"BUT I'M THE TYPICAL IOWAN, YOU CAD!"

Sitting at your desk in some big city, it's almighty hard, we know, to really visualize the people of Iowa or any other great geographical section. What do they like? What kind of programs? What stations? What periods of the day and night? What's the difference between the tastes of men and women? How do the farm people differ from the small town and city people? And can you plan a 100% campaign without knowing these things?

The 1942 Iowa Radio Audience Survey answers all these questions and a lot more besides. Based on nearly 10,000 personal interviews made on the most approved "sampling" methods, the 1942 Survey not only depicts the Iowa Radio Audience—it even picks out and describes your own best prospects, by age-group, sex, and place of residence... It even throws full light on such hitherto unanswerable questions as "To what extent do radio listeners also read newspapers and magazines?"

Your copy of the 1942 Survey is waiting for you now. Yes, it includes some information that tells our own story, too—such as the fact that 55.7% of Iowa daytime listeners prefer WHO to all other stations. But primarily it is a scientific study that will help you tremendously in your business. Write for your copy, today! No obligation, of course.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
CAME THE CONVERSION—AND ARMING OUR NATION FOR VICTORY PLACED NORTHWESTERN OHIO AND SOUTHERN MICHIGAN IN THE REALM OF "RICHER MARKETS"!

The automobile manufacturing centers of the world are now going "all-out" to produce machine tools and equipment for our nation's wartime needs. This conversion required manpower and expansion of present industries. As a result, towns, cities and villages have increased in population and in purchasing power!

The advertiser wishing to reach this "Richer Market" can count on the power, sales appeal and listening audience of WSPD, Toledo, Ohio. Snuggled in the hub of Northwestern Ohio and Southern Michigan, WSPD is meeting today's advertising needs with today's medium!

National Representatives -- KATZ

5000 WATTS  BASIC NBC

TOLEDO, OHIO
"Since 1921 The Voice of Toledo"
WHAT is left of his Nazified body rests in the cold waters of the English Channel. A twisted, broken Messerschmitt serves as his clammy coffin. Too bad, Hans! But you weren't very smart. To stay alive and healthy you should have steered clear of that Iowa farm boy. His plane was powered by a Studebaker-built engine.

Yes, Hitler feels the awful impact of Studebaker-built war materiel almost every day. Respectable people know about Studebaker's assignment in the war, too. Here in the WSM area, for instance, over 14,000,000 persons who live in radio homes hear of Studebaker's war work twice a week. 5,242 automobile dealers, who in peace time do $382,690,000.00 worth of business, hear Studebaker's programs, too. It interests them to know that Studebaker is keeping its name alive... alive through the 50,000 watts of Clear Channel WSM, so that after the war Studebaker will once again be a "Champion" in the Central South... a pre-war, mid-war and post-war market of opportunity.
Kudos from the Capital

Sales for you right here . . .

You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners-to WWL are just the frosting. Your big bountiful cake is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.
Thank you, Art Morey.

All over the country alert radio stations like yours are turning their music costs into music profits with the ASCAP Radio Program Service. It is without cost to all ASCAP-licensed stations.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City
IF Horatio Alger were alive today and looking for an inspiration, Ray P. Jordan would be a find for him. As a schoolboy, Ray simultaneously ran a shoe-shine concession, was his town's only telegraph messenger-boy and served as local agent for three popular magazines! Through all his subsequent years Ray has continued always to pour out his energies in the same breathtaking way—and now, still a young man, he is one of the real leaders of his community and his industry.

Here at F&P, we also believe in work. Back in 1932 we came into being because we foresaw the opportunity of work to be done for and between radio stations and the users of radio advertising. The whole history of our growth and expansion has been the history of finding and doing valuable work. Aside from helping to pioneer our phase of this industry, we have originated most of the services that you now expect without question from every radio-station representative—and many that you don't!

Today you are probably as never before looking for help in your problems. All our men and all our facilities are at your command. Whatever your needs, we ask you to call on us for any kind of job we can do for you. You will not be imposing. You will simply be helping us to find the work that will continue to keep us growing, here in this pioneer group of radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Radio Steps Into Leading Wartime Role

7 Millions Sought For Shortwave By OWI

By SOL TAISHOFF

RADIO’S indispensability as an arm of modern warfare and the tremendous role it is playing both domestically and abroad, was unfolded to Congress last week by Government officials. Highlighted was the estimate of Elmer Davis, OWI director, that the industry is contributing time worth $64,000,000 a year at commercial rates, for war agencies.

This revelation was made by the OWI director in highly significant testimony before a House Appropriations Subcommittee, released last Thursday. The second supplemental national defense appropriation bill carrying an additional $6,350,000,000 for the fiscal year and ending June 30, 1945, was passed unanimously the same day and sent to the Senate.

A veritable goldmine of information on the part radio is playing in the war, the reliance placed on it by the Government, and the expansion projects ahead, particularly in international shortwave broadcasting and in psychological warfare, was portrayed in the committe’s report on the hearings, held during latter September.

Fly’s Testimony

In addition to the OWI testimony, broadcasting operations were covered by FCC-BWC Chairman James Lawrence Fly, who sought and got additional funds for FCC war work, and by Nelson Rockefeller Coordinator of Inter-American Affairs, the latter mainly in the shortwave field. Plans for the leasing of all of the time of the international shortwave stations jointly by OWI and CIAA for about $1,000,000 a year and for the purchase of additional transmitters for such operations, amounting to $7,000,000 were related and approved by the House. Senate approval is regarded as certain.

In describing the functions of OWI’s Radio Bureau, under William L. Lewis, Mr. Davis praised the cooperation of the broadcasting industry. Since the facilities, talent, and services of the radio industry are offered to the Government on a largely voluntary basis, he said, it becomes one of the greatest responsibilities of the Radio Bureau to utilize these facilities in the best way possible.

“Radio time planned for official Government consumption over the period of a year would cost $64,000,000 if paid for at regular commercial rates,” Mr. Davis said.

This compares to net time sales of the industry in 1941 of $176,000,000 [BROADCASTING Yearbook, 1942]. The figure for 1942, despite war inroads on smaller stations, may run 12 to 15% higher.

The FCC sought an additional $600,000 for the 1943 fiscal year for war activity, largely in expanding its monitoring services, and for checking foreign language programming and personnel. The committee cut it $50,000 to $558,000. Chairman Fly made some rather sensational statements, under questioning by committee members, on some of the mystery surrounding the inquiry into alleged bribery in FCC grants (see story on this page).

Tipping Tactics

Chairman Fly used a couple of startling reports in pressing for the additional FCC appropriation to investigate foreign language station operations and otherwise tighten up FCC wartime scrutiny. He cited the report that an announcer was “tipping” off enemy submarines as to the time of departure of American convoy by the use of such devices as the dedication of songs to the crews of certain vessels”. A second was the report that a foreign language announcer was actually using an open code by the “juggling of prices of advertised products or by systematic grammatical mistakes.”

Mr. Fly sought the $600,000 additional for more personnel to carry out investigations and broaden present operations. Of the total, $155,880 is sought for 62 additional attorney-investigators and clerical help. He said the foreign language work was being undertaken because the FBI isn’t able to do it and because OWI needs information.

All told, he outlined six reasons for the additional money for the current fiscal year. These covered (1) investigation into personnel of international and domestic foreign language broadcast stations to head off any propaganda or enemy activity; (2) continuation of its survey of telegraph service to correct inequities and speed up wartime traffic; (3) surveys of foreign language program service for regulatory purposes; and as a service to OWI; (4) study of labor supply in the communications industry, including OWI’s radio program service; (5) work in inter-American communications; (6) expansion of coverage, monitoring, and reporting of foreign broadcasts to meet “urgent requests from other war agencies”.

OWI was given an additional fund of $25,000,000, whereas it sought about $27,500,000, but the committee in its report praised the work of the organization under Mr. Davis’ direction. A substantial part of this totaling several million, was earmarked for the Overseas Broadcast and affects radio.

Mr. Rockefeller’s CIAA got $5,000,000 more—a cut of a half-million. A portion of this is for the purchase of time over the shortwave stations, and for other domestic radio uses.

What the Army thinks about radio in modern warfare was revealed in a letter from Gen. George C. Marshall, Chief of Staff, to OWI Director Davis. In a letter dated Sept. 26, Gen. Marshall pointed out that OWI is furnishing information for our troops overseas, and is also rendering assistance in providing American radio entertainment for them.

In extending facilities for American radio broadcasting, which have hitherto been inaccessible, the OWI is rendering a valuable service,” said Gen. Marshall. “Also, it has been of assistance in cooperating with the Army Air Forces in the preparation and...

Old Charge of FCC ‘Bribery’ Is Revived at House Hearing

THE AURA of mystery surrounding the FCC’s “skeleton rattling” inquiry into alleged improprieties by former members of the old Radio Commission and of the FCC remained unbroken last week after Rep. Wigglesworth (R-Mass.) called on the Commission to clear up charges that “members or former members” have accepted gratuities from broadcasters in return for improved facilities. He called for a Congressional investigation of the FCC.

Rep. Wigglesworth, who repeatedly has attacked the FCC, addressed the House last Thursday during consideration of the supplemental national defense appropriation bill, carrying additional funds for the Commission’s war work. He recounted to the House his close examination of FCC Chairman James Lawrence Fly, who appeared before the Appropriations Subcommittee Sept. 30. The testimony was released last Thursday, when the appropriations measure was reported to the House and unanimously passed.

The same of Sam Pickard, former member of the Radio Commission who retired in 1929 to join CBS as its station relations vice-president, was drawn into the affair. Mr. Fly had told the subcommittee that the report of the FCC’s special counsel, John D. Farnham, would reflect a critical attitude toward certain of the actions of Commissioner Pickard.”

Also specifically mentioned was a reported instance whereby a station allegedly procured authority to operate at night in lieu of part-time operation and that a “payoff” had been made to the commissioners who voted favorably. Mr. Wigglesworth, based on the testimony, said he understood the Farnham report disclosed that $1,000 in cash and $4,000 in Government bonds had been turned over to the attorney for the station (under...

(Continued on page 58)
Industry Unity Hinges on NAB Meeting

ABA Elects Its Officers But Withholds Campaign

A NEW CRISIS in the turbulent history of the NAB, involving the future of that organization and of its president, Neville Miller, will confront its board of directors at a meeting in Chicago Tuesday (Oct. 25) at a pending proposal for reorganization.

A conclusive vote on reorganization which, if effected, would entail Mr. Miller’s retirement, is slated for consideration. The majority of members of the board after the question had been raised but not decided at the previous board meeting in Chicago Sept. 24-26. There is a sharp division among the 25 NAB directors, though a “straw vote” at the last meeting, with some 18 of the members present, was said to have reflected a majority view that changes should be made and that Mr. Miller, despite a contract which runs until July, 1944, should be relieved.

Unity Is Goal

The whole reorganization plan, according to its proponents, is designed to preserve unity in the industry and to make possible a more effective job in the industry’s behalf in war activities, notably on the Washington scene. On the other hand supporters of Mr. Miller argue that the changes proposed would not effect unity and that many disidents still would support other movements of one character or another.

The board meets the day following the arguments in the Federal District Court in Chicago on the Department of Justice suit in the reorganization against James C. Petrillo and the American Federation of Musicians. This issue alone, aside from others presented by wartime operations, is characterized as sufficient reason for preventing any open schism in the industry at this time.

Minneapolis—Mr. Miller has stated, the newly-formed American Broadcasters Assn., projected as a horizontally competitive trade group, will perfect its organization plans. ABA, at a meeting in New York last Thursday, announced completion of “legal formalities requisite to the creation of the association” by adopting by-laws and by electing John Shepard 3d, president of the Yankee Network, as its temporary president, and Walter J. Damm, director head of WTMJ, Milwaukee, as temporary secretary-treasurer. Paul Miller, founder of the ABA, who met in Chicago Sept. 24-25, were elected to the temporary board of directors.

The ABA has proposed, however, that the group hold up further organization plans for the present in the interest of “unity and harmony in the broadcasting industry”.

**Army Camps on British Isles Slated to Get More U. S. Radio**

By MARTIN CODEL

LONDON—Most London newspapers gave considerable play to Oct. 5 to the story first exclusively reported in a London dispatch to BROADCASTING Sept. 28, revealing that Army authorities are considering a plan to pipe American-type radio programs to U. S. soldiers in our many camps here. The programs would be fed to a series of low-power camp transmitters, with a hearable radius of only a few miles and fed by landline from London, in collaboration with the BBC.

This led Brewster Morgan, OWI radio chief recently detailed here, to admit in a press interview that the project is going forward subject to military approval and availability of transmitting equipment. Soldiers have relatively few radios in the camps and are supposed out such broadcasting, and due to the difficulty of buying them here or shipping from America the plan now also contemplates piping programs landline direct to loudspeakers in canteens, recreation halls and barrack. Such a plan is entirely practicable, obviating needless transmittings installations and taking into account the frequent movement of troops.

More of the highly popular Army radio transcription kits are badly needed in our many American camp listening camps. Mr. Morgan took occasion to deny to the British press any U. S. intention of establishing its own broadcasting system here which the British public could hear, asserting that the proposed stations are intended solely for listening by American troops. It also developed that ABC’s Paul H. Paley, CBS president, has arranged with the Red Cross for a series to start here soon.

Titled American Red Cross Reports, it will feature human interest stories about what our soldiers are doing and thinking while on foreign soil.

NBC also is planning a soldier series from the British Isles under the title Red Cross auspices. First of the series was tentatively scheduled Oct. 10, featuring an AEF sweetheart picture contest with a soldier’s mother requesting his picture voting for a soldier’s picture was chosen, talking on the program to that girl at home.

**Critical Positions in Radio Stations Defined by BWC**

Standard Definitions to Aid in Manpower Lists Submitted

ANOTHER important stride toward creation of a standard list of critical occupations in the broadcasting field, to forestall crippling of broadcasting operations, was taken last week with transmission to the War Manpower Commission of lists of critical occupations and definitions of such positions in radio and communications.

Prepared by the Domestic Broadcasting Committee of the Board of War Communications, the list covering standard broadcasting includes 100 separate definitions of critical occupations. The list covering the various communications fields was prepared by the BWC subcommittees on broadcasting and transmission. BWC by James Lawrence Fly, chairman of BWC. It was prepared at the request of WMC.

**WMC Action Seen**

The BWC statement, released for publication today (Oct. 12), stated that the lists were furnished to WMC by the agency’s consideration and “appropriate action in connection with the establishment of a standard list of critical occupations”. Members of the BWC broadcasting communications, government, labor and industry, all of whom played a part in preparation of the dictionaries of definitions.

“It is presumed that these lists will also be used by draft boards in considering Selective Service policies in drafting key personnel from communications and transportation,” said the BWC statement.

The lists thus far submitted to WMC cover, in addition to standard broadcasting, the international broadcasting, the armed forces radio and television fields and radio transmitting equipment, radio and telephone communications. Similar lists are in preparation by various other committees of BWC concerning telegraph, cable, aviation communications, and state and municipal emergency fields.

WMC, in conjunction with U. S. Employment Service and Selective Service, now is formulating precise lists of critical occupations in the 34 spheres of service already determined to be essential in the war effort. Preparation of these lists, an altered revision of original estimates of manpower needs for the armed services, reports have been completed. Certification of the of 34 critical services may be entailed. The entire communications field, however, has been pegged as indispensable in war effort and, therefore, the likely of any altered policies which would affect the standard broadcasting or basic communications fields.

Once WMC decides on critical occupations in the various fields, (Continued on page 19)
Injunction Plea Before Judge Barnes Evidence Piles Up Against AFM

A BREAK in the radio music crisis, either through court action or an attempted interim negotiated settlement, is foreseen soon, in the face of the continued onslaughts of James C. Petrillo and his American Federation of Musicians.

Practically all industry eyes were turned toward Chicago, where arguments are to be heard today (Oct. 12) by Federal Judge John F. Barnes on the motion of the Dept. of Justice for a preliminary injunction to stop Petrillo. The court also will hear argument on the motion of AFM to dismiss the Government's anti-trust proceedings.

Arnold vs. Padway

Pitted against each other in this argument will be Assistant Attorney General Thurman Arnold, who has led the campaign against the "made work" issue, and Joseph A. Padway, general counsel of AFM, as well as AFM in the proceedings, who will be armed with the action of the AFL convention in Toronto last Thursday supporting the Petrillo position.

Enlivening public and industry indignation against Petrillo's tactics were the recent actions banning recordings and network programs and the refusal of the AFM New York local to allow the Treasury War Savings Staff to use an FM hookup to promote bond sales.

It was indicated that no further action would be taken in the Senate on the Clark Resolution (SRs-286) to investigate the Petrillo dynasty until the court argument.

Preparatory to the court hearing, affidavits by station managers, network executives, Government officials, record manufacturers, and jockey box operators were filed by the Dept. of Justice. The arguments are not expected to last more than a day.

If the temporary injunction is granted, and the AFM motion to dismiss denied, a trial date will then be set for hearings on the permanent injunction. If, however, the motion to dismiss is granted, the case undoubtedly will be taken into the Circuit Court of Appeals by the Government.

Sworn statements by OWI Director Elmer Davis and FCC Chairman James Lawrence Flv, filed by the Dept. of Justice, paralleled the testimony of these officials before the Petrillo Probe Subcommittee of the Senate last month. Both contended the recording ban, which became effective Aug. 1, would weaken war communication and hamper maintenance of morale, thereby harming the war effort.

Mr. Flv said that many small broadcasting stations would go under if the ban persisted, since they are entirely dependent upon recorded music.

Affidavits also were submitted by NAB President Neville Miller:

E. M. Spence, managing director and treasurer of NAB; Deane Banta, KERN, Bakersfield; Wilton E. Cobb, WMAZ, Macon; Virgie E. Craven, WXL, Toccoa, Ga.; H. B. Dillen, WAGM, Presque Isle, Me.; James A. Barber, KGVO, Missoula, Mont.; Ezra McIntosh, WWNC, Asheville; Edward C. Coonts, KVVO, Tulsa; Frank H. Logan, KBND, Bend, Ore.; Thomas Steinsland, KUSD, U of South Dakota station, Vermillion, S. D.; Ingham S. Roberts, KBGS, Harlingen, Tex.; L. L. Hendrick, KRVR, Sherman, Tex.; H. C. Whitehead, WTOR, Norfolk; Henry B. McNaughton, WAJR, Morgantown, Va.; H. R. Lepoldo, WJUN, Racine; Bill Rollins, WB1, Augusta, Tenn.

Sworn statements by representatives of the four networks were signed by Herbert V. Akerberg, CBS vice-president in charge of station relations; Phillip A. Carlin, BLUE vice-president in charge of programs; Fred Weber, general manager of MBS; and Frank E. Mullen, NBC president and general manager.

AFM Bans Placed on Repeats Ruled on as Individual Cases

ACTION of the AFM in refusing to allow recorded rebroadcasts of the Jack Benny Show and Duffy's Tavern network programs for the Pacific Coast is not the result of any general prohibition of recorded rebroadcasts, but each case was an individual ruling based on the particular details of the rebroadcast, BROADCASTING was informed last week.

In each of the two programs in question the union, acting on advice of counsel, ruled against permitting the recorded broadcast of the programs for the BLUE Pacific Coast Network on the grounds that to do so might weaken the AFM position in the Federal Court in Chicago when the Government's plea for an injunction restraining the union from enforcing its recording ban is heard.

AFM is still, however, permitting individual stations who are not able to carry network programs to the tapes of the rebroadcast to make off-the-line recordings of these programs for broadcasting locally at a later time.

Situation is somewhat confused by the fact that there are three classes of recorded rebroadcasts of network shows.

First, there is the so-called program in which an affiliated station or network station, unable to take the program at the time of its network broadcast, because of being a part-time station or having a local program at that time or some similar reason, records the program from the network lines and broadcasts it at some later time.

Network contracts with the New York AFM local (802) provide that for network programs originating in New York such rebroadcast shall be made within 24 hours of the original if on a New York station and within 48 hours of the original elsewhere in the country. No extra payment is made to musicians for rebroadcasts, however, as they are considered as a part of the network broadcast.

Second class of rebroadcast is therepeat broadcast, where a network program rebred at one time by the network and repeated at a more favorable time.

The affidavit quoted the statement made by Petrillo in 1937 that "our membership consists of fully one-half of non-professionals who are not entirely dependent or music for a living. ...Recording studio expenses, the sworn testimony stated that 200 stations are losing money, and that 450 stations have a gross income of less than $75,000 a year. According to the NAB's figures, there are 223 communities where there are radio stations in which no AFM local is located.

The affidavit of Mr. Spence cited the hardship inflicted on small non-network affiliated stations by the Petrillo actions. The written testimony of the individual station executives describes the damages inflicted upon the stations.

Mr. Padway, in a 106-page memorandum filed Oct. 1 in support of the motion to dismiss, reiterated previous statements made by him and also referred to the same reasons encompassed in the AFM resolution adopted at Toronto. He said that to grant an injunction "would impose an onerous burden upon the labor movement and its affiliated unions and that the attitude of the Anti-Trust Division is not only pernicious, but it goes beyond the heartless and even scornful apathy for the tragic victims of technological unemployment."

Whereas misgivings first were expressed over procurement of injunctive relief, the attitude of the AFM has changed to one of confidence that the injunction would be granted.

Appearing in court with Mr. Arnold will be Daniel B. Brit, Special Attorney for the Attorney General in charge, and Holmes Balridge, Chief of the Litigation Section of the Anti-Trust Division.

Mr. Arnold's first appearance in a Federal District court in a union anti-trust suit, although he has made several appearances against Mr. Padway in both the Circuit Court of Appeals and the Supreme Court.

Katz, Friedman Aid

Mr. Padway, colorful English-born attorney who was the object of attacks last year by Westbrook Pegler for his portrayed involvement in the motion picture employment union, is expected to appear today with the Bluff and George Browne scandal, will be assisted in argument by David Katz, Chicago counsel for AFM and Petrillo's personal attorney, and Henry A. Friedman, New York AFM attorney.

How much Petrillo's hand will be strengthened by the action of the AFM convention in Toronto last Thursday in unanimously adopting a resolution supporting the record and other bans, was conjectural.

The resolution charged that the broadcasting industry, the Anti-Trust Division and the Federal Press have "ganged up" on AFM and "launched one of the most
CBS Names White And Ream as V-Ps
Network Officials to Retain Present Executive Posts
FRANK K. WHITE, treasurer of CBS, and Joseph H. Ream, secretary and, until early this year, general counsel for the network, were elected vice-presidents of CBS at a meeting held on Wednesday at the CBS board of directors. Both will continue in their present executive capacities.

In announcing the appointments, Paul W. Kesten, CBS vice-president and general manager, stated that "CBS, in the past four months, has lost three vice-presidents, Harry C. Butcher, Lawrence W. Lowman and Mefford R. Runyon, to become armaments officials. The election of Mr. White and Mr. Ream as vice-presidents is in recognition of their increased duties and responsibilities in the management of the company." All Vacancies Filled

Dr. Frank N. Stanton, CBS director of research, last month was elevated to a vice-presidency by the president. Thus the three vacancies in vice-presidencies created by resignations to enter the armed forces have been filled.

