and Walter Kerr, Moscow; Howard Smith, Berne; Winston Burdett and Larry LeSueur (on way home), Cairo; Bernard Val ery, Stockholm; Gunner Paulson, Reykjavik, Iceland; Harry Zinder, Jerusalem; James Stewart, Chungking; William J. Dunn Jr., Sydney; Quentin Pope, Wellington, New Zealand; Wesley Edwards, Honolulu; William Gillman, Juneau, Alaska; Robinson McLean, Toronto; Daniel Lundberg, Mexico City; Peter Muir, New Delhi; Jack Fendell, Panama; Alex Garcia, Havana; Herbert Clark, Buenos Aires; Sergio Peraz, Guayaquila, Columbia; Jorge Mantillas, Quito, Colombia; Franklin Whait, Caracas, Venezuela; John Adams, Rio de Janeiro; Charles Griffin, Santiago, Chile; John Vaatz, Lima, Peru; John Veber, Asuncion, Paraguay; Joel Nystrom, Montevideo, Uruguay; William Gutierrez, La Paz, Bolivia.

RESULTS OF PROPAGANDA DRIVE

Shirer Describes Opening Moves by This Country in Radio Preparation for African AEF

NO ONE in America is better qualified than Bill Shirer to comment on the radio phase of the war in North Africa. He is concurrently with the American-British African drive by the Office of War Information and signaled by the Nov. 7 release of President Roosevelt’s French-language broadcast from recordings. Obviously, the whole story of the radio campaign cannot yet be told, but Mr. Shirer’s version, as released by the New York Herald-Tribune Syndicate, is here excerpted:

By WILLIAM L. SHIRER

ABOUT 7 o’clock last Saturday evening [Nov. 7], a young United States Marine officer stepped into the office of Joseph Barnes, chief of the New York headquarters of the Overseas Branch of the Office of War Information. He had come in from the White House in Washington. He had something under his arms. It looked like a long phonograph record. I fact, it was.

There was a great deal of activity in the office of Mr. Barnes, who is responsible for the dissemination of American propaganda to all points abroad except Latin America. At 4 p.m. the New York Bureau had received an alert. Something important was up. The young naval officer sat down, clutched his phonograph record, and looked around to continue to clutch it as the minutes, then an hour, then nearly two hours ticked by. His orders were not to give it to anybody until it was delivered to him from arrived from the White House.

White House Flash

At 8:57 o’clock that evening, if you had been listening to the American short-wave stations, you would have heard a program-break and then the following cryptic announcement:

“Caution—French, Italian, German, Spanish and Portuguese: ‘Attention! Attention! Stand by for an important announcement.’”

(Continued on page 16)
Want to know what's cooking in Kansas City? Well, KMBC, for one thing, is busy stirring up some tempting sales dishes for advertisers who want to talk to ladies. If you'd like a delicious helping of the same, this recipe is recommended. Take one moderate portion of KMBC time... add an established KMBC program for women... and garnish with promotion for your product. You'll shortly have a piping-hot success story guaranteed to satisfy any adman's appetite. But remember, the essential ingredient is KMBC—the "9 Ways the Winner" station whose Department of Women's Features includes Nancy Goode, director of the Happy Kitchen; Caroline Ellis, the Midwest's best-loved woman commentator; and June Martin, the famed KMBC Food Scout. As the proof of the pudding is in the eating, so is the proof of the program in the selling. How about testing some of our sales recipes soon?
FULL TEXT of the decision of the U. S. District Court, Southern Dis- trict of New York, handed down Nov. 16 in the case of NBC, Wood- meister, the World Life Insurance Society and Stromberg-Carlson Telephone Mfg. Co., plaintiffs, v. the USA, FCC and MBS, and CBS, the Mutual, ABC, and FFC and MBS_intervenors, written by L. Hand, C.J., and concurred in by Learned Hand and Bright, D. J., follows:

L. Hand, C. J.: These cases come before us as motions made by the defendants and the MBS—which has intervened—summarily to dismiss the complaints. The motions are made upon the complaints, upon certain affidavits of the counsel for the plaintiffs, and the affidavits filed by the defendants. We shall not repeat the outlines of the complaints, nor state in full the affidavits, for the most part, which have been previously set forth in the record. The affidavits, upon which the motion is based, consist of 41 Fed. Supp. 688, in that of the Supreme Court which reversed the decision of the District Court, and 316 U.S. 407; but they shall proceed directly to consider the points raised.

Power of Commission

The most important of these is whether the Commission had power to require the challenged regulations. For the Commission has used its discretion in the matter, and has imposed certain restrictions upon the applicants and the applicants, to the end that the Federal Communications Act, as amended, and the other laws, may impose upon the applicant the necessary technical ability to provide broadcast program services in the public interest. The duty of the Commission to make such determinations is clear from the act itself. The act of 1927 provides that, in the matter of the regulation of radio broadcasting, the Commission shall have power to make such rules and regulations as may be necessary to secure the public interest. And the act of 1934 provided that the Commission shall have power to make such rules and regulations as may be necessary to secure the public interest. The act of 1934 provided that the Commission shall have power to make such rules and regulations as may be necessary to secure the public interest.

It is true that the Commission has power to make such rules and regulations as may be necessary to secure the public interest. The act of 1927 provides that, in the matter of the regulation of radio broadcasting, the Commission shall have power to make such rules and regulations as may be necessary to secure the public interest. And the act of 1934 provided that the Commission shall have power to make such rules and regulations as may be necessary to secure the public interest.

The first clause of this amendment was in effect limited as the plaintiffs say, but the same was not true of the second clause.

EQUITABLE radio service to the listener is a comprehensive and useful phrase; read most naturally, it should include the large possible service necessary to make such regulations as the public interest may require. The purpose of the Commission may be to regulate the broadcasting industry, and the regulations necessary to secure the public interest. The Commission may be able to do so, but the law of 1927 provided that if a court revoked a license the Commission must request that it be exercised exercising exercising by the Commission.

Monopoly Guilt

However that may have been, it is true that 113 was amended in 1934 by adding a new clause, and the resultant 113, in its present form, with a little change, has become a law. The Federal Communications Act of 1934 was intended to provide for the protection of the public interest. It was therefore a matter of public interest which the Commission may be able to do so, and it was in this sense that the Commission made the regulations under consideration.

Revocation Clause

It is not clear that this was a new purpose; but if it was, it infused the powers already granted in the earlier act, broadening them in the broad terms of the act of 1927, and giving the power granted under subdivision (i) a meaning different from what it had before. The power granted under subdivision (i) was to be given to the public interest. The duty of the Commission to consider the effect of a station's choice of programs of any controls or restrictions exercised by the "networks".

ARRANGEMENTS for the Emergency Broadcast Plan of the Pacific Coast were recently completed in San Francisco. The Fourth Station, in the area of San Francisco, with the exception of the Coast, made additional arrangements for the Coast. The coast, with the general scheme, for a court is not in good position to know how far a monopoly of a commodity may interfere with "the larger and more effective use of radio in the public interest." The court was competent to do so, was the Commission's purpose and the purposes of the Radio Act of 1927 that it be exercised exercising exercising exercising by the Commission.

As will be observed, revocation was here made a penalty other than for monopoly or restraint of trade. The courts were not to use it as a means of compelling a licensee to furnish service free from unlawful restrictions, but to punish him for past misconduct. The discretion was carried them being exercised according to the degree of his "guilt." This case, with the general scheme, for a court is not in good position to know how far a monopoly of a commodity may interfere with "the larger and more effective use of radio in the public interest." The court was competent to do so, was the Commission's purpose and the purposes of the Radio Act of 1927 that it be exercised exercising exercising exercising by the Commission.

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However, 1303 does not stand alone. In addition to providing that all laws "relating to unlawful restraints and monopolies in the operation of trade or commerce, or agreements in restraint of trade" should apply to "radio communica-Effect of Licensing upon the Civil Law

In the light of the decision of the United States Supreme Court in the case of Federal Communications Commission v. Cole, it is clear that the California Supreme Court was correct in its interpretation of the case. The Supreme Court held that the provisions of the act relating to the regulation of radio broadcasting were in conflict with the federal law. The Federal Communications Act of 1927 was intended to provide for the protection of the public interest. It was therefore a matter of public interest which the Commission may be able to do so, and it was in this sense that the Commission made the regulations under consideration.

Reaffirming the decision of the California Supreme Court, the United States Supreme Court held that the provisions of the act relating to the regulation of radio broadcasting were in conflict with the federal law. The Federal Communications Act of 1927 was intended to provide for the protection of the public interest. It was therefore a matter of public interest which the Commission may be able to do so, and it was in this sense that the Commission made the regulations under consideration.

The necessity of the act itself was not in question. However that may have been, it is true that 113 was amended in 1934 by adding a new clause, and the resultant 113, in its present form, with a little change, has become a law. The Federal Communications Act of 1934 was intended to provide for the protection of the public interest. It was therefore a matter of public interest which the Commission may be able to do so, and it was in this sense that the Commission made the regulations under consideration.

The necessity of the act itself was not in question.
WISE OWL SAYS:

"EVERYBODY PROFITS ALL AROUND WHEN YOU PUT IT ON KNX"

LARGEST COAST DRUG CHAIN REPORTS "QUICK REACTION!"

"Everybody profits, all around," when an advertiser puts KNX on his list to cover Southern California. For there's a quick impact on the sales front—in the retail stores.

This impact is the most important product of the prestige and sales-power that KNX has built for itself through brilliant programming, intense 50,000-watt coverage, alert merchandising cooperation and long-term community leadership.

Your dealers feel this sales-power the moment your story goes out over KNX.

*The Owl Drug Company operates 134 drug stores throughout the Pacific Coast states.

Mr. Meredith R. Pratt
Sales Service Manager, KNX
Columbia Square
Hollywood, Calif.

Dear Merrie:
It certainly looks like KNX is going to town on drug store items this season. Thanks for telling us about it.

The way you keep us informed about these campaigns over KNX is deeply appreciated. We pass the word along to our store managers, because we have repeatedly noticed that there is a quick reaction in our stores whenever a campaign starts on KNX.

Such information helps us to estimate demand, check on stocks, and arrange displays more intelligently. At the same time, it helps to get the advertiser a 100% return on his investment, so that everybody profits, all around.

Anything which makes operations easier these days is all to the good.

Sincerely,

F. J. McKeel
Advertising Manager

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales: offices located in New York, Chicago, St. Louis, Charlotte and San Francisco.
Paley Salary Cut, Pension Plan on CBS Vote Agenda

Stockholders to Meet Dec. 16; President's Salary $65,000

READJUSTMENTS of the compensation to be paid by CBS to President William S. Paley and other officers, executives and employees, along with the introduction of a pension plan for officers and employees earning more than $3,000 a year, will be voted upon by CBS stockholders and their proxies at a special meeting to be held by the board of directors, to be held in the CBS offices in New York Dec. 16.

Mr. Paley's present employment contract running to Dec. 31, 1946, which now provides for a fixed salary plus profit-sharing, and the total of which for 1941 was $202,155, and in 1942 would be $187,000, would be modified under the board's recommendation to stockholders so that he will receive a flat annual salary of $65,000, with no profit-sharing. This would bring his contract within the maximum gross compensation permitted under present statutes, orders and regulations of the Government.

Retirement Income

The pension plan would provide an income after retirement for each eligible officer or employee of CBS who participates, as well as death benefits for participants who may die while in the employ of the corporation. Eligible employees are full-time active officers or employees not employed as musicians, stage employees or primarily as talent who have been with the company three years or more (service in the armed forces or government service not counted); who are receiving more than $3,000 a year in regular compensation; and who are less than 35 nor more than 60 years old.

It is estimated that 12 present presidents and 341 other employees of CBS would benefit, and that the cost of the plan would not exceed $280,000 in 1942, before taxes.

Reduces Bonuses

The stockholders will also consider a plan for reducing the amount which would have been distributable, under Columbia's existing agreement, to the pension plan, to officers, executives, junior executives and other employees. Heretofore they have shared 6% of the net profits, and it is proposed to change the formula for this distribution which in 1941 amounted to $261,000 distributed among 160 persons. Mr. Paley would not participate in the additional compensation, which ties in with the new pension plan.

The notice to stockholders recites that the total compensation paid to President Paley and Vice President Paley during 1941 was $202,155, 155, $10,272 and $6,330 respectively. The last three sums include the respective amounts of $28,770, $55,355, $15,460 and $6,930 distributed as additional compensation under the plan prevailing for last year.

"If the pension plan is adopted for the corporation," states, "and there is no subsequent change in adjusted compensation thereunder, it is expected that the following named persons will, upon retirement at age 60, receive the following respective annuities thereunder and that the corporation will pay the following respective annual premiums with respect thereto: Mr. Paley, $102,400, $34,559, less policy dividend; Paul W. Kesten, $202,155, $10,272 less policy dividend; Paul W. Kesten, $202,155, $11,750, less policy dividend; H. Leslie Atlas, $10,011, less policy dividend; H. Leslie Atlas, $11,195, premium $7,504, less policy dividend."

Rate of Annuity

Each participant in the pension plan will receive at or after the anniversary of the plan nearest his 60th birthday an annuity in an amount, subject to certain limitations and conditions, equal to 1/4% of the total compensation of the participant during the period of his participation under the plan to and including his normal retirement date. His beneficiaries will be paid in the event of his death.

"Because it provides for retirement at age 60 rather than a later age," states a letter to stockholders by Mr. Paley, "it is particularly desirable from a personnel standpoint. It has the double advantage, at what seems to me to be a small net cost to your company, of tending to hold capable and loyal personnel, and to attract younger men as our older employees reach the age of retirement."

New Klauber Contract

Another proposal of the board to be voted upon involves execution of a new contract with Edward Klauber, recently succeeded as executive vice-president by Mr. Kesten. Mr. Klauber at present is paid $50,000 a year and in 1941 received $55,535 additional compensation and in 1942 will receive approximately $15,000 additional. It is proposed that the new contract with Mr. Klauber provide for a salary of $25,000 per year until his 60th birthday in November, 1945, and Paul Sullivan, former CBS newscaster (center), has returned to CBS as a commentator for WMCA, New York. Shown with him are: Don Shaw, WMCA general manager, left, and Sydney Moseley, British commentator (right), who welcomed him to the station for his new schedule of five newscasts weekly at 9:30 p.m.\n
Aiding OWI

DONATING ideas and time, 15 Hollywood gag writers each week are pooling their efforts to better present the Government's war needs as outlined by OWI. Through a rotation scheme, 60 writers turn over the city, each contributing talent for one week, during the month in formulating Government messages which are used on network sponsored programs. With the recently established Hollywood Radio Idea Exchange serving as a nucleus for pertinent ideas, the group of writers drafts messages which are worked in on the most suitable program.

Wolff's OWI Task

NAT WOLFF, chief deputy of the Hollywood radio branch of the OWI, will remain in New York until early January supervising the administration and personnel of a New York headquarters similar to that on the West Coast. It is expected the New York office will be headed by Jack Van Nostrand and Pete Barnum. With return of Wolff to Hollywood, Col. Wallace Jackson, his chief aide, will be shifted to the New York office for a month or more.

Bond Song Promoted

In WHAT IS believed to be one of the biggest song promotions in history, the Treasury's new pay-roll savings song, "Everybody, Every Payday," written by Tom Adair and Dick Uhl, will reach the public through 725 radio stations and 375,000 juke boxes, according to Charles J. Gilchrest, chief of the Radio Section, War Savings Staff.

NEW ALASKA OUTLET GOES ON THE AIR

KTKN, Ketchikan, Alaska, a new station licensed to Edwin A. Kraft, started its broadcast program on November 14. Mr. Kraft, president of Northwest Radio Advertising Co., Seattle agency, also operates KINY, Juneau. KTNK was authorized upon the direct request of the Office of War Information to provide news and entertainment for American forces stationed in the Territory.

Many of the major chain programs are being transcribed by the Government, and these are flown to Alaska by military planes, and released to the soldiers and sailors. Roy Grandey, formerly of KHQ, Spokane, KOL, Seattle and KCMO, CBS Hollywood operations manager. Perry Hillery, formerly with KOMO, Seattle, is program director. Dallas Williams, newsman from KWTX and KIRO, Seattle, is news editor.

Construction was completed in record time under the supervision of Vincent I. Kraft, engineer, who is associated with his brother in the Seattle office. More than 60 stations and agencies sponsored programs of greetings to the soldiers and sailors. These programs were broadcast over KTNK during its initial week of operation.

Col. Adamson Rescued

COL. HANS CHRISTIAN ADAMSON, of the public relations division, U.S. Army Air Forces, was listed as missing in the Pacific [BROADCASTING, Nov. 2], was rescued recently under the supervision of Lieutenant Colonel Walter D. Adair. Col. Adamson was formerly scriptwriter for New Horizons, Wednesday broadcast of the College of the Pacific School of the Air, and at one time was radio and press representative for the American Museum of Natural History, New York.

McCarty to OWI

H. B. McCARTY, since 1931 director of the U of Wisconsin's non-commercial broadcasting station WHA, Madison, and associate professor of radio education, has been granted a leave of absence as of Dec. 1 to serve as senior program technician with the International Press & Radio Bureau of the Office of War Information in New York. Mr. McCarty, former president of the National Assn. of Educational Broadcasters and regional vice-president of the U.S. Assn. for Education by Radio, stated that he plans to return to WHA as soon as his services are no longer needed by OWI.

Trenner J oins MBS

HARRY TRENNER, sales manager of WNBW, Binghamton, N. Y., MBS affiliate, joins the MBS staff Nov. 1 as advertising sales representative. On the same date, George Maitland Chambers, formerly of the national advertising division of Borry's, returned to advertising. Financial weekly, becomes sales service representative, replacing John Mitchell, who resigned last week to assume his duties as ensign in the Coast Guard.

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BROADCASTING  •  Broadcast Advertising
hit song in Baltimore, like everywhere else. At about the same time, another "Blue" was sweeping to the top in the Monumental City—only this one was to stay. It was the BLUE NETWORK combined with WCBM. As with "BLUES IN THE NIGHT," they dominated every local home; because Baltimore wanted and liked them. Today, WCBM and the BLUE NETWORK go hand-in-hand to give you your most economical major network buy in one of the nation's leading markets.

"Blues in the Night"... Just last year it was the
LAUDATORY OF THE JOB being done by Southern California broadcasters in the war effort was William B. Lewis, chief of the OWI Radio Bureau, during his visit to Los Angeles for the NAB 16th District meeting. Pleased accorders are (left photo 1 to r, seated): Eugene Carr, Office of Censorship; Neville Miller, NAB president; Calvin J. Smith, manager of KFAC, Los Angeles, and 16th District chairman; Robert C. Colson, West Coast director, Radio Branch, Bureau of Public Relations of the War Dept. Standing, Lewis H. Avery, director of NAB Dept. of Broadcast Advertising; Richard F. Connor, radio co-ordinator, Southern Cal. Broadcasters Assn. Carl Haverlin, radio consultant, OWI. Retail promotion plan got special scrutiny. Scrutinizers are (right photo, 1 to r) Karl O. Wyler, manager of KTSM, El Paso; Charles A. Storke, secretary-treasurer, KTMS, Santa Barbara; Lawrence McDowell, commercial manager of KFOX, Long Beach, and president of Southern California Broadcasters Assn.; Harold A. Safford, program director, WLS; Dick Lewis, manager, KTAB, Phoenix.

Manpower Problems, War Restrictions Featured at Los Angeles NAB Session

MULLING wartime problems facing the radio industry, members of NAB 16th District, meeting Nov. 12-13 with national officials of that organization and those of various Government agencies in Los Angeles, spent a major portion of the first day in discussion of the manpower shortage.

Admittedly the most serious of the problems, with impact severest in the technician and engineer fields, the assembled station operators and representatives from Southern California, Arizona and New Mexico were told that the situation would become "progressively worse".

'Do More With Less'

Col. Gordon Snow, of Selective Service Hqrs., indicated the only solution is to "do more with less". Interpreting the manpower problem, Col. Snow's question and answer discussion was aimed at an explanation of the selective service operations. It was urged that station managers make every effort for deferment of technicians necessary to station operation. In instances where draft and enlistment necessities replacements, Neville Miller, NAB president, interpolated that labor unions are willing to go along with the stations. Where women are being used on technical jobs vacated by men, he went on, unions prefer that wives of men taken for war service be selected.

Turning radio's part in the war effort, Carl Haverlin, consultant of the OWI, explained the local station allocation plan. He suggested that station operators appoint a war program manager for more effective handling of government messages.

A plea for more rigid voluntary censorship on the part of each station was made by Eugene Carr, Office of Censorship, who said the Government had no intention of putting shackles on radio. Urging each station to be its own censor, he called censorship a potent implement of warfare, put to good use by the Axis propagandist.

A detailed discussion of the strained relations between radio and American Federation of Musicians was pursued as well. A federal standard job classification of OWI, bringing the first day session to a close. Calvin J. Smith, manager of KFAC, Los Angeles, and 16th District director, presided as chairman of the meeting introducing the various speakers.

What broadcasters can expect in gasoline and tire rationing was discussed.

(Continued on page 27)

ATTENDING NAB'S 15TH DISTRICT meeting, Nov. 16-17 in San Francisco were (first row, seated 1 to r): E. J. Gough, SESAC; Chas. P. Scott, KTKC; Ed Franklin, KJBS; Wilt Gunzendorfer, KRO; D. E. Landry, KROY; Art Westlund, district director, KRE; Neville Miller, president, NAB; Chas. Paul Corbin, KJEM; Kenneth Craig, KQW; Jess Rodman, KFRE; Will Thompson Jr., KROY; Wilfrid Davis, KYA.

Second Row: Lewis H. Avery, NAB; V. Ford Greaves, FCC; Gerald King, Standard Radio; A. Leo Bowman, Free & Peters; Clyde A. Coombs, KARM; Wm. H. Bates Jr., KTRF; Bill Smullin, KJEM; Bob Shuetz, NBC Theaurusan; Bernard E. Cooney, KDON; Howard V. Walters, KDON; Les Hecker, KVEC; George Ross, KGW; Adriel Fred, KLX.

District 15 Meets At San Francisco

Broadcasting's Morale Value Cited by Federal Officials

"BROADCASTING — the American way—should be kept to the level of its current high standard during the war period, as a morale builder for civilians and for the morale of our armed forces in all parts of the globe. Radio entertainment and the motion pictures are of inestimable value in these critical days."

In those words William R. Hopkins, regional director of five western states of the War Manpower Commission, suggested forcefully to some 60 broadcasters attending the regional meeting of the 15th NAB District that they keep up the good job they are doing.

Federal Officials Speak

The 15th District meeting convened in the Fairmont Hotel in San Francisco Nov. 16-17. Arthur Westlund, manager of KRE, district director, called the meeting to order and then handed over the gavel to NAB President Neville Miller.

Among those to speak at the opening day's sessions were LT. Com. Lawrence Lovett, Navy public relations; Maj. John S. Winch, Marine Corps, and Col. Kern Cran dall, who conducted a session on public relations and radio; Carl Haverlin, head consultant of the Radio Bureau of OWI; William Lewis, chief of the Radio Bureau of OWI; Ralph Block, regional director for the Office of Civilian Defense, who told how radio is cooperating in the activities of civilian defense; Gene Carr, assistant to J. Harold Ryan, chief of censorship.

The second day's sessions consisted of a sales meeting, presided over by Wilt Gunzendorfer, KRO. Problems of sales problems in wartime and a retail promotion plan were the principal topics up for discussion.
Mr. Cleveland has his say

No man speaks his mind more freely than does patriotic John Q. Cleveland at Saturday forums of the popular City Club. Isn't free speech his birthright? Isn't it his privilege to listen, evaluate, challenge? So it is that no guest is too big, too prominent to escape John Q's searching questions.

Men like Franklin Roosevelt and Leon Henderson and Eamon DeValera ... like David Lawrence and Hamilton Fish and William Green have faced these barrages. Major Alexander de Seversky soon will have his chance to sell the theory of mass aerial warfare. Dr. Carl Hambro of Norway's parliament will face queries on his people's ability to help throw off the Nazi yoke. Wendell Willkie has been invited to elaborate on his second-front ideas.

Radio Station WGAR has been broadcasting these City Club sessions for several years ... has discovered that listeners regard them as the best forum on the air. Even though all questions today must be rephrased by the chairman to conform to wartime precautions, these weekly one-hour broadcasts still remain Cleveland's favorite sounding board of public opinion. They are another of Radio's contributions to the first of the Four Freedoms ... these radio programs that help keep free speech free.
Gags That Gag--Col. Kirby Offers Tips to Air Comics

THE WAR DEPT. has been pleased from time to time to authorize the origination of your program from various camps, and to note that you intend to continue such originations.

The Army is most grateful for the generous manner in which you have gone about the providing of entertainment and diversion for the troops. Surely no written word of thanks can mean quite as much as the thanks you yourself hear directly from the soldier audiences as you stand before them.

Your network programs from camps are providing more than entertainment—importantly to the Army's military and civilian morale. They are providing links between the Army and the families of the men who must fight this war and win it. With the Army ranging upward of seven million, it is obvious that not every other home up and down Main Street has a relative or a close friend in service. And this statistical and sentimental fact brings us face to face with a mutual concern.

COCA COLA PLANS CHRISTMAS BANDS

COCA COLA Co., Atlanta (beverage), sponsor of the six times weekly BLUE program Spotlight Bands, announced last week an unusual series of broadcasts from camps and naval bases all over the nation on Christmas Day for the benefit of America's fighting men and their families.

Forty top bands will be selected to appear on blue Central Division stations from Army Camps and Navy, Marine and Coast Guard bases for quarter-hour shows--all for a nominal radio fee, and each band giving then a three-hour show exclusive for the fighting man at each base.

The programs will start at 12 noon (EWT), with 22 of the bands appearing for 15 minutes each until 5:30 p.m. The schedule will continue during the evening, 6:15-6:45; 7-7:30; 8:30-9:1; 9:30-10, and from 10:30 p.m. until midnight.

The best popular music and music appropriate for Christmas will be featured along with dramatic descriptions of the holiday atmosphere and sentiments which will interest the families at home. Agency in charge is D'Arcy Adv. Co., New York, with Steve Hanna- gan handling publicity.

KWBW Joins NBC

KWBW, Hutchinson, Kan., will become affiliated with NBC Nov. 22, bringing the total of NBC outlets to 140. Owned and operated by the Nation's Center Broadcasting Co., the station operates on 1540 k.c., 250 watts.

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Chart to New England's Unburied Treasure

7 Dominant Stations

★ WJAR-Providence, R.I.
★ WCSH-Portland, Maine
★ WBZ-Boston, Mass.
★ WTIC-Hartford, Conn.
★ WLBZ-Bangor, Maine
★ WFFA-Manchester, N.H.
★ WRDO-Augusta, Maine

7 Dominant Advantages

- 8,500,000 New England residents.
- 94.3% of their homes have radios.
- Family purchasing power 30.5% above U.S. average.
- Only $1,500 Class A hour rate for all seven stations.
- Line charge from New York Studios included.
- No extra charge for Studio facilities at Hartford-Boston or New York.
- You may add a N.Y. Station to network at station rate, without extra wire charges.

For specific facts about the New England Regional Network that apply to your specific selling job, phone or wire your nearest Weed Office.
The FCC's Round

THE FATE of the American system of radio, notably that phase of it relating to network-station time option and business relationships, is now up to the Supreme Court of the United States. Last week the Federal District Court in New York dismissed the pleas of the pioneer nationwide networks for the right to continue under their present formulas. But the court did not assume responsibility for putting into immediate effect the new principles embodied in the network-monopoly regulations projected in May, 1941—instead providing for continuance of the status quo until NBC and CBS can take appeals to the Supreme Court, whose answer will be final.

If the Commission should win the final round, most American broadcasters will have to adjust themselves to a new way of life. According to the majority of FCC members, who produced their new rules for network operation over the vigorous opposition of the minority commissioners, the new way will free the individual broadcasters from the onerous burdens imposed on them by the networks with which they are affiliated. According to many industry leaders, the new way will create a chaos that will deprive the networks of their ability to offer advertisers the guaranteed coverage upon which the commercial support of broadcasting is based, resulting in a free-for-all scramble in a possible war, further located stations will inevitably secure the lion's share of the business at the expense of the smaller, less well situated affiliates.

Furthermore, the new system will deprive the networks of incentive to provide their present excellent sustaining program service to the American listener. If, as would be the case under the proposed rules, a station affiliated with one network were free to accept programs from all other networks, it would tend to reject sustaining programs, no matter how fine, when offered a commercial program by another network. Network sustaining support of symphony orchestras or of world-wide news organizations, to mention only two of their major services to the American public, would be practically impossible under the new rules.

That such changes should impend in normal times, would be bad enough. But that an industry which has so faithfully and wholeheartedly gone all out in its contributions to every phase of the country's war effort should be faced with upheaval at the very time when its continued efficient operation is most essential, seems unthinkable. Every station manager today is faced with a struggle for existence what with uncertain business conditions and manpower losses; this just takes heart and incentive out of a great segment of broadcast operation. Moreover, it is hard to conceive that the FCC itself can undertake, in times like these and in the face of its own great burden of war activity, to expand its already overburdened staff to set up an additional policing system over the business side of broadcasting.

Admitted that network operation has not always been and is not now so perfect that it cannot be improved, yet so drastic a solution as the FCC proposes is not the way to bring about any reforms. Nor is this the time.

Recordings on Blue

WE STAND corrected by Edgar Kobak, executive vice-president of the BLUE, in refuting our editorial headed "Recorded Repeats" in the Nov. 2 issue. At the same time it must be pointed out that Mr. Kobak's observations are a tacit endorsement of the stand taken in that editorial—namely, that it is shortsighted policy on the part of the major networks to have a fixed and unalterable staff to broadcasting of transcriptions except for background noises.

Indeed, there is evidence that the pressure of events is forcing an inevitable relaxation of the rule, for NBC on the first night of the African invasion carried President Roosevelt's speech in French off the now famous secret recording. It was said to be only the third time in NBC's history that it departed from its network anti-recording policy, though its owned and affiliated stations, like those of CBS, are regular users of transcriptions for delayed or repeat shows. The other two times were the broadcasts of the recording of the Hindenburg disaster and of the abdication of King Edward VIII. MBS of course has never imposed the rule.

"The three networks—NBC, CBS and the BLUE—according to the editorial writer's statements, maintain a hard and fast rule against the use of transcriptions," writes Mr. Kobak. "In the first place, the BLUE Network does not maintain hard and fast rules. We realize that with a nation and an industry particularly devoted to successful prosecution of the war effort, we are constantly faced with changing conditions and situations that may at a moment's notice necessitate the changing of existing rules.

"Even if this were not the case it would be impossible for the BLUE to maintain a hard and fast regulation banning transcriptions on the network inasmuch as there does not and never has since the formation of the BLUE Network Co. existed such a rule. In fact we will be more than glad to discuss transcribed programs to be broadcast over the entire BLUE Network with any client at any time."

We'll Have Tubes

BASELESS RUMORS, those nasty little borers-from-within that have been used with telling effect in the organized psychological sabotage campaigns of Herr Goebbels and his minions, can appear in the most unusual and respectable places. Even such responsible meetings as the recent ANA sessions in New York weren't immune from irresponsible talk designed to make the timid tremble.

There was the remark, for example, of a high placed official of the ANA to the effect that the supply of radio receiving tubes is dwindling. Quoth he, as reported in the dispatch published in our last issue, "The best information we have is that when the supply is gone the radio sets might go out at the rate of 60,000 a day, which will affect your listening audience." If the speaker had had better information, or if he were more familiar with the activities and intentions of the Civilian Radio Branch of WFB's Radio & Radar Division under Frank H. McIntosh, he would know that the power unravelling our productive effort has indicated clearly that the supply of receiver tubes is not going to be exhausted for a long time to come. Tubes, like food, may become scarcer, but there is no disposition whatever to cut off the supply. Recognizing radio as the closest of all links between the Government and the people, Washington has given ample evidence of its hope of keeping radios in working order for the duration.
YOU MIGHT locate him atop a 250-foot radio beacon tower, or 250 feet below the ocean's surface in a submarine, conducting advanced experiments in electronics. Or you might find him in the staid and quiet surroundings of his desk as chief of technical information of the FCC's Engineering Department in Washington. But, wherever you find Dr. Lynde Phelps Wheeler, newly-elected 1943 president of the Institute of Radio Engineers, you will find him in his element, whose whole life is centered in the progress of radio communications.

Dr. Wheeler was born in Bridgeport, Conn., July 27, 1874—a date he is reluctant to name and which is belied by his youthful appearance and energetic actions. He was graduated from Yale's Sheffield School of Science in 1894. His alma mater claims his services the following year. So he remained at Yale until 1926 as a professor of science. This period was interrupted only by service during the Spanish-American War in the Navy.

He also served during World War I while remaining at Yale, where he organized and set up the course for Signal Corps Officer Candidates School in 1918. He is co-author of the text Principles Underlying Radio Communications, as well as many articles and book reviews on physical optics, thermodynamics, electrical theory, metallic reflection in various media, radioactivity, high-frequency alternating current, thermionic vacuum tubes and other subjects.

The genial doctor will tell you that he did not choose radio electronics as a career. "I was dug into it, during the last war," he said. "I hadn't done much in radio communications before that. They sort of 'drafted me' into it."