Dr. Stanton took over those duties vacated by Lt. Col. Runyon, relating to owned and operated stations. Mr. Ream was delegated functions having to do with station relations, in conjunction with Vice-President Herbert V. Ackerman, in charge of all CBS stations. Mr. White also has taken over certain of Com. Runyon's duties, pertaining to fiscal matters.

Dr. Stanton will continue his executive research functions in addition to his direction of M & O stations and supervision of Radio Sales Inc., CBS spot sales organization. Two of the CBS-owned stations—WWBM, Chicago, and KMOX, St. Louis, remain subject to the supervision of H. Leslie Atlass, CBS vice-president and director of the Central Division.

A native of Washington and an alumnus of George Washington U., class of 1920, Mr. White came to New York in 1921 becoming identified with various public businesses during the next few years. He served as assistant to the president of the Union News Co. until he joined a financial magazine as treasurer and business manager. He has been treasurer of CBS since 1937.

Mr. Ream, a native of Bedford, 1a., has an A.B. degree from the U of Kansas and an LL.B. from Yale. From 1927 to 1934, he was associated with the law firm of Cravath, deGersdorff, Swaine & Wood in New York, after which he joined CBS as general attorney, a position he held until the first part of this year. He has been secretary of CBS since 1938.

Garment Concern Tests Spot Radio Industry
Undergarment Co., New York, believed to be one of the first concerns of its kind to enter spot radio on a national basis, has augurated campaigns on one station each in 41 cities in behalf of Stardust Life-Insured Slips and Blouses, starting Oct. 19 and continuing until Jan. 31, 1943. Mr. Ream, formerly of the research staff of the network, stated that a total of about five live announcements will be used on each station. The drive, unusual for the fashion industry, is undertaken on the premise that the product has certain characteristics which make it seem to an ideal medium for the product's audience to appeal to.
WXYZ will deliver
Lion's Share of Detroit
at lowest cost

GUARANTEE
*with any WXYZ
Champion Show

WXYZ

KING-TRENDLE BROADCASTING CORP. - Detroit, Michigan
National Representatives: Paul H. Raymer Company
Gillin Heads New Corporation Seeking Right to Lease WOW

Woodmen Would Grant 15-Year Lease Having No Recapture Clause; Businessmen Participate

TRANSFER of WOW, Omaha, NBC outlet, from the Woodmen of the World to a new corporation headed by John J. Gillin Jr., general manager of the station, was sought in an application filed with the FCC last Thursday by the Woodmen organization.

Under the transaction, a 15-year lease arrangement provides for payment to Woodmen by the new corporation, Radio Station WOW Inc., of approximately $8,100 a month for the first three years and of $5,600 monthly for the remaining 12 years.

Mr. Gillin, one of the industry's best-known figures, has been directing head of WOW since 1929. He is credited with the station's almost phenomenal success as one of the leading outlets on NBC. Mr. Gillin began with WOW in 1931 as chief announcer. A year later he became commercial manager and then general manager.

The application sets forth that the Woodmen's reason for assigning the license to the new corporation is based on the conclusion that "the proposed assignee will continue to serve the public by rendering a high type program service". Woodmen described itself as a "fraternal benefit life insurance" organization.

According to the application, there are 2,000 shares of stock in the new corporation — 750 being Class A preferred; 250 Class B preferred, and 1,000 common. All of it is of the same par value and is voting stock. Mr. Gillin holds all of the Class B preferred stock; 100 shares of Class A preferred, or 13.3%, and 350 shares of the common, or 35%.

Guy C. Meyers, vice-president of the new corporation, is a Seattle and New York City businessman. His main business interest is listed as the Pacific Beach Water Co. Inc. Secretary is M. M. Meyers, of Omaha, president of the Omaha Coke & Coal Blenders Co., secretary of the Western Limestone Products Co. Treasurer is Harvey E. Milikken, of Omaha, president of the Omaha Printing Co., commercial manager of WOW.

In addition to the officers, who serve on the board of directors, other stockholders and directors are Robert Samardick, of Omaha, vice-president of the Aksarben Bridge Assn. and member of the board of Northwestern Bell Telephone Co., and Thomas J. Wallace, of Winnetka, Ill., vice-president of Russell M. Seeds Co., advertising agency.

Vice-President Myers holds 250 shares of A preferred, or 33.3%, and 250 shares of common, or 25.5%. Directors Matthews and Wallace each hold 100 shares of A preferred or 13.3%, and 100 shares of common each, or 10%.

Secretary Meyers, Treasurer Milikken and Directors Samardick and Isaacson each hold 50 shares of Class A preferred, or 6.6%, and 50 shares of common, or 5%.

FAY HEADS STROMBERG BROADCAST STAFF; APPOINTS LEE WHAM GENERAL MANAGER

ELECTION of William A. Fay, general manager of WHAM, Rochester, 50,000-watt and its FM adjunct, WSLR, as vice-president in charge of broadcasting activities of Stromberg-Carlson Telephone Mfg. Co. was announced last week in Rochester. Mr. Fay succeeds E. A. Hanover, who died Aug. 27. Mr. Hanover had been vice-president in charge of manufacturing and broadcasting.

Mr. Fay promptly announced the appointment of Jack Lee, his chief assistant for the past six years as general manager of WHAM. Mr. Lee also had supervised production and headed up WHAM's dramatic presentations and announcing staff.

Mr. Fay entered Stromberg's employ in August, 1928, after having worked as an artist at WGY, Schenectady, and as program manager of the former WMAK, Buffalo. In the early 20's, he was a musician and singer. He was graduated from New York State Normal School and Albany Business College, in addition to his musical training as a piccolo and bass viol player.

His business experience included a year as chief dispatcher for the Delaware & Hudson Railroad at Oneonta, N. Y., and a term as accountant for the Otis Elevator Co. at Albany. Mr. Fay was elevated to the management of WHAM, then a 5,000-watt clear-channel outlet, in 1929. In 1933 the station was authorized to operate with 50,000 watts. Mr. Fay has originated and produced hundreds of programs, including many which have become an integral part of the life of the city of Rochester. Among these is State Troopers, which has run continuously for a decade; Kindly Thoughts, a program presenting more than 12 years spiritual counseling; relocations and denominations, and the Rochester School of the Air, which is heard daily from 1:30 to 2 p.m. by all children of the public schools as part of their regular school program.

Born in Connecticut on Nov. 9, 1899, Mr. Fay is a member of the Chamber of Commerce, Rochester Ad Club, Oak Hill Country Club. He is a member of the Rochester Chamber of Commerce, Boy Scouts, director of the Better Business Bureau, director of the Board of the Salvation Army, and chairman of the radio committee of the Rochester Communications Corp. He is also a trustee of the Brighton Presbyterian Church and a member of the Board of Governors of the Rochester Red Cross.

Mr. Lee entered broadcasting in 1925 after a successful career on the Rochester newspapers. He has been associated with WHAM since 1928. He started as a producer and later switched to announcing. Through the intervening years, he has been active in broadcasting.
For standout achievement in production of war equipment, the Remington Arms plant at Denver was awarded the Army-Navy "E" pennant on September 1. KLZ, of course, was there to broadcast the ceremonies.

KLZ is always on the spot where events of significance occur in this area. KLZ is continuously on the job of making full use of its superior facilities whenever and wherever public interest can be served. KLZ's record in this respect has been an outstanding contribution to the radio enjoyment of listeners in this area.

KLZ'S SERVICE RECORD IS OUTSTANDING

"PROSPECTOR'S TRAIL" CELEBRATION at Idaho Springs, mining village 33 miles from Denver, was broadcast over KLZ via mobile unit pickup. KLZ's mobile transmitter is the finest in Rocky Mountain area.

EDWARD ARNOLD, screen and radio star, is interviewed by KLZ during Denver stopover. General Brett, far Pacific air chief, recently granted KLZ first radio interview during Denver stopover.
Ad Council Conducting Many Projects

Cooperation Attained By Industry and Federal Units

SUMMARIZING its achievements since its formation early last summer, the Advertising Council, in a 21-page mimeographed report, released last week, states:

"In six months, the Advertising Council, generously supported by industry and Government in war effort advertising, has clarified much of the confusion which previously existed in connection with varied appeals from governmental agencies asking business support.

"It has cooperated with Government agencies and latterly more particularly with the Office of War Information in the gradual creation of a consistent program on the psychological and emotional basis.

"It has created a series of completed campaigns, the direct or indirect support for which is at the rate of many millions of dollars per year.

"The founders of the Advertising Council are gratified by these results which they recognize could have come only from the great need and from the generous support of business and Government.

"The Advertising Council is convinced that the contributions which advertising has made thus far to the preservation of America reflects only a fraction of that which will be forthcoming when organization and planning are perfected and when all realize that the power of advertising in the war effort is an instrument which can be supplied in no other way."

Current Projects

Reviewing its activities in securing sponsorship for advertising campaigns to put over the Government's wartime messages, the council states that there are broadly four methods of support: (1) by Government departments, such as the Army and Navy campaigns, paid for by these departments and placed through advertising agencies selected by them; (2) by local advertisers sponsoring Government messages such as in connection with the sale of War Bonds; (3) by time and space purchased "of the most dramatic example of this type...the radio network pool administered by Mr. William Lewis of the OWI to which contributions of time and space made by local advertisers;" (4) by money underwriting of campaigns, such as the General Salvage Campaign supported primarily by the American Iron & Steel Institute and the Household Fats Campaign paid for chiefly by the glycerine-producing industry.

Current Council projects, the report states, include both specific campaigns, many of which will continue for the duration while others are of a temporary or recurrent nature and "operational" projects which deal with "the use of advertising mechanisms rather than with the creation of advertising appeals. These "operational" projects include radio location plan, a media survey or continuing study of all war advertising, a display project to coordinate window and other display channels for Government display material and the creation of an official war advertising guide.

List of Campaigns

Major Council projects are:

TREASURY, War Securities—Harold B. Thomas, president of the Century, coordinator, supported by four volunteer agencies: Young & Rubicam, Pedler & Ryan, Ruthrauff & Ryan and Benton & Bowles. This project encompasses all Treasury promotional activities, with the payroll deduction plan as the first part, and the Council works in close harmony with the War Savings Staff of the Treasury.

OFFICE OF PRICE ADMINISTRATION, Price Control and Rationing—Charles G. Mortimer, vice-president, General Foods Sales Co., coordinator, with the voluntary support of J. Walter Thompson Co. and Young & Rubicam.

DEPARTMENT OF AGRICULTURE—Stuart Peabody, advertising director, the Borden Co., coordinator with the voluntary assistance of the Farm Credit Agency. Project involves plans for action by farmers, marketing problems, programs for consumer consumption of scarce and surplus foods.

MANPOWER COMMISSION—A. O. Beach, chairman, vice-president, Chester Peabody & Co., coordinator, supported by volunteer agency Ewing, Wood & Co. in cooperation with Raymond Rubicam, president, Young & Rubicam, and J. W. Webster, manager, William Mcнутt, chairman of the Commission. Task covers the promotional aspects of manpower program to including many as 10,000,000 men and women to work in war industries within the next year.

WAR PRODUCTION BOARD, General Scrap Salvage Campaign—The Council first major project, guided by Leo Barnett, agency head, and a Chicago project group; immediately underwritten by the American Iron & Steel Institute, which appointed McCann-Erickson to handle the campaign.

WAR PRODUCTION BOARD, Fats Salvage Campaign—Neil McElroy, manager, advertising and promotion departments, Procter & Gamble, coordinator, assisted by Compton Adv. as consultant. It was sponsored by the country's glycerine-consuming industries who named Keeney & Eckhardt to handle the campaign.

WAR PRODUCTION BOARD, Power Conservation—As yet in a preliminary stage, this project is educational, designed to conserve consumption of electrical power. It is handled by a volunteer coordinator.


OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS—Joseph D. Bolman, coordinator, supported by a national advertising campaign of print, export advertisers, agencies and media.

CIVILIAN AERONAUTICAL AUTHORITY, Pre-Flight Training—A long-term war project, not yet ready for discussion.

OFFICE OF PRICE ADMINISTRATION, Idle Tire Repurchase Plan—Neil McElroy, manager, advertising and promotion departments. Compton Adv. & Gamble Co., has selected the volunteer agency, Compton Adv., to aid in the advertising of this plan for recovering spare tires from car owners.

Mars Back on Air

MARS Inc., Chicago (candy bars), has returned to the air with a half-hour weekly variety program on WLW, Cincinnati, starting Oct. 21st and which is heard Sundays, 5:30-6 p.m. and if test is successful will probably go network the early part of next year according to the agency, Grant Adv. Agency, Chicago.

LUNCHEON GROUP that renewed advertising contract between Bond Clothes, New York, and KYW, Philadelphia, for the fourth year included Lelan Lay, manager of Neff-Rogow; A. Pettie, manager of Bond Clothes in Philadelphia; LeRoy Miller, conductor of the KYW Musical Clock; M. A. McDonnell, sales manager of KYW; William McConnel, manager of NBC spot sales. Program runs 15 minutes daily at 8 a.m.

Receipts of Scrap Increased in July

Salvage Drive Brings Shift In Normal Summer Trend

STEEL MILL receipts of scrap were higher in July than in January, reversing the normal trend, E. D. Madden, vice-president of the Chicago-based advertising council. The fall-off of the advertising for the national salvage campaign, reported to the advertising press at a meeting held recently at the Advertising Council headquarters in New York.

Receipts at Mills

Citing WBP figures, he said that in January, 1,861,000 tons of scrap were received by the mills, whereas in July receipts totaled 2,400,000 tons. This latter figure is 14.2% over the 17,000,000 quota for the final six months of this year, he said, adding that it was not a bad amount, even though less than one-sixth of the desired total, since normally the peak season for scrap collection and since the salvage campaign was just getting under way in July.

Reviewing the advertising utilized in these cooperating fully with the current Newspaper Publishers' Scrap Campaign.

Motion picture shorts, window displays, posters, publicity material, check lists of scrap, instructional booklets and school charts are among the other media being used. Mr. Madden stated, explaining that all of this advertising and publicity material is coordinated with the work of 10,896 local salvage committees throughout the country handled by the WBP as the actual agents for collecting the nation's scrap.

MBS Billings Up

MBS BILLINGS for the month of September, 1942, amounted to $707,283, an increase of 33.7% over the same month in 1941, when the total billings were $533,025. The increase is the result of the network's cumulative billings for the first nine months of this year totaling $5,875,516, an increase of 55.8% over the corresponding period in 1941, when the total amounted to $4,563,693.

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Teamwork

DOES THE JOB!

It takes perfect teamwork on the part of each member of a church choir to make that choir a success. And it takes perfect teamwork to make your radio promotions a grand success, too! That's why you should take advantage of the WCBM-BLUE Network team to do your job in Baltimore. The BLUE offers Baltimoreans their favorite programs seven days a week, while WCBM offers you the most economical rates for a major network station. Get all the details!

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, President
George H. Roeder, Gen. Manager

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco
HOT SPOTS in a RED-HOT MARKET!

Influx of an army of wartime workers . . . mostly for KAISER’s speed-record shipyards . . . has made Portland a BONANZA MARKET FOR SPOT TIME BUYERS . . . and there are golden opportunities in LOW COST . . . HOT-SPOT AVAILABILITIES . . . on the Mutual Broadcasting System station.

KALE
PORTLAND, OREGON

NOTE . . . The Portland City Commission estimates showed 62,000 men employed as of July 1st in Portland’s 27 war industry plants alone. The same authority anticipates 153,000 at work when capacity employment is reached by February 1st and housing is planned and under construction for 192,000 added population between September and February. Portland’s normal population is 305,394 (1940 census) and across the Columbia river, Vancouver, Wash., with its KAISER shipyard and ALCOA plant, is enjoying a similar boom.

. . . AND KALE RATES ARE STILL BASED ON NORMAL POPULATION FIGURES


Latin Editors’ Tour
LATIN American writers, editors and publishers will visit the United States this fall and winter to see America’s war activities. Visits are planned to radio stations, war industries, training camps, colleges and many other places. As yet the itinerary has not been fixed but an announcement is expected soon.

Macaroni Series
PARAMOUNT MACARONI MFG. Co., Brooklyn, radio advertiser for the past 12 years, continues to sponsor half-hour programs on WELI WPBN BC and WEVD, and will add a six-weekly program on WOV, New York. J. Franklyn Viola, New York, is the agency.

Denny Named General Counsel Of FCC, Succeeding Taylor

ELEVATION of Charles R. Denny Jr., assistant general counsel of the FCC since last February, to the post of general counsel, succeeding Maj. Telford Taylor, was announced last Tuesday by the FCC.

The appointment, on a merit basis, followed the recommendation of Sept. 23 of Maj. Taylor, who had been commissioned a major in the Army Signal Corps and reported for duty last Monday. Mr. Denny, as senior assistant general counsel, became acting general counsel.

Mr. Denny joined the Commission Feb. 22, succeeding Thomas E. Harris. He was placed in charge of litigation and administration under Mr. Taylor. He had been chief of the Appellate Section of the Lands Division of the Dept. of Justice.

Born in Baltimore April 11, 1910, Mr. Denny has resided in Washington for several years and attended the public schools there. He was graduated from Amherst College in 1933 and from Harvard Law School in 1936. From 1936 to 1938 he was associated with the Washington law-firm of Covington, Burling, Rublee, Acheson & Shorb. From 1938 until he joined the FCC last February, he was with the Dept. of Justice.

The FCC, at its meeting last week, did not fill the vacancies created by Mr. Denny’s appointment or by the transfer of Assistant General Counsel Lucien A. Hilmer to the Board of Economic Warfare. Rosel H. Hyde, veteran member of the FCC’s law staff, was named acting assistant general counsel in charge of broadcasting, taking over Mr. Hilmer’s duties.

It is now planned the Commission will seek the recommendations of its new general counsel before filling the two vacancies. Elevation of Mr. Hyde to one of the posts is predicted.

Milk Promotion
TRANSCRIPTS promoting milk are used on all five Pittsburgh stations, KDKA WCAE KQV WJAS WWWS, by the Pittsburgh Dairy Council. Starring Bessie-The-Cow who tells musically of the work she is doing in promoting the war effort, the series is written and produced by George Heid, and transcribed by George Heid Productions. Agency is Katzbeen, McLeod and Grove, Pittsburgh.

May Settle Suit
WITH indications of an out-of-court settlement in the $120,000 breach of material contract suit filed on Sept. 8 by Thomas K. Kennedy, New York business agent of Red Stetson, against that Hollywood radio-film comedian, attorneys in the case requested the suit be taken off the Los Angeles Federal Court calendar. Contract, contrary to Screen Actors Guild ruling, had called for 20% of Stetson’s earnings, it was said. The $120,000 asked, according to the plaintiffs, represented fees due him as manager (Broadcasting, Sept. 14).

How to Listen
TO SHOW the public how to make the best use of radio listening time the Committee on National Morale will issue a 10-cent booklet Nov. 1 titled How to Listen to the Radio. Co-authors are Dr. Louis Berg, psychiatrist; Dr. Matthew N. Chappell, consultant to C. E. Hooper Inc., New York research firm; and Maurice Dreier, radio commentator, currently heard on WBIX, New York. About 100,000 copies will be printed.
“KAISER TAKES 20,000 MEN FROM NEW YORK TO WORK IN PORTLAND (ORE.) SHIPYARDS’...

...that’s headline news to the nation, but it’s getting to be old stuff in Portland where they’ve been swarming in by the thousands for months and the payroll is already 5 MILLION DOLLARS A WEEK ABOVE NORMAL!

IF THERE EVER WAS A BOOM MARKET ..THIS IS IT!.. And all this extra business is velvet for you, Mr. Timebuyer .. because YOU’RE STILL BUYING AT PRE-BOOM RATES on this market’s No. 1 station* ....

KOIN
CBS outlet for Oregon and Southern Washington

*If you have any doubt about the predominant public preference for KOIN in this area.. consult any survey!

FREE & PETERS, INC., National Representatives
Spartanburg Staff
Revised by Brown

Shepherd Named WORD Head; Kirkpatrick Directs WSPA

EXECUTIVE appointments on both WSPA and WORD, Spartanburg, effected with the removal of the stations to new headquarters in Spartanburg Radio Center, were announced last week by Walter J. Brown, vice-president and general manager of Spartanburg Advertising Co.

G. O. Shepherd, of Asheville, veteran broadcaster, was named manager of WORD, BLUE Network outlet, in full charge of its operations. Promotion of J. W. Kirkpatrick, commercial manager of WSPA for the last two years, to station manager, also was announced by Mr. Brown. William J. Ratcliff, former manager of WORD, rejoined the staff of WSPA as night manager and director of special events. Robert A. Shaffer continues as assistant general manager and announcer of Spartanburg Advertising Co.

Asheville Activity
Mr. Shepherd took over management of WWNC in Asheville in 1928 when it was operated by the Chamber of Commerce as an independent outlet. The station later was acquired by the Asheville Citizen and is now operated by the Citizen-Times and is a CBS outlet.

In 1934 Mr. Shepherd entered the advertising and publishing field, in which he has since been engaged. He has been a resident of Asheville since 1919, is a World War veteran, and is a member of Kiffin Rockwell Post No. 2, American Legion.

Mr. Kirkpatrick is a native of South Carolina and a graduate of Clemson. He first was engaged in the automobile business, later became associated with Purina Mills, and afterward became commercial manager of WPFC, Greenville, N. C.

Mr. Ratcliff has been connected with the Spartanburg stations since March, 1941, in several capacities. Before coming to Spartanburg he was program director of WIZE, Springfield, O.

Griffin in Florida

GRIPPIN MFG. Co. has launched its annual Florida campaign for the Polish Oct. 12, using transcribed announcements and live copy 12 times weekly on about five stations. This year's advertising is expected mainly at the large group of service men stationed in Florida, and will last for four weeks, instead of the usual limited seasonal period. Griffin is currently engaged in a campaign of transcribed announcements on news programs throughout the state. The Agency is Birmingham, Castlemale & Pierce, New York.

INSPECTING new 10,000-w. transmitting plant of KMPC, Beverly Hills, Cal., before the dedication ceremony recently are (l to r) H. H. Linden, chief of Los Angeles FCC office; L. C. Sigmon, KMPC chief engineer, and Dr. Lee De Forest, father of modern radio broadcasting. Entire first day of new transmitter was devoted to War Bond sales, with all commercials cancelled.

Program to Rebuild Broadcast Tubes Announced by RCA; Vance Given Post

ANNOUNCEMENT of a rebuilt tube program for broadcast stations, designed to alleviate the tube shortage to some degree, was made by RCA Mfg. Co., Camden, last week by L. W. Teegarden, manager of its Tube and Equipment Division.

Simultaneously, appointment of Harold F. Vance, former RCA broadcast engineering sales executive, as engineer in charge of power tubes for broadcast stations and industrial uses, was announced. Mr. Vance left RCA in 1940 to enter consulting engineering practice in Philadelphia. He returned last December to engage in Government sales activity and now has been assigned the power tube post.