In 1926 the subject had so entranced him that he was persuaded to come to the Naval Research Laboratory at Anacostia, D. C. to continue his experiments and research.

Dr. Wheeler spent most of 1929 and 1930 with various units of the U. S. Fleet, conducting radio experiments on aircraft carriers and in "pigeon boats", at Panama, Hawaii and various other places, during which he greatly advanced means and methods of communicating with submarines below surface and between aircraft and their carriers. He modestly brushes aside "any accomplishments, however. The details are, of course, "military secrets."

Dr. Wheeler will tell you that his life has been free of adventure or excitement except that "I've had a helluva good time, and nothing more exciting than taking off from an airplane carrier, or going down in a 'pigeon boat' for the first time."

"There are a lot of things I would like to say,—but they will have to wait until the war is over."

Dr. Wheeler relinquished Navy research in 1933 and became an independent consulting engineer in Washington. However, after two years of thoroughly "enjoying life" in this status, President Roosevelt created a Science Advisory Board to aid various government departments and he was persuaded to serve on the council. Then, in July, 1936, his longtime friend, Com. T. A. M. Craven, of the FCC, persuaded him to accept his present position with the FCC.

The latest acknowledgement of Dr. Wheeler's vast accomplishments in the field of radio electronics, of course, when he was elected to the 1943 presidency of IRE in its mail ballots counted in later October.

"One of the pleasant things I have to look back upon," says Dr. Wheeler, "is the number of men who have passed through my hands and have gone on to conspicuous accomplishments after leaving my classes at Yale. Among them were Dr. Robert A.ont, known as the 'father of broadcasting'; A. W. Hull, assistant director of the General Electric Laboratories, and E. O. Lawrence, Nobel Prize winner and inventor of the 'atom buster'. And so many others I can't go back and pick them out."

If you ask Dr. Wheeler about post-war radio problems, he will give you some intensely interesting and warmly human views:

"There will be lots of problems. But one of the most serious will be to find a sufficient number of men, now in the armed services—perhaps more than a million of them—trained in radio and electronic techniques. This type of work will be their only means of making a living. What can be done for them?"

The industry, and everybody concerned, must get together and see what can be done. We must take care of such a situation. The big expansion in television will take care of some; the big expansion in FM broadcasting will take care of some; their existence will make servicing of home and industrial sets better than ever before. Then there will be the large increase in export trade and equipment of all kinds, because other countries will be lagging far behind for a long time due to lack of materials. These will take care of many men.

"But what we ought to do now is form committees to determine how many men can be used here, how many there. We must plan for this large body of trained men that will be available. Chairman Fly, of the FCC, spoke of this at Rochester recently."

"Then there will be the matter of an enormous surplus of radio equipment, which will rapidly become obsolete because of new developments.

"Reconversion of plants from war to peace time work and business will be another big problem."

"Without in any way slowing up our production, we should now be considering these post-war problems."

"Getting back to the manpower problem, it is time to begin to think what we can do now to make this, the greatest time of our lives, as pleasant as possible."

"I hope we can get the facts together now, as much as possible, to be prepared for the future."

"We were not prepared for the war. Perhaps we should get prepared for the peace!"

Dr. Wheeler married Frances Weems, at Detroit, Oct. 8, 1910, and they have one daughter, Elizabeth, now Mrs. Harold Ross, whose husband is an Army officer. Dr. Wheeler disclaims any "hobby vices", but admits that in the "distant days of youth" he was fond of tennis, and also will tell you that he did not miss a Yale-Harvard football game from 1895 to 1915. He still looks young and energetic enough to wield a wicked racket.
Hugh Bader and John Knudsen, of the announcing staff of KBON, Omaha, have joined the Army Air Forces. Dr. Dayton Heckman, of the U of Omaha, has joined the staff as news editor, and Ed Sogman, formerly of KFEL, Denver, as announcer. Lyle F. Mollen and Mary Louise Volava, are new members of the commercial and promotion departments.

Robert M. Eastman, former news editor of WKY, Oklahoma City, is now in the Army and has been assigned to the Oklahoma City Air Depot.

Bob Mabry, formerly of WCAR, Pontiac, has joined the staff of WFDF, Flint, Mich.

Katherine May Hitte, writer-announcer, has joined the announcing staff of WLDS, Jacksonville, Fla., collaborating with Rowe Samuel, who doubles as reporter-writer-announcer.

Guy Lowe, traffic manager of KXOK, St. Louis, has been inducted into the Army, and Curt Bradley, in charge of the transcription library, has taken over the traffic job. Elmer Muschany has assumed the transcription cares. Janet Mumbrauer and Peggy Eglishaw have joined the KXOK news department, and Robert Gutsch is newly assigned to transcriptions. Bill LaRuth is a new member of the studio orchestra, replacing John Rose, bass player, who has joined the St. Louis Symphony orchestra.

Ed Lytell, announcer of WHAM, Rochester, is father of a boy, born Nov. 3. Truman Brisee has been appointed promotion director of WHAM.

Dudley Manlove, producer and announcer, formerly with Frank Wright & Associates, has joined KQW, San Francisco.

Robert Greene, announcer, formerly of KOIN, Portland, Ore., and KFRC, KPO and KYA, San Francisco, has been assigned to the announcing staff of WMAQ, Chicago.

Bill Colton, formerly of WCAR, has joined the KFEL, Minneapolis, staff as an announcer.

Herman Straw, wing commander, has joined the staff of WMAQ, Chicago.

Tommy Russell, reporting to the Army Air Depot, has joined the WMAQ staff.

Armand R. Lapointe, announcer of WSMR, Manchester, N. H., has been promoted to chief announcer.

Don Bryan has resigned as musical director of WMCA, New York. His resignation is effective within eight weeks.

Tom Slater, director of sports of MBS, has resigned as master of the Mutual "Go Get It" program, sponsored by Krueger Brewing Co., Newark. He replaces Bob Emery, who is devoting his time to the Rainbow House broadcasts on WOR.

Gale Gordon, who portrays Mayor La Trivia on the weekly NBC Fibber McGee & Molly, has enlisted in the Coast Guard and is awaiting call.

Dick Joy, Hollywood announcer, has been signed to portray a newspaperman in the film, "Corregidor," to be produced by Dixon R. Harwin for Producers Releasing Corp. He recently was assigned to weekly CBS "Those Were the Days," sponsored by General Foods Corp. (Grace Nut Flakes).

Constance Leon, former secretary to Henry Hayes, of the NBC Radio Network, has joined the script staff of BLUE, where she does play-reading and works on program ideas.
KENNETH MICHAEL, formerly on the Blue Network, has shifted to the production staff as assistant to Robert Tormy in the handling of recorded programs. He replaces Edward Carroll, now in the Coast Guard.

ROY WEINERDELL, sports and publicity director of WSLI, Jackson, Miss., is the father of a boy, born Nov. 8.

CPL. ELMO ISRAEL, former studio production manager and public relations director of WSB, Atlanta, has been appointed to the staff of the Southeast Air Corps Training Center. Public Relations Division, Montgomery, Ala.

GERALD PATRICK FLOOD of the radio section of the War Savings Staff, Treasury Dept., has been commissioned a lieutenant in the Navy and assigned to Quonset Point, R. I.

CARL REED, former dramatic producer of WLC, Cincinnati, has joined the staff of WHRB, Portsmouth, N. H. Ted Bodge, new to radio, has joined the staff as part-time announcer.

CAM MITCHELL, announcer of WSNR, Stanford, has become a member of the Connecticut State Guard. Freddie (Pied) Fanning, WSNR's sports caster, has enlisted in the Army Signal Corps and is stationed at Camp Devens.

ROBERT S. HALLORAN, auditor of WBZ-WBZA, Boston, has enlisted in the Army and is now stationed with the Artillery at Fort Totten, N. Y.

CARLTON C. IDE, announcer of WBZ-WBZA, Boston, has been inducted into the Army and is now in training at a Texas camp. Helen (Tommy) Little, former Worcester newspaper woman, has joined the WBZA news staff. Ruth Sherrill has joined WSNR's announcing staff.

RUSS SHEPPARD, announcer of shortwave station KGBI, San Francisco, recently became the father of a baby boy.

WARREN RICHARDS, formerly of WLL, Urbana, Ill., and Glenn Farrington, actor, have joined the announcing staff of WCBS, Springfield, Ill.

JOSEPH PARKER, radio producer of the Office of the Coordinator of Inter-American Affairs, Hollywood, is the father of a boy born Nov. 12.

FLORENCE GIDLEY, of NBC publicity department, Hollywood, and Pvt. Robert Dailey of the Marines, were married Nov. 14 in San Fernando.

NEIL REAGAN, announcer of KFWM, Hollywood, has been signed for a character role in the Columbia Pictures film, "Destroyer".

EUGENE D. HILL, coordinator of war activities of WLOF, Orlando, Fla., and Neil S. Nibley, formerly of WRUF, Gainesville, Fla., and KFUJ, Columbia, Mo., were married Nov. 13.

KAY SMITH has joined the staff of WLDS, Jacksonville, III., to handle women's programs, replacing Becky Vaughn, who left last month. Miss Smith will handle the daily News for Women and Theater Time, and the weekly Do Or Don't Quiz, juvenile Saturday night feature. Rowe Samuel, former Jacksonvillc newspaper, new to radio, has joined WLDS as news reporter and announcer.

BETH GARDNER, assistant continuity editor of KPO, San Francisco, has resigned.

JANICE ANDERSON, assistant press manager of KPO, San Francisco, recently resigned to rejoin the editorial staff of the Oakland Post-Enquirer, as reporter and feature writer.

NORMA RUDE of the audience mail department of KGO, San Francisco, Nov. 15 joined the WAVES. Nell Fanning replaced her at KGO.

JACK TEMPLE, announcer, formerly of KAY, San Francisco, has joined KQW, San Francisco.

JOE HANSEN, new to radio, has joined KWKW, Pasadena, as announcer.

FRED DAIGER, announcer-news caster of shortwave station KGEI, San Francisco, and Peggy Fleming, formerly secretary to Buck Harris, former general manager of KGEI, were married Nov. 13 in San Francisco.

JIM CAMPBELL, announcer of WGN, Chicago, is the father of twins, a boy and a girl.

WILLIAM HART has joined the announcing staff of WDRC, Hartford.

BLANEY HARRIS has been shifted from guest relations to the BLUB's night program staff.

AL SACKS, violinist, is acting musical director of Don Lee Broadcasting System, Hollywood, having taken over the assignment formerly handled by Ted Bodge.

JACK DE MELLO, music director of KGO, San Francisco, on Nov. 23 joins the Army as sergeant-bandmaster at Camp McQuaide, Cal. Three KGO leaders—Phil Bevero, Al White and Otto Clare—will divide the assignments formerly handled by de Mello.

JACK MOHLER has resigned from the promotion department of WOR, New York, to enter military service.

MARY ELLEN RYAN has been promoted to traffic manager of Don Lee Broadcasting System, Hollywood, succeeding Emily Peters, resigned. Betty Secret and Betty Cowen, have been made assistants to Miss Ryan.

EMILY PETERS, traffic manager of Don Lee Broadcasting System, Hollywood, and J. Glenn Turner, former master control supervisor of KJH, that city, and now in government service, are to be married in Philadelphia in early December.

PATRICIA NEILL and Vala Best have joined CKMO, Vancouver.

BERT HALL, formerly of WJIL, Galesburg, Ill., and KDBO, Sedalia, Mo., has joined the announcing staff of WIL, St. Louis, replacing John Lambur, who was inducted into the Army.

CARL PIERCE has succeeded John W. Nelson as Hollywood producer-announcer of the daily half hour Breakfast at Sardi's program on Blue stations.

JANE WEST, scriptwriter of The O'Neill, NBC daytime serial, is seriously ill at her home in Danbury, Conn.

BECAUSE WSIX has taken the lead for many years in broadcasting local events and in publicising features of local importance, this station has well earned its outstanding popularity and its title as "the Voice of Nashville".

Whether it is local interest the listeners crave or local popularity the advertisers want, both turn to "the Voice of Nashville".

We offer you, Mr. National Advertiser, the same proven popularity that these local advertisers so plainly endorse by their preferred patronage of this station.

Spot Sales, Inc. · National Representatives

5000 Watts

"The Voice of Nashville"

Nashville, Tenn.
If you're looking for a windfall of Kentucky business, you'll be interested to know that the Apple (Ky.) crop of buying power isn't exactly in the bumper class! On the other hand, the Louisville Trading Area is a tremendous orchard, loaded down with 57.5% of Kentucky's total buying income!... To harvest your share of the Louisville Area's $400,000,000 retail sales, all you need is WAVE—the only NBC station for 100 miles around! Send for the proof now.

FRANK Silvernail

Edward J. BOHN, formerly space buyer of Mason Inc., New York, has joined the media department of Warwick & Legler, New York. The latter agency has acquired a number of additional offices to its staff recently, including William P. Lillercapp and Thomas P. Doughten, who have joined the production department. Lillercapp comes from McCann-Erickson and Doughten from J. Stirling Getherell, New York, where he served as control production manager.

Ethel Harris Gregory, until recently specialist in radio commercial writing for Duane Jones Co., New York, and previously with Lord & Thomas, New York, has also joined Warwick & Legler. She has been added to the copy department along with Albert S. White.

CAMPBELL-EWALD Co., New York, has changed its corporate name to Eastern Division of Campbell-Ewald Co.

Frank Silvernail, timebuyer of Young & Rubicam, New York, whose sketch was carried under the “Buyers of Time” caption last week. We deeply regret the error.
If you're satisfied when the triple threat star is called a utility man, you won't mind seeing "Ran" West listed simply as a "Buyer of Time".

True enough, he is timebuyer for Stockton, West, Burkhart Inc. in Cincinnati. But as vice-president in charge of all production, it's only a small part of his job. Actually his buying of time is just another chore in a close-knit and hard working organization. His real job is to create. It so happens much of this creative work is in radio, but he is equally at home in black and white media.

Ran's career sounds like it should have been a lot of fun. He organized his own dance band in college, and ran it for five years. He wrote music for college musicals and performed in them. He graduated in law, then took up advertising. (That versatility came in handy later.) He was part of a two-man singing team over three stations in Cincinnati.

Ran West's radio selling started in '32 when he collaborated on program ideas, edited scripts and wrote commercials for the Heartofatown Herald. He wrote scripts and commercials for the Williams Glider program on NBC, back in '33, and the Tony Wons show on CBS for 7417. Rogers Bros. He wrote all the Gruen time spot announcements in '34. And, for Kroger, he wrote words and music for the theme, set the pattern and wrote the Wisecrackers show; he wrote scripts for the House of a Thousand Eyes, and Clock Bread announcements.

For the Drackett Co., he collaborated on Hello, Peggy, an early daytime serial; and he also wrote and directed the Windez Wandering Minstrel.

For the U. S. Shoe Corp., Ran wrote commercials, edited and procured scripts for a series of five-minute Hollywood Gossip programs transcribed for broadcast on 175 stations.

Did anyone mention versatility? Well, Ran also wrote the scripts for the Union Gas & Electric Co's municipal ownership campaign back in '36, featuring Smillin' Ed McConnell. He wrote, in '41, scripts and commercials for Strietman Biscuit Co. (soda crackers) shows on ten Southern stations. He also created a child psychology program for Strietman. And his latest achievement is agency direction and scripting for Views on the News, a weekly news roundtable originated by WLU to an NBC network for the Ohio Oil Co.

Versatile? Oh, yes, Ran also created the first and only psychological Talent Test (a test made without music) for the Baldwin Piano Co. They're still using it to get prospects.

With it all, Ran is no human dynamo. At 36, he just works hard at his job, and as a family man. His wife was Margaret Dillencourt, of Cincinnati, and they have two daughters, Patricia, 9, and Margaret, 7. Patricia has already promised to follow in the footsteps of her dad. She was the photographic model for the Community Chest Poster in Cincinnati and some 30 other cities in 1941.

Happiness is the watchword as Theresa Wilson, advertising manager for W. & J. Sloane, San Francisco (retail furniture), signs a contract renewal for This is Your Home, on KPO, San Francisco. Milton Seropan, KPO sales representative (center), and Walter Tolleson of the A. E. Nelson Adv. Agency, are the smilers.

RANALD S. WEST

Anderson, Davis & Platte Opens Office in Capital

Announcement was made last week of the establishment of the Washington advertising agency of Anderson, Davis & Platte, with headquarters in New York. For the last several months the firm has been operating a Washington office to service several accounts.

"Our experience during this period," said T. Hart Anderson, president, "has shown the need for a complete advertising and public relations organization Washington to render special service to companies whose selling problem is now largely centered there, or whose economic future may depend on decision now being made there. Mr. Anderson stated specifically that the firm would not engage in any form of lobbying.