Salvage Method

RCA's announcement to the industry on rebuilt tube operations follows in full text:

During the past year, as material and facility limitations have lessened the availability of tubes for broadcast stations, we have devoted considerable study to ways and means of providing the tubes needed to keep this vital service going.

Particular emphasis has been given to the possibility of salvaging through rebuilding the larger types of tubes which use substantial quantities of critical material.

We have, therefore, decided to offer the following plan:

1. Effective immediately, we will be glad to receive orders accompanied by Preference Rating Certificates for rebuilt tubes of the following RCA types: 207, 891, 891-R, 892, 892-R.

2. Acceptance of such orders is contingent upon your making available to us, at no charge, a defective RCA tube of the same type that is in good mechanical condition. Since the yield of rebuilt tubes is considerably smaller than the number of old tubes consumed, we will welcome the return of any additional tubes of the types indicated.

3. The prices of the above types of rebuilt tubes will be 85% of the price of a new tube of same type.

4. In order to expedite rebuilds, rebuilt tubes against defects in workmanship, materials and construction. In addition, adjustments on these rebuilt tubes will be on the basis of 85% of the adjustment that would be made on new tubes of the same type, i.e., rebuilt tubes will be adjusted on the basis of 850 hours or 10 months, whichever occurs first.

5. The charge for attaching radiators or credit for returned radiators will be the same as in the case of new tubes.

6. Orders must have WPB rating sufficient to use the critical materials required and to ship the rebuilt tube.

7. Rebuilding of tubes can be scheduled only as facilities are available that are not being used for new tube war production. For that reason, we cannot extend delivery promises or supply availability information.

8. All correspondence, inquiries, orders, etc., relative to the rebuilding of tubes, should be addressed to the attention of Mr. H. C. Vance, Tube and Equipment Division, RCA Mfg., Camden, N. J.

9. No tubes should be returned for rebuilding prior to the receipt of specific shipping instructions.

10. Please order the minimum number of tubes that are essential to your station operation.

11. We reserve the right to cancel any orders or discontinue this plan at any time without notice. This policy is subject at all times to WPB regulations currently in force at time of shipment of the rebuilt tube.

NORTHERN PUMP CO.
ON FULL NBC NET

NORTHERN PUMP Co., Minneapolis (institutional), an industrial firm engaged in war production, on Oct. 10 started sponsorship of a Saturday afternoon quarter-hour commentary series on NBC with Upton Close as commentator.

Program, broadcast on the full NBC net of 25 stations at 5:45-6 p.m., with a repeat for the Pacific Coast at 7:45, carries industrial information aimed at war workers and stresses the need of greater and more efficient war production.

Sponsorship of Upton Close, who is also heard on 127 NBC stations for Shaeffer Pen Co., Sundays at 3:15-3:30 p.m., represents the first venture into radio by the Northern Pump Co. Contract for 13 weeks was placed through BDDO, Minneapolis.

NBC-Chicago Changes

THREE DIRECTORS have been appointed to the program staff of NBC-Chicago. Al Morey has been named a musical director, Wheeler Wadsworth, transcription director and Robert R. Heck, dramatic direc-

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Mr. Heck was former program director of WNAD, U of Oklahoma station at Norman.

Award Deferred

ORIGINALLY scheduled to close Oct. 1, the contest period for entries in the H. P. Davis National Announcers Award has been extended to Oct. 24, by decision of the judges. Reason for the extension is the difficulties experienced by announcers in preparing recordings of their announcer entries. The Davis memorial, an annual contest, gives awards to two announcers, a national winner and one national winner, selected from staff announcers of NBC stations.

Barry on Yankee Net

JOHN BARRY, Boston newspaperman and radio news commentator, begins his Frontline Headlines On Yankee Net program after WNAC, Boston. Running thrice-weekly, the program will be sponsored by the National Shawmut Bank of Boston.
Schaefer adds extra period

And now in the beer field, one of the most competitive in New York, WEAF has proved itself a successful salesman. Yes, its barrage of high-ranking network programs is one of the reasons. But its specially-designed, well-produced local shows also help make WEAF New York's most popular station. Ask us for facts on these shows. One of them is probably designed to do just the job for you that the "Schaefer Revue" is doing for Schaefer. Could be. Call Spot Sales about it.

Val A. Schmitz, Advertising Director of the F & M Schaefer Brewing Co., congratulates S. D. Gregory, WEAF Manager, on the station's showing as he gives him the contract for another quarter-hour.
GAMS THEY LEFT BEHIND were photographed by WGAB, Cleveland, for the station's mimeographed newspaper specially prepared for the boys in the service. The legs belong to the secretarial staff of the station and the pictures were arranged to conceal the identity of the owners as a test to see whether the boys could identify them. It's all part of a contest and the winners will receive cartons of cigarettes.

Winchell and McCarthy Leading Hooper Ratings

THE Sept. 30 Hooper "First 15" national program ratings show Walter Winchell (who was fourth on the Sept. 15 list) up in first place with a rating of 22.1, Charlie McCarthy and Radio Theatre, both of which returned to the air in September after summer vacations, are second and third respectively, with 22.0 and 20.7, while the Aldrich Family is fourth with 20.2.

Others in the first 15 list, in order, are Frank Morgan, Fanny Brice, Mr. District Attorney, Kay Kyser, Rudy Vallee, Music Hall, Mayor of Our Town, Take It Or Leave It, Truth or Consequences, Your Hit Parade, Kate Smith and How'm I Doing, Red Skelton, who returned to the air in September. Leads the list of programs measured by partial rather than full "national" interviewing coverage, with a rating of 18.6.

Caroline in Midwest

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnot Milk Compound) has placed one-minute announcements six times a week on five stations, WDZ, Tuscola; WMBD, Peoria; WIND, Gary, Chicago; WCBS, Springfield, Ill; WSBT, South Bend, Ind. Agency is Henri, Hurst & McDonal, Chicago.

Radio Propaganda

COURSE in radio propaganda in wartime is given at the U of Michi- gan by Prof. W. Aldo Abbot. Lectures and extensive reading cover "radio as a psychological weapon, goodwill builder, and public relations medium; analysis of foreign shortwave and United States standard band broadcasts; censorship practices; dramatic, news propaganda programs." Current books and magazine articles, including several features from BROADCASTING, are in the reading recommended for background.

McGillvra's Charter

JOSEPH HERSHEY MCGILL- VRVA, station representative, was incorporated last week in Albany to conduct radio business in New York, while stock in the firm was distributed among various members of the organization, heretofore personally owned by Mr. McGill- vrva. Capital stock is 200 shares, no par value.

Gregory in Veterans Club

SHERMAN GREGORY, manager of WEAP, New York, has been appointed charter member of the Twenty Year Club, an organization for radio veterans headed by H. V. Kilbourn, WCCO. Gregory started his own station, BABZ, Pierce, S. D., Oct. 1, 1910.

Well, You Will!

THIS actually happened, CKOC, Hamilton, Ont., reports.

The telephone at Liberty Women's Wear, Hamilton, rang at 9 o'clock on Wednesday morning, following the store's first presentation on the air from CKOC on Tuesday night at 8 o'clock. The first episode of You Can't Do Business with Hitler. Said a deep, guttural, German-like voice at the other end of the line: "Are you the store that broadcast the program You Can't Do Business with Hitler last night?" Liberty answered, "Yes." The guttural voice returned, "Well, you will." And hung up!

WINS Granted 10 kw. As 50 kw. Transmitter Is Given Up to Aid War

IN AN UNPRECEDEDED action, the FCC last Tuesday granted WINS, New York, an extension of its construction permit for installation of a 50,000-watt transmitter until Nov. 3, 1944, in view of circumstances beyond its control, and at the same time granted the station a construction permit for full-time operation.

The Hearst-owned station has surrendered its 50,000-watt trans- mitter to the Government for "urgent war needs", the FCC said.

In the light of these circumstances, the Commission made WINS a construction permit to increase its power from 1,000 to 5,000 watts and change its hours of operation to unlimited time and install a new transmitter and directional antenna for day and night use on the 1000 kc. channel. Simultaneously, it granted it a concurrent construction permit to increase power to 10,000 watts on the same frequency and to install a new transmitter.

Will Begin at 5,000 Watts

Under these authorizations, the station first is expected to operate with 5,000 watts fulltime and afterward step up its power to 10,000 watts, as soon as the necessary additional equipment becomes available and is installed.

The virtually unprecedented ac- tion of the Commission in extending the WINS 50,000-watt construction permit for two years—the limit allowed under existing licensing procedures—was in recognition of the necessity of giving the Government, it was learned. Even though the new 50,000-watt transmitter had been virtually installed, it registered no proof when the QWV of Overseas Branch sought the transmitter for use abroad. The station, by the action, is assured of reinstatement of the authorization to use the full-time power of 50,000 watts as soon as the war emergency is over and equipment is available.

A NEW TRANSMITTER, operating on a frequency of 50,000, was inaugurated by BRC Oct. 4, for its North Ameri- can Service.

WWVA and KVOO Given FCC Grants

Full-time Operation Granted For Both, Using 50 kw.

PAVING the way for prompt full-time operation with the maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, the FCC last Tuesday granted both stations modification of construc- tion permits which took into account the critical materials situation.

WWVA already is set for 50,000-watt operation fulltime on the 1770 kc. channel while KVOO has only to make adjustments in equipment and supply proof of performance. The Tulsa station has been operating with 50,000 watts day and 25,000 watts night pending these adjustments.

Changes Provided

The FCC engineering department authorized slight variations from the original permits of the two stations for 50-kw. operation in view of the critical materials situation. KVOO was granted modification of its construction permit to allow changes in its directional antenna and a 50-day extension of commencement and completion dates. The grant was made contingent upon the installation of an antenna system when conditions make it feasible, which will provide proper protection to WWVA and "continue to require the use of the operating field set forth in the standards."

In granting WWVA its modification, which in effect permitted it to begin regular operation with 50,000 watts immediately, the Commission said it authorized changes in its directional antenna for night use "contingent upon a proper directive or directive field set forth in the standards."

Officers Elected

NEW DIRECTORS were elected at the recent meetings of the Western Association of Broadcasters at Vancouver. They are: M. V. Ches- nut, CJVI, Victoria, B. C.; Cecil Berry, CCGF, Grande Prairie, Alta.; Carson Buchanan, CHAB, Moose Jaw, Sask.; Roy Wright, CFAR, Flin Flon, Man. Elected as representa- tives of the WAB on the Board of the Canadian Association of Broadcasters for 1943 were G. R. A. Rice, CFRN, Edmonton, Alta.; H. D. Carson, CPAC, Cal- gary, Alta.; A. A. Murphy, CPFC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver.

CBS Servicemen

CBS had 289 men in the armed forces as of Oct. 2, of whom 165 were from WABC, New York. A breakdown of the figure according to CBS owned and operated sta- tions shows KNX, with 39; WJZ, with 19; WBBM, with 17; KMOX and WCIO, with 16 each; WGBI, 15, and WPTI, 7.
Announcing

* New Ownership
* Improved Facilities
of Radio Station

KTHS
Hot Springs, Arkansas

KTHS, only clear channel station in Arkansas, is now owned and operated by Radio Broadcasting, Inc., with John C. McCormack as president and Kenneth K. Kellam, manager.

Technical improvements have been made to increase coverage and provide better quality of transmission. Programming has been improved and a well balanced local schedule, combined with the outstanding programs of the Blue Network, makes KTHS the ideal medium to reach Arkansas' largest rural audience plus the half million people who annually visit Hot Springs.

Ask Branham Company for details
ASCAP Meeting Is Slated Oct. 29

ROYALTIES for Third Quarter Not Up to 1940 Figure

GENERAL meeting of ASCAP members will be held in New York Oct. 29, it was announced last week. Board meeting for the month will probably be shoved up a week, to the 22d, to permit the board to consider resolutions submitted by members for the meeting.

ASCAP royalties for the third quarter of 1942, while not finally determined last week, were expected to exceed $1,118,000 although not to equal the total of $1,118,000 distributed in the like quarter of 1940, highest third quarter in the Society's history.

Radio Income Down

Although income from radio is considerably lower this year than in 1940, due to the reduced terms of the new contracts with broadcasters, revenue from other sources, such as hotels, ballrooms and restaurants, has been the highest ever achieved by the Society, bringing the total for the three-month period not far below the record.

The board rejected the application of Malcolm F. Block of Chicago to be general manager of the Make Believe Ballroom on WNEW, New York, for a publisher membership in the Society. Board upheld the finding of the membership committee that Block did not fulfill the requirements of ASCAP for membership as a publisher.

Gross, Joins Petry

IRVIN GROSS, associated with WFAA, Dallas, for eight years and for the past two years commercial manager of WFAA-WPAB, Dallas, has been appointed sales manager of WFAA-WPAB, Fort Worth, and KGKO, Fort Worth, has been appointed sales manager of the Chicago office of Edward Petry & Co., station representatives. Beulah Herman, formerly of the Katz Co., Chicago, and here that with NBC spot sales, Chicago, joined the Chicago sales staff of the Petry organization last month.

WEAF Spot Accounts

RAY NELSON has resumed his ad-lib stories on WEAF, New York, with the return of "Advice at Life Oct. 5, sponsored by Beau- mont Labs, St. Louis, for Four- way Cold Tablets on a five-weekly basis. Maryland General Telegraph Co., Baltimore, at the same time started five-weekly participations in a new program of "Advice at Midday," with Ray Nelson as m.c. in the 12:20-12:45 p.m. period immedi- ately following Spite of Life. H. W. Kasprzak, WEAF, handles the Beaumont account, and Joseph Katz Co., Baltimore, is agency for Maryland Pharmaceutical (Rem, Rel).

Windowed Joy

WINDOWED JOY now belongs to Claude Barrere, director of NBC's syndicated program sales. Located in the midst of recording studies in Radio City, his office had been built without windows. To overcome this feeling of repression, he decided to erect a window frame in his office and his wife agreed to fashion appropriate curtains. When this was complete the window still lacked a view. An artist friend provided the mountain scene. At night he also adjusts his blackout shade to conform with civilian defense regulations.

Radio's Role in the War Effort Involves All-out Support of Every Community Patriotic Project, Recent Reports from Stations in Every Part of the Country Indicate

Program directors and promotion managers, aware that the morale and "selling" job will be a major industry activity for the duration, are placing patriotic projects on an organized rather than a "stunt" basis. From everywhere, too, comes evidence that radio is placing its facilities unthinkingly behind projects of other media and organized groups.

During the recent newspaper sal- vage campaign, local stations joined with newspapers to get out the scrap. Typical was WDRC, Hartford, which transcribed interviews with editors of daily papers, publicized the scrap drive on local shows, added tag-lines to announcements calling attention to the impor- tance of scrap, and held "live" interviews with collection officials.

Daily broadcasts were originated at the local scrap salvage depot by WCHI, Ashland, Ky., while WTAD, Quincy, Ill., has opened a drive on its own, to bring in old landmarks, such as iron fences, statutes and fountains still in use for conversion into scrap.

Working With Press

KSTP, St. Paul, worked directly with the local press, with Ken- neth Hance, station vice-president and assistant general manager, as radio chairman of the scrap drive.

The station had daily five-minute music programs, featuring a scrap jingle contest, in addition to plugs on newscasts, news stories and spot announcements. KSTP was careful to credit individual newspapers for ideas they contributed.

SETTLING TO THE TASK

Radio Provides Leadership and Facilities

For All Local Patriotic Activities

RADIO'S role in the war effort in- volves all-out support of every community patriotic project, recent reports from stations in every part of the country indicate.

On their own, NBC and BLUES stations in New York State have a special program to enlist two mill- ion school children in the scrap campaign, with Gov. Herbert H. Lehman and Dr. George D. Stod- dard, State Commissioner of Educa- tion, as speakers.

CBS tried an intensive War Bonds sale drive with Kate Smith devoting an entire day to sales via radio. The singing star put in 26 hours straight from 6 a.m. Oct. 6 to 2 a.m. Oct. 7, broadcasting 28 appeals, and answering personally all phone calls for bonds. Charles Laughton did a similar stint on WEAF, New York, two weeks previous.

At WEAF, now, audiences at studio broadcasts are urged to buy bonds. Though sales are on a vol- untary basis, after a show the stars rush outside to special booths to meet prospective buyers.

Mr. Gross

ST. LOUIS Uses Baseball

ST. LOUIS stations helped Uncle Sam cash in on baseball madness that swept the community at World Series time. KMOX auctioned two world series opening day tickets for $1200, and KWK auctioned 21 baseballs used by Mort Cooper, out- standing Cardinal pitcher, in his string of victories.

Success of the motion picture industry's "Salute to Heroes Month" was assured, in many cities through radio participation. At a special showing of "Wake Island," Jack Mitchell of KTSF, San Antonio, sold $157,000 in bonds. At Oakland, KFO, San Francisco, broadcast a $500,000 Victory Luncheon, with NBC and station officials as guests of honor.

Staff members of WPBO, Cum- berland, Md., participated in a similar Victory Breakfast in honor of Paulette Goddard. The entire event, and ensuing Bond Rally, was broadcast. WRBL, Columbia, Ga., scheduled talent reports boosting facilities to help put over the local Bond Night showing of Wake Island.

Other Promotions

Other promotions in conjunction with motion picture people include: A broadcast by all Detroit stations of Victory Bond Auction at Masonic Temple, featuring Joe E. Brown; Sound movie trailers pushing bond sales, made by KKL, and distributed to Denver theater managers, including KVBO, Tulsa, and KVOR, Colorado Springs, of the Bing Crosby USO unit.

Original radio sales ideas uncovered this week include these head- liners: privilege of shooting a gun at a drawing of Adolf Hitler, off- ered by WOV, New York, to bond buyers; weekly program, Wings Over Carolina, half-hour dramatic sales show on WOLS, Florence, S. C., using talent from nearby Army Camps; half hour variety program Strike Up The Bonds on WEAF, Dallas; series of 21 weekly broadcast- es by the Detroit Symphony orchestra on WWJ, and a daily ad- lib interview program from the bond booths of WJR, Indianapolis, in a lobby of the city's leading hotel.

Two new Bond programs on WNOX, Knoxville, are a five week- ly transcribed musical half hour, and WNOX Radio Barters, a fifteen minute weekly variety The Bondomon, featuring the station orchestra. WQAM, Miami, sends its ace commercial men to local service clubs to sell bonds. KSD, St. Louis, has opened a bond booth, with local clubs and organizations manning it.

WCCO, Minneapolis, sells bonds to members of the studio audience during its Linda Today, a daily variety show, with civic groups as guests of honor at each program. Bond buyers are intro- duced on the stage of a local theater during the show of WBMA, Atlanta's weekly Saturday Night WSB Barn Dance. KSO, Des Moines, is appealing to the youthful audience with bond auctions offering gifts from the Lone Ranger, Superman and other comic charac- ters. WFLF, Philadelphia, had a five-day campaign to raise $100,000.

Success of some local campaigns is evidenced by WLV, Nashville, which has raised $767,000 in four weeks at its centrally located Bond Site; KDKA, Pittsburgh, raised $211,000 from its bond sale with Western Electric; WPAT, Paterson, passed its September quota of $500,000; Jim Cooper, new- caster of WBNS, Columbus, alone has sold 500,000 bonds; WSB, South Bend, reports that Franklin D. Schurz, station man- ager, and chairman of the county War Savings Special Events com- mittee, has put over the local War Bond sales for last month, raising $2,929,454 when only $1,226,700 was asked.
Sunrise "Country Journal" Delivers Largest Early a.m. Audience in St. Louis Area!

At 5:00 a.m. each weekday morning KMOX two-hour COUNTRY JOURNAL opens the St. Louis broadcasting day. It leads off with the Ozark Mountaineers, featuring the top-flight hillbilly songstresses, the Miccoli Sisters.

Next comes big following Fred Kirby with hymns and homely philosophy, followed by the latest Headline Highlights.

Next KMOX famed National Champion Hillbillies take the microphone and furnish the fun.

Next Charley Stookey, CBS Farm Editor, chats with mid-western farmers, followed by the first livestock-market report on the air in St. Louis.

Then more Headline Highlights.

Then a song for the day from Fred Kirby.

Stookey returns to interview an interesting guest.

A final five minutes of Headline Highlights close the program at 7:00 a.m.

The latest Gill Survey says the

KMOX COUNTRY JOURNAL attracts more early morning listeners, both inside and outside St. Louis, than all other St. Louis stations combined.

Twenty-three advertisers, since the first of the year, have made use of this fact to sell bread, soap, shoe polish, furniture, clothing, feed, resorts, drugs and jewelry.

Early Birds interested in converting pennies of advertising cost into dollars of sales will write (or wire) KMOX (or their nearest Radio Sales office) for availabilities of announcements, or five or fifteen minute program strips on the COUNTRY JOURNAL.

KMOX THE VOICE OF ST. LOUIS • 50,000 WATTS

BROADCASTERS have responded generously to the appeal of Maj. W. H. Adams (formerly with KMST, San Francisco) and the little ten-wattter in Kodiak, Alaska, that reviews weather. The northern front is well stocked with program material for the approaching winter, according to a letter forwarded by Howard Lane, CBS station relations in Chicago.

Referring to an article in BROADCASTING, July 20, appealing for programs, Major Adams wrote, "I have already had many good records and transcriptions being coming in, and we welcome the little station sounds like a series.

Writers of War Books Interviewed on Program

FIRST radio project of the radio committee of the Council on Books and Wartime, got under way last week with launching of a weekly series on WQXR, New York, titled "Books Are Bulleted" and conducted by Robert Trumbull.

The program presents interviews with writers of current war books, beginning with the book announced by the committee to promote books, which explain the war or aid the war effort, such as via radio (BROADCASTING, Aug. 3).

The Council has arranged for the inclusion of eight to ten-minute program segments in war books, in the regular "Treasury Star Parade" series, a part of the Oct. 20 release of the series. Adaptations of The Raft, by Robert Trumbull, and See Here, Private Hargrove, will follow. Selections will be chosen to demonstrate the need for buying war bonds, in keeping with the purpose of the Treasury Star series, aired on approximately 800 stations throughout the country.

KELD Joins Blue

KELD, El Dorado, Ark., on Oct. 1 joined the BLUE network as a bonus outlet to the network's South-Central group, bringing the network's total number of affiliates to 140. Owned by Radio Enterprises, KELD operates on 1400 kc, 250 watts, fulltime.

SERIES TRANSCRIBED

Gillette Sends Discs of Games To Armed Forces:

FOR THE entertainment of armed forces overseas, Gillette Safety Razor Co., sponsor of the World Series games on MBS, is sending by mail to camps all over the world some 500,000 sets of 12-inch records containing the full broadcasts of the five Series games.

Recorded by World Broadcasting Co., the discs can be played at camps having playback equipment, giving soldiers, sailors and marines an enjoyable substitute for the complete games if they were unable to hear them during the actual broadcast via shortwave. Agency in charge is Maxon Inc., New York.

MOST SUCCESSFUL YEAR since organization of the Oklahoma Network was completed recently with the signing of two contracts of officers. Robert D. Enoch, manager of KTOK, Oklahoma City, and Managing Director of the Network, was elected president, replacing Joe Lee of KFGG, Shawnee, Attending the meeting, seated, l to r, Weldon Stamps, KADA, Ada; Hugh Feltis, BLUE Network station relations representative; H. V. Hough, WBAP, Fort Worth; George Abernathy, attorney, and Joseph W. Lee, KFGG, Shown standing, Mr. Enoch; Albert Riesen, KXSO, Ardmore; Hillsie Bell, KXSO; Milk Garber, KCRC, Enid, and Jimmy Berry, KBIX, Muskogee.

LUCKIES PONDERING NEW CBS PROGRAM

HEDDA HOPPER, Hollywood columnist and commentator, sponsored thrice-weekly under title of "Hedda Hopper's Hollywood" by California Pacific Gas Exchange, Los Angeles (Sunkist oranges, lemons), on 46 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EWT), ends that three-year association with the broadcast of Oct. 28.

Present contract with the citrus cooperative association calls for her exclusive services. It is understood the series will be starting Nov. 2 with a thrice-weekly quarter-hour comedy-drama titled "Today With the Dancues," utilizing a new CBS station list. Written by Fred Runyon, the series was recently tested successfully on midwestern stations.

It is reliably reported that American Tobacco Co. (Lucky Strike cigarettes), has signed Miss Hopper for a featured spot in a new CBS program scheduled to get under way shortly. Under working title of "CBS Looks at Hollywood," several proposed programs for the fall are currently in audition in Hollywood for consideration by George Washington Hill, president of the tobacco firm, and Miss Hopper, billed as Luckies Leading Lady, and doing a Hollywood chatty spot with a pick of the Pick of the Week, was featured in each audition.

Besides rating and previewing motion pictures, program will otherwise reflect the Hollywood scene in histrionics, music and chatter. William S. Paley, chairman of CBS, suggested the original program idea, which was later taken up by Mr. Hill, who incorporated his California Fruit Growers Exchange and American Tobacco Co. are both serviced by Lord & Thomas.

So. Cal. Committee

TO HANDLE all wartime and defense activities of the Southern California Broadcasters Assn., Lawrence W. McDowell, newly-elected president, appointed an executive committee for the ensuing year, Van C. Newkirk, director of program operations of Don Lee Broadcasting System, was made chairman, with balance of the committee including Donald W. Thornburgh, WABC, New York; George S. L. Kingshaw, manager, WMGM, Los Angeles; Lee - Carter, manager, KFTR, Hollywood; Richard F. Connor is radio coordinator of the SCBA. Mr. McDowell is commercial manager of KFOX, Long Beach.

Samuels to Atlantic

HARTLEY L. SAMUELS, assistant to the director of program promotion of CBS, last week joined the Atlantic Network of the Southern California Broadcasters Assn., as manager of network promotion and public relations, according to General Manager Edward Codell. Coming to the CBS in August 1938, Mr. Samuels joined the network's sales promotion staff a year later, becoming assistant to program manager in January, 1940.
Some fine day, lad, the booming of the big guns will be stopped ... the chilling screech of falling bombs silenced. Forever, we hope.

Then will come your day. Not an easy one, either. It's going to be up to you to keep the wheels of business and industry turning. You'll have to create, buy, sell things never dreamed of before. You'll have to live in and run a brand-new world. It will take more than willing hands and big muscles ... lots more "above the ears" than most folks ever needed. That's why, right now, it's time to keep your eye on the blackboard and your ear on the schoolroom radio.

Yes, American Radio is helping make you ready for the future, too. In Michigan, for example, more than fifty educational programs, specially produced by Radio Station WJR, are picked up every month for classroom listening. It's being done for you, lad ... to fit you for that busier day.
New Section to Handle Broadcast News

Is Created at OWI Under Arthur Force

TO EFFECT more complete news coverage for radio stations and networks the Office of War Information has named Arthur Force, former night news editor of NBC as editor of the radio news section of the OWI news bureau. Practically, the new unit will serve in the capacity of stations, radio press associations and news commentators.

Until now there has been no mechanism within the structure of the OWI to care particularly for radio's news needs. Through the new unit radio press associates will be kept informed of stories as they are about to break and any special requests for information will be sent to central networks, stations and correspondents. It is hoped that the OWI will aid in the same way through the main office of OWI in Washington as well as through the various field offices throughout the country.

Specialized Programs

It is also planned to feed specialized programs such as women's features with local angles and general background. Most of the information will be likely cleared through field offices however, through teletype connections linking those regional offices with Washington headquarters. At present there are no personnel in field offices designated to handle radio news queries and part of the over-all structure of the OWI is designed for the designation of such people in each branch office to facilitate news coverage for the nation's stations.

Mr. Force spent the past two years with NBC as night news editor before joining OWI. Previously he had been with the New York World Telegram, and other papers in Detroit and Cleveland.

The list of regional and field offices, with directors, follows:

atlanta (Ga., Fla., Ala., Tenn., Miss., Fla.): Atlanta Times-Telegraph, 1724 Peachtree St.; Tel.: Walnut 4121; Birmingham, Irving E. Rizzau, Sr.; Nashville, Robert N. Twisdale, 222 Lynch Bldg.; Tel.: S-6012, Ext. 25; Memphis, Erwin Jahnson, 202 Broad St.; Tel.: S-7741, Ext. 17, evening: S-7358; Montgomery, James Shipley, 811 Selma Bldg.; Nashville, Jack Bonduard, 909 Blakeman Bldg.; Tel.: White 2921.

BOSTON (Mo. N. Y., Vt., Conn., R. I., Mass.)—E. Bigelow Thompson, 17 Connecticut Ave. West; Tel.: Trinity 6-500; Ext. 22; Hartford, Alfred W. Louden, 113 Farmington Ave.; Tel.: T-6261; evening, T-6261; Montpelier, Harold Bergman, Pavilion Hotel, Tel.: 1700, evening: 37.

chicago (Ill., Wis., Mich., la., Ind.)—Paul Jordan, William F. Sullivan

It's ALL eyes on Joseph De Luca, president of Nu-Ox Products Co., Long Island City, as he signs a 13-week contract with WWRL, New York, for the "Klenzol Talent Quest" weekly half-hour show. Program, featuring amateur talent, promotes the firm's contest to find the "Klenzol Postman of the Year" (1 to r) behind Mr. De Luca are Bert Stanley, m.c. of the show; Georgette Wray, poster girl for 1941; Tom Delaney, WWRL salesman; Joan Curley, 1942 poster girl, and Edith Dieck, WWRL assistant general manager.

Savings Tubs

Booklet Suggests Methods Of Lengthening Life

ADVICE on how to prolong the life of radio transmitting tubes is offered in an eight-page booklet available on request, recently published by the Radio, Television & Electronics Dept. of General Electric Co., Schenectady, N. Y.

Illustrated with cartoons, and containing concise statements on tube care, the booklet is designed to help owners of pure tungsten- filament tubes, mercury vapor tubes, and thoriaated tungsten tubes.

RKO Film Promoted

RKO radio pictures, New York, in promotion for "Pride of the Yankees" with the World Series games, sponsored a special all-day campaign of spot announcements daily on the four New York stations, WMCA, WOR, WNEW and WJZ. The announcements gave the latest score of that day's game along with commercial urging listeners to see the moving picture. Agency is Donahue & Co., New York.

James S. Vance

JAMES S. VANCE, 66, founder of WJSV, Washington, died Oct. 3 at his home in McLean, Va., where he has lived since his retirement from business a year ago. He founded the station in the early 20's and retained control of the operation until 1935 when it was sold to CBS. He also was the publisher of the American Protestant. When his retirement. He is survived by his wife and a married daughter.

New York (N. Y., N. J.,—Clifton Reed, 769 Chauncey Bldg., 12 E. 42 St.; Tel.: Murray Hill 6-1565; evening; Murray Hill 5-4609; Francis Carlisle, OPA Information Officer, Empire State Bldg., 350 Fifth Ave.; Tel.: Kricka 5-7400; Alex Ross, State OPA Office, 536 Fifth Ave.; Tel.: Kricka 5-7400; Philadelphia, H. R. Brand Bldg.; Tel.: Madison 3160; Madison 1140; Philadelphia, GE Indemnity Bldg., 29 Washington Pl. Washington.

PHILADELPHIA (Pa., Del., Md.)—Howard Brown; Cumber run Bldg.; Tel.: Local 3416; Baltimore, Yale Merrill, 1932 Baltimore Trust Co., Tel.: Plaza 6100; Pittsburgh, Harry Rodenstey, 670 Fulton Bldg.; Tel.: Grant 3946.

RICHMOND (Va., N. C., S. C.)—William Howard, Commerce Bldg.; Tel.: Richmond 3-8183; C. D. Stuart, Babb, 410 Liberty Life Bldg., Newport News, Va., Tel.: Norfolk 8-6110; Walter Hotel, Tel.: 3-1903; 3-1901.

SAN FRANCISCO (Calif., Idaho, Wash., Ore., Mont., Ark.)—Dean Jennings, Western Merchandise Mart, 1338 Market St.; Tel.: Klopke 5-2690; Los Angeles, Howard Freeman, 320 Western Pacific Bldg., 200 Main St., Tel.: 3-0811; Richmond, R. C. Fortland, 515 Bell Bldg.; Tel.: Atwater 7244, S. S. Howard, 640 Henry Bldg.; Tel.: Elliott 0500.

Sponsors Signed on McCann Series

McCANN LABORATORIES, New York, cooperative sponsor of "Pure Food Hour on WOR, New York, for member food producers (BROADCAST, Sept. 7), has six sponsors for the five-weekly program, which returned to the air Sept. 1.

Among those confining their radio advertising to promotions in the series are: Hawaiian Pineapple Co., New York, for Pineapple Products, through N. W. Ayer & Son, New York; and R. V. Dale, Chicago, for New York, marmalade, through Gotham Adv., New York.

Other sponsors are Dugan Bros. of New Jersey, Newark, who are placed through Charles Dallas Beach Co., Newark; Richmond-Chase Co., San Jose, Calif., for Heart's Delight Canned Ripe Peaches, handled by Wank & Wank, San Francisco; and P. J. Ritter & Son, Rockford, Ill., for Tobacco Catsup, through Clements Co., Philadelphia. Also Mother Hubbard Distributors, New York, and thru. Red Cross Cereal Co., New York. Agency is handled by H. C. Morris & Co., New York.

Coast Book Hookup

DOUBLEDAY DORAN & Co., New York, using network radio for the first time, has signed for a weekly five-minute segment on BLUE's "New York's Saturday, Thursday, on 13 Pacific Coast stations for an indefinite period, following a test campaign of two participations. Firm is currently running in an extensive spot radio campaign for Book League of America, a subsidiary, offering two books available by mail order, in an effort to build up a list of subscribers [BROADCASTING, Oct. 5]. The network advertising is a phase of this campaign. Huber, Hoge & Sons, New York, handles the account.

Music Meets Dropped

NATIONAL Federation of Music Clubs has cancelled its triennial spring convention, and will substitute during National Music Week at the close of the program period, known as American Music Festival of the Air. Although plans have not yet been settled, it is likely that network radio will be used. Music directors of the major networks, meeting with the Federation recently, offered cooperation to the fullest extent possible in carrying out the project.

Rhodes Advanced

RAY ROHDES, for several years account executive of the NBC in San Francisco and more recently associated in that capacity with the BLUE Network, has been appointed sales manager of KGO, BLUE affiliate in the Golden Gate city. He assumes his new duties Nov. 1, succeeding J. O. Schenck, who has been re- signed to engage in the radio work in New York.

KEN NILES, announcer of CBS, Hollywood, is completing a trailer tour for the "Curtain Call" and will make transcribed spot announcements for the 29th Century-Fox film, "Life Begins at 8:00."
THE AREA KEX SERVES IS ONE OF THE MARKET "BRIGHT SPOTS" OF AMERICA; IT IS A REGION OF BASIC RESOURCES - NOW DEVOTED ALL OUT TO WAR PRODUCTION. THREE OF THE FAMED KAISER SHIPYARDS ARE LOCATED HERE!

THE WAR-INDUSTRY WORKERS IN THE KEX MARKET ARE HIGHLY PAID - AND THEY'RE EAGER TO BUY! FARMERS, LUMBERMEN, CATTLEMEN AND OTHERS HAVE THE HIGHEST SPENDABLE INCOME EVER.

ACTIVE AND AGGRESSIVE LOCAL PROMOTION KEEPS LISTENERS INTERESTED IN KEX - "THE VOICE OF THE OREGON COUNTRY"!

IN SPOT-BUYING IT'S ESSENTIAL TO GET PROMPT ACTION ON AVAILABILITY INQUIRIES. KEX GIVES IT TO YOU - ALONG WITH A HELLUVA LOT OF COOPERATION EVERY STEP OF TH' WAY!

IT'S A PLEASURE TO DO BUSINESS WITH KEX - EASY, TOO! JUST CONTACT THE NEAREST PAUL H. RAYMER OFFICE, OR WRITE OR WIRE DIRECT!

THE WAR-INDUSTRY WORKERS IN THE KEX MARKET ARE HIGHLY PAID - AND THEY'RE EAGER TO BUY! FARMERS, LUMBERMEN, CATTLEMEN AND OTHERS HAVE THE HIGHEST SPENDABLE INCOME EVER.

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Radio Maintenance Materials Under New Preference Rating

Still Better Classification May Be Sought to Insure Acquisition of Material as Needed

IMPROVED preference ratings to permit the acquisition by radio stations of material necessary for maintenance and repair but it seems likely that the rating may have to be improved to insure the acquisition of materials when needed. At present WPB officials seem optimistic about their ability to obtain material with such a rating for they maintain that essential needs such as those of broadcasting serve as one of the prime bases in determining actual allocations. This rating is not applicable to any request for aid unless the maintenance station seeking aid complies with nine conditions imposed by the order:

The rating may not be used to replace in inventory any spare part used in tube for each active tube socket.

The rating may not be used to replace in inventory any spare part which replacement is required to be operated to failure.

The operator must return to the manufacturer any power tube rating at 25 watts or more which has failed unless the tube is to be repaired.

Equipment which has failed must have been operated within three months as specified by the manufacturer.

The rating may not be used to build up inventory of operating supplies other than tubes, in excess of requirements for a three-month period.

The operator must be actively engaged in one of the activities listed on Schedule A, attached to the order, or must receive authorization for his installation from the Director General for Operations of WPB.

Text of WPB Order P-135 which replaces P-129 to effect these changes is:

(a) Definitions For the purpose of this Order:

(1) "Operator" means any individual, partnership, association, business, trust, corporation, receiver or any form of enterprise, whether incorporated or not, the United States, and the several states thereof, and any political, corporate, administrative, or quasi-judicial body or agency, or any division or agency thereof, to the extent engaged in any activity listed in Schedule A hereto.

(2) "Material" means any commodity, equipment, accessory, accessory, or product of any kind.

(3) "Maintenance" means the upkeep of an operator's buildings, structures, and equipment, including sound equipment, while he is in business, without regard to whether he is engaged in any activity specified herein.

(b) Restrictions on Inventory and Use. Such rating hereby assigned may be applied by any operator provided:

(1) Such rating is not used to replace in inventory any more than one spare part at one time as specified.

(2) Such rating is not used to replace in inventory any accessory or part which replacement is required to be operated to failure.

(c) Violations. Any person who willfully violates any provision of this Order, or who, in connection with this Order, willfully conceals a material fact or furnishes false information to any department of the United States or the President in the prosecution of a crime, and upon conviction may be punished by fine or imprisonment. In addition, any such person may be prohibited from making or obtaining further deliveries of, or from processing or using material under priority control and may be deprived of priorities assistance.

Issued this 8th day of October, 1942.

Ernest Kallner,
Director General for Operations

SCHEDULE A

1. Radio Communications, including broadcasting
2. Recording for Commercial Purpose

Denver Hookup
BROADCAST loop has been installed between Lowry Field, Col., and the control room of the Rocky Mountain Radio Council, completing a wire connection between the post and the five Denver radio stations. Under the arrangement, programs originated at Lowry Field are relayed through the Radio Council to the station handling the show. First Production, Pass in Review, was presented on MBS through station KFEL.

(Lesson 9443) be an official duly authorized for such purposes.

Certification

The undersigned purchaser hereby represents to the seller and to the War Production Board that he is entitled to apply for and receive the materials now indicated opposite the items shown on this purchase order, and that such application or extension is in accordance with Priorities Regulation No. 3, as amended, with the terms of which the undersigned is familiar.

Name of Purchaser.

By: (Signature and title of duly authorized officer)

Address.

Date.
They work together better... because they can talk together.

In a war of movement
The scout car's job
Is to feel out the enemy
And report its information
Instantly to the main body.

So Uncle Sam's half-track scout cars
Are equipped
With modern radiotelephones
That flash the word to other units.

Teamwork like this
Is important
When minutes mean the difference
Between winning a battle
And disaster.

Modern communications equipment
Designed and manufactured
By IT&T associate companies
Is helping Uncle Sam
Coordinate his fighting forces
On land, sea and in the air.

The broad peacetime experience
Of IT&T
In the field of communications
Is proving its value in time of war.

International Telephone and Telegraph Corporation
67 Broad Street, New York, N.Y.

IT&T
Associate Manufacturing Companies in the United States
International Telephone & Radio Manufacturing Corporation
Federal Telegraph Company
The Best Programs in the World
ARE ON WMAQ

CONSEQUENTLY . . .
The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.

OBVIOUSLY . . . .
The first station in Chicago is WMAQ.

The station most Chicagoans listen to most.

For further information, write or telephone your nearest NBC representative.

Purely Programs

For Child listeners, WMCA, New York, has two programs, including a news period and a novel comic show. News for Young Americans, an experiment in simplifying news for children of grade school age, is a resume of the week's news in which foreign names and customs are linked with familiar associations to aid in understanding and retention of news. David Anderson, night news editor of WMCA, writes the scripts for the series, which may extend to a daily news summary if successful. Radio impersonations of famous characters in comic strips are presented on Toy Town Tooters with the aid of a variety of novelty instruments, played by Eddie Lewis and Lou Herrman. Both programs are heard on Saturday.

Wartime Economy for Women
TO INSTRUCT women in their wartime duties is the purpose of quarter-hour weekly program, Army Post Office, aired on KEX, Portland, Ore., with the cooperation of the Consumer Division of the Office of Price Administration. Jean Morrison of KEX artists staff recently wrote a letter written by a war widow to her husband overseas, telling what she has done around her home, new shopping habits, cleaning shortcuts, time-savers and other helpful suggestions to women. Parts of the letter are dramatized for listeners.

War Incidents
A NEW weekly Canadian Broadcasting Corp. network program, Comrades in Arms, dealing with the combined operations of Canada's navy, army, and air force. The opening episode on Oct. 2, gave Canada a word picture of the Dieppe raid. The second dealt with the running fight of the Canadian destroyer Assiniboine and the German submarine which it sent to the bottom recently after capturing the crew. Subsequent programs will deal with a variety of war incidents and operations on land, at sea and in the air. Program is scripted by the radio public relations officers of the three services.

Psychiatry
PSYCHIATRY in its relation to the normal person is presented by leading medical specialists in a new series of the CBS Highways to Health programs, marking the first time in the 10-year history of the broadcasts, that the merits of psychiatry have been discussed. Emphasis is placed on the role of psychiatry in living, particularly in regard to national morale, selection of candidates for the armed forces, and other wartime phases of the subject.

News for Youths
ANALYSIS of the day's war news for youngsters of school age is being provided by WCAU, Philadelphia, in a daily series of comments handled by Catherine Clark. Titled, Today's News For Children, appeal is to youngsters from 12 years of age to those in the high school grades, giving the background and significance of the day's war headlines. The program is also offered as an adjunct to classroom work.

Marco Polo
ORIENTAL wonders are recounted on The Travels of Marco Polo, new quarter-hour Sunday program on KGW, Portland, Ore. With a background of organ music, Dick Rand, veteran actor and announcer, reads the familiar stories of the fabulous European traveler.

Spilling the Beans
JOSEPH F. DINNEEN, featured writer of the Boston Globe for the past 20 years, uses the title of his own daily column Spilling the Beans as the name of his five-weekly series of 15-minute commentaries on WORL, Boston. Program includes general news, war developments, and, from time to time, figures in the public eye as guests.

Successful Writers
FEATURING writers who have achieved success, the California Writers Club Round Table has started a series on KROW, Oakland, Cal.
“Hello! Is This Mom?”

NEW SERVICE show on WTMJ, Milwaukee, is Furlough Fun, sponsored by the Robert A. Johnston Co., local cookie, candy and cracker manufacturers. Broadcast from USO headquarters, the popular program features interviews of a half-dozen service men by Bob Heis, emcee. The lucky men whose numbers are drawn from a hat prior to the program, are given a chance to speak to their families over long distance telephone. Part of the conversation is aired. Then the service man retires to a secluded corner where he continues his phone call.

Spot for Girls

DESIGNED to serve as preview spot for feminine announcers, producers, engineers and men, as well as talent, a weekly half-hour all-girl variety show Victory Belles, has been started on KNX, Hollywood. Featured are Beverly Jean Porter, vocalist; Mabel Todd, comedienne; Music Maids, vocal group, and an all-girl orchestra.

War Problems

STRESSING importance of the farm in our national life and tying in with the war effort a new five-weekly quarter-hour dramatic series, We, the Living has been launched on NBC Pacific Coast stations, Monday through Friday, 9:45-10 a.m. (PWT). Written and directed by Howard Keegan, the series was inaugurated Sept. 28. Centered around three generations of an Ohio family in a farming community, series portrays their individual and personal problems which continue despite the war.

Call Letter Title

DURING the hours between 12 noon and 6 p.m. on weekdays, WBNY, Brooklyn, offers We Bring You News, program using the station’s call letters and presenting news every minute on the minute as it is received off the AP and INS wires, edited, and broadcast by four announcers. Program is subdivided under world headlines and news, and national headlines and news.

Personal Problems

OFFERING aid and advice to men and women with difficult personal problems, WNEW, New York, has launched a Sunday series of discussions by Dr. Lester F. Mils, New York psychologist. Dr. Miles answers questions about marriage, children, occupational problems, and the effect of the war on individual personalities.

Strictly Light

TO MEET the demand for light radio entertainment, WHN, New York, has started a two-hour daytime variety program of song, comedy, band, spot highlights, newscasts and other amusement features. The six-weekly series is titled Gloom Dodgers.

The Underground

INTERWEAVING fact with fiction, Major V, new serial on WWJ, Detroit, tells the story of an American engineer, stranded in Germany at the outbreak of the war, who stays to fight on with the captive peoples.

**Where COVERAGE brings RESULTS**

Right at the time that WSIX steps up its power and frequency, the Nashville market blooms out as one of the key sales areas of the entire South.

Unprecedented prosperity here makes this market ripe for intensive coverage, supplied to your order by one medium—WSIX with its new 5,000-watt power and 980-kilicycle frequency.

Make your own check-up—but make it NOW. Wire for full information.

**SPOT SALES, INC., National Representatives**

$SALE$ POWER

$5000 WATTS

$980 KILOCYCLES

WSIX at 980 KILOCYCLES

“The Voice of Nashville”

NASHVILLE, TENN.
Sour Fiddling

SOMEBODY's fiddling again while Rome burns and Caesar (Jimmy, we mean) plows on, telling Government, public and industry where they can get off musically.