For the present, Harvey H. Smith, radio director, and L. G. Van Aiken, timebuyer, will divide their time between the New York and Washington offices. The capital branch is located at 831 15th St., N.W.; telephone, National 7142.
PAY FREEZE HALTS CAMEL COAST SHIFT

FORESEEING possible difficulties in booking Hollywood name talent under the exhibition order, the plan to shift origination of the weekly NBC Camel Caravan, sponsored by T. J. Hoynolds Tobacco Co., from New York to Hollywood has been cancelled, according to executives of William Esty & Co., agency servicing the account. Such a shift was regarded as advisable until further clarification of the salary freeze.

With the ruling currently forcing a choice between radio and picture work by Hollywood talent for the coming year, the number of guest stars available for network appearances will be cut considerably, it was pointed out. Additional difficulty is that motion picture studios may not permit radio appearances of its contracted players and stars until they have worked out their allowable maximum income within the industry.

It was the belief of several New York advertising agencies booking talent for network sponsored shows that guest stars would be more easily obtained from the stage and night clubs of that city, where the wage ceiling involves only a few performers.

EUGENE AGUAYS, storekeeper of the CBS stockroom in New York since 1932, died recently at the age of 68.

Chappell on Daytime Serials

(Continued from page 20)

depression, a period in which American morale hit an all-time low. Until 1929, an American was responsible for his own destiny. We were a race of 'self-made men'. Then came the crash. We all lost our money, most of which we never had. The self-made, 'successes' of the summer of 1929 refused to accept the simple, obvious fact that they must then be the 'self-made failures' of the winter of 1929.

Traditional Concepts

"There were many causes of our universal 'failure' but none that was cared to admit was our responsibility. We searched for the goats, for ways of rationalizing the loss of our worldly goods. We demanded soothing explanations to avoid accepting the responsibilities which the American conception demanded. Because the American way was always there in the back of our minds accusing us for avoiding reality, we not only demanded the soothing syrup but set about doing our best to kill our traditional conception of the American way.

"The content of the daytime serial dramas is exactly what was demanded in the 1930's. They satisfied to a marked degree the national mental-set of that period. But now the national mental-set has changed. We have been shaken out of our psychological hog-wallow by the brutal designs of the Axis. We now reaffirm the importance of the individual. We have again adopted the mental-set of 'Christian' in Pilgrim's Progress. We now 'take arms against the sea of trouble and, by opposing, end them.'

"Why, then, are the daytime serials still oriented to conform to the mental-set of the past decade? The answer is inertia and lack of understanding of the importance of the national mental-set in the success of the daytime serials. By good luck, radio producers struck the formula for the daytime serial in the '30's.

"It was a marvelous success because it furnished just what the nation demanded: the rationalization of national frustration. Not understanding clearly the basis of its success, its producers see no reason to change the formula in any detail. As a result, the daytime serial is distinctly out of rapport with the present national mental-set.

"It is so far out of rapport with present day public attitudes that it is now being used most effectively as comedy foil for nighttime variety radio programs. It is, in fact, nighttime radio which is currently making the most devastating attacks on the daytime form.

Serial a Sick Child

"But if the daytime serial drama were so far out of rapport with the listener's current psychology, it would not enjoy good health. Does it? Or is the daytime serial a sick child, getting sicker every day? Psychological reasoning tells us that if the radio industry wants to save the problem child, it had better call the doctor now, because it is in a bad way.

"Chart I shows that the average monthly ratings for daytime serial dramas was lower in 1941 than in 1940 in nine months and higher..."
Ray Kelly Is Assigned
Production Post at NBC

N. RAY KELLY, manager of NBC's sound effects division, has been appointed to the network's production staff, according to an announcement last week by Wynn Wright, eastern division production director. Frederick G. Knopfke, assistant to Kelly since 1938, becomes sound effects manager.

Kelly joined NBC in 1930, to create and direct its first sound effects department. He has become recognized as one of the country's leading air sound technicians.

Knopfke entered radio in 1926 with the BBC in London, coming to the United States two years later to join NBC as a student apprentice. Subsequently he returned to Europe, remaining with the German Broadcasting Co. until 1933, when he came back to NBC.

Clem J. Walter, senior technician in NBC's sound effects department, has been appointed assistant to Knopfke.

Ask the man who counts the customers!

Paramount Promotes

PARAMOUNT PICTURES, New York, is using transcribed and live announcements on seven New York stations, Nov. 11-24, to promote "The Avengers." A total of 116 announcements are being used on WJZ, WMCA, WHN, WOR, WQXR, WABC, WNEW. A transcribed dramatic "teaser," recreating the mood of the picture, is followed by a live commercial, revealing the name of the show. Radio plans for the film's national release are not yet available.

Buchanan & Co., New York, handles the account.

FULTON LEWIS JR. TOUR

FULTON LEWIS JR., MBS' Washington commentator, embarks on a cross-country lecture tour at the end of the month. He will broadcast his regular nightly national network programs from Mutual outlets en route. He will visit Wichita, Houston, Los Angeles, Portland, Ore., Tacoma, Seattle, Spokane, Kansas City, Denver, and Enid, returning to the capital Dec. 16.

Another reason why WGN leads all other Chicago 50,000 watt stations in volume of local and national spot business

WGN
A Clear Channel Station

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

50,000 Watts
720 Kilocycles

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

50,000 Watts
720 Kilocycles

MUTUAL
BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.
KASPER - GORDON Inc., Boston transcription syndicators, reports additional sponsors for the following shows: "Smiley Magic Christmas Tree," on Bon Marche Dept. Store, KOL, Seattle; Charles Stores, WMBC, Richmond; Filigman's Dept. Store, KPFA, Helena. "Adventures in Christianity" with Jamie Newcomb, has joined Los Angeles transporters, KFWB, Los Angeles, in a three-week all-day newscast, five minutes daily. Uncle Charlie, on KPAS, in the latter city, Charles N. Stahl, Adv., Hollywood, is the agency.

YORKTOWN SHIRT SHOPS, Los Angeles (chain haberdashers), have scheduled a 52-week campaign starting in early November, with four one-minute spot announcements daily on WSGC, FM adjacent of WGN, Chicago. Julian Frank Adv. Co., Chicago, is the agency.

ROSE HILL Memorial Park, Los Angeles (cemetery), on Nov. 22 started a 36-week program, with weekly spot announcements on WSGC, five minutes each. Agency is Philip J. Meany Co., Los Angeles.

GREEN'S CHILDREN Shoe Stores, Los Angeles (chain), and Gordon's Children Wear Shops, Pasadena (chain), are co-sponsoring the daily half-hour afternoon program, Uncle Charlie, on KPAS, in the latter city. Charles N. Stahl, Adv., Hollywood, is the agency.

GEORGE B. EVANS LABS, Philadelphia (druggists), is scheduled to begin its account this month with John Falk, 41st Adv. Agency, Philadelphia, has scheduled an announcement series on WFIL, Philadelphia, for eye lotion and eye drops. Started Nov. 9 for an indefinite period, six spot announcements are used weekly with transcribed spots to be added later in the campaign.

LOUISIANA RAILWAY CO., Los Angeles (transportation), has scheduled a two-month program of announcements totaling 42 spots. The spots will be aired on WSGC, five minutes each, five days in the last two weeks of Nov. The agency is Smith & Bell, Adv., Los Angeles, has the account.

JOHN NORTHWAY & Son, Toronto (chain women's clothing), has started a program, with five spot announcements daily on CHML, Hamilton, Ont., placed direct.

P. S. BUSTIN DRUG Co., Toronto, has scheduled a five-week campaign on CKGL, Toronto, and plans to extend to other stations. Account is placed by Frontenac Broadcasting Co., Toronto.
New Recording Studios Of WOR in Operation

NEW recording studios of WOR, New York, have been opened following 14 months of construction, with the latest type equipment, according to Ray Lyon, manager of the studios.

Several of the machines, including two Scully recording lathes, were the last ones assembled by the manufacturers before converting their plants to the war effort, Mr. Lyon said. Designed under the supervision of sound control experts of Electrical Research Products Inc., the studios have walls with special obverse angles to control reverberation and eliminate reflections, are entirely air-conditioned and offer 14 channels for recording programs at all times. A separate dubbing room contains four dual-speed, constant velocity turntables and reproduction is achieved through the use of four high-fidelity lateral-vertical reproducers.

More Woman Power

SUCCEEDING Miss Dorothy Weise, for the last four years program director of KGHI, Little Rock, another young lady has been named program director of the station. With Miss Weise reporting shortly for duty with the WAA's, her place has been taken by Miss Anne Mehaffy, formerly in charge of continuity. Miss Weise is awaiting orders to report either at Fort Des Moines or West Palm Beach.

Cloyd Marshall

CLOYD MARSHALL, 74, electrical engineer and former manufacturer of radio condensers, died Nov. 14 in his home in Hollywood, Calif., after a short illness. Mr. Marshall, who was vice-president and general manager of the Dubilier Condenser Corp. of New York and New Jersey 1914-37, was in charge of the electrical exhibits at the St. Louis Exposition of 1904 and was for a time general manager of United Wireless Co., New York.

Latin Visit Stations

TEN visiting Latin American newspapermen, four Bolivian and six Mexican, will visit broadcasting stations as part of the four-week tour of the United States they are now making under sponsorship of the CAA. The visitors spoke on WWDC, Washington, Nov. 16. On their trip, they will visit NBC New York; WEGO, GE shortwave station in Schenectady, and WGN, Chicago.

Cloyd Marshall

Miss Mehaffy

Cloyd Marshall

Latins Visit Stations

the Sky Buddy was good...but-

THOUSANDS OF HALICRAFTERS SKY BUDDIES GAVE faithful service...years of excellent performance! Sky Buddy owners will be amazed at how far-reaching the progress of research and new electronic development has been, even in the past year.

When Halicrafters are again permitted to sell communications receivers for civilian use your new Sky Buddy will have so many improvements, comparison with the old models will be a difficult accomplishment.

Illustration (top) partial view of Halicrafters Signal Corps communications equipment.

HARLAN GREGG, of the engineering staff of WRBM, Chicago, has been appointed a warrant officer of the Marine Corps. Wilson Lockridge, engineering apprentice of the same station, has joined the Army Air Forces, and Edward Barndum, FM engineer, has joined the Navy as chief petty officer.

EDDIE PIERCE, chief engineer of WDLR, Panama City, Fla., has joined the Army Signal Corps.

JAMES MORAN, engineer of KMOX, St. Louis, has been appointed a lieutenant in the Navy, and is assigned to duty at the U. of Arizona.

JOHN VINCENT, former technician of KWSW, Pasadena, has joined KPAS, that city, in a similar capacity.

KATHERINE HAMILTON has been appointed to the engineering staff of WBAP-KGKO, Fort Worth.

JOHN DINTER, engineering staff of WHAM, Rochester, is father of a girl, born Nov. 7.

RALPH WARD, former control room engineer of WFIL, Philadelphia, is now in the ground crew of the Army Air Forces at Atlantic City.

CHARLES COLEMAN, former engineer of WFIL, Philadelphia, has been graduated from the Army Air Forces Officers Training School at Miami Beach as a lieutenant and is now adjustment supply and communications officer at Warrensburg, Mo.

CHARLES MOORE, transmitter technician of KOH, Reno, became the father of a girl Oct. 16.

DARREL LAIRD, of KSO-KRNT, Des Moines, left recently for Florida where he was commissioned a lieutenant in the Army Air Forces.

BERNIE ANDERSON, 17, amateur operator for the last three years, has joined the engineering staff of WSRR, Stamford, Conn.

Jeffers Joins OWI

CHARLES JEFFERS, since 1941 technical director of WOAI, San Antonio, has joined the staff of the Communications Facilities Bureau of the Office of War Information's Overseas Branch. He will serve in Washington as assistant radio engineer in charge of securing and installing transmitters and equipment for shortwave and other services. His chief is James G. Weldon, formerly with border stations, who is chief radio engineer in the bureau under Murry Brophy.

Wake Up... Your Georgia Sales

with

CBS

Represented by SPOT SALES Inc.
Pulling-Power
50 war-plant conscious have New Jersey war work become as a result of broadcasts such as North Jersey War of Production [Broadcasting, Nov. 16] on WPA, Paterson, that the Newark Chamber of Commerce and some department stores have complained to Joseph F. Hussey, recruiting representative of Newark's Civil Service Commission, that it is luring too many women from civilian to Government and war-plant jobs. Applicants for jobs since the program started Oct. 19 have jumped from a daily total of 400 to 1,000. Material for the series is obtained through various Government departments, including the War Production Board, the U. S. Employment Service and the Civil Service Commission.

Programs of the Week
BUDD HULICK, comedian and co-m.c. on Studio X, heard on WEAF, New York, has become permanent m.c. of the quiz program on WMCA, New York, titled Did You Hear. The series tests the knowledge of the studio audience on programs heard during the week.

AP in Yiddish
LAST-MINUTE AP news stories are heard in dramatized form in variety program inaugurated on WEYN, Brooklyn. Designed for Jewish listeners, the program features live orchestra music, and Yiddish and international songs.

Recruiting Marines
MARINE CORPS series has been started on WJTN, Jamestown, N. Y. and WHDL, Olean, N. Y. Titled The Leatherneck Digest, programs are authored and produced by Staff Sgt. Phil Edwards of the Buffalo Marine recruiting office. He answers recruiting questions and interviews Marines who have seen action.

Jinx Program
SUPERSTITIOUS listeners on Friday the 13th were invited by Bill Herson, morning timekeeper on WRC, Washington, to phone him about their pet jinx. In a few hours more than 200 called about their superstitions, most of them mentioning black cats, walking under ladders and three on a match. One listener always walked downstairs on the 13th with one shoe on and one off, another never went to work on the 13th, and a farmer who had 13 mules and 13 horses lost his barn in a fire on the 13th. But Herson finished the program without catastrophe.

WILLIAM HART, new announcer of WDRC, Hartford, claims to be the tallest announcer in the business. Hart is 6 feet, 7 inches.

Mike to Milk
JACK MATHER, Hollywood announcer assigned to the weekly NBC Tommy Riggs & Betty Lou, sponsored by Lever Bros. (Swan soap), milks cows seven days a week for the Government. He volunteered services from 6 to 9 a.m. daily at one of the Los Angeles dairies.

New Electronics Paper
ANOTHER new publication in the electronics field made its bow with the November issue. It is the Industrial-electronic Distributor, published in pocket-size form, with Charles H. Farrell as editor-publisher. Its offices are at 19 E. 49th St., New York.

"WHAT WITH US RED RIVER VALLEY FOLKS PILING UP THE BIGGEST FARM INCOME IN HISTORY, ADVERTISERS USING WDAY ARE FINDING PLENTY TO CHEER ABOUT THESE DAYS!"

The Coca-Cola Company presents

SPOTLIGHT BANDS!
America's leading bands — playing from War Camps and War Plants

BLUE NETWORK 9:30 P.M. EVERY NIGHT EXCEPT SUNDAY
Mr. A's Politicos

- BY MAURICE CONDON-

Election Day is past and therefore Mr. K. W. Amplistat feels that now is the time to forecast future political cliches by the radio politician.