A couple of weeks have passed since the Senate waived its rules and unanimously passed the Clark Resolution for an inquiry into Petrillo's arbitration funds with which to prosecute his suits. The Senate had heard that Petrillo's arbitrary ukases were impeding important war morale work with our troops abroad and at home. It had been told, too, on highest authority that many small broadcast stations would fold unless transcriptions and records are available to them.

Since then there has apparently been much talk, but no action. The Senate Interstate Commerce Committee has a mandate to investigate the whole Petrillo-AMF affair, looking toward corrective legislation. Chairman Wheeler (D-Mont.) hasn't appointed a new subcommittee to carry out that mandate, though he has said one would be named and Senator Clark (D-Iowa) who did such brilliant work in the preliminary study, would be its chairman.

There hasn't been a single voice, in Government or Congress, in support of the Petrillo stand. The Government has seen fit to sue AMF for violation of the anti-trust laws because of his order instructing his members to quit recording for records or transcriptions as of Aug. 1, as well as his other arbitrary edicts.

In some quarters the report is heard that the stakes are too great to risk a musicians' strike, and that negotiations should be initiated with Petrillo for a settlement. Does anyone think for a moment that the Government would stand idly by and permit the entire broadcasting structure to cease operating for a single day? Petrillo has threatened strikes before. He has even called them. But they didn't happen even in peace time. This is war. Radio is an essential implement of war—perhaps as essential as the war plan that have been taken over on Presidential order when labor controversies or strikes developed.

Could it be that some members of the Senate Committee are afraid to tackle a labor issue in advance of the November elections? Failure to follow through on the hearings, after the Senatorial mandate, in our judgment, would constitute a political scandal.

Any thought of negotiating with Petrillo likewise is futile. Look at the rebuffs he has given such Government figures as Elmer Davis, and James Lawrence Fly for the answer. He has openly defied all comers, government and industry alike.

It's unlikely now that the investigation can get under way until after the November elections. Members of the Senate will want to go home for their own campaigns or to help their parties. Senator Clark already has laid the groundwork for the inquiry. The subcommittee should be named promptly so that the inquiry can get under way early in November.

Sensible Censorship

A SENSIBLE and practical approach to the foreign language radio problem has been taken by the Government, without the pyrotechnics and controversy that first punctuated efforts in that direction. Imposition of wartime restraints on programs handled in foreign tongues has been just about the most troublesome and inflammatory problem to develop since Pearl Harbor.

The Office of Censorship has established a foreign language section in its Broadcasting Division. It will assist foreign language station managers in exercising voluntary censorship as spelled out in the Code of Wartime Practices. It will cooperate with the Foreign Language Broadcasters Wartime Control and with stations individually, to prevent surreptitious material from going out over their facilities.

In our judgment, this development will contribute more to the proper operation of the some 150 stations handling foreign language problems than any other move that could have been made. The efficient and sound way in which the Censorship Office has functioned during the 10 months since war began certainly indicates that. Censorship Director Byron Price has surrounded himself with capable assistants, particularly in radio. J. Harold Ryan, assistant director for radio, has been more than considerate in his treatment of the medium. The entire organization, enriched with one of the most delicate tasks of wartime government, has been a model of efficient, common sense operation.

In assigning Robert K. Richards to head the foreign language unit, Mr. Ryan has selected a young executive who already has proved a capable and diplomatic Government official. Drafted by Mr. Ryan as his assistant when he took over the radio censorship post last December, Bob Richards knows radio programs and station operation. The troubles of stations airing foreign language programs, admittedly desirable even in wartime, will be alleviated considerably under this new structure.

Merit Promotions

IT'S THE American way to applaud people who make good. The FCC last week promoted Assistant General Counsel Charles R. Denny, Jr., to the general counselship filling the vacancy created by the resignation of Telford Taylor, who has been commissioned a Major in the Army Signal Corps.

Mr. Denny, despite his youth (he's 30), has had great experience both in private practice and in Government. Before he joined the FCC last February he had served four years with the Dept. of Justice, leaving it after he had become chief of the appellate section of its Lands Division.

Mr. Denny's promotion is strictly on a merit basis. It gives incentive to other members of the FCC's staff, particularly in these hectic times.

There are two assistant general counselships to be filled by the Commission. There are a number of qualified, experienced attorneys on the FCC staff who could step into these posts. Rosel H. Hyde, who is acting assistant for broadcasting, filling in for Lucien A. Hilmer, who has transferred to the Board of Economic Warfare, certainly has the background, experience and executive ability to take over that important assignment. We can think of several others on the Commission's law staff who can take over Mr. Denny's assistant position in the Foreign Countries Bureau. We hope the Commission follows the course of merit promotion in filling these vacancies.
We Pay Our Respects to

Personal Notes

EARL JOSEPH GLADE

WILLIAM S. PALEY, president of CBS, formerly serving as chairman of the drive for the United Hospital Fund, which starts its 64th annual appeal Oct. 19, Mr. Paley has just returned from a trip to England to study radio conditions, during which visit he also studied the work of nurses and hospitals in communities throughout the nation. His recent attachment to the Western United States, was his first appearance on KSL, Salt Lake City, to fill the time. No one in the Salt Lake Tabernacle, where it was heard by nearly 5,000 astounded listeners. Many were in tears.

Backed by Mr. Fitzpatrick, now also first vice-president of KSL, Earl brought to Salt Lake City the historic Dempsey fights with Carpentier, Firpo and Tunney. The line charges on each of these features averaged $800. The two were all "public-addressed" on the Salt Lake Tribune, where fully 20,000 fans gathered at each bout to cheer Utah's own Jack Dempsey.

Earl is the originator of the coast-to-coast network broadcast of the Salt Lake Tabernacle organ and choir, now in its 14th consecutive year. The president of the Salt Lake Tabernacle, Earl J. Glade, has been chairman of the program for the West Coast for his field work for KSL and CBS. He is a popular public speaker and has filled numberless assignments in this capacity at universities, service clubs, trade associations and churches throughout the Salt Lake Valley.

He is now vice-president and a member of the board of directors of KSL. In his public relations contacts for the station, he is devoting a generous share of his time to Government activities. He is chairman of the Salt Lake City local board of Selective Service and is also state chairman for Utah of the USO.

In a church capacity, he is a member of the general board of the Deseret Sunday School Union, and the organization numbering 400,000 members.

He also financed and built station KLO at Ogden, Utah during the earlier days of radio. Many other stations in the western area have known his generous interest and helpfulness during their periods of struggle.

Earl J. Glade was born in Ogden, Utah, Dec. 2, 1886. He is the father of seven children, two girls and five boys, and has been a member of the Alpha Kappa Psi fraternity, a member of the board of regents of the University of Utah.

Lawlor to WHEB

BOYD LAWLOR has been appointed commercial manager of WHEB, Portsmouth, N. H., succeeding David C. Lawlor, who resigned to accept general management of WKNF, Keene, N. H. Mr. Lawlor was formerly with the sales department of WTCM, Traverse City, Mich., manager of WJOM, Covington, Ind., and the special events staff of WCAU, Philadelphia.

WMSL Manager in Navy

M. K. (Vic) VICKREY, president and general manager of WMSL, Decatur, Ala., who is manager of the North Alabama network, has been commissioned lieutenant in the U. S. Navy. Lt. Vickrey reports Nov. 2 to the Naval Training School of Defense at South Boston, Mass.

VICTOR Y. BELL, former program sales consultant for KSL, Salt Lake City, is now in charge of the radio department of the Intermountain Agency, Salt Lake City, succeeding Gordon Owen who joined CBS sales in Chicago. Earl J. Glade, Jr., consultant for one of his father's KSL, has become an assistant promotion director, are replacing Mr. Bell.

JIMMY FOX, formerly account executive for the WBS-KGK-K, has joined KKKW, Pasadena, in a similar capacity.

PATSY DUH WILKINSON, daughter of George Cramson, manager of WBP-KGK, and member of the WAVO staff, is attending Texas U as a sophomore.

RALPH SNEGLER, manager of CFOS, Owen Sound, Ont., has joined the Royal Canadian Air Force as a warrant officer in the Radio Division.

EDGAR KOBAK, executive vice-president of KULSTN, a member of the honorary committee for the fifth annual Army-Notre Dame rally, has retired at the Hotel Waldorf-Astoria, New York, for the benefit of the Army Relief Fund and the Notre Dame Scholarship Fund.

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BEHIND THE MIKE

JACK RICHARDSON, formerly radio director of Mutual M. Neches Co., Hollywood, has joined the NBC Radio Recording division, at that city.

CLETE ROBERTS, formerly special director and news commentator of BLue, Hollywood, following a brief interval with the Office of War Information, San Francisco, has returned to his former job.

LEE LAWLEY has been added to the announcing staff of KDON, Monterey, Cal.

JACK LITTLE, announcer of KMPC, Beverly Hills, Cal., has been inducted into the Army. He married Patricia McNamara of that city Sept. 27.

ROBERT KELLY, public relations director of WWJ and WWDP, Detroit, associated with the radio division of The Detroit News since the organization of WWJ, has been recalled by the newspaper's editorial department because of the shortage of experienced newspapermen. One of the first radio editors, Mr. Kelly was active in organizing both WWJ and WWDP as commercial outlets.

CATHERINE JACOBSON of the Cleveland newspaper staff, married M. Gibb Wetherill Oct. 5. Ralph H. Hardy, KSL traffic chief, is the father of a girl. Perry Driger, station promotion director, has been named program director of the Salt Lake City Advertising Club.

DALTON C. Hille, formerly of WMMN and WTLQ has rejoined WLOK, Lima, O., as chief announcer.

J. W. WILSON, chief announcer and special events man of KWNW, Waco, Tex., has enlisted in the Marine-Army-Air Cadet Corps.

BEN WILSON, former chief of WTAD, Quincy, Ill., has an article, "Stand In," in American Magazine for November.

ANNE ALICIA JONES has joined the announcing staff of WNNY, Watertown, N. Y.

EDWARD J. COUTURE, formerly with the announcing and production staffs of WFBG, Altoona, Pa., WOCB, West Yarmouth, Mass., and WHYN, Holyoke, Mass., is now program director of WDLF, Panama City, Fla.

DAVE ZIMMERMAN, former announcer of WJJ, Detroit is at Camp Wolters, Tex., for training before entering the Army Volunteer Officers' School.

HINTS ON HOW TO lubricate a mike and make sponsors happy were given by Bob Garred, news-caster of CBS, Hollywood, to three successors who divided his former network duties. Pupils and teacher engaged in the lesson (1 to 1) are: Truman Bradley, announcer; Bob Garred, who has been commissioned a lieutenant (j.g.) in the Navy; Bob Anderson and Dick Joy, CBS staff newscasters.

RED FOLEY, vocalist, has rejoined the talent staff of WLS, Chicago. He has been operating a dude ranch in southern Illinois during the summer.

LES SPEARS, Chicago network actor, has enlisted in the 108th General Hospital unit, U. S. Army.

VICTOR REED, news and special events staff member of NBC-Chicago, on Oct. 12 is to marry Nora Catherine O'Brien of Chicago.

DICK ALLAN, formerly of the announcing staff of WSSO, Cambridge, Mass., has joined WLIB, Brooklyn, as an announcer. Al Tanger has resigned to join the Army anti-aircraft division as a second lieutenant.

VAN C. NEWKIRK, program director of the Don Lee Network, has been appointed chairman of the executive committee of the Southern California Broadcasters Assn. Former chairman Lawrence MacDowell has been named president.

TOM DYER, of the promotion department of KXEL-AM, has joined the Army, and is replaced by Lois Jory, and John Drake, formerly of KXEL, Kansas City. Charles McQueen, station news editor and commentator, also goes into the Army, Bruce Grant takes over in his place.

DEAC ROSSELL, new to radio, has joined the announcing staff of WTRY, Troy, N. Y.

Porter on Canadian Tour
ROY PORTER, BLUE commentator, started on a round of Canadian war plants and training centers October 11, at the invitation of the newly formed Canadian War Information Board. Accompanied by a CBC announcer and production man on the trip, Mr. Porter will continue his regular news programs on the BLUE, broadcacing from Ottawa, Toronto and Montreal.

MERRILL MAEL and Henry Portin, formerly of KASF, Astoria, Ore., and KEXR, Seattle, has joined the announcing staff of KOPT, Seattle.

HOB McCHEERY, announcer at WFMG, Fredericke, Md., and his wife, the former Margaret Spredart, program director of WJWF, Hotchinsboro, Kan., have joined KSAL, Salina as announcer and continuity writer. Mrs. Cochran, KSAL's new announcer and continuity writer, has been promoted to continuity head.

LES BARRY has joined the announcing staff of KWSK, Rockland, Ile.

WOOD-MAGNUSON, program manager of WBF, Rock Island, III., recently became the father of a girl.

ROBERT KIDDER has joined WEBC, Duluth to handle the four-year-old News-Tribune time newscast. In his former post, Mr. Kidder published the Duluth Herald and News-Tribune.

GAIL HOW has recently returned from several years study at the U. of Lima, Peru, has joined the WEBC traffic dept.

JERRY PIVEN, announcer of WISR, Harrisburg, Pa., has joined the Army, and has been replaced by Roland Dumas, formerly with WMAS, Spring City, Pa.

FRANK BLAIR, production manager of WOL, Washington, has been commissioned a lieutenant in the Naval Air Corps.

NORMAN PAUL, former announcer of WROG, Rockford, III., has returned to replace Gary Jensen, who goes to KNXL, Waterloo, Ia. Wendell Reed, new to radio, in a WROG junior announcer. Barrett Thompson of the announcing staff heads the county kitchen fat salvage campaign.

BIL BROOKS, formerly of WOBC, Oakark, Miss., has joined the Army.

KEN BARTON, announcer of WDBP, Kansas City, has joined the Army parachute Troops.

DON INGSELL has returned to CHEX, Petersburg, Ill., and is serving as Consul director of CKWS, Kingston. Irwin Morrison, CHEX announcer, joins the Canadian Dental Corps, and is replaced by Jack Thompson, formerly newscaster at CKCL, Toronto.

GAIL SMITH, program director of WSRB, Stamford, Conn., married Dorothy Byrd Weiman.

JOE PARKER, formerly producer of NBC, Hollywood, has joined staff of Jack Ruyven, West Coast radio manager of Office of Coordinator of Inter-American Relations, that city.

NELSON PRINGLE, news commentator of CBS, Hollywood, is the father of a girl, born Sept. 29.

DICK JOY, newscaster of CBS, Hollywood, has assumed duties of Bob Garred, resigned, on the latter's three-week vacation trip of news casters, sponsored by MacFadden Publications (Liberty) and Manhattan Studio of New York, respectively, on West Coast stations of that network. Garred has joined the Navy as lieutenant (j.g.).

PLEASE READ ... TWICE

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathy to the time buyer.


ITHACA, NEW YORK

1000 WATTS CBS 870 KC

REPRESENTED BY:
George H. Holmberg Co.

Page 34 • October 12, 1942

BROADCASTING • Broadcast Advertising
JOHNNY WHITEHEAD, formerly editor of Radio Life, Hollywood Sun magazine, who joined the Marines in July, has been elevated to sergeant.

CORNWELL JACKSON, formerly of Berg-Albenburg Inc., Beverly Hills, (Cal.), talent agency, has been promoted from consultant to an assistant deputy chief in the radio bureau of the Office of War Information, Hollywood, under supervision of Nat Wolf, deputy chief.

ELVIA ALLMAN, Hollywood radio comedienne, has been signed for a part in the MGM film, "Three Hearts for Julia".

BOB MULLIN, continuity writer of KBFO, San Francisco, recently became the father of a baby girl.

OLIVER TRAYZ, formerly of BBDO, New York, where he was active in a production capacity, has joined the production staff of WNEW, New York.

MAURICE HART, record program manager of WNEW, New York, has been signed to handle commercial announcements with Cliff Eagle on the broadcasts by Dorothy Thompson, commentator and columnist, on BLUE Steel Xuntoclothing Co., New York, and has been featured in a program of popular music on the Atlantic Coast Network.

PAUL SULLIVAN, newscaster of WHAS, Louisville, formerly sponsored on CBS by Brown & Williamson Tobacco Co., Louisville, and presently of WJW, Cincinnati, on Oct. 19 will join WMCA, New York, as a news commentator. The programs he will handle have not yet been decided.

ROBERT SHAW, formerly in the NBC publicity department, is now writing the scripts for the serial programs "Front Page Farrell," sponsored by Associated Press, and "The Great Detective," by Associated Press. Shaw has taken over as a news commentator. He has served in the armed forces.

WILLIAM MANN, formerly relief announcer of WIP, Philadelphia, has become a regular member of the announcing staff, replacing Lee Vines, now with CBS in New York.

DOROTHY MILLER OGDEN, former feature writer on out-of-town newspapers, has joined the news staff of WIP, Philadelphia.

KENNETH W. STOWMAN, director of publicity and promotion at WFIL, Philadelphia, has been commissioned a lieutenant (j.g.) in the Navy, reporting to Fort Schuyler, N.Y., on Oct. 29.

EDWARD GREIF, radio editor and film reviewer of Motion Picture Daily, joins the NBC press department Oct. 12, Wooron Johnson, for several years associated with the American Industries Salvage Committee, and the Inter-Allied Information Center, has also been added to the press department.

HAROLD WILEY, producer of NBC-Chicago, has been named assistant production director in charge of music of NBC-Chicago and will act as assistant to Charles Urquhart, production director, until appointment of a dramatic assistant.

RAY GIRARDIN, production staff member of WEAI, Boston, for the past eleven years, has been appointed production manager.
JOHN D. MORSE, program annotator of Living Art, CBS program, has become editor of The Magazine of Art, official magazine of the American Federation of Arts.

NORA STIRLING, of the NBC script division, is chairman of the committee appointed to supervise writers preparing the Saturday Night Bond Wagon. Mutual program to be sponsored by the Treasury. Nora Stirling is a member of the Writers War Board, which is handling writing and production of the programs in conjunction with the Radio Director's Guild.

LEN FINGER, of the BLUE script division, has been awarded the Community Service Citation by the American Legion, Post No. 33, Beaumont, Tex., for service rendered while program director of KFDM, Beaumont.

ENSIGN HALSEY V. BARRETT, formerly in the promotion departments of WOR and WMED, New York, and Janet R. McDonald of Bronxville, have announced their engagement.

JOSEPH VAN HAUTE, of the news department of WCAU, Philadelphia, has been appointed traffic manager of the station. He succeeds Kenneth W. Stowman, who has been commissioned a lieutenant in the Navy. Henry T. Murdoch becomes director of publicity, station promotion and news editor, all formerly handled by Stowman.

JEAN HERSHOLT, star of the CBS Dr. Christian series, sponsored by Cheesbrough Mfg. Co., New York, is the newest member of the Committee of 25, consisting of radio personalities aiding in the national public education campaign of the OWI.

MARK O'BRIEN, news editor of WOMET, Manitowoc, Wis., has resigned to enlist in the Army Air Forces.

SANDY J. ALBRIGHT, NBC correspondent in Sydney, Australia, and former manager of United Artists in the Netherlands East Indies, has been appointed general manager of United in Australia and New Zealand, succeeding Cecil Marks, resigned.

RECOGNITION for 30 years of service comes to Frank A. Logue, (left) auditor of Westinghouse Radio Stations Inc., as he receives gold lapel button from Lee B. Wallees, general manager of Westinghouse Radio Stations headquarters in Philadelphia.

CHUCK HARRISON, flying cadet training at Ryan school near Tucson, Arizona recently. He was commended for his miraculous escape from the forced landing mishap.

JOE O'BRIEN and Ted Campbell, announcers of WMCA, New York, handle the WMCA broadcasts of Columbia U home football games, which started Oct. 3 and run thru Nov. 21.


DEAN DICKASON, BLUE foreign correspondent and commentator, heard on the Weekly War Journal each Sunday, in a review of war activities in the Pacific and Orient, is the author of a travel book to be published shortly under the title “Par Trakora.”

B. L. O'CONNELL, announcer handling the New York Times News periods on WMCA, New York, is now a regular commentator for Paramount News, New York, with a weekly schedule of recordings. To WINS, New York, from Paramount, comes Gregory Abbott, for five newscasts daily, Monday thru Saturday. In addition to serving as staff commentator of Paramount, Abbott has been heard over WOR and WMCA, New York.

MARTY GLICKMAN, sports commentator of WHN, New York, has been a guest on a recent WDAM program. W. Stowman, new to radio, is in the WLAC Traffic Dept., Adine, Tenn., is a new receptionist, and Carmel Friedman has joined the copywriting staff.

WOR Names Al Ross

AL ROSS, freelance writer, has been named commercial program manager of WOR, New York, by Julius F. Scheibch, WOR vice-president in charge of programs. Mr. Ross succeeds Thomas Moore, who has resigned to enter the Army. Mr. Ross at one time headed his own agency, Albert M. Ross Inc., New York. He has also been associated with Thomas, Morris, & Co., Walter Thompson Co., and Geyer, Cornell & Newell.

HANK GASON, Sid Zelinka and Ray Singer, Hollywood writers, have been added to the weekly NBC Rudy Vallee Show, sponsored by Sealtest Inc., Trio, replacing writers called to active service, will collaborate with Bill Demling and Dick Cavalleti.

LISLE MAYSWINNERY, formerly news editor of KOY, Phoenix, has joined the news staff of KLH, Hollywood. Edwin M. Clough, Arizona network news editor, has taken over his duties.

FV'T. MAC C. MATHESON, formerly in the traffic department of KOY, Phoenix, is the father of a girl.

ARCHIE PECKHAM, president of Southern Sales Services Co., Huntington Park, Cal., has been appointed public relations department field director of KJMT, Hollywood. He is assigned to assign the Bond Wagon and replaces Rex Deare, now a captain in the Army.

JOHN F. McMahan, formerly with the Pittsburgh Press and Sun-Telegraph, and later researcher for Ketchum, Mead and Grove, Pittsburgh, has joined the news staff of KDKA, Pittsburgh.

FELIX ADAMS has joined WALB, Albany, Ga., as chief announcer and program director jointly with R. O. Van Duzer, station general manager.

HARRY MARBLE, CBS news announcer, on Oct. 9 reported for induction in the Army.

DOROTHY HEARTBECK, secretary to Daniel S. Tuthill, vice-president of National Concert & Artists Corp., New York, has been granted a six months leave of absence and has left for the West Coast.

HAL GRAVES, formerly announcer of WGBH, Freeport, N. Y., and previously of WWL, Woodsville, N. Y., has joined WLIB, Brooklyn, Roger Bowman, formerly of WNYO, New York and WSUI, Iowa City, is now writing script and announcing the Great Classics recorded series on WLIB.

ALAN SURGAL, script writer of WLUW, Cincinnati has written the English lyrics to the tune Oma Chita. The music was written by Xavier Cugat for the Columbia musical You Were Never Lovelier and the song has been published by the Charter Music Co.