Q. Before you get into your speech, what do you strongly urge your listeners to do?
A. I strongly urge every man and woman of voting age within hearing distance of my voice to exercise their inalienable prerogative to signify at the polls their choice of public officials—a prerogative that our forefathers...
Q. Thank you. How do you also refer to the people listening?
A. My vast unseen audience.
Q. On behalf of your candidate, at what do you point?
A. I point with pride to his record.
Q. His record—
A. Unblemished.
Q. Who can be proud of it?
A. It is a record of which every true American can be proud.
Q. Is there any other adjective you use with American?
A. Red-blooded.
Q. Yes, quite. How do you stand behind your candidate's record?
A. I stand four-square.
Q. How do you describe your candidate?
A. He is an intelligent, courageous, far-seeing legislator.
Q. He is also what?
A. He is aggressive, forthright, austere and two-fisted.
Q. He is never what?
A. He is never a rubber stamp.
Q. He is loved by whom?
A. People from all walks of life.
Q. Why?
A. My candidate has tried in every respect to represent the interests of all the people. He is no tool of the big interests, of the privileged few.
Q. For whom does he labor?
A. He labors on behalf of all his constituents, regardless of race, color or creed.
Q. With what effort does he labor?
A. Unflinching effort.
Q. How is his character, he is a man of tough moral fiber.
Q. Where are his roots?
A. His roots are firmly imbedded in the fertile soil of this great land.
A. Is he a friend of the laboring class?
Q. The laboring class never had a better friend than my candidate.
Q. What kind of a fight has he fought?
A. He has fought the good fight.
Q. His reputation is—
A. Enviable.
Q. His qualifications are—
A. Outstanding.
Q. How has he voted?
A. Regardless of party affiliations.
Q. A vote for him is a vote for what?
A. Democracy.
Q. Therefore he deserves what?
A. That reward of faithful service—the opportunity to serve his constituency again.
Q. What about his opponent?
A. With all due respect to our opponent—
Q. Yes?
A. He has been weighed in the balance and found wanting.
Q. How has he treated your candidate?
A. With flagrant abuse.
Q. Has he been a what?
A. A smearer.
Q. Prior to these regrettable tactics, what had you not intended?
A. I had not intended to inject personalities into this campaign, but our opponent, in a cheap and desperate attempt to prejudice the public and get votes, has seen fit to drag my candidate's reputation through the political mire.
Q. This has been the work of your opponent?
A. And his political satellites.
Q. But you are not worried for your supporters are—
A. They are staunch supporters.
Q. And the great mass of intelligent voters listening will not permit themselves to be—
A. Hoodwinked!
Q. They know that this country stands on the brink of—
A. Chaos!
Q. Comparable to when?
A. Such as never before in the annals of history.
Q. Yet your candidate affirms what?
A. He affirms his faith in the future of this great country.
Q. Which he describes as—
A. The melting pot of the world.
Q. But isn't there something you've forgotten?
A. A. What?
Q. Do you not describe the immensity of this country by referring to the rockbound coasts of New England and the sunny shores of California?
A. No indeed, Mr. Amplistat. That, sir, is definitely hackneyed; almost, you might say, a cliche. Very corny.
Q. On second thought, I see it is. Thank you, and I'm sure—
A. Don't neglect your precious heritage. Be sure to vote.
Q. Thank you, I will, without fail.
A. It's bullets or ballots, Mr. Amplistat, bullets or ballots.

Democracy Handbook
A HANDBOOK for speakers, teachers and writers, Voices of Democracy, prepared and compiled by Bernard Molonko, now head of the radio department, American Marketing Adm, under direction of Chester S. Williams, assistant administrator, Federal Forum project, is being distributed for use by members of the field offices of the Office of Civilian Defense, Kiwanians and local service clubs. The booklet, Bulletin No. 8, Office of Education, Federal Security Agency, containing expressions on liberty, freedom, and democracy, is available from the Superintendent of Documents, Washington, D. C. (10c).

Glynn in Navy Radio
PAUL T. GLYNN, for the last two years chief of Civilian Radio in Washington, left Nov. 21 to join the Navy as a lieutenant (j.g.). He goes first to Newport for an indoctrination course, then returns to the Navy Dept., Washington, to serve in public relations under Jack Hartley. Lt. William D. Bailey, also of Mr. Hartley's staff, was married Nov. 11 to Miss Anne Lawler.

NORMAN CORWIN's series of CBS programs from Britain, titled An American in England, is to be extended for five broadcasts, starting Tuesday, Dec. 1, 10:30 p.m. (EST). The producer, director and writer, accompanied by his narrator, Joseph Julian, returned recently from England where he spent four months writing and directing the first group of broadcastsshortwave via facilities of the British Broadcasting Corp.

Think of CLARK
SYNONYM FOR QUALITY TRANSCRIPTION PROCESSING

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

CLARK
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

Blue Net work
KFDM
BEAUMONT
Represented by Howard H. Wilson Co.

Spots Where They'll Do the Most Good

Complete coverage of the rich Gulf coast area... hearing with war industries and a new listening public.

WHKY
HICKORY
NORTH CAROLINA

5,000 Watts Day
1,000 Watts Night

For complete details write
HOWARD H. WILSON CO.
Chicago • New York • Kansas City
San Francisco • Hollywood

1290 KC BLUE NETWORK

Page 44 • November 23, 1942

BROADCASTING • Broadcast Advertising
War Plant Series
On Coast Honored

CITED for outstanding merit by the School Broadcast Conference in competition with programs released by stations throughout the United States are two series on KIRO, Seattle—Pledge Allegiance to Your Job and Youth Looks to Tomorrow.

The latter was a vocational guidance series for high school students, aired last spring and still on the air, is designed to promote the industrial effort of war plants in the Seattle area. It was planned by Miss Hazel Kenyon, KIRO education director, and the training department of Seattle-Tacoma Shipbuilding Corp., Boeing Aircraft Co. and Puget Sound Navy Yard.

Announcement of the awards to the KIRO programs by George Jennings, executive secretary of the School Broadcast Conference held in Chicago [BROADCASTING, Nov. 16], was coincident with Miss Kenyon's departure for the WAVES.

Boosting Morale

Pledge Allegiance aims to build plant morale and worker understanding of the problems which face them by two devices: First, by showing, through dramatic narration, the parallel between their work on the industrial front and fighting in the actual battle area; second, by presenting discussions by supervisors from one of the three war plants.

These talks deal with production and personnel problems on the solution of which depends higher production efficiency. The three firms take turns on the programs.

Entitled Your Work Is a Weapon is a related series now being broadcast to give job and training information of help to persons seeking work in war industries. It was worked out in cooperation with Washington War Industries, U. S. Employment Service, U. S. Civil Service Commission and other interested agencies.

Of the Pledge Allegiance series, Lt. Com. O. D. Adams, training officer, Puget Sound Navy Yard, said, "We believe this medium will have immediately perceptible effects on supervisory efficiency and worker morale. It enables us to cope quickly with new problems that arise."

H. Stubbs, supervisor of training at Seattle-Tacoma Shipbuilding Corp., commented, "Ordinarily our supervisors know the problem and why it is a problem; just as often our mechanics and other workers do not, because under ordinary circumstances we don't have time to discuss problems at length with these thousands of men and women who are so important to maximum output. Radio gives us this opportunity."

Budd L. Davis, training official of the Boeing Aircraft Co., declared the men in the Boeing plants would be attentive listeners.

Each quarter-hour program is released weekly and broadcast three different times for the convenience of workers on three shifts. The broadcasts are integrated parts of regular plant training programs and transcriptions are available to the participating firms for use in formal training conferences.

FM POLICE RADIO
HAS NEW FEATURES

MOBILE FM police radio equipment developed by General Electric was demonstrated recently, and being manufactured for the "radio reserve pool" established by WPB, incorporates many new features, some of them suggested by police users in many parts of the country, according to D. L. Chenuit, of the GE Radio, Television and Electronics Department.

"Iron core," or inductive tuning (the closely controlled movement of an iron core in and out of a small form-wound coil) is widely used. This permits easier and more accurate tuning, and reduces the effects of car vibration on tuning adjustments. Receiver battery drain has been reduced 35% and a material improvement made in the effective communication range.

A convenient "work bench" support, which also serves as a part of the cover latch mechanism of the transmitter and receiving units, provides a rigid support when the chassis is inverted for inspection or repair. A series of test jacks permits quick checks of control panelings of several functions at one time. All tube sockets and tuning controls are clearly stenciled on the top of the chassis.

ALLEN B. DUMONT Television Labs., in cooperation with the program experimentation committee of the American Television Society, has arranged to open the studio of W2XWY, New York, Nov. 24 to give the group an opportunity to experiment with ideas and camera shots.

WE'VE OPENED 3 FRONTS

Our sales strategy is based on our ability to attack with full strength on 3 fronts. Our objective—to reach $2,170,000 market with 75,000 new people. Our ammunition—super fine entertainment, coupled with your sales story. Our success is assured.

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOP!-WISE-WKPT
% Red Network commercials wkly.

BURN-SMITH COMPANY
Natl' Rep.

Harry Cummings - South East Rep.
WESTERN N. CAROLINA - SOUTHWEST VIRGINIA - EAST TENNESSE
WHEN YOUR MESSAGE MUST GET THROUGH FASTER
SEND IT Postal "AUTOMATIC!"

NEW SUPER-SPEED SYSTEM
and delays—costs saved
Today—amazing POSTAL TELEGRAPH
"Automatic" equipment is shattering all previous
telegraph records for speed and accuracy. Only POSTAL has it.

CALL Postal Telegraph
For your convenience, charges for telegrams telephoned-in result in
a saving of 50 cents for 20 words sent, compared with mail postcards.

WSAI's SALES AIDS
1. Street car and bus cards
2. Neon Signa
3. Display Cards
4. Newspaper Ads
5. Taxicab Covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S
WSAI IDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.

Page 46 • November 23, 1942
Exciting News From African Campaign Leads to Increase in Radio Listening

THE North African invasion kept news-hungry listeners at their radios in unusually high numbers after the 9 p.m. period Nov. 7, according to The Pulse of New York, which has released a comparison of the average sets-in-use during the hours from 6 p.m. to midnight for one Saturday night each in September, October and November.

Listening did not fall off as much for the last two hours of Saturday night, Nov. 7, as it did for the similar period on Saturdays, Sept. 19 and Oct. 3. For example, using a yardstick of 100 to represent sets-in-use from 9 to 10 p.m., September and October sets-in-use from 10 to 11 p.m. were respectively 40% and 45% of the previous hour, while the Nov. 7 figure is 68%.

Midnight Dip

For the latter date, for the 11-12 hours, sets-in-use were 41% of the 9-10 hour, while the figure for the same time for the September and October Saturday nights measured, was only 31% and 30% respectively.

The following tables show the average number of sets in use for each hour of the evening, measured every quarter-hour.

<table>
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<th>Hour</th>
<th>Sept. 7</th>
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<th>Nov. 7</th>
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<td>6-7</td>
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<td>8-9</td>
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<td>9-10</td>
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<td>11-12</td>
<td>7.5</td>
<td>8.6</td>
<td>12.0</td>
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</table>

Individual news programs reflecting a decided increase in radio listening on the eventful night of the invasion, as compared with figures for Saturday, Oct. 3 were John B. Hughes, sponsored by Anacin Co. on WOR, 10-10:15 p.m., with October and November ratings of 3.0 and 3.3 respectively; John Gunther, on WJZ, 10:30-10:45 p.m., 2.0 and 3.7 respectively; Maj. George Fielding Elliot, on WABC, 11:10-11:15 p.m., 2.0 and 3.0 respectively; George Putnam, on WEAF, 6:15-6:30 p.m. and 11 p.m., 1.7 and 3.0 respectively; and Charles Woods, on WOR, 11-11:15 p.m., sponsored by Look Magazine, 2.3 and 3.3 respectively.

Los Angeles NAB

(Continued from page 28)

told by Paul Barksdale D'Orr, State Rationing Director of Southern California. He said broadcasters would be affected as much as the general public, with only a few being considered essential workers and receiving special consideration.

Ralph Block, Regional Director of the Office of Civilian Defense, Ninth Area, said his bureau was urging 750 civilian defense councils in the region (eight Western States), to "set up information committees made up of local newspaper and radio representatives." Job of the committees would be to release information on current activities of the United States citizens service corps.

Sales managers problems and the retail promotion plan took a major portion of the final sessions. Charles A. Storke, secretary-treasurer of KMTS, Santa Barbara, Cal., presided, with Lewis H. Avery, director of the NAB Department of Broadcast Advertising as speaker. The promotion plan was unanimously approved. The customary OWI and AFM resolutions were unanimously adopted.

William B. Lewis, chief of the OWI Radio Bureau, from the floor, at conclusion of the session, paid tribute to the efficiency of the Southern California Broadcasters Assn., and stressed the important part it is playing in the war effort. Association was host to the NAB members and wives, with Leo B. Tyson, Western division program manager of BLUE, Hollywood, as entertainment chairman.

Los Angeles Attendance

John L. Ackerman, KPAS; Joe Allbaugh, KFMB; Lewis Avery, NAB; H. L. Blockerman, KFI; E. W. Brooks, CBS; Ralph Block, OIC; Mark Brennenman, KFAC; Dean Banta, KFAN; Frank Burke, KFAC; Matt Barr, KFI; Fox Case, KNX; Russ Clancy, Associated Press; Volney Cunningham, KFI; W. P. Casson, KFI; Robert Coisman, War Dept.; Eugene Carr, Office of Censorship; Merwin Dobraski, KGER; Bud Edwards, KFI; Harry Engels, BMI; Ernest Felix, KFI; Hunter Griffith, KFMB; Richard Graham, NBC; E. J. Gough, SESAC & Treasury Department, Carl Havenstein, BMI-OWI; J. P. Hunter, KGER; Duke Hancock, KGFJ; F. L. Hughes, KFMB; Doris Jackson, OWI; Dean Jennings, OWI; Jerry King, Standard Radio; J. Lin, AMP; Howard Laquer, OWI; Dick Lewis, KTAR; Wally McClain, KNX;

the BBC, but they could not jam them all and even many which were disturbed came through the air clearly enough for all to understand what was being said.

Foch Speech Resurrected

It ought to be reported, too, that our propagandists showed a great deal of imagination and adaptability on the first night of the political offensive. A new sound track of the late Marshal Foch saluting the American flag and paying tribute to the American Army was rushed off and broadcast to the French people. The premier of Quebec was roused from bed and quickly put on the air. Most of the translations had been done beforehand, but in the hurry some had to be improvised. At one moment late Saturday night Playwright Robert Sherwood, head of the Overseas Branch of OWI, might have been observed in Washington telephoning in French the text of a communiqué to Mr. Barnes in New York, who repeated it to his secretaries, who rushed it to the announcers waiting in the studios.

All in all, in our first political offensive we got off to a good start.
OWI Starts News Wire Exposing Enemy Claims

TO EXPOSE operation of enemy news-propaganda machines, the Foreign Service Division of the Office of War Information last week began operation of a special news wire to radio networks and news services. The service provides a 24-hour daily report of information to refute enemy claims.

Service is under direction of Mathew Gordon, former news editor of CBS New York. Complete reports of the FCC Foreign Broadcast Intelligence Service monitors, and information gathered by U. S. agencies overseas, are used as sources. Already subscribing are AP, TUP and INS. CBS and Trans-Radio news are expected to receive reports beginning this week.

TREASURY SERIES

THETreasury last weekend launched a one-week intensified War Bond and Stamps drive directed to the women of the nation and known as "Women at War Week." The activities include comprehensive radio coverage on a national and local scale, under the supervision of Marjorie L. Spriggs, chief of women's programs. The campaign will be opened the night of Nov. 22, by a coast-to-coast CBS broadcast from 7-7:30 p.m. Other radio activities include three special series programs to be heard on some 850 stations during the week.

IN THE RADIO LIMELIGHT

A series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION WNOX KNOXVILLE, TENN. 10,000 WATTS 990 Kc. CBS NETWORK Scripps-Howard Radio, Inc. Affiliated with THE KNOXVILLE NEWS-SENTINEL B. B. WESTERGAARD, General Manager

Mid-Summer Station Listening Index for Knoxville, Tenn., compiled by C. E. Hooper, Inc., gave WNOX almost as many listeners as all other stations combined and during certain periods more listeners than all other stations combined.

That was before WNOX turned in its new power—10,000 watts day and night.

Ask a Branham-man to show you the Hooper Report; how WNOX today can give you superior coverage in this rich market of East Tennessee.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY CHICAGO NEW YORK DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

U.P. THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE United Press

Food Industry (Continued from page 11)

ready done by food advertisers, he urged them to continue "promoting the idea of proper nutrition, showing the vital relation which exists between proper nutrition and the most effective conduct of the war and by getting people to understand what is involved in proper nutrition and how they can achieve it. Advertising can render a great service in showing people how to avoid waste of food stuffs and how to get the most out of what they buy."

Status of Radio Copy

Discussing nutrition education of the public, Dr. Helen S. Mitchell, principal nutritionist, Office of Defense Health & Welfare Service, pointed out the need for improvement in radio advertising, which, she stated, "has lagged behind the printed copy in many instances in conforming to the spirit of educational advertising using the Government food rules.

"The idea of homemakers are welcoming timely information which will help them in meal planning, but they dislike and distrust extraneous radio advertising. Some radio programs aim to give them the kind of information about nutrition which might be given in a Red Cross nutrition class, showing how a particular food fits in with the Government food rules. Others still continue to make extravagant claims about some one particular trade named product—claims that the housewife with some nutrition knowledge is prone to doubt."

Miller McClintock, president of the Advertising Council and soon to become the first paid director of MBS, discussed the power of advertising in assisting the nation in waging total war. Reviewing the work of the Council in putting the brains and facilities of all branches of advertising in the disposal of all branches of the Government, he cited specifically the work of a Chicago advertising group headed by Vernon Beatty, advertising manager of Swift & Co., in developing the "Share the Meat" campaign, in which radio is playing an important role.

When the campaign was submitted to Secretary of Agriculture Wickard, Mr. McClintock related, the secretary told Mr. Beatty: "I didn't know that advertising could do this kind of thing. You have taken something that seemed to us here in the food requirements committee very complex and you have made it very simple. I would ask no better contribution."

Paul V. McNutt, chairman of the War Manpower Commission, said the food industry can perform a patriotic service by using its advertising and merchandising channels to tell the public that "essential food is as necessary a war material as any in our arsenal."

WITH MANPOWER shortage the topic of discussion, listening intensely are (1 to r) Kenneth H. Thornton, manager of KXO, El Centro, Calif., and Donald W. Burbridge, CBS West Coast vice-president, and Burridge D. Butler, head of WLS, Chicago, and KOY, Phoenix, expresses his views between sessions of the recent NAB 16th District meeting.

HOPE NOW IN LEAD ON HOOPER REPORT CONTINUING a steady increase in listening audience during the past five years, as measured by C. E. Hooper Inc. in its bi-weekly Program Rating Report, Bob Hope heads the Nov. 15 listing with a rating of 32.3. Bob Hope's gradual rise in popularity is reflected in a five-year summary of his November ratings as follows: 1938, 14.3; 1939, 19.1; 1940, 25.0; 1941, 27.7; 1942, 32.3. Hope's average gain from year to year for this month is 4.6 points.

Jumping from fifth place in the Oct. 30 national program ratings to top the Nov. 15 list, Hope displaces Charlie McCarthy, who occupies second place with a rating of 31.4, followed by Fibber McGee and Molly Masterson, who move up to third, with a rating of 27.4, followed by the Aldrich Family and Frank Morgan - Fanny Brice, placing solid comedy-variety and comedy-drama programs in the upper-six brackets of the list.

Others in order are: Walter Winchell, "Time On My Side," "Hearse, Music Hall, Mr. District Attorney, Kay Kyser, Eddie Cantor, Rudy Vallee, Screen Guild Players and Fred Allen. Red Skelton continues to head the list of programs measured by partial rather than full "National" interviewing with a rating of 33.7.

The average evening rating continues to rise with 11.5, a gain of 0.8 over the Oct. 30 report, and up 1.3 from last year. Also continuing to gain, the evening "set-in-use" index is 32.4, up 2.0 from the Oct. 30 report and up, 0.2 from last year. Losses of audience are shown by 37 programs, while 72 show gains, and one remains unchanged.

Farm Program to Capital

THE CBS Country Journal, weekly "radio newspaper" (Saturdays 1-3:30 p.m. EWT), will move its headquarters from St. Louis to Washington Dec. 5 to facilitate wartime news coverage in cooperation with the Dept. of Agriculture and other agencies reporting farm news. Editor is Charles (Chuck) Worcester, who will be assisted by Leon T. Thorne, CBS Washington correspondent. Spot news reports of local events will be continued, with farm reporters in key agricultural areas to supplement coverage.
GOOD-NEIGHBOR policy was helped along by a broadcast from the studios of WCAU, Philadelphia, Nov. 12 when 31 Army officers from 16 Latin American nations, in full uniform stepped individually to the microphone to send greetings to friends at home. Two WCAU announcers were used for the broadcast—Hugh Walton to call the roll of nations and Herb Newcomb, Spanish-speaking announcer, to introduce the officers. The officers had just graduated from a class at the Chemical Warfare School at Edgewood Arsenal, Md.

ARRIVING at a New York armory in an Army jeep filled with Christmas presents, and clad in full Kris Kringle regalia, Dick Gilbert, record m.c. of WBN, New York, last week distributed gifts of games and other play equipment to servicemen stationed there. The presentation was made possible by Gilbert's radio listeners who responded to his request for gifts for members of the armed forces lacking recreational and play facilities.

KXL, Portland, Ore., inaugurated service from its new studios and offices on Nov. 15, with a hour-long variety program which included several prominent speakers. The new home of KXL occupies the top floor of the Orpheum Building, and incorporates the latest developments in studio construction, including an audience-participation studio seating 75 persons.

RECORDINGS were made free of charge, from civilians to members of the armed forces, and from men in the service to their folks, at Bond Square, 522 St. and Sixth Ave., New York. Civilians were required to purchase War Bonds and Stamps before making recordings. Bond Square is being operated by Gem Safety Razor Corp.

WLAG, Nashville, last week gave a "farewell party" for its 5,000-watt transmitter, which served until its power was increased to 50,000 watts in September. Manager F. C. Sowell gave a "farewell address," which was followed by hotdogs and buns.

EMPLOYEES of KGKO, Fort Worth, went to great length in writing to a former fellow worker, Johnny Gravelle, who is confined to the hospital at Quantico, and to whom he is attending the Marine Corps Officers' Training School. The letter was more than six feet long and was accompanied by a floral greeting. Gravelle formerly headed the KGKO transcription library.

KTOK, Oklahoma City, has acquired the special AP radio news wire from Press Assn., AP radio subsidiary.

THE MAYOR of Philadelphia, Bernard Samuel, has started a series of weekly chats on WIP, Philadelphia, in which he discusses municipal government problems and civilian defense activities.

Plant Sponsors
TWO BIG Rochester war plants, Bauch & Lomb Optical Co. and Eastman Kodak Co., have purchased time on W H A M, Rochester, for special programs. The former has taken 24 Sunday night shows for the purpose of recruiting new employees, each highlighting an employee who was in a different line of work before the war. Eastman's 26-week schedule includes the Rochester Orchestra, Eastmanaires and such guests as Dr. J. Proctor, Walter Casselli, Vivien della Chiesa and Jan Pierce, and is produced by Maury Holland, of J. Walter Thompson Co.

N. Y. Media Meeting
THIRD MEETING of the Media Men's Assn. of New York, held last Wednesday night at the Hotel Sheraton, was attended by 44 space buyers from leading New York agencies. It was reported [BROAD- CASTING, Nov. 9] will continue until Dec. 9 when the next meeting will be held to elect permanent officers. By-laws of the organization will be approved at that time and a constructive program of educational work for the coming year will be outlined. Temporary chairman is Lucien King, Arthur Kudner Inc., New York.

Series for Armed Forces
ENTERTAINMENT and information on the home front will be featured in a BLUE program for the armed forces, to be started Saturday, Nov. 26, with the cooperation of the OWI and the War, Navy and Treasury Departments. Titled Over Here, the series will originate in New York and Hollywood, with radio, stage and movie stars furnishing the entertainment, and Ronald Coleman, as m.c., giving news of the home front between the acts. At least one half-hour portion of each performance will be reserved for shortwave broadcasts and for distribution by bomber ferries to troop concentrations abroad. Program will be aired from 8:30-9-30 p.m. on the full BLUE network.

William Bacher will be in charge. E. FOUGERA Co., New York, has doubled participations in the early morning program after its first week of advertising on WABC, New York. Fougera, makers of Magi-Tex Dog Shampoo, jumped from three to six participations weekly in the three-quarter-hour broadcasts, consisting of informal chatter, interviews and recordings conducted by Arthur Godfrey. Fougera also uses participations on Ed East's Breakfast in Bedlam on WJZ, New York. Agency is Bermudaing, Castleman & Pierce, New York.

Godfrey's ad libbing has also received the "go ahead" signal from Spratt's Patent (America) Ltd., New York, makers of dog food, now using five participations weekly through Paris & Peart, New York. The six-week program, is now virtually completely booked up with commercials. Additional sponsors and number of participations for each are: Smith Bros., 12; Simon & Schuster, 6; B. C. Remedy Co., 6; Lenn & Fink Products Co., 3. O'Sullivan Rubber Heels, 3; Grif-fin Mfg. Co., 3; Schutter, 5; Pepsi- dent Co., 2.

HOWARD GARDNER, formerly on the sales staff of John H. Perry Associates, New York, and previously of NBC, is joining Pedlar & Ryan, New York, this week, replacing Tom Carson, timebuyer, who has been inducted in the Army.

PARTICIPATOR DOUBLES
CBS Announcer's Ad Libbing—Brings New Sponsors—

Since W H K added Mutual, our advertisers are able to associate themselves with TWO networks. They are now enjoying greater audiences than ever before, and as a result, our program schedule is the best yet. Advertisers, both national and network, are singing a song of Sales, "IT'S MUTUAL".

Represented by
Paul H. Raymer Co.

WHK
CLEVELAND, OHIO

BROADCASTING • Broadcast Advertising November 23, 1942 • Page 49
Right to Intervene

The plaintiffs next challenge the regulations because they lay down general conditions for the granting of licenses instead of reserving decision until the issues arise upon an application. Such a doctrine would go far towards making the regulations regulations at all; nor do we see the advantage of preventing a general declaration of standards applied in one instance, would in any event become a precedent for the future. It may perhaps be true that a party, who had no notice of the hearings before the Commission and no opportunity to present his side, would be entitled, when applying for a license, to a consideration of those findings upon which the regulations rested.

None of the plaintiffs at bar are in that position; they were amply advised of what the Commission proposed to attend; all but the co-plaintiff "affiliate" of the NBC did so, put in whatever evidence they wished and were heard before the original regulations were passed, and again at the rehearing. They at any rate were accorded all the privileges they would have if a commission interfered in an application for a license. It would be futile after the expenditure of so much time and labor to hold that the proceedings were only advisory and conducted to nobody; indeed, the mere fact that the regulations are "orders" reviewable under Rule 140(2) (a) would seem to preclude such a conclusion. We do not understand the Supreme Court to mean that every minatory gesture of the Commission is reviewable under that section.

Power of Free Speech

The next objection is that the Commission did not really find that the forbidden practices worked against the public convenience, interest, or necessity, but that it rested upon its supposed duty to deny the applications of all who proposed to use their licenses in violation of the anti-trust laws. The Commission in one passage of its report does indeed seem to have understood the statute, though it would scarcely be fair to say that it was held as much; but, be that as it may, it did not base its action upon that theory. It made specific findings in the case of each regulation that the contract or the control which it forbade was against the public interest, because it took away the stations' free choice without any corresponding advantage to the industry as a whole. Each regulation was a specific exercise of power, addressed to a particular practice which interfered with the most "effective use of radio in the public interest".

The only constitutional objections which can be urged against the regulations are two: That the standard set by § 303 "(public convenience, interest, or necessity)" is too wide; that the regulations invade the privilege of free speech. Although the Supreme Court has twice held that the standard when applied to the construction of stations or to the allocation of wave lengths (FCC v. Nelson Brothers Bond & Mortgage Co., 259 U.S. 325; FCC v. Pottsville Broadcasting Co., 305 U.S. 134, 137, 138, (several Panama Refracting Co. v. U.S. 308, 403)), the plaintiffs insist that it will not serve if used to regulate the business arrangements of a station.

We are assuming that when so used it demands the widest practicable variety in the choice of programs available for broadcasting; that system which will most stimulate and liberate the ingenuity of those who purvey them to the public. There can be no doubt that, if the introductory clause of § 303 will bear a construction the test is definite enough—and it is the test of the putative proficiency of the Commission in its field.

A Clause for Action

Nor can we see why, when applied to the issue of the licensee's freedom from restraint, the test is not a fair gloss to be imposed upon the clause. It is important to have a single rubric to specify all the occasions to which it will apply, and again, at specific places where it is so defined that a clue can be found in it for dealing with the several occasions which seem to us to be the situation here.

The argument drawn from the First Amendment, as we understand it, is this. It is true that the regulations do not profess directly to control what programs the stations may broadcast; but they do so indirectly. They do this by compelling them to make the forbidden practices. They compelled the "networks" even though they believe that these will bring them better programs than they could do any other way; and it is not necessary for a law directly to control the substance of an utterance for it to invade the right of free speech.

We agree that the regulations might be invalid though they do not prohibit programs on the basis of their content, but on the choice of the stations: absolutely free choice would include the privilege of deciding what programs the stations may broadcast; but they do so indirectly. They do this by compelling them to make the forbidden practices. They compelled the "networks" even though they believe that these will bring them better programs than they could do any other way; and it is not necessary for a law directly to control the substance of an utterance for it to invade the right of free speech.

Protecting Listeners, Licensees

The interests which the regulations seek to protect are very interests which the First Amendment itself protects, i.e. the interests, first, of the "listeners", next, of any licensees who may prefer to be the "networks" than they are, and last, of any policy or the "networks". Whether or not the conflict between these interests and those of the "net-
Whitlow's New Post

R. HOY WHITLOW, well-known in Southern radio circles, has been appointed production manager of WGTG, Greenville, N. C., heading up two former departments. He first joined WGTG's sales department several months ago after having served with WAPI, High Point, N. C., WMVA, Martinsville, Va., WISE, Ashevile, N. C.

Other Citations

On the other hand, if the evidence were contrary to the Commission's findings, we could not bring it into hotchpot with the evidence taken by the Commission, without deciding the issues in the first instance ourselves. We have no such power; it would upset the whole underlying scheme of an expert commission, whose orders must stand or fall upon such evidence. It had before it Pegg Bros. & Moorhead v. United States, 208 U. S. 420; Acar v. United States, 208 U. S. 426. If an aggrieved party wishes to supplement that evidence he must apply to the Commission itself, §402(e).

The plaintiffs somewhat faintly invoke the doctrine of Crawford v. Benson, 285 U. S. 22, Baltimore & Ohio Railroad Co. v. United States, 298 U. S. 340, and St. Joseph Stock Yards Co. v. United States, 298 U. S. 38. Assuming that that doctrine is still law (Railroad Commission of Texas v. Leon v. Nichols Oil Co., 310 U. S. 578; S. C. 311, U. S. 870), it does not apply. The "networks" are undoubtedly engaged in interstate commerce and so are their "affiliates"; it is a question of law, not of fact, whether the regulations which resulted in the Commission's findings, and the only issue of fact, assuming it can be called such, is whether there was evidence to support the findings. Unless the distinctions between what is "affiliated" and what goes to the exercise of a power is to disappear altogether, the Commission's jurisdiction will depend upon whether they rightly estimated the "public convenience, interest, or necessity.

The complaints will be dismissed; and as there has been no trial, we need make no findings. As before, we will grant a stay, this time until Feb. 1, 1945, or until the argument of the appeal in the Supreme Court, whichever is earlier. The same findings which we then made will serve with slight verbal changes. We are filing the judgments, the stays and findings along with this opinion.

Complaints dismissed.
A DRAMETTE in the Carl Sandburg-Vachel Lindsey style titled "Food Is a Weapon" is offered to stations by the Agricultural Marketing Admin. The quarter-hour program, delivered by Richard C. Faught and narrated by Ted Di Corsi, was recorded by Brinckeroff Studios, New York, and may be obtained through the nearest AMA office.

Food Disc Offered

PLANS for a hearing on the bill introduced by Senator George Norris (Ind.-Neb.) calling for investigation of CBS and NBC refusal to sell radio time to the Cooperative League of the USA [BROADCASTING, Oct. 12, et seq.] await early return to Washington of Senator Johnson (D-Cola).

Appointment of a special subcommittee of the Senate Committee on Interstate Commerce to study the Norris bill was announced last week by Interstate Commerce Committee Chairman Wheeler (D-Mont.) Named to serve with Senator Johnson are Senators Tobey (R-N.H.); Hill (D-Ala.); Tunnell (D-Del.); White (R-Minn.); Reed (R-S.C.); Bone (D-Wash.).

A report of FCC investigation of the complaints made by the Cooperative League was sent Tuesday to Senator Wheeler by FCC Chairman Fly. The report, however, was not made public by Mr. Fly or Senator Wheeler.

Networks to Appeal

(Continued from page 8)

full hearing [BROADCASTING, June 8], the Supreme Court Justices were divided 5-to-3 on the question.

Chief Justice Stone wrote the majority opinion, with Associate Justices Roberts, Murphy, Byrnes and Jackson concurring. The dissenting opinion was written by Associate Justice Frankfurter, who was joined by Associate Justices Reed and Douglas. Associate Justice Black did not participate in the decision, presumably because his brother-in-law, C. J. Durr, is a member of the FCC. Since then, Mr. Byrnes has left the court to become Director of Economic Stabilization and to date no successor has been appointed to replace him.

License Powers

Stating that the most important point raised is that of the Commission's "power to pass the challenging regulations" the decision continues: "Everyone agrees that in granting licenses . . . it must distribute the available wavelengths so as to give greatest possible service, and that it must see to it that all the applicants have the necessary technical ability to broadcast programs, and that the stations are properly constructed and properly manned and do not interfere with other stations and that the licensees are responsible, morally and financially. All these things and perhaps more the Commission, may regulate in discharge of its duty to promote the 'public interest, convenience and necessity.'" "The regulations at bar have, however, nothing to do with these qualifications of a licensee; they are addressed, not to his ability to broadcast any programs which he may accept, but to his freedom to procure other programs than those to which by contract with, or by the control of, the 'networks' he is limited; they touch, not how he shall broadcast, but how unrestricted he shall be in doing so. The plaintiffs [CBS and NBC] say that, judged both by its history and by its language, the [communications] Act gave the Commission power to consider only the qualifications first specified, leaving outside any administrative control all arrangements by which a station secures its programs."