**“GETTIN’ OUT OF ONE OF THESE THINGS IS ABOUT AS EASY AS TRYIN’ TO COVER THE RED RIVER VALLEY’S 290,000 RADIO HOMES WITHOUT WDAY, AT FARGO!”**

WDAY, FARGO, N.D. - 5000 WATTS - B. C. & BLUE

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT'L REPRESENTATIVES

Page 36 • October 12, 1942

BROADCASTING • Broadcast Advertising

IRA ASHLEY, producer-director of Lambert & Feasler, New York, on Nov. 1 is resigning his position and has set up a production unit.

With the agency for the past three years, Ashley directed NBC's Grand Central Station Show, which was discontinued last July by its sponsor, Lever Bros., Cambridge, Mass., for RKO. The agency handled the program on a package basis for Rutherfurd & Ryan.

Agency in charge of the account is now Lambert & Feasler. Mr. Ashley was a CBS director, previously served with William Esty & Co., Los Angeles, on the CBS Camel Cigarettes program.

BILL THOMAS, New York publicity director of Young & Rubicam, is in Hollywood conferring with Carroll Nye, West Coast publicity director, of Young & Rubicam. Mr. Thomas is to handle publicity for the London and New York, in charge of the agency -produced shows.

RUTH MATTHEWS, formerly with the London and New York offices of J. Walter Thompson Co., is with the copy staff of Joseph Katz Co., New York.

BRANDT AYMAR, account executive of WABC, Boston, has been appointed lieutenant (s.g.) and has reported for active duty in the Coast Guard Reserve.


JOHN D. ANDERSON, account executive at Rutherfurd & Ryan, New York, has been appointed lieutenant (s.g.) in the Navy Reserve. He will serve in the aviation intelligence division.

ROBERT M. NEWCOMB, former copy director of Ward Wheelock Co., Philadelphia, has received a commission as lieutenant (s.g.) and has reported for active duty in the Navy.


JOHN V. BREW, former account executive of Feller & Ryan, New York, has been appointed vice-president and assistant to the president of the company.


FREDERICK C. BRUNS, vice-president of Rutherfurd & Ryan, New York, has been elected a member of the agency's board of directors.


O. A. (Dutch) FELDON, for the past ten years with Macfadden Publications, has joined MacFarland, Avery & Co., Chicago, as director of the company.

GEORGE D. SKINNER, formerly in charge of public relations for Albert Frank-Bentley Law New York, has joined the public relations staff of N. W. Ayer & Son, New York.

JACK LITTLE, formerly public relations director of the All-Year Club of Southern California (tourist promotion), has joined Lord & Thomas, Los Angeles, as senior account executive.

M. FRANCESCHI, executive vice-president and general manager of J. Sterling & Co., New York, has resigned to Lord & Thomas, New York, in an executive capacity. He has been replaced by Jack Getchell from the time of his inception.

ARTHUR P. BALDUS Jr., formerly of Beaumont & Hoffman Inc., Los Angeles, is a coxswain in the Coast Guard.

GEORGE VOSS, program director of WPXI, Stamford, Conn., has joined Lenen & Mitchell, New York, succeeding Frederick Stoutland in the radio research department. Mr. Stoutland resigned several weeks ago to enter the armed forces.

BEN ENGLANDER, partner in Lichtiger & Englander, Beverly Hills, has withdrawn to become business manager of Producers Corp. of America, Hollywood film producers. Harry Lichtiger continues to operate the agency.

**Guest editorial**

(Continued from page 32)

know that when the red light glares—thousands of dollars in equipment and personnel stand at your back. When you're on the air—you understand that you're Mr. Radio Station himself. No one else matters when you take the air—because everything the station stands for—its background, its reputation and its future—all this is wrapped up in you.

You're not the fellow who acts cute when a gang of visitors come to see what it's all about. You're the fellow who stands erect, who upholds the prestige of radio. You realize that you must carry on the work as outlined by pioneers in the field of broadcasting, and at the same time you know you have the chance to strengthen the industry with your own ideas. You're right—you can't "horse" and "box" around in the studio and do an honest job for station and client. You're the best in the business—a top announcer. You are familiar with the fact that you stand on a stage with millions of people before you—knowing you, hearing your voice. If they could see you, they'd not change their opinions of you because you keep yourself neat, you conduct yourself as they presume you would. You're not high-hat, egotistical. You're in radio because you like it—and you always strive to do your job well, whether it be selling pills or powder puffs. You'll make that network, fellow. You're a radio announcer—the best in the business.

ROY HUNTER, advertising counsel of Vancouver, has been appointed Pacific Coast representative for Stewman & Scott, Montreal and Toronto agency.

JACK GALE, West Coast radio director of National Concert & Artists Corp., has enlisted in the Navy.

**NEWS**

Today's listeners demand it. So, leading advertisers in Arizona are releasing news broadcasts. Nine of KTH's average of twelve complete newscasts daily are serving aggressive sponsors. The reason! KTH offers the most complete, local, national and international news coverage in Southwestern radio. For more productive appeal in one of the nation's richest markets use Arizona's preferred station.

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**KTAR**

**Phoenix Arizona**

**Arizona Broadcasting Co. Inc.**

Reproduced nationally by

Paul H. Raymer Company

Affiliated with the Phoenix Republic Galette

New York Chicago Denver Los Angeles
52-WEEK CONTRACT signed by John, Shepard 3d (1), president of the Yankee Network, and James M. Murley Jr., Broadcast Advertising Inc., puts on the air The Yankee Kitchen, five-weekly food advertising show on 11 Yankee outlets 2:15-2:45 p.m. Open to non-competitive sponsorship, show now features Ken & Carolyn, both formerly successful restaurant managers.

LABOR'S Protective Committee, Los Angeles, through Robert F. Donia Inc., that city, has launched a Southern California radio campaign to defeat the "hot cargo" and secondary boycott bill which is appearing on the Nov. 2 California ballot as Proposition No. 1. Besides quarter-hour talks on KNX, KFI, KFWB KRRD KFAC, one-minute transcribed announcements are also being used on those stations as well as KHi, KIEV, KFYO KMPC. In addition a series of NBC and CBS California network programs are planned.

CHEMICALS Inc., San Francisco (VanO household cleanser), has started Funny Money Men three-weekly on KPO, San Francisco. Agency is Bosford, Constantine & Gardner, San Francisco.

L. N. Le BOLD & Co., Rochester, N.Y., through its newly appointed agency, Grady & Wagner Co., New York, launched a test campaign Oct. 6 on KCMO, Kansas City, and KDKI, Tulsa, using three daily live and transcribed announcements, five times weekly for Viteeen, a medical product. A 13-week campaign will get under way in November on a Pittsburgh station.

R. H. MACY & Co., New York department store, on Oct. 6 launched a weekly quarter-hour of dressmaking lessons, titled New and Save, on WOR, New York. Virginia Carter conducts the program, which is in fashions with the war effort. Agency is Young & Rubicam, New York.

BEAUMONT LABS, St. Louis (Four-Way Cold Tablets) has started a live talent mid-morning three-weekly quarter-hour program on WMAQ, Chicago, featuring Nancy Martin, special, regularly heard on the BLUE Breakfast Club and Club Mistee. Agency is H. W. Kastor & Sons Adv., Chicago.

DINA-MITE FOOD Co., Los Angeles (Dina-meal-breakfast food), in a 13-week campaign started Oct. 5, is sponsoring daily participation in Woman's Page of the Air on KSFO, San Francisco. Agency is Botsford, Davis & Staff, Los Angeles. Herb Beaven is account executive.

PUBLIC FINANCE Corp., Winnipeg (small loans) on Oct. 13 starts MBS network program Bulldog Drummond on CKCL, Toronto, and has started spot announcements on CFRR, Toronto; CJRC, and CKY, Winnipeg. Account placed by McConnell-Eastman Co., Toronto.

BASIC FOODS Inc., Los Angeles (vitamin products), in a 13-week campaign which started Sept. 28, is currently sponsoring a twice-daily quarter-hour health program on KMPC, Beverly Hills, Calif. Account is placed through Elucidator Publications Inc., Hollywood.
JACKPOT, accumulating at $5 an hour, is offered under a telephone promotion stunt used by WWDC, Washington. Every hour on the hour, station calls a metropolitan number and asks name of sponsor of preceding program. Correct answer yields the listener $5. Each miss adds $5 to the jackpot offered the next hour.

Advice to Retailers
TO AID retail grocers and druggists in keeping up with the latest WPB and OPA rulings which affect their business, KLZ, Denver, is mailing special monthly bulletins to all leading grocers and druggists within the station's primary area. Called "Druggists Briefs" and "Grocery Briefs", the bulletin feature condensed items dealing with specific rulings and trends on many products.

CIVILIAN DEFENSE
WHAT CAN I DO, a citizen's war handbook issued by the Office of Civilian Defense, is offered WTAG, Worcester, listeners from sign-on to sign-off time. The booklet is boosted by announcements at all available station breaks, by studio programs and news commentators. Accompanying each handbook is a letter telling the listener that it has been sent through the courtesy of WTAG.

GE's Supplementary Drive
AS A SUPPLEMENT TO its thrice-weekly sponsorship of news by Frazier Hunt on CBS, General Electric Co., New York, is conducting a fall campaign in eight national magazines to stress its wartime activity in radio communications and electronic equipment. Every advertisement describes one or more applications of electronics with prominent mention of the GE electronic radio and radio tube.

Popular Speech
TALK by Pat Garner, news editor of KPPW, Fort Smith, Ark., ARE WE LETTING OUR ALLIES DOWN? based on background material from the OWI, has been reprinted in folders by the Fort Smith Lions Club. Since the initial talk, Mr. Garner has repeated the speech to four service clubs of the general faculty of local school teachers.

Window Displays
WINDOW DISPLAYS in 51 drug stores in Fort Wayne feature pictures of WOWO and WGL, Fort Wayne, local and network stars and the specific product they promote. Every ten days the displays are rotated among the drug stores and at the end of each cycle of displays, photographs are changed.

Wine Promotion

Promotion Quiz
AUDIENCE is quizzed on sponsors, announcers doing specific shows, and other points that require frequent tuning in, under a promotion stunt aired weekly by WTOP, Savannah. Theater passes are given as awards.

"WHEBBY" Says:

Meet the LADIES

A VETERAN in radio at 26, is Meredith Smith, hostess of Happiness House, daily program on WWDC, Washington, featuring news of food, home-making, fashions and women's activities. In eight years of radio work, Miss Smith has done freelance on four Washington stations, and one in Baltimore. She has been a commentator and writer for a station in South Carolina.

In May, when WWDC opened, she returned to her native Washington to head the women's department. Her programs are Happiness House, and in addition, Autograph Albums, an afternoon program. Time off from radio writing, acting, and producing, Meredith Smith likes reading, swimming and horseback riding.

Game Tickets
FREE FOOTBALL tickets to games of their choice are offered listeners for the most interesting football questions submitted to Francis J. Powers, sports columnist, and Lynn Waidorf, football coach of Northwestern U, conductors of a three-week sports program sponsored by Emmco Insurance Co., South Bend, on WMAQ, Chicago. Agency is MacDonald-Cook Co., South Bend.

Reasons Why
PRIZE of $25 is the feature of Corrine Jordan and her Stardust program broadcast by WAXY, Yankton, S. D. for Salisbury-Satterlee Co., Minneapolis. The prize goes to the best letter on "I want a new mattress because..."

MEREDITH SMITH

WESTERN N. CAROLINA-Southern W. VA-East TENNESSEE
Studio Notes

WBIG, Greenboro, N. C., has four series of programs, first put on the air Oct. 5—American You, Who Have Achieved; Your Health; An Afternoon of Talent; and Your Consumer Reporter. Presented weekly by Bennett College for Negro girls, the programs are aired Mondays through Thursdays 1-45 p.m.

AIMED at winter tourists in the Rio Grande Valley, Rock Page of Tourist News, a daily newspaper on KINGS, Harlingen, Tex., is based on the theme that "Today, perhaps, there will be an item from your home town." Promotion of the program emphasizes that it presents actual news because of the crush of war news.

PRODUCED in cooperation with universities and colleges of 11 western states United Arbitors, NBC public service feature, has returned for another weekly series of dramatizations of science subjects.

WTAG, Worcester, awarded a $25 War Bond to the winner of station-sponsored local contest for the best title to the NBC show Without a Name. Winning title, Puns A’Poppin’, will be entered in the coast-to-coast competition for the grand prize, a $500 War Bond.

WJJD, Chicago, has started a "35 Club" formed of motorists who pledge to drive no faster than 35 miles an hour for the duration, and has enrolled over 4,000 motorists and sent them windshield stickers. Announcements of the formation of the club are made by Judge Erwin J. Haste of the Chicago Criminal Court on Safety Court, half-hour program five days a week on WJJD.

WINNING title submitted in the contest for a name for H. W. Whitehurst’s program on WMCA, New York, is The Wayfarer. Whitehurst talks on a variety of subjects, against a background of music.

CHAMBER of commerce in the city of Clifton, N. J., has shifted the City of Clifton on the Air on WPAT. Patterson, N. J., from Sunday, 1 p.m., to 2:30-3 p.m. Now in its second year, the program features the life story and music of leading popular music composers.

KKOK, St. Louis, is piping a special news broadcast to men stationed at Jefferson Barracks through the Post public address system.

WHR, Kansas City, broadcast an address by Dr. Harold H. Supt. of Schools, to 2,000 teachers grouped at radios in schools throughout the city, making an assembled meeting of public school faculties unnecessary.

Bonds by Van

VAN PATRICK, sports director of WHBF, Rock Island, Ill., offers to deliver in person war bonds purchased through the station. Only conditions are that deliveries be limited to the Quad-Cities, and that they continue only so long as his tires hold out.

ON A THREE-DAY barnstorming tour of neighborhood theatres in the Greater New York area, Italian artists heard regularly on WOV, New York, raised $426,000 selling war bonds. Headed by Ralph Nardella, sales manager of WOV, the unit included the WOV concert orchestra and Diana Balti, actress of the Italian Theatre, which has a bond sales goal of $2,000,000 for September.

KSL, Salt Lake City, has inaugurated newscasts from the AP radio wire of Press Assn. An intensive promotional campaign over KSL and in Salt Lake City newspapers, preceded the launching of the AP news program.

PEGEEN FITZGERALD, will add a five-week Mutual program, 1:35-1:45 p.m., to her regular morning series sponsored on WOR, New York, on a participating basis. Latest news from the New York fashion front will be featured on the network program, which starts Oct. 12.

FOR THE THIRD consecutive year, the Philadelphia Orchestra concerts will be broadcast each Friday on MBS, originating at WIP, Philadelphia. Norris West will be program intermission commentator.

NEW PRINTERS’ INK LEADS THE FIELD

Comparison of latest A.B.C. statements confirms Printers’ Ink circulation leadership in the advertiser and advertising agency market.

FIRST in total circulation

The Printers’ Ink total net paid average for six months ending June 30, 1942 is 16,151, a gain of 1,142.

FIRST among advertising agencies

No other publication has as many A.B.C. identified subscribers in advertising agencies as Printers’ Ink.

Radio stations used 48% more advertising pages in Printers’ Ink during nine months of 1942 than in the same period of 1941. The trend is to P.1.

FIRST among manufacturers

Printers’ Ink leads in subscriptions among manufacturers (firms that advertise).

FIRST among all executives

More executives among manufacturing concerns subscribe to Printers’ Ink than to any other sales-advertising publication. And, in this group is the largest number of subscriptions addressed to presidents, vice-presidents, secretaries, treasurers and general managers.

BROADCASTING • Broadcast Advertising

October 12, 1942 • Page 41
Craig, Carley Leave WMCA
WALTER CRAIG, program manager of WMCA, New York, for the past year and a half, on Oct. 15 is resigning his position, it was announced last week by the station, which stated that temporary program director would be Garrett Hollihan, WMCA continuity editor. A permanent appointment will be made later by Donald Shaw, general manager. Also resigning from WMCA, effective Nov. 1, is William Carley, promotion director, formerly sales promotion manager of WBT, Charlotte. He has not announced his plans, nor has a successor been named at WMCA.

AGENCY APPOINTMENTS

CONGRESS CIGAR CO., New York, to Schwinmer & Scott, Chicago.
CAREY-MCFALL CO., Philadelphia (Betsy Ross Venetian blinds), to Gray & Rogers, Philadelphia.
UNITED ELECTRONICS Co., Newark (transmitter tubes), to A. W. Lewin Co., Newark.
AFFILIATED PRODUCTS, Inc., Jersey City (Edna Wallace Hopper Cosmetics) to Erwin, Wasey & Co., N. Y.
ALLIED RADIO CORP., Chicago, to Henry H. Teplitz, Chicago.

show, produced for Geo. Weston Ltd. (English biscuits), is but one of a number of programs placed for this sponsor on a large list of Canadian stations. He handles also campaigns for Vernon's Ginger Ale Co., Macdonald Tobacco Ltd. of Montreal, Burgess Battery Co., and others.

Twenty-seven years old, Frank Dennis was educated in Toronto, married Ruth Freeman on May 20, 1934. He has no hobbies but radio, spending all his spare time in radio studios and picking talent new to radio.
Frolic football game on me followed when the broadcast.

Des Moines, WDM, was commended for motion pictures of WSB, Atlanta, and WORL, New York; Mrs. E. H. Bondurant, sales manager of "William Knodel, sales manager of Mrs. E. H. Bondurant, and E. H. Bondurant, sales manager of WHO.

BOB ELSON, former sportscaster of WGN, now a lieutenant (a.g.) in the Navy, was commended last week by F. L. Richelderfer, Chief of Bureaus, Dept. of Commerce, Washington, for the manner in which he handled the broadcast of MBS of the Chicago Bears-All-Star football game at Chicago's Soldier Field Aug. 28 when it was impossible to see the field after the first quarter of the game because of fog.

Unable to see the field, Elson followed the play-by-play from the public address system, giving no indication of the inclement weather. Mr. Richelderfer wrote: "Mr. Stanley P. Richardson of the Office of Censorship here has sent me a transcript of your broadcast on the Chicago Bears-All-Star football game at Soldiers' Field, Chicago, on the evening of Aug. 28.

"This broadcast illustrates, better than we could have anticipated, the difficulty with which a sports announcer might be confronted in discussing a game seriously affected by weather conditions which he recognizes must be concealed. I wish you would accept our very sincere congratulations upon the most adroit and, at the same time, satisfactory piece of radio reporting of this kind that has come to our attention.

"The problem of keeping weather information from our enemies is of a very serious one. If all announcers approach the problem with the same cooperative attitude and deal with it as you have demonstrated, we can all feel assured of the success of our censorship and the disappointment of our enemies."

Music Group Organized To Meet War Problems

TO FOSTER and encourage better wartime music, the National War Time Music Committee with Lt. Byron, chief of the OWI special operations branch as chairman, was formed last Wednesday. The committee is composed of representatives of Government agencies, a group which will pool the facilities of their respective bodies for better wartime music.

The Committee's formation grew from a series of meetings called by William B. Lewis, chief of OWI's radio bureau, with representatives of Government agencies. Questions raised by music publishers, songwriters, radio dance band leaders and motion pictures in relation to war effort music will be handled by Jack Joy, War Dept. representative, who will also serve in a liaison capacity for OWI. The group is also concerned with wartime musical activities in communities, school and civic organizations throughout the country.

Rocky Mt. Council Report

The ANNUAL REPORT of the Rocky Mountain Radio Council for the year ending July 31, 1942, issued recently, summarized the development and progress of the Council. Particular emphasis has been placed upon the part the 19 stations of the Council played in the war effort and America's "strategy of truth."

Moylan's Anniversary

MOYLAN Sisters, eight and ten-year old harmony singers, celebrated the third anniversary of their own network program, Monday, Oct. 11, in a special broadcast of their regular "Blue" series for Hecker Products Co., New York for H-O rats. The sisters were "discovered" for radio by Mrs. J. W. Clenent, wife of the head of T. C. Ternes Co., Philadelphia agency handling the account. Mr. Clements has arranged, produced and directed the girls' broadcasts from the start.

SIDNEY MOSELEY, British news analyst, has started a new series of 15-minute commentaries on WHCA, New York Monday through Friday, 6:30:00:45 p.m.

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Bond Series Sponsors

TEN NEW sponsors have signed recently for participation on Keep Freedom Ringing, nightly program promoting the sale of Liberty bonds and stamps, on WBYN, Brooklyn, according to William Norins, WBYN director. The sponsors are Nestle-Le Muir Co., New York, for permanent wave, placed through H. T. O'Connell Co., New York, and Martin Firearms Co., Brooklyn, (razor blades), through Craven & Hedrick, New York. Placed direct, the others include Callie and London Baking Co., Brooklyn; Clix Slide Fastener Co., New York; De Nobili Cigar Co., Long Island City; America Felt Slipper Co., New York; Atlantic Yeast Corp., Brooklyn; Phoenix Candy Co., New York; Modern Biscuit Co., Brooklyn, and Meadow Gold Products Corp., Brooklyn.

"We want our broadcasting to help our dealers build business on many items besides our own."

With that objective, the Crescent Macaroni & Cracker Company started a 13-week test program in March, 1941.

The result? Eighty weeks later, Crescent Guest-of-Honor broadcasts are still running on KSO, three times every week.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. KSO and KRNT are near-twins. Both have 5,000 watts, full time—basic network affiliation—strong trade-recognition—fine records of sales accomplishment.

With Iowa farm-income at a new high . . . with war production adding millions to Des Moines payrolls . . . it's well for you to have KSO and/or KRNT on the job, increasing your sales to Iowa's No. 1 market—Des Moines and its extensive trading area.

Bill Baldwin of KSO interviews James Lewis, Des Moines grocer, on the Crescent Guest-of-Honor broadcast.
AFM Repeat Ban
(Continued from page 9)

by the remainder. Repeat broadcasts are usually made on programs heard in the East in the early evening hours, which would bring them to the West Coast in the later afternoon, so they are repeated to reach them in the evening hours there. Repeats may be either live or recorded and in either case a fee is paid to the musicians.

Supplementary Pickups

The third type of rebroadcast is the supplementary broadcast, in which a sponsor of a network program has the show recorded in the studio at the same time as it goes on the air over the network. These recordings are then shipped to individual stations, which may or may not be affiliates of the network originating the program and which may or may not be located in cities in which the network broadcast is heard, for supplemental broadcasts.

Musicians were paid regular recording fees for such work, which has been discontinued since the extension of the AFM recording contract to include even the one-broadcast commercial transcription.

In the first two classes of recorded rebroadcasts the stations are considered as part of the network and are paid at network rates. In the third class, the sponsor or his agency deals directly with the station and the station receives its full card rate for the time.

The Jack Benny Sunday evening series is broadcast on the full NBC Network and last year was rebroadcast on the Pacific Coast BLUE Network via transcription. Result was a double coverage of the Coast, once in the afternoon and again in the evening. When the Hollywood local of AFM was asked to make the same arrangement for this year which entailed the payment of $12 to each musician for the rebroadcast even though no extra work was involved, the local referred the matter to the national board of the union which ordered the rejection of the recorded program.

No question of money was involved in the discussions; the AFM simply refused to allow their men to appear on the show if it were to be recorded for a rebroadcast. Union logic was apparently that since the program had already been heard on the Coast via the network, the rebroadcast fell into the supplementary type, which the union no longer permits.