Quoting Section 303, subdivision "i", of the Communications Act, giving the Commission "authority to make special regulations applicable to radio stations engaged in chain broadcasting," on which the Commission "particularly relied" in issuing its new regulations, the decision answers the claim of the plaintiffs that this authority is limited to control over power and wavelengths by reviewing the origin of this subsection.

New Radio Uses

This interpretation is confirmed, the decision continues, by subdivision "g" of the Act, authorizing the Commission to "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest."

The court states: "We can see no reason for confining the last clause to scientific or engineering projects; the purpose is to give the Commission power to foster the industry in all appropriate ways. It is not clear that this was a new purpose; but if it was, it infused the powers already granted in the earlier act, broadly them in accord with the changed outlook—the power granted under subdivision "i" among the rest . . . Even if Section 303 stood alone, we should hold that subdivision "i" granted power to the Commission to consider the effect upon a station's choice of programs of any controls or restrictions exercised by the 'network.'"

However, the court states, Section 303 does not stand alone. Section 315 provides that all anti-monopoly laws shall apply to radio communications, also provides that whenever "any licensee shall be found guilty of the violations of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may . . . decree that the license of such licensee . . . be revoked."

The decision also cites Section 311, which "in addition to forbidding the restoration of a forfeited license" authorizes the FCC to refuse to grant a license to an applicant "finally adjudged guilty" by a Federal court of "attempting unlawfully to monopolize radio communications . . . or to have been using unfair methods of competition."

Estoppel of Facts

The court goes on to state that: "We can see no reason to suppose . . . that an applicant's violation of the statutes against monopoly and unfair competition, as such and alone, ever dissuited him to a license . . . we construe this clause of Section 311 as going no farther, but to provide the Commission with an estoppel as to any facts which a court may have found."

"Whatever may be the mysteries
enveloping an adjudication of 'guilt' under the anti-trust laws which make that issue unfruitful to be entrusted as such to proflane hands, the Commission is certainly peculiarly competent to appraise the effect upon broadcasting of restrictive or monopolistic practices, and is as competent to decide whether an applicant is likely to engage in them as it is to decide any of the other issues which come before it."

Commenting on the challenge of the regulations by NBC and CBS because the rules "lay down general conditions for the grant of licenses instead of reserving decision until the issues arise upon an application," the court states: "Such a doctrine would go far to destroy the power to make any regulations at all; nor can we see the advantage of preventing a general declaration of standards which, applied in one instance, would in any event become a precedent for the future."

To the plaintiff's charge that the "Commission did not really find that the forbidden practices worked against the public interest, convenience or necessity," but that it rested upon its supposed duty to deny the applications of all who proposed to use their licenses in violation of the anti-trust laws, the court responds that "the Commission did not base its action upon that theory" but "made specific findings in the case of each regulation that the contract or the control which it forbade was against the public interest because it took away the stations' free choice without any corresponding advantage to the industry as a whole."

Constitutional Angle

The decision also denies the constitutional objections that the standard set by Section 305 (public convenience, interest or necessity) is too vague, and that the new regulations invade the privilege of free speech. "It is enough if the delegated power be so defined that a clue can be found in it for dealing with the several occasions which may arise," the court declares. And on the free speech issue it states that "the regulations . . . do tether the choice of stations; absolutely free choice would include the privilege of deciding that they preferred the opportunities open to them under the

"networks' contracts to those which would be otherwise available."

"The Commission does therefore perhaps coerce their choice and their freedom; and perhaps, if the public interest in whose name this was done were other than the interest in free speech itself, we should have a problem under the First Amendment; we might have to say whether the interest protected, however vital, could stand against constitutional right. But . . . the interests which the regulations seek to protect are the very interests which the First Amendment itself protects, i.e., the interests, first, of the 'listeners,' next, of any licensees who may prefer to be freer of the 'networks' than they are, and, last, of any future competitors of the 'networks'. Whether or not the conflict between these interests and those of the 'networks' and their 'affiliates' has been properly composed, no question of free speech can arise."

Stay Granted

On the question as to whether the Commission's findings are "so plainly without support in the evidence as to be 'arbitrary and capricious,'" the court points out that "the industry at large holds opposing views," with NBC and CBS taking one side and Mutual the other, and adds that "the Commission was created precisely to say how far it was best to let things stand and how far to intervene."

The decision concludes: "The complaints will be dismissed; and as there has been no trial, we can make no findings. As before, we will grant a stay, this time until Feb. 1, 1943, or until argument of the appeal in the Supreme Court, whichever is earlier."

WLW Hearing Dec. 9

FURTHER postponement of hearings in the application of WLW, Cincinnati, for an increase of power was granted Nov. 18, when the FCC changed the date from Nov. 20, Thanksgiving Day, to Dec. 9. WLW has asked permission to operate with 50,000 watts until local sunset, and 50,000 watts night, using the transmitter of experimental station W8XO [BROADCASTING, Oct. 26]."
The Other Fellow's Viewpoint

Advertising Ethics

EDITOR, BROADCASTING:

I've just learned that my radio station and all the hundreds of other non-network outlets will be off the air by next spring. No, I didn't learn it from the FCC, the WPA or any other governmental agency. I learned it from one of my writers who let me in on our biggest problem brought on by the AFM ban.

Far from ethical, one of the major firms advertising representatives has hit town to sign up my radio accounts for screen advertising, all because I'll be off the air in a very few months. Further, to prove my point, he has all the NAB material regarding the local's problem due to the music ban. And, go to think of it, some of the material can be used to an advantage by such unscrupulous beings.

According to its story, backed by the same NAB material, we indies will dine the dirt because we have no canned music to stay on with. This, of course, is far from the truth. Certainly we all suffer until some relief comes from the AFM deadlock, but there's always music to be obtained from some source. If nothing better, we can change our affiliations effectively so often, which will net new arrangements if nothing more.

This letter is written to your valuable publication with the hope that it will put other station operators on guard, and that they will inform every advertiser of the true regarding the recording situation. The tactics used in La Grange may be brought to your town tomorrow.

EDWIN MULLINAX, General Manager, WLAF, LaGrange, Ga.

How to Use Discs

EDITOR, BROADCASTING:

Martin Cotel discussed BBC transcription use in BROADCASTING, Oct. 19. Eight days later, WRVA broadcast a full-time hour show and Navy Day show portraying "Fifth Naval District at War." Because land-lines were unavailable in some instances and because anticipated timing was impossible in others, transcribing on-the-scene was the only satisfactory method of getting what we wanted.

Discs were cut on various days between Oct. 16-27. Some bits of 5 to 7 minutes required a full day's work, starting at 3-5 p.m. and ending at 7 or 8 p.m. The result:
1. Fanfares by Naval Air Station Band.
2. Two announcers on network outlets.

The scripts are prepared for amateur groups.

Published by
FARRAR & RINEHART
Both available on non-royalty 232 Madison Ave.
agreements.
New York

Radio Executives Club Hears Vandecook Talk

BASED on the premise that a clear understanding of the nature of the terrain on which a battle is fought is vital to comprehension of the present conflict in the Solomons and New Guinea, John W. Vandecook, news commentator on NBC and BLUE, gave a "traveler" talk on those areas last Wednesday at the luncheon meeting of the Radio Executives Club of New York.

Out-of-town guests at the meeting, held in the Cafe Loyale, included: Sherman Marshall, WOLF, Syracuse; Major Edward A. Davies, WIP, Philadelphia; John T. Toshill, BMI, Chicago; Loren Stone, KIRO, Seattle; Ben Baylor, WMAL, Washington, and Robert D. Clevell, WKNY, Kingston, N.Y.

Presto Signs Stipulation

PRESTO RECORDING Corp., 242 W. 56th St., New York, has stipulated with the Federal Trade Commission to cease representing that the boxes of the discs are composed of plate glass, the FTC announced Nov. 21.
Blue Refuses to Cancel Jimmy Fidler As Studio Bars Its Talent From Network

Despite the ban issued by 20th Century-Fox Film Corp. forbidding radio appearance of its contract players and stars on NBC and Blue sponsored programs because of an alleged remark by Jimmy Fidler, Hollywood Blue commentator, Don E. Gilman, western division vice-president of the latter network, on Nov. 16 stated the commentary will continue.

Ban followed reference by Fidler during the Sept. 20 broadcast of his weekly quarter-hour chattering program, sponsored by Carter Products (Arrid), to Gene Tierney, 20th Century-Fox player, as smoking a cigar. Remark, according to Fidler, although allegedly based on fact, had been intended as a gag, but was taken otherwise by film studio executives who declared that more than 400 protest letters from fans followed the broadcast.

Issued by Goetz

Ultimatum, issued by William Goetz, vice-president, 20th Century-Fox, embraces both NBC and Blue, and will remain in force until "something is done about the Fidler incident," it was said. NBC executives declared the ruling unfair, inasmuch as Fidler’s program is sponsored on Blue stations. It was indicated that little less than cancellation of the Fidler commentary would be considered satisfactory appeasement. This Mr. Gilman refused to sanction.

"Only Blue officials can determine who will or will not appear on the network," Mr. Gilman said.

"Naturally we should not be influenced by biased opinions of others. We have always protected the motion picture industry interests and will continue that policy, but no one outside our own business can dictate programs or personalities on the Blue network," Stated that the network has the right to cancel any program under provisions of a "nuisance" clause, he declared there was no ground for such action against Fidler.

Sidney N. Stroitz, western division vice-president of NBC Hollywood, was in San Francisco at press time and no official statement was forthcoming.

Strained relations between the film studio and networks were first disclosed on Nov. 2 by Martin Reynolds, producer of the weekly NBC Abbott & Costello show sponsored by Reynolds Tobacco Co., after a takedown in attempting to book either Miss Tierney or Linda Darnell for a guest spot on the Nov. 12 broadcast. Film studio refused the request, serving notice at that time that plans would not be made for shows on the network. As a result, Wm. Esty & Co., agency servicing the account, protested the talent freeze to NBC. It is also understood that request for Betty Grable on the NBC Jack Benny show, sponsored by General Foods Corp. (Grape Nuts Flakes), met with a similar refusal.

Radio Stars in Films

GINNY SIMMS, Hollywood mistress of ceremonies on the weekly NBC Johnny Presents Ginny Simms, sponsored by Philip Morris & Co. (cigarettes, tobacco), has been signed for the feminine lead in the Universal film, "Oh, Doctor", featuring also Bud Abbott and Lou Costello, starred on the weekly hour show bearing their names sponsored on NBC by R. J. Reynolds Tobacco Co. (Camels). Bill Walker, NBC announcer has a similar role in the Universal film, "We've Never Been Licked".

IN THE NAVY now as an ensign is John W. Nelson (right), radio director of Raymond R. Morgan Co., Hollywood advertising agency. He was sworn in by Lt. John Canady (left), of the Naval Reserve, former Los Angeles freelance sports announcer.

WBNX 5000 Watts

The Most Intimate
And Effective Sales
Approach to Ameri- 
ca's Largest Market,

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

We have found that those programs admirably adapted to our schedule." WMVA

If you have not yet scheduled the ASCAP Radio Program Service, do so at once. You will find these programs a real help in changing music costs into music profits. It is without cost to any ASCAP-licensed station.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

WCHS Charleston, W. VA.

5,000 on 580

CBS Affiliate

Columbia's Station for the
SOUTHWEST

KFH WICHITA KANSAS

Call Edward Petry Office

November 23, 1942 • Page 55

BROADCASTING • Broadcast Advertising
FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 14 TO NOVEMBER 20 INCLUSIVE

Decisions . . .

NOVEMBER 14

WLJF-AM, Albany—On Commission motion, consolidated complaint from Nov. 19 to Dec. 16, on applications for renewal and modification of license for CP to change frequency.

KDKA-AM, Pittsburgh—Grant renewal of license until Jan. 1, 1945.

KFGC-AM, Kahului—Grant renewal of license until Feb. 1, 1945.


KUKW-FM, WIFR, WXRZ, WYAM-FM—Grant renewal of license until Aug. 1, 1944.

KPPY, KWVO—Grant renewal of license until Oct. 1, 1944.


FCC Polio Spots

DECEMBER 9

REGULATIONS covering the use of spot broadcasts of recorded political speeches will be considered at the forthcoming meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa Nov. 30. It was announced by Dr. S. J. Thomson, CBC general manager. Broadcasts of political speeches over networks are prohibited by the CBC except by recognized political parties at election time, but the use of recorded speeches by different stations at varying or staggered times has received the consideration by CBC officials since it was used recently in Quebec Province by Maxime Raymond, leader of a new Bloc Populaire party.

Ham Agency Suspends

MASON L. HAM, owner of the Dallas (Texas) broadcasting agency operating under that name, has been commissioned a lieutenant in the Navy Reserve. Effective immediately his staff joins Harold Cabot & Co., Inc., which will service the Ham accounts during Mr. Ham’s absence.

DON WISON, Hollywood announcer on the weekly NBC Benay Skon, sponsored by General Foods Corp. (Grape Nuts Flakes), has been signed for a spot in the Warner Bros. film, “Thank Your Lucky Stars,” Betty Garde, featured on the weekly NBC “Abie’s Irish Rose,” sponsored by Procter & Gamble Co. (Drene), has a part in the MGM film version of “G-String Murder.”

NOVEMBER 17

KFDN, Beaumont, Tex.—Granted CP to install new transmitter.

KLRA, Little Rock—Granted extension of special service authorization until expiration date of CP, Mar. 15, 1945.

WJNO, Fort Lauderdale—Granted special service authorization to increase operating hours from daytime only.

WERC, Erie, Pa.—Designated for hearing application for license modification; oral argument had from Nov. 19-20, 1944, and reduce nighttime power to 100 w.

NOVEMBER 18

WLW, Cincinnati—Granted motion to continue hearing from Dec. 6, in re modification of license to operate with 25,000 kw. N.

KYOQ, Santa Ana, Calif.—Granted motion for postponement of hearing on application for CP, and granted petition for order to take depositions.

WMIB, Natchez, Miss.—Granted hearing for continuance of hearing now set for Dec. 9.

KILH, St. Louis—Denied motion for continuance of hearing; granted dismissal without prejudice application for modification of license.

KFWT, Wichita Falls, Tex.—Granted dismissal without prejudice application for modification of license.

NEW, Olympic Radio Co., Haights, Wash.—Granted dismissal without prejudice application for CP.

NHE, United Broadcasting Co., Lad- 

ington, Mich.—Granted dismissal without prejudice application for CP.

NEW, Hughes Productions Div., of Hughes Tool Co., Los Angeles—Granted continuance of hearings set for Dec. 7 to May 7, 1945, on application for CP to television stations in Los Angeles and San Diego, Calif.

WDAF, Kansas City, Mo.—Dismissed without prejudice motion for leave to intervene and enlarge issues in application of KOBH for CP.

Applications . . .

NOVEMBER 17

WCGV, Cleveland—Amended CP for increased power in third move of transmitter to Broadview Heights Village, Ohio.

KTHS, Hot Springs National Park, Ark.—Extension of special service authorizations to operate unlimited time (simultaneous with PAL applications) on 62 meters W1 N, 10 kw. D. for period ending April 1, 1944 (1940 k.)

NOVEMBER 18

WATR, Waterbury—Resubmitted voluntary assignment of license from the WATR Co., Inc., to Harold Thompson.

WXZV, Chicago—For renewal of television broadcast station.

NOVEMBER 10

WABI, Bangor, Me.—Modification of CP for renewal of station.

WOOD, Grand Rapids, Mich.—License to cover CP.

WABI, Bangor, Me.—Modification of CP for renewal of station.

WOOD, Grand Rapids, Mich.—License to cover CP.

Tentative Calendar . . .

WFAS, White Plains, N. Y.—Further hearing on application for non-commercial license, 254 w., unlimited, on 1320 kc. (Nov. 25).

FCC Headache Cases

EXTENSIONS until Dec. 9 were given to stations.

KCMA, Kansas City, Mo.—Granted motion, without prejudice, of special service and without prejudice application for license modification to permit daytime to unlimited.

WFHR, Decatur, Ill.—Grant license authorization.

KWFT, Wichita Falls, Texas—Denied motion to grant license.

WMIS, McAlester, Okla.—Grant license without prejudice application for license modification.

KFDM, Beaumont, Texas—Grant license, without prejudice, to Rayburn E. Thompson.

KFPY, Tucumcari, N. M.—Granting motion of special service.

NOVEMBER 19


KUKW-FM, WIFR, WXRZ, WYAM-FM—Grant renewal of license until Aug. 1, 1944.

KPPY, KWVO—Grant renewal of license until Oct. 1, 1944.


FCC Will Investigate

RCAC License Renewals

HEARINGS have been ordered by the FCC on renewal licenses of RCA Communication Inc.’s point-to-point radiotelegraph stations at New York City, Rocky Point, N. Y., New Brunswick, N. J., Tuckerton, N. J., Marion, Miss., Bolinas, Calif., and San Juan, Puerto Rico, and of its by the Federal Telecommunications and telegraph stations at Kahuku, Hawaii.