Bristol-Myers Plan

The case of Duffy's Tavern is somewhat different. This program is broadcast on the BLUE Pacific Network on Tuesday evenings at a time when the BLUE Pacific Coast Network is occupied with another program and so is unavailable to Duffy's Tavern. Its sponsor, Bristol-Myers, therefore had planned on a regional delayed broadcast via transcription, the network broadcast to be recorded off-the-line at the station at which the cross-country lines enter the Coast hook-up and later put on the wire to the Coast Network.

This argument of station unavailability, which is held to be no different because a regional hook-up is involved than it would be if individual pressings of the recordings were sent to each station for a delayed broadcast, was rejected by Local 92 in New York, point of the program's origin, however, so a live repeat has been substituted. To date, these are the only two programs affected, but other sponsors of programs with delayed recorded broadcasts or transcription repeats are wondering whether they will be allowed to continue.

Problem would be particularly acute for programs originating from Army camps, as army camps, as in these days, since it would be a practical impossibility to tie up the camps' facilities for several hours for a second performance of the same program. In such a situation, the audience response is an essential part of the broadcast which would be lost if the repeat were aired without the audience.

WVO, New York, has inaugurated an engineering course for feminine members of its staff, all of whom have joined the classes.

Repeat by Sealtest Ordered Cancelled

AFTER negotiations under way between New York BLUE network executives and James C. Petrillo, president of the American Federation of Musicians, the Oct. 8 transmitted West Coast repeat broadcast on that network of the half-hour Rudy Vallee Show, sponsored by Sealtest Inc. was cancelled.

Second repeat broadcast to be affected by the AFM transcription ban, the Rudy Vallee Show is released transcontinentally on NBC stations, Thursday, 10:10-11:10 (PWT), with transmitted West Coast broadcast on 13 BLUE Pacific Coast stations, Friday, 7:30-8 p.m. (PWT).

Jack Benny Show transcribed repeat was banned as of Oct. 4, with the first broadcast of the season. Ultimatum of no repeat at any price by Petrillo in the instance of that NBC show sponsored by General Foods followed repeated willingness by Benny to comply with Los Angeles Local 47 wage demand of $36 per man for recording. Show was released last season via transcription at scale of $12 per man, despite the fact that it could not qualify as a repeat, being released transcontinentally on some 97 NBC stations and then switched to 13 West Coast BLUE stations for rebroadcast. This year Local 47 catalogued second show as a repeat and set wage scale price at $36 per man for the 18 piece band.

Tom Harington, vice-president in charge of radio for Young & Rubicam, agency producing the Jack Benny Show, in Hollywood when the edict was announced, stated that if elimination of the transcribed repeat adversely affected the Crosley rating of that program, a live repeat would be ordered.

Such a procedure it was pointed out, would likely force Benny to change his schedule of Army camp personal appearances. Live rebroadcast has been waived by the comedian due to the many shows he'll do from camps this season and time differential while in the West would make it impossible to have a soldier audience at 11:30 p.m.,
KFL Drops Bonding

CONCERNING to recommendations of a special mediation board of the U. S. Dept. of Labor Conciliation Service, KFL, Denver, has discontinued the practice of requiring National Surety Bonds from technicians seeking employment. In ruling for the Union, the Board pointed out that “these times of national stress demand the highest morale in the ranks of labor”, and that this precaution is harmful and unnecessary since technicians are licensed by the FCC, and their records are filed with the Commission.

Changes at WOR

EDWIN KING has joined the engineering staff of WOR, New York, replacing Harry Bryant, who has joined the Navy as a Second Class Radio Technician. Willoughby Da Costa has replaced Joseph Craig, who resides as engineer Sept. 18, to enter the Army. Chief engineer of WOR, J. R. Poppele, acted as m.c. during ceremonies attending the award of the Army-Navy “E” to WOR, Inc., the manufacturer of radio equipment for the Army. Presentation took place Oct. 3.

Dr. Herman Besser

DR. HERMAN BESSER, 72, noted radiologist and inventor of the Besser X-ray tube, died Oct. 4 in the West End Sanitarium. He was a violinist, physician, publisher of the first magazine devoted to science, and later pioneered in radio. During the first World War he taught radio construction. Many of his students later became military staff of WOR. He was director of radiology at Lutheran Hospital, member of the Radiological Society of North America, and a diplomat of the American Board of Radiology.

WNEW Raises Wages

TECHNICIANS at WNEW, New York, received a 9-15% wage increase under a collective bargaining agreement completed recently between the station and the American Communications Association, CIO affiliate. Twenty technicians are effected by the increases, which total $3,450 annually.

EDWARD R. MURROW, CBS London correspondent, is commentator for a film of Dover, now being shown in the United States under the title “Twenty-One Miles”.

May Break Music Crisis

(Continued on page 9)

viscous campaigns in labor history in order to prevent a just and equitable solution" for ending the musicians unemployment problem. The resolution went beyond the special report made by the AFM Executive Council the preceding Tuesday and was vitriolic in its criticism of Assistant Attorney General Arnold.

The resolution was adopted unanimously without discussion after it had been read by Matthew Woll, chairman of the Resolutions Committee. It was contended that the controversy “is much broader and more comprehensive than an isolated dispute with the AFM” because “it involves a principle affecting the rights of all organized labor.

Opposition Inferred

Inferred opposition to the NAB Petrillo investigation by NBC and the BLUE network developed last week. While no formal statement was forthcoming, it was indicated in Senate quarters that suggestions had been advanced against holding the investigation before conversations had been opened with Petrillo or AFM. Apparently, the view was that an agreement might be reached to call off the transcription and other bans without the necessity of a legislative inquiry, opening up the whole labor "mide work" issue.

On the other hand, proponents of the inquiry, including Senator Clark as author of the resolution, pointed out that the Senate already

ARPEAKO MEATS

ANOTHER NON-STOP SEVEN YEAR SPONSOR ON WHEC

Rochester Packing Co. “knew what time it was” when it began its daily half-hour on the WHEC “Musical Clock” in 1935. . . . Though radio-way this progressive firm’s “Arpeako” products have been promoted in Rochester these 7 years exclusively over WHEC, we naturally don’t claim “full credit” for its present popularity. Rochester Packing, however, insists WHEC take a big bow for a big share in the amazing sales increases.

WHEC

ROCHESTER, N.Y.

BASIC CBS McKinney & Son, Representative

CASE HISTORY #20

Rochester Packing Company, packers of Arpeako Products, has been on WHEC’s Musical Clock for six half hour periods each day for 7 straight years.

From this plant in Rochester all Central, Western and Southern Tier New York is served.

ARPEAKO MEATS

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had ordered the investigation by unanimous vote last month and had appropriated $5,000 for the initial expenses.

Meanwhile Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, had not appointed the subcommittee to conduct the investigation. He had stated, however, that the investigation would get under way, though not certain whether it would be undertaken by its full committee or whether Senator Clark would be named to head a subcommittee, picking up where he left off on the preliminary investigation last month.

It is hardly expected that the inquiry will get under way until after the Nov. 3 national elections. Many members of the Senate plan to go home in advance of the elections, either to campaign for themselves or party candidates, or to vote.

So far as Senator Clark is concerned, plans for the inquiry are all set. Requests to appear before the Committee have been filed by some two dozen separate interests and organizations, while many others have indicated their desire to testify. In addition to the testimony of Government agencies affected by the Petrillo bans, representatives of the various trade groups involved—broadcasters, transcribers, juke box manufacturers and record companies—many representatives of civic organizations also have written the Idah

One of the most recent AFM actions, through New York Local 802, in declining permission for a series of gratis concerts over an AM network for war bond sales under Treasury auspices, brought renewed criticism of the union, both in Congress and in the public press. Refusal of Petrillo to allow off-the-line recording of network commercials for rebroadcast, on the ground that these fall within the purview of the transcription ban, likewise aroused further indignation in the industry.

Rep. Cox (D-Georgia), in an address to the House last Wednesday, cited the Petrillo FM ban, holding that it barred "bond sale music." It indicates, he said that "Mr. Petrillo has sufficient power to block the Treasury in an endeavor to sell bonds."

Action of the American Federation of Labor at its annual convention in Toronto last Tuesday, in effect supporting the Petrillo fight, also occasioned considerable interest, particularly since AFL officials privately had indicated they were not in sympathy with Petrillo's stand in view of the war interests involved, and the injury done the labor movement.

The Executive Council of AFL submitted a supplementary report for convention action, restating in effect all of the claims made by Petrillo in his anti-transcription fight and in an effort to justify his other edicts restraining performances of non-professional musicians.

The report not only supported refusal of AFM to permit its members to make electrical transcriptions and records, but also attacked the Department of Justice anti-trust suit against AFM. Without mentioning Assistant Attorney General Arnold by name, the council charged the Department was seeking through court action to "impose involuntary servitude upon the workers of the country."

The council report said:

"For a period of years the American Federation of Musicians has been engaged in a labor dispute with the manufacturers of records and transmissions, and with broadcasting companies over practices of the said employers, which have caused the unemployment of thousands of musicians affiliated with the American Federation of Musicians.

"The employers have not shown a disposition to resolve this important controversy and it became necessary for the American Federation of Musicians to cease work in the making of records and electrical transmissions. By unanimous action of a duly accredited convention of the American Federation of Musicians held at Seattle, Wash., June. 1941, its president was directed to inform all members of the American Federation of Musicians to cease work in the making of records and electrical transmissions.

"As a result of such order of the convention the anti-trust division of the Department of Justice has instituted a suit against the American Federation of Musicians in an effort to further the individual economic views of the head of said department, which views threaten the destruction of free trade unionism and have been previously repudiated by the decisions of the Supreme Court of the United States.

"The civil suit instituted by the anti-trust division of the Department of Justice unfairedly aids employers in their arbitrary resistance to a fair and equitable solution of the dispute. The objectives sought by the anti-trust division of the Department of Justice would prohibit the use of peaceful measures in labor disputes, would deny the exercise of freedom of speech and would impose involuntary servitude upon the workers of the country. Therefore the American Federation of Labor condemns the anti-trust division of the Department of Justice for its persistent campaign to destroy constitutional rights of a free and democratic labor movement.

"The American Federation of Labor gives its unqualified support to the American Federation of Musicians in its struggle to protect the skill and employment of its members from the destructive inroads made by the arbitrary and unreasonable confiscatory anti-trust measures and mechanical devices which the musicians are continually called upon to help manufacture, with the result of destroying their own employment opportunities, which without their help could not be done.

Is Petrillo Foolish?

The New York Times, carrying on its editorial crusade against Petrilloism, in its Oct. 7 issue cited the most recent Petrillo actions "telling the American people what they can and cannot hear." The Times added that it is "a rare day on which he does not think of some new scheme or trick." "Is Petrillo foolish in carrying his campaign so far?" the editorial continued. "Or has he sized up the American public's political perceptive?"

The Times stated Congress "will not dare to take any serious action before election—or even after that." It added that Petrillo and his union leaders "will still continue to impose their private dictatorships at least as long as Congress (1) acquiesces in the Supreme Court's decisions; (2) labor unions enjoy sweeping immunities from the anti-trust acts; (2) acquiesces in the Supreme Court's decision that labor unions enjoy sweeping immunities from the Federal Anti-Racketeering Act; (3) forces employers to recognize and deal with unions but does nothing whatever to compel these unions to conduct their affairs responsibly; (4) re-

"IT TAKES A LOT OF THINGS,  

--muses Suzy our Steno, "to win public favor. And WSAI has all the things it takes to attract EXTRA LISTENERS for your program ... EXTRA SALES for your product. Give your product the advantage of our close dealer relations, our sales promotion specialists, our sound and aggressive salesmanship—our unique merchandising."

IT SELLS FASTER IF IT'S  

DECENTIFIED  

CINCINNATI'S OWN STATION  

WSAI'S SALES AIDS  

1. Street car ads  5. Taxicab Covers  
3. Display Cards  7. House-organ 

"WFDF says, 'Focus on the Flint Michigan boom!'"
The Washington Post, in its Oct. 8 issue, alluded to the AFL convention action and predicted that the supplementary report supporting Petriello would be adopted by the Toronto convention without dissent. Asserting that Petriello's actions have wrought more damage to the cause of organized labor than all the propaganda of the American Federation of Labor and the U. S. Chamber of Commerce, the Post said that as a matter of tactics the Executive Council support of Petriello at this juncture would seem almost as solely a blunder as the unwillingness to remove the notorious racketeers, William Bioff and George F. Browne, from the Council in the very eve of their conviction.

A challenge to the broadcasting industry was presented in the Post editorial. If the broadcasting companies "really want a showdown with Mr. Petriello," it recited, "they can have it without waiting for Congress. They can try the experiment of doing without music on their programs—except, of course, for such music as has already been recorded or is not controlled by Mr. Petriello—and there is a good deal of both available. Not long ago a little show of backbone on the part of the broadcasters brought the greedy and arrogant ASCAP back to the limits of reason. A little more courage now might have more effect in inducing Mr. Petriello to change his mind than all the moral indignation in the world.

The War Savings Staff of the Treasury made no formal announcement regarding the New York situation. But it was stated that it had been forced to abandon presentation of a specially prepared musical program over the tailor-made FM network because of the objections by Local 802. The Treasury had accepted the offer of the Perle String Quartette to play gratis for a series of concerts over the FM network keyed from WQXR, New York. The New York union contended that the plea for clearance of the program was denied because FM stations did not use any musicians on a regular basis.

Cigar Placements

CONGRESS CIGAR Co., Newark (La Palina), has placed one-minute transcribed spot announcements 42 times a week on WGR, Buffalo; WMAN, Toledo; WQX, Wayne; 36 a week on WIRE, Indianapolis; 28 a week on WISN, Milwaukee, and station-break announcements on WGN, Chicago. Quarter-hour sport programs have been placed three times a week on WHKC, Columbus, and WWJ, Detroit. Agency is Schimmer & Scott, Chicago.

SLOGANS FOR LATINOS

Export Group's Campaign to Stress War Effort

export adv. ASSN., New York, a group of agencies and firms engaged in foreign advertising, is conducting a contest for the 12 best slogans for use by United States export advertisers in Latin America, to promote unity and victory.

The project was launched by the organization in response to a suggestion from Joseph C. Rovensky, Assistant Coordinator of Inter-American Affairs, that American advertisers include strongly worded patriotic institutional copy in their Latin American advertising, on a par with domestic advertising emphasizing the nation's war efforts.

The contest opened Oct. 1, and closes Oct. 31. Slogans must be in Spanish, and should be sent to W. J. Shugg, chairman, slogan committee, c/o John F. Murray Adv., 41 East 42nd Street, New York. Prize-winning slogans automatically become public property and will be available for use by anyone engaged in Latin American trade. Bonds are awarded as prizes.

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A-HUNTING' they did go, these radio men astride the improvised "mobile unit" of WDAY, Farmington. They are (I to r) Barney J. Lavin, WDAY manager; Julius Hetland, WDAY chief engineer; Ed Story, of Story and Clark Piano Co.; Nate Lord, general manager of WAVE, Louisville; Dave Henley, WDAY production manager; James L. Free, Free & Peters Inc., Chicago. Standing: Wilbur Hudson, WAVE chief engineer, and Warwick Anderson, Doe-Anderson Advertising Agency, Louisville. Incidentally, Huntcaster Lavin, self-appointed Indian guide for the group, claimed he sent the boys back home with more than 50 ducks and 100 pheasants. "We had a pretty good shoot", he reported.

OWI WILL EXPOSE ENEMY PROPAGANDA

EXPOSURE of enemy propaganda as a regular news service available to networks, stations and newspapers for a nominal cost will soon be started, under present plans of the Office of War Information. This service will be prepared under the direction of Maurice Gordon, former CBS news editor and now chief of OWI's foreign service section.

As now planned the service will be prepared in Washington and carried by wire to New York at Government expense for distribution to networks and press associations as well as others interested. The nominal cost is involved in the wire transmission of the service from the OWI's New York office to each company desiring the service.

The service will contain the truth in refutation of Axis versions of the same incident broadcast differently to each country. An attempt will be made, it was said, to present all possible versions along with the facts of any given story. Through the distribution of this type of news it is hoped to make every man his own "news warden."

Graduates Placed

JOE HOLT, formerly of the BLUE's engineering staff, and Bob Coslow, of guest relations, will join the announcing staffs of WRIP, Poughkeepsie, and WKAT, Miami, respectively, having been selected by the station managers of the BLUE affiliates from the BLUE's announcing school, conducted by Gil Martyn, network announcer.

Broadcasters!

LET YOUR AUDIENCES HEAR AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox"

Words and music by Paul J. Winkop and

THE BALLAD WE COULDN'T HOLD BACK

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"

Lyrics by Helen Bliss

Music by Henry Manners

Both songs have been arranged for orchestra by JACk MAson

BROADCAST MUSIC, INC.

580 Fifth Ave., New York City

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Elmer Diddler’s Doings:

Cheerioats Spots
GENERAL MILLS, Minneapolis, is issuing commitments for a sched-
ule of one-minute announcements once a week on approximately 105
stations for Cheerioats. One an-
nouncement a week will be broad-
cast on Saturday evening on a 52-
week basis. Starting date has not
been released. Agency is Blackett-
Sample-Hummert, Chicago.

The list of essential occupations in the international broad-
casting industry contains 15 dictionary defi-
nitions. In preparing this list,
however, consideration was given to positions notified for standard
broadcast stations, which also in-
cludes positions at international
stations. Consequently, the list cov-
ered only positions peculiar to the international broadcasting
industry.

For example, an international broadcast announcer was described as
one who performs duties of an
announcer, but must be bi-lingual.

Essential occupations in the tele-
vision field totaled 49. Because
some of the occupations closely
paralleled similar tasks in the theater and motion picture fields,
these definitions varied consid-
ervably from those covering oral
broadcasting alone.

Typical definitions in the main categories are:

GENERAL OFFICER—May exercise

It’s tough, Elmer, to buck four powerhouse advantages like those enjoyed by WGY. Whether it’s a
technical advantage like ‘GY’s low frequency, or a popularity advan-
tage like ‘GY’s choice of network, the results are the same—greater
coverage, more listeners, areaa
dominance.

It's a critical challenge for the WGY's station management.

Haverlin Picked for Post at OWI

APPONMENT of Carl Haverlin, vice-president and general manager of

Mr. Haverlin will be OWI's representative at the series of

Mr. Haverlin will be OWI's representative at the series of


eventual day-to-day arrangement and coordination of activities

This convention will be programmed for general audience appeal as well,

with entertainment as yet unse-

Libby Radio Session

Libby NEALL & LIBBY, Chicago (canned food products), be-
cause of the shortage in transportation facilities, has decided to
hold its dealer's convention this year by radio. The company purchased a half-hour on the

The convention will be programmed for general audience appeal as well,

with entertainment as yet unse-

Watomy Picked for Post at OWI

The new OWI (Watomy Broadcasting Co., New York) is

The station is currently being run by Mrs. James V. Cosman, wife of James V. Cosman, president and

Mr. Haverlin will be OWI's representative at the series of

This convention will be programmed for general audience appeal as well,

with entertainment as yet unse-

It's a critical challenge for the WGY's station management.

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coverage, more listeners, areaa
dominance.
Industry Unity

(Continued from page 8)

tor from that State, had been ap-
proached to take over the presi-
dency of ABA.

While there has been considera-
tion about NAB reorganiza-
tion, so far as known no names
have been mentioned regarding
new leadership, if that course is
decided upon. A number of board
members have asserted that this
matter could await any reorganiza-
tion which might be effected.

Opinion Divided

One segment of the NAB Board
is represented as feeling that a
change is essential because of cur-
rent conditions and cites the fact
that there have been changes in
the NAB executive direction in
cycles of three or four years. They
have stated that their position is
not motivated by any controversy
between Mr. Miller and FCC Chair-
man Fly, which has persisted since
the NAB convention in St. Louis
18 months ago, though it has not
flared in the open recently.

On the other hand, there is con-
siderable board and industry senti-
ment in favor of retention of Mr.
Miller, particularly since he is
under contract until 1944. This
point is underscored by the fact
that the board votes for a change,
it will not reflect the views of the rank
and file of the industry, who, they
argue, are preponderantly behind
Mr. Miller. Proposal for a refer-
endum of broadcasters, through the
17 NAB districts, had been ad-
vanced last week but apparently
did not get very far.

Mr. Miller has continued his si-
nence on the whole controversy.
Under the Association’s by-laws,
he is responsible to the NAB
Board, which originally retained
him in July, 1938.

He originally was retained at
$25,000 per year but his salary
subsequently was increased to $35,-
000, aside from allowances, and his
contract voluntarily has been ex-
tended by the board from time to
time, running now until July 30,
1944.

A “streamlining” committee was
named by the NAB board early
this year. It submitted its report
last July, recommending reorgani-
zation. That report, however, has
not been made public.

Meanwhile, detailed plans have
been made by Mr. Miller for a
series of NAB district meetings
to run from Oct. 19 through Dec. 10,
in all of the 17 NAB districts.
The dominant theme is radio and
the war effort. Representatives of
practically every Government
agency identified with the war
and radio will attend these meet-
ings.

Protest Raised.

Protest had been voiced over
board approval of these meetings
before consideration of the reor-
ganization. Under the original
schedule the first meeting was to
have held for the First District,
comprising the New England
states, in Boston on Oct. 20. This,
however, was shifted to the bot-
tom of the roster and the Third
District meeting in Philadelphia
has been scheduled on those dates.

Representatives of OWI, Office
of Censorship, Office of Civilian
Defense, War, Navy, Marine
Corps and Treasury Department,
will attend all of these meetings,
under arrangements made by
President Miller. In addition, it is
expected that Selective Service,
War Manpower Commission and
War Production Board will send
representatives, all of whom will
discuss problems of mutual con-
cern.

The meetings will be held for
two days instead of one, because
of the heavy agenda arranged.
The second day will be devoted to
discussion of wartime radio advertis-
ing, with sales managers, as well
as stations owners, to participate.
Lewis H. Avery, newly appointed
director of the NAB Department
of Broadcast Advertising, will key
these discussions.

Mr. Miller is scheduled to dis-
cuss “The War Work of NAB”
with those associations. Carl
Haverlin, newly appointed station
relations consultant of OWI, serv-
ing part-time in addition to his
duties as vice-president of BMI
and as NAB New York repre-
sentative, will address each meet-
ing on “Keeping People Informed
on the War”.

Gene Carr, of the Office of Cen-

AFM Veto Upsets
Treasury FM Plans

War Bond Hookup Dropped,
Programs Shifted to WQXR

ATTEMPT of the War Savings
Staff of the Treasury Dept. to
utilize an FM hook-up for a series
of concerts to promote the sale
of War Bonds has been vetoed by
the New York Local (802) of the
AFM and the series will instead be
carried by WQXR, New York. Union
ruled that despite the patriotic as-
pect of the proposed series, it
could not permit its members to
appear on FM stations which do
not employ regular staff music-
ians. In view of the interruption
of FM’s development because of
the war-caused curtailment in the
manufacture of both broadcasting
and receiving equipment just as
this new kind of broadcasting was
going under way, it is not likely
that many FM stations will be able
to sell any appreciable amount of
time to advertisers and so they
cannot afford to engage staff or-
sorship, will address the meetings

on “Keeping the Enemy Unin-
formed”: Mr. Carr, former assis-
tant manager of WGB, Cleveland,
headed the NAB Sales Managers
Committee last year.