Renewal Accounts

SKELLY OIL Co., Kansas City (petroleum products), on Dec. 14 renewes quarter-hour news program, 8:15 a.m., Mon., Fri. at stations.


COCOA COLA Co., Atlanta, on Nov. 29 renewes 117 CP announcements, on the Air and on 117 CBS stations, Sun.: 4-30-6 p.m., Agency: D’Arcy Adv., N.Y.

NAB Retail Committee

In Expansion of Project

NAB’s retail promotion committee has been enlarged in order that all parts of the industry may be represented and to provide wider geographical representation.

First meeting

The original members, in addition to Chairman Norcross, who will preside at the second meeting: Downer, Dirks, KTRI, Sioux City; William C. Gillespie, KTUL, Tulsa; Sherman D. Grossman, WAF, New York; Arthur Rod Haynes, WABC, New York; Walter Johnson, WTIC, Hartford, chairman. New members are: Robert E. Bausman, WISH, Indianapolis, Ind.; Gene L. Cagle, The Retail Network, Los Angeles; Miss Ethel K. Hackathom, WHR-WCIE, Cleveland; C. L. McCarthy, KGW, San Jose, Cal.; Oliver Runchev, KOL, San Francisco.

More than 20 years of service records prove that the LAPP curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of ordinary compression cones, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than permissible compression load, and after they’ve covered the insulator question adequately when they say to their tower manufacturer, “Use LAPP Insulators.”

LAPP Insulator Co., Inc., LeRoy, N. Y.

F RCC FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

The largest and smallest selling types in the LAPP line are always available for immediate delivery. All types and sizes are available for the 90° and 180° radiation ratios and for special requirements.

LAPP has made 142 DESIGNS in ANTENNA STRUCTURE INSULATORS—ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

More than 20 years of service records prove that the LAPP curved-side compression cone of electrical porcelain meets every operating requirement. It affords double the strength of ordinary compression cones, assuring the maximum in security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than permissible compression load, and after they’ve covered the insulator question adequately when they say to their tower manufacturer, “Use LAPP Insulators.”

LAPP Insulator Co., Inc., LeRoy, N. Y.

F RCC FOR SECURITY IN ANTENNA STRUCTURE INSULATORS
Help Wanted

Wanted By Mid West Station—Operator with first class license to be chief engi-
ner. Local draft board advises this rea-
son for determination of qualifications condi-
tions. State salary. Box 60, BROADCASTING.

Announcer—With good selling voice who
can also aid in copy writing. Good propo-
sition for the right man. Send full de-
tails. WHRL, Sheboygan, Wisconsin.

SOUND EFFECTS MEN—Experienced,
sound technicians for Midwest network
originating station. Excellent qualifications
and status. Salary. References. Box 56,
BROADCASTING.

Draft Exempt Chief Engineer-Announcer—
Good wages, ideal surroundings, non de-
defense area. WAIM, Anderson, South Ca-
rolina.

If You Are A Top-Notch Announcer—in
search of a permanent position with a
progressive, 5,000-watt network station, fur-
nish your qualifications, draft status, age,
and availability to Box 52, BROAD-
CASTING.

Salesman—For Washington, D. C. radio
station. Salary with commission. State ex-
perience, reference, when available and
draft status. Box 61, BROADCASTING.

First Class Operator—Announcing helpful.
Chief engineer’s position. $150.00-week,
position now open. Non-defense area.
WFAL, LaGrange, Georgia.

Two Announcers and One Sales-
man—One announcer for commercials,
news, etc., the other for play by play of
sports, with heavy basketball schedule.
The Salesman will be given accounts now
on in addition to live prospect list. An-
nouncers on straight salary. Salaries
on commission and, or commission
and drawing account. Please give complete
details first letter. Jack Falvey, KBVQ,
Ottumwa, Iowa.

Excellent Positions—Open for first, second
and third class announcers and news-
enemies. Junior and senior announcers;
news editors; station personnel. Sales
men; radio telephone and telegraph op-
Union Commerce Building, Cleveland.
Ohio.

Experienced Time Salesman—Midwest re-
gional CBS affiliate. Excellent opportu-
nity. Contact W. J. Rothschild, Station
WTAD, Quincy, Illinois.

Announcer—Good salary, talent opportu-
nities. Send audition transcription and de-
tails. WJTN, Jamestown, N. Y.

First or Second Class Operator—Permanent
position for draft-exempt sober man or
woman. State experience and references.
Radio Station KLO, Ogden, Utah.

ENGINEERS—Both transmitter and con-
trol for midwest 50,000-watt network sta-
tion. State education, experience, draft status,
especially salary (open), and send pho-
ograph. Box 56, BROADCASTING.

Combination Announcer-Operator Wanted—
Excellent announcer with first class
operator’s license. Must be qualified
newscaster. Submit transcription of
newscast and commercials with appli-
cation. KZRE, Pocatello, Idaho.

WESTERN STATION WANTS—Experi-
enced combination operator-announcer who
read news and write copy. Send qualifi-
cations, snapshot and resume. Local salar-
y — please don’t apply. Desire person who
wants permanent po-
sition. Box 46, BROADCASTING.

Situations Wanted

PROGRAM MANAGER — Extensive War
Radio Background—Young lady holding
nationally important executive radio po-
ing would like change. Seven-year
network experience. Prefer Southwestern
Stations. Box 48, BROADCASTING.

STATION OR COMMERCIAL MANAGER—
Successful background with large East-
ern Station for twelve years. Box 54,
BROADCASTING.

BUSINESS-COMMERCIAL MANAGER—
38, married, deferred. Excellent refer-
ences; successful record managing two
southern stations. Employed, good sales-
man, announcers, 10 years experience.
Christian, hard worker. Available two
years for eastern or south. Box 55,
BROADCASTING.

SALES MANAGER—35, married, family
Eight years present position. Interested
in permanent position—better market
with good organization either large
station or local management. Prefer East. Box 60, BROAD-
CASTING.

HAS NEW ENGLAND AGENCY OR RA-
dio network—Opportunity for young
(2A-family) man Ten years’ copies and
promotion experience with Newspaper,
Radio, Department Store and Agency.
Has contacts. $5,000 commission
promotion manager in competitive, local
radio market—.., but seeks chance to
work for a progressive, business-like
management. Box 49, BROADCASTING.

NEED A MANAGER FOR THE DURA-
TION—Radio executive, nine years
wide experience, now employed, with
excellent background and references. Avail-
able for best opportunity anywhere in
the U. S. Box 62, BROADCASTING.

Announcer—23, College graduate, 4-F.
Two years experience network-affiliate
independent stations. Handled News
name bands, special events, production,
voice position in New York, Los An-
geles, Atlanta, Chicago. Box 97,
BROADCASTING.

WANTED TO BUY—Will invest—In minority stock of
radio station along with management, as
general manager. Exceptional qualifi-
cations and references. Box 45, BROAD-
CASTING.

One Use Good Portable Recorder—Prefera-
ibly Presto T2 or similar. Two Western
Electric or RCA 76B or 76C turntables
with pickups. One good tube to line
transformer. Radio Station KLO, Ogden,
Utah.

BONGS PUBLISHED—Arranged & Com-
posed. Royce, W. H. Licensed for Ra-
dio. Melody Song Bureau, P. 0. Box 147,
Greenfield, Mass.

For Sale

One 550-Watt Compnents Transmitter—
Now in operation. Motor-generator high-
voltage supply. Available for sale ap-
proximately December 1, 1942. Also in-
cidental transmitting parts. Reason for
disposal; moving to entire new loca-
tion. Address inquiries to Box 64, BROAD-
CASTING.

Mr. Radio Advertiser-Shumway—Here’s a
job with no audience appeal (after two
years on leading station). No possi-
bilities--no money. What am I offering
for sales rights or interest. Box 66,
BROADCASTING.

WESTERN STATION—Top Notch Announc-
er—Ideal position for girl with
sufficient training. Established, promi-
nant station.遗传 overheard.

DURANT, OKLA. 70B

Nine years in the service of broadcasting
has proven to this station that its
results. A five-year experience in
promotion, sales, news writing, and
announcing, has given me a
complete understanding of
radio. I have been with
this station for the
past three years,
and have
enjoyed
working
there. I am
willing to
work
hard and
with
ability.

DURANT, OKLA. 70B

Five-year experience in
radio, has given me
a complete
understanding of
the business.

DURANT, OKLA. 70B

Have worked in
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DURANT, OKLA. 70B

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DURANT, OKLA. 70B

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DURANT, OKLA. 70B

Five-year experience in
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DURANT, OKLA. 70B

Have worked in
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and have
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and
with
ability.
Senate Investigation Into AFM Is Slated for Dec. 7 Opening

Petrello Likely to Be By Clark Subcommittee

SENATE investigation into the nationwide ban on transcriptions and phonograph recordings, imposed by James C. Petrello, president of the American Federation of Musicians, is scheduled to start Dec. 7.

Senator Clark (D-Idaho), chairman of the special Interstate Commerce subcommittee appointed to conduct the Petrello investigation, said Friday that the subcommittee plans a meeting during the current week to perfect its investigation program.

Petrello to Appear

Slated to be star witness at the Senate probe is Mr. Petrello himself. Star of the musicians union and imposing of the recording ban, he did not appear before the Senate Interstate Commerce subcommittee which conducted a preliminary investigation Sept. 17-21.

At that time Mr. Petrello was represented by Joseph A. Padway, his personal counsel as well as general counsel of the AFM and the American Federation of Labor.

The preliminary investigation had been designed to discover whether a general probe should be conducted under a resolution (Sres-290) introduced Aug. 27 by Senator Clark.

Since the findings were overwhelmingly against Mr. Petrello and his union, the Senate later passed the Clark Resolution, authorizing the investigation and providing $5,000 to get it under way. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, appointed the five-man subcommittee headed by Senator Clark a fortnight ago [BROADCASTING, Nov. 16]. With the end of the current Congress only a few weeks away and with the holidays eating up much of that brief period, quick action by the subcommittee will be necessary. Senator Clark and the other members of his subcommittee, with this in mind, plan to get their investigation program under way as soon as possible.

Plenty of Evidence

A huge volume of evidence and complaints involving Mr. Petrello's recording ban has come into Senator Clark's office. This material is expected to provide a basis for questioning of witnesses to be called by the subcommittee.

Available to the investigators is testimony taken at the September hearings. This the subcommittee may decide to incorporate into its records in toto, or it can call these witnesses again.

Among those who appeared at the preliminary hearings were Elmer Davis, director of the Office of War

Star Witness at Inquiry Into Record Ban

Information; James Lawrence Fly, chairman of the FCC and Board of War Communications, and Thurman Arnold, chief of the Dept. of Justice Anti-Trust Division. Mr. Padway appeared unexpectedly at the hearings on behalf of President Petrello. Another witness was James Nemea, West Palm Beach attorney, who described an incident affecting the services of an Army band at a war bond rally.

NAB Studies Data

Members of the subcommittees, besides Chairman Clark, are Senators White (R-Me.), co-author of the Communications Act of 1934 and the Radio Act of 1927; Tobey (R-N. H.), radio critic; McFarland (D-Arko.); Tunnell (D-Del.). Also available to the subcommittee will be a large volume of material gathered by the NAB Music Steering Committee, appointed by the board of directors last summer to conduct NAB's music battle.

For some time the NAB has been digesting answers to questionnaires sent to all station managers some time ago. These questionnaires are designed to show how the Petrello recording strike has affected stations.

A number of broadcasters have expressed the hope that if Petrello is called to testify before the subcommittee he will be questioned on his reasons for the recording ban. So far, broadcasters, transcription firms, recording firms, phonograph recording firms, and others interested have been unable to find out just what Mr. Petrello wants. The music czar called his strike last summer and never has given any indication of what he demands.

In some cases, those who employ musicians for recording purposes:

Those affected by the strike have been held back by indication from the Dept. of Justice that special deals with the AFM might involve violation of the anti-trust laws. The IRNA deal with the AFM in 1937 is regarded by the department as an anti-trust violation, it is understood.

During the hearings, it is possible that the subcommittee will consider anti-trust phases of the recording strike involved in Senator Clark's bill (S-2874) to amend the anti-trust laws. This bill was introduced in the Senate Oct. 23 by Senator Clark and referred to the Interstate Commerce Committee, which has not yet acted.

The bill would amend the Clayton anti-trust law by making it unlawful to engage in any agreement or conspiracy interfering with manufacturing of phonograph records and transcriptions, if the purpose of the action is to limit or curtail the supply or use of such recordings for broadcasting or coin-operated phonographs.

Senator Wheeler, as chairman of the Interstate Commerce Committee, may decide to participate in the subcommittee hearings from time to time. He is an old hand at dealing with witnesses in Senatorial probes.

MGM Blue Series

METRO - GOLDWYN - MEYER Corp., New York, on Nov. 30 will launch the first regular network series to be sponsored by a motion picture producer with a five-minute program titled The Lion's Roar on the BLUE five times weekly. Starring Ed. Steppagle, the series, described as a half-hour comedy show condensed to five minutes, will feature chatter about MGM pictures and stars, although no formal commercial will be used. It will be heard 7-7:05 p.m. on 54 stations. Agency is Denahue & Coe, New York.

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In the case of some of these, the department has agreed that the strike can be sustained.

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Increase in Scale Is Asked by AFRA

Union Seeks to Invoke Clause Based on Cost of Living

NETWORKS and stations which for three years ago signed the basic sustaining agreement of the American Federation of Radio Artists, covering actors and singers, and those which have signed AFRA contracts for staff announcers, received notice last week that the union is asking increases for these members in accordance with the cost-sustaining clause in the contracts.

This clause provides that if the cost of living index issued by the Bureau of Labor Statistics rises 10 points or more from its level at the time the contract was signed, AFRA may request that the contract be reopened to permit adjustments in the pay of radio artists in conformity with the increased costs of living. AFRA is asking that wages based on the Sept. 15, 1940, index be raised 15.9% and that those based on the Sept. 15, 1941, index be raised 10.2%.

Five-Day Clause

Under the contract the employers are allowed five days in which to reply to the union's requests. If they do not, they are required to negotiate with the union. If five days of negotiation fail to produce an agreement, the contract provides for arbitration under the American Arbitration Assn., whose decision both parties are bound. In addition, any increase, whether granted, negotiated, or awarded by arbitration, must be submitted to the War Labor Board for approval.

AFRA reports that 40 or more contracts will be affected, contracts with the nationwide networks and their affiliates in New York, Chicago, Los Angeles and San Francisco, as well as with WLS, Chicago; WTAM, Cleveland; WINX, Washington, and all member of other stations having contracts with AFRA covering staff announcers and other staff personnel.

Although the increase requested for the wages established in 1940 exceeds slightly the 15% maximum of the Little Steel formula, which has been taken as a general standard by the War Labor Board, AFRA believes that this will not hinder the WLB's approval of its requests.

The union points out that these contracts were made several months before the date of the index on which the Little Steel formula was based, and that there are other factors to be considered, such as the fact that AFRA referred these cost-sustaining increases for its members for the entire period of the contracts, which run until Nov. 1, 1943, only because the contracts contained provisions for interim adjustments in line with rising costs of living.
We live now in a new world of action. As America stripped the fabric of peacetime living from its people to prepare for bitter war, there were those who felt that advertising, as a symbol of more care-free days, could have no important part in winning that war. Now we know this is not so. For in the months since Pearl Harbor the words of our radio and the pages of our press have shown our real and stubborn strength. Competitive American enterprise, itself made stronger by the means which give it voice, fans the fury of a free people fighting for its very way of life . . . hurl its own shout of defiance at our enemies. This we believe: that no power on earth can bring us to our knees save a spirit of defeat. And history may well record tomorrow that Freedom's battle finally was won on a front lost to our enemies before a single bomb was dropped—the indomitable will to win of a free people inspired by the politically untrammelled, economically independent voice of its radio and press.

"Shout of Defiance"—a new book just off the press—presents significant observations on advertising in total war—ten by important business executives, three by government officials. And the comments of dealers on wartime advertising, surveyed in the WLW coverage area. A copy of "Shout of Defiance" will be mailed on request.
Coverage of special events and spot news in the Denver area provides frequent accents in the normal flow of KLZ programming. They satisfy the normal human curiosity concerning what is happening in the world now... and give the listener the feeling of having been there when it happened.

A stop-over interview with Cecil Brown, a chat with Secretary of War Stimson, or spot coverage of a train wreck (all pictured above) are just a few of scores of news-worthy events which KLZ covers at every opportunity.

Such outstanding service “beyond the call of duty” on the part of KLZ has established for it a plus value among listeners which advertisers find translated into standout result value.