SUMMER PROGRAM
RETAINED BY LEVER

CONTINUING the same format,
(Swan), on Oct. 9 shifted Tommy
Riggs & Betty Lou on 114 CBS sta-
tions, Tuesday, 9-9:30 p.m. (EWT)
to 121 NBC stations, Friday, 7:30-
8 p.m. (EWT), with West Coast
repeat, 7:30-8 p.m. (PWT). The
program was originally utilized as
a summer replacement for the CBS
Burns & Allen Show (Swan) which
resumed Oct. 6. Besides Riggs and
his imaginary Betty Lou, cast in-
cudes Wally Maher as her boy
friend; Verna Felton, comedienne;
and Jack Douglas, George
Palmer. Glenhall Taylor is Holly-
wood producer of Young & Rubi-
cam, assigned to the show.

The Burns & Allen Show, utilizing
its same list of stations and CBS
network time as last season, con-
tinues to feature Jimmy Cash,
tenor: Six Hits & a Miss, vocal
group, with Bill Goodwin, act-
ora.ner. Writers include Sam Ferrin, Jack Douglas, George
Palmer. Glenhall Taylor is Holly-
wood producer of Young & Rubi-
cam, assigned to the show.

EYEWITNESS accounts of our na-
ton at war as reported by As-
sociated Press foreign correspondents
and adapted for radio by Frederic W.
Ziv Inc., New York, are sponsored
locally on 52 stations under the title
Eye-Witness News.

NOW 5000 WATTS USE 5000 WATTS
W E V D 1330 K I L O

NEW YORK’S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of
Metropolitan New York’s radio audience is evidenced by—

1. The feature boxes of newspaper radio
program pages.

2. The large number of famous advertisers
on the station continuously year after
year.

Ask for “Who’s Who on WEVD” . . . sent on request.

W - E - V - D 117-119 West 46th St., New York

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Radio’s War Role
(Continued from page 7)
production of leaflets for airplane distribution.

"I feel that money appropriated for the construction and operation of radio stations will further the war effort. It is understood, however, that all of these activities undertaken in connection with the Army will be conducted under the supervision of and in accordance with War Dept. policies. This applies particularly to radio programs."

That the Government, through OWI, is spending $7,000,000 for the expansion of shortwave facilities from the present 14 transmitters to a total of 36—all to be operated privately—was disclosed during the hearings. This is aside from approximately $1,000,000 to be spent jointly by OWI and CIAA for the purchase of all of the time of these stations, to defray overhead.

Milton S. Eisenhower, deputy director of OWI, and Robert E. Sherwood, playwright, in charge of its Overseas Branch, told the committee about these projects. Mr. Eisenhower explained that some of this $7,000,000 will be used for "facilities to go in England and some in Australia"; but "by far the biggest item is for stations to be built in the United States.

Mr. Sherwood confined previously published reports that these stations will be built along the

SWING BY SWING. Raymond Gram Swing, newest recruit to the corps of BLUE news commentators tickles the ivories at a beetfeast party welcoming him to the network. Described as about to raise their voices in song are (1 to r): John Gunther; Mark Woods, president of BLUE; Phillips Carlin, BLUE vice-president in charge of programs, and John Vandercook. Mr. Swing's BLUE series is sponsored by Socony-Vacuum Oil Co.

East and West Coasts preferably at locations of existing transmitters, to cut down on need for personnel and to make for economy in operation, and that they will be in the hands of present licensees for the most part.

Option to Buy

Asked what equities the Government will have in these transmitters after the war, Mr. Sherwood said "it is a question of complete Government ownership, but with each company, where the transmitter is located at its location and the technical operation conducted by that company, there is provision for an option to buy by the private company."

Mr. Eisenhower explained that OWI will pay two-thirds of the $1,000,000 spent in purchasing all of the time of the shortwave stations, with the CIAA paying the other third, because it will be using a third of the time. The cost of the time is based on total cost of operation of the stations, he said, with no profit. "There are allowances for depreciation, but the basis of all of these contracts is absolute cost," he added.

Mr. Davis estimated that the Nazi propaganda expenditures ran from $220,000,000 to $500,000,000 a year. Mr. Sherwood pointed out that the Germans have some 68 shortwave transmitters plus all those seized in the conquered countries and that they are completing 20 new ones, each of 200 kw., or more than four times the power of the average American station. The plan for expansion of our shortwave facilities, he said, outlines the basic minimum requirements which must be met by this country in international broadcasting "if the voice of America is to play a leading role in the world broadcasting picture."

Mr. Sherwood said the plan is based on the following principles:

(1) The use of all the time of existing and future shortwave broadcast transmitters by the OWI and the CIAA, in accordance with program schedules determined by the Army Air Forces, and other organizations, as well as by OWI and the CIAA.

(2) The purchase of the OWI and the CIAA, in accordance with program schedules determined by the Army Air Forces, and other organizations, as well as by OWI and the CIAA.

(3) The purchase of all of the OWI and the CIAA, in accordance with program schedules determined by the Army Air Forces, and other organizations, as well as by OWI and the CIAA.

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(8) The purchase of all of the OWI and the CIAA, in accordance with program schedules determined by the Army Air Forces, and other organizations, as well as by OWI and the CIAA.

Sharing of Costs

Mr. Sherwood said the communications facilities bureau of his branch now has 115 employees and is asking for 231. This bureau, he said, is required to establish, operate and supervise all communication facilities used by the branch in the conduct of psychological warfare on a global scale.

In breaking down other radio expenditures of OWI, Mr. Eisenhower brought out that cost of records and transcriptions for the Radio Bureau, and for live talent, are $100,000 for the year. The transcriptions are used over non-network stations, he explained. In addition to the $1,000,000 cost of leasing time over the shortwave stations, he said that certain program costs are shared also, with OWI paying about $200,000, and CIAA about double that amount.

Mr. Fly said supervision of the foreign-language field has been more or less hit-or-miss since the war began. He told the committee the time is overdue for an organized and scientific approach to the program service problem. Seeking to do this work, he said the planned activity will make available for the first time complete data on all foreign language program service in terms of communities, types of stations, types of programs, the languages in which programs are broadcast, relations of time users to programs in various areas, and the tendency to eliminate or expand foreign-language service, the degree of delegation of control of stations, ade-
Fall Championship Tuned In by 30%

Data Submitted by the CAB Show Baseball Listening
OF THE RADIO set owners in the United States, 30.1% listened to the World Series games, broadcast on Mutual Sept. 30, Oct. 1, 2, 3, and 5, sponsored by Goodrich Safety Razor Corp., Waco, Texas, according to measurements revealed by the Cooperative Analysis of Broadcasting. The percentage of set owners tuned in on the games ranged from 21.3 to 32.8, with 30.1% representing the average rating for all broadcasts.

Figure for the St. Louis Cardinals vs. New York Yankees series compares favorably with World Series broadcasts of previous years, heard exclusively on Mutual since 1939. In that year, the New York Yankees vs. Cincinnati Reds series received a CAB rating of 21.3, while the 1940 games between the Reds and the Detroit Tigers attained a 23.5 rating.

Record for a one network presentation of the World Series was made last year when the Mutual broadcast of the Brooklyn Dodgers vs. New York Yankees games was rated at 32.8. Highest figure to be reported by the CAB for the World Series, was 1935, when 35% of U. S. set owners tuned in on the Detroit Tigers vs. Chicago Cubs series, broadcast on NBC-Red, NBC-Blue, CBS and Mutual. Maxon Inc., New York, is agency.

MR. RADIO EXECUTIVE:
Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.
You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK
BERNAK G. HINES, Managing Director

X-DAY

X-Day is the day that comes after M-Day and V-Day. X-Day is the unknown quantity that comes after the war.

Will people remember your product then? Will your name be as familiar, your reputation as solid as it is now? Or will you be an unknown quantity when X-Day comes?

Sound management is planning for X-Day, laying the foundation now with goodwill advertising... radio advertising, which gives your customers something they value—entertainment—to remember you by!

X-DAY

EVERSHARP Shift
EVERSHARP Inc. Chicago (penas, pencils), on Oct. 11 shifted Take It or Leave It on 115 CBS stations, Sunday, 10-10:30 p.m. (EWT) from New York to Hollywood for 8 weeks or more. Phil Baker continues as m.c. Edgar (Cookie) Fairchild is musical director for the show during its West Coast originatation, with Ken Niles handling the announcer assignment. Bruce Dodge, New York producer of the Bow Co., agency servicing the account, continues in that capacity. Show is rescheduled to AET, Wednesday, 7-7:30 a.m. (EWT).

Drug Program On WJBK
CUNNINGHAM DRUG Co. News Broadcasts will be heard on WJBK, Detroit instead of WJB, as erroneously reported under the heading Spots to Reach All Time High This Year, Broadcasting, Oct. 5.
stood to be in the Midwest) and that five of seven commissioners were mentioned.

Mr. Wigglesworth told the House he did not know whether the charges were true or false but understood on reliable authority that they had been made. If they are true, he said, they certainly "increase the volume of smoke around the activities of the Commission and demand further justification for a thorough-going investigation." He said he thought the Commission owed it to itself, to Congress and to the public to clear up the situation "at the earliest possible moment.

Alluding to his cross-examination of Mr. Fly during the appropriate session, Mr. Wigglesworth said that when the stenographic record went to the FCC "someone in that agency attempted to delete the entire set of questions and answers which you will find on the pages I have referred to."

Mr. Farnham, who was a Classmate Chairman Fly as a student at the University of Wisconsin in 1926, was retained by the FCC last February as special counsel on a per diem basis to investigate these complaints of improprieties. A private hearing was held last June in Chicago on certain aspects of the industry. A number of broadcasters, including Mr. Pickard, appeared at this hearing, presided over by Commissioner Ray C. Wakefield.

Called 'Improper'

Describing his examination of Mr. Fly on the Wigglesworth's counsel, Rep. Wigglesworth told the House he understood the record will show in fact that Mr. Farnham "reported that in his advocacy of a competitive network's station he visited the FCC when Mr. Pickard was anticipating an early association with that network, his actions with respect to certain reallocations shall clearly justify the Commission in finding that his conduct in office to be grossly improper."

He said he understood further the record would show Farnham had reported from several independent sources that charges had been made to the Commission investigators that an ex-commissioner, while a member of the Commission, "had accepted favors from a network which included financial emoluments in return for favorable official treatment on his part." He said he had asked Mr. Fly about all these matters.

Mr. Fly, Rep. Wigglesworth, related, said that Mr. Farnham had reported that CBS children's series "Let's Pretend," and the purported "payoff" but that it was not in sworn testimony though it was roughly what Mr. Wigglesworth understood. The Congressman asked whether Mr. Farnham had reported that "one of your licensees had admitted under oath that he had mysteriously turned over to his attorney some

INSTRUCTION in sound effects is being received by two pupils from one of the schools in NBC, Hollywood, during recent session of the first such class for women employees of the network. Inaugurated as a precautionary measure in the event of a shortage in technical personnel, initial feminine class is limited to 25. Neophyte noise-makers and teacher (1 to r) are: Kathleen Kelly, secretary to Lew Frost, assistant to Sidney N. Strotz, Western division vice-president of NBC; Clara Groves, program ticket distributor, guest relations department, and Mr. Saz.

$4,000 worth of U. S. Government bonds, his personal property, in order to acquire certain facilities which he had asked the Commission for and which he had a list of the five members of the Commission who would or had voted favorably in the case."

Mr. Fly said no statement was made under oath and that at the time this broadcaster, whose identity was undisclosed, had testified under oath "the statement was much narrower than that."

"I understand," continued Rep. Wigglesworth, "that the record will show that Mr. Farnham reported that temporary authority to operate at night was given to a licensee; that subsequently the licensee was advised by his attorney that the time had come to pay off those who had voted favorably; that a final fact, per diem attorney $1,000 in cash and $4,000 in Government bonds; that he produced a notebook in which were written the names of the seven members of the Commission, against five of which was written the word 'yes,' against one of which was written 'absent, not voting,' and against another one of which was written 'present and not voting,' or words to that effect.

"I further understand that when subsequently asked to make the same statement under oath, the licensee made a somewhat similar statement, but denied being told that the money was to go to the Commissioners and stated that he had destroyed the notebook, the book subsequently making its appearance, the particular leaf in question having been destroyed."

Conflict Appears

Mr. Wigglesworth said that finally he asked Chairman Fly whether he did not testify before a Senate committee as a result of the Farnham report that "you expected that criminal action would be taken against the officers of one of the networks."

Mr. Fly responded he had never so indicated and that he would not make such a statement. He said "I do not doubt that I would make such a prediction, and, as a matter of fact, I should not make such a prediction in advance of the facts, and I did not have any basis for such a statement in that case."

Rep. Wigglesworth said that "we must, of course, accept Mr. Fly's statement in this connection. My understanding has been, and I thought from reliable sources that Mr. Fly did, in fact, testify before the committee that an officer had been involved in matters under investigation and that criminal action might result."

Mr. Fly's subcommittee testimony revealed that Mr. Wigglesworth sought to learn whether Mr. Fly had any information by Mr. Pickard of Morris Ernst, prominent New York attorney and counsel for the American Civil Liberties Union, as his lawyer in the proceeding. Mr. Fly denied that Mr. Ernst was hired with his approval, but, on a further question, said he had no objection to the appearance of Mr. Ernst at all, saying it was "not my business to select counsel." Mr. Fly said that he had never recommended an attorney to anyone and never expected to.

Mr. Fly told his subcommittee that the investigation was still in progress. Asked by Mr. Wigglesworth whether the material had been turned over to the Attorney General, Mr. Fly said it had not and he could not say that such a course would be indicated." Asked when he expected the matter would be "coming to a head," Mr. Fly said "Mr. Fly said he thought the Commission would finish the job in a few weeks or a month. He added he could not give a precise time, but that he thought it might be "at a very early date."

Mr. Wigglesworth told the House that the Commission recently had appointed Russell Clevenger as head of its publicity force, describing him as a man "who formerly was publicity agent for Broadcast Music Inc., which was entirely owned by the stations, among which I understand it." Mr. Clevenger joined the FCC some six weeks ago as information director, after a distinguished career as public relations counsel in the advertising agency field and with the New York Times.

Book for Children

NILA MACK, producer, director and author of the current series, Let's Pretend, has written a popular presentation of the present world situation, titled Animal Allies. Allies and enemies are depicted as animals in the book, which is designed to give young people understanding of the need for Unity among the Allied Nations. Julius Messner, Inc., New York, is publisher.
Network Hearing (Continued from page 58) tion than do the other networks. Opening the argument for injunctive relief against the application of the FCC rules, John T. Cahill, RCA-NBC chief counsel, charged, all three of which refer to specific powers of the Commission such as assigning call letters and frequencies, determining station location, regulating the kind of apparatus to be used, inspecting radio installations, etc. To lift this single clause out of context and make it cover more than the technical applications of the rest of the section is a "patent absurdity," he declared.

FCC Power Not Disputed

There is no dispute, Mr. Cahill said, with the FCC's power to make regulations regarding such technical matters as the assignment of frequencies, but "we do dispute the Commission's power to abrogate discretion for arbitrary rules where it is ordered to use discretion," he stated. Asserting that in its new rules the FCC is "attempting to enforce unlimited competition, regardless of the consequences," he contended that the non-exclusive option proposed by the FCC would make it impossible for a network to secure the kind of option which is demanded by the national advertisers who are the sole support of network broadcasting.

Describing the hearings conducted by the FCC on the whole network situation as "vague and formless," he argued against the FCC's request that further introduction of evidence be precluded, stating that the parties should be permitted to submit facts to show the relationship of the rules, which had not been advanced at the FCC hearings, to the Communications Act.

Charles Evans Hughes Jr., representing CBS, opposed the FCC's request for summary judgment, pointing out that if the court holds that the Commission has exceeded its authority in its new regulations it will grant a permanent injunc-

ional value. Application of this FCC rule would be bound to result in a general lowering of program standards, he averred.

Territorial Exclusivity

Regarding territorial exclusivity (3.102), Mr. Hughes said that this is a consideration CBS can use to secure what it wants from the stations, adding that it is impossible to tear a contract apart and take out one clause or another without ruining the whole thing and that by and large the stations must think it is a good contract or they wouldn't accept it. If an injunction is granted on 3.104 only, he continued, and the FCC puts its other rules into effect, then all affiliates will demand new contracts anyhow, so such an injunction would be of little value to CBS.

Asking if the regulatory powers of the Commission extend to the terms of the contracts by which the networks agree to supply a regular amount of programs to stations each week, he agreed with Mr. Cahill in accusing the FCC of taking a clause out of context when it interprets the subsection authorizing special rules for network stations as giving it the power to regulate network affiliates.

The FCC has based its regulations solely on the Sherman Act, he stated, adding that this should not be the sole criterion since other laws also affect the public interest.

The summary judgment was for the FCC, with the court stating that the FCC is bound to follow the regulations for network stations. It rejected the argument that the FCC's interpretation of the law is arbitrary. The court held that the FCC has the authority to make such regulations and that its interpretation is reasonable.

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AN OFFICIAL news channel for the OWI for the Schools in the United States of the Americas, according to a Federal announcement by Lyman Bryson, CBS Director of Education and OWI consultant. A regular CBS series during the school season for several months was announced in cooperation with the National Education Association, and is to be aired Monday through Friday, 9:15-9:45 a.m., starting Oct. 5.

BUS PLUGS are used by WKBN, Youngstown, to promote its 1942-43 CBS programs in a bus card campaign appearing in Youngstown and Warren, O., and New Castle and Sharpsville, Pa. Carrying on card and printing on both sides of the card, eight CBS shows are promoted on a staggered schedule.

DISCOVERY that the broadcasting industry is exempt from Presi- dent Roosevelt's order on "Premium Pay" was reported last week following issuance of a statement by Secretary of Labor Frances Perkins. This clears the way for the industry to continue its operation and covers broadcast operations. The NAB had sought exemption from the "premium pay" order on the ground that broadcasting is a "wage group" and should not be subjected to time and one-month overtime provisions for holiday work [Broadcasting, Oct. 5].

Joseph L. Miller, NAB Director of Labor Relations, said last Wednesday that Secretary Perkins' statement clearly solved any problems that had arisen as a result of the executive order, and said it now clearly exempt. Decision to petition for exemption was reached by the NAB following a meeting of its Labor Committee in Washington Sept. 30.

Meanwhile confusion clouded the status of salaries below the $5,000 level under the Administration's new wage and salary policy, promulgated by President Roosevelt following Congressional approval of the anti-inflation bill. Newspapers and semi-official spokesmen issued conflicting opinions on the extent to which this wage group was involved in the freeze.

WLB Chief Statement
First official interpretation came from Chairman William H. Davis of the War Labor Board, who in a mid-week press conference declared that he considered the order left salaries below $5,000 unregulated, but that powers were available for Economic Stabilization Directive to step in over them if he found it necessary. He said Byrnes had an ample reser- voir of power to take control over lower salaries, but hinted that action might be taken to plug loopholes in the executive order.

Other government officials said that salaries of white collar work- ers are almost certain to be included in the freeze, and that adjustment increases are possible only with permission of the WLB.

Commenting on the confusion following the executive order, Mr. Miller said the NAB interpreted the order as freezing wage rates, but not salaries. This distinction, he explained, was a "mistake in drafting," which will probably be corrected.

Broadcasters Untouched
"Unless and until this mistake is corrected," he declared, "the order leaves the broadcasting industry practically untouched, because the bulk of broadcasting employes are paid on a salary basis (by the week, month or year), and not on an hourly ("wage rate") basis."

On one point, there was no difference of opinion. Salaries above $5,000 are frozen, "except in instances in which they have been assigned to more difficult or responsible work."

Chairman Davis said the WLB has been deluged with requests for information about application of the freeze, and forthcoming rules. He indicated a statement would be issued within a couple of weeks.

A directive issued late last week by the WLB automatically legalized wage rate increases granted prior to Oct. 3, despite the Sept. 15 freeze date. Another is expected to legalize so-called "automatic" increases where employer had been hired with an understanding of a raise at a definite future date.

For the present, the WLB indirectly intends to follow the "Little Steel" formula in adjusting wages, permitting wages to be adjusted upwards to 15% above the level of January, 1941, and Econo- mic Stabilization Directive Byrnes asked the Treasury for regulations to hold salaries above the $25,000 level.

Effect of New Stabilization Policy on Salaries Below $5,000 Level Awaits Clarification of Details

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**NEW BUSINESS**


**MAPLE LEAF MILLING Co., Ltd., Toronto, (cereal and pastry flour) on 30 Canadian Broadcasting Corp. stations, New York, Nov. 1-1-42. 6 p.m., as used by WKBN, Buffalo. Producer: Maple Leaf Milling Co., Ltd. Toronto. Agency: Cockfield Brown & Co., Ltd.

**TUCKETT LTD., Hamilton, Ont. (tobacco), "Five Star," novel on CRAC, Montreal, and CHRC, Quebec. Publisher: Toronto, Oct. 5. 8:30-8:50 p.m. Agency: Whitehall Broadcasting Ltd., Montreal.


**NEW ACCOUNTS**

Co-Op League to Seek Inquiry Into Refusal of Radio Time

Board Votes to Submit Rejection to FCC and Justice Dept.; Networks Explain Position

COOPERATIVE program Let's Get Together, Neighbor, originally scheduled to start Oct. 11 on 30 stations under sponsorship of the Cooperative League of the U.S.A., has been postponed temporarily, pending Federal investigation of NBC's and CBS' refusal to sell available time to the League on stations they own and manage.

Decision was announced last Thursday by the board of directors of the League, which "will seek a decision from the FCC and other bodies concerned with the radio industry as to the rights of cooperatives to purchase time on the air."

Position of Networks

The network stations involved in the controversy are EDKA, Pittsburgh, owned by Westinghouse and operated by NBC; WTAM, Cleveland, owned and operated by NBC; and WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The decision of the League to postpone the 13-week Sunday afternoon series came as a result of a letter dated Sept. 29 from James V. McConnell, manager of spot and local sales of NBC, to John Lyden, director of copy and plans of Atherton & Currier, New York, agency handling the League's account.

The letter, cancelling plans for EDKA and WJSV, stated that all the material supplied NBC by Wallace J. Campbell, executive secretary of the League in New York, has been carefully analyzed and our deduction is that the primary purpose of the League's planned advertising campaign is to promote new memberships.

"NBC has had a very long established reputation that prohibits the acceptance, on a commercial broadcast basis, of any planned campaign that solicits or promotes membership drives." The only exceptions to this rule, NBC informed BROADCASTING, are the Red Cross drives and the President's annual "March of Dimes" campaign.

No written appeal was received from the League from CBS, rejecting the series for WCCO and WJSV, but the network's sales department notified the League that it felt the programs to be of a controversial nature, and therefore, contrary to CBS' policy for commercial programs.

CBS Explains Stand

According to the official statement released later to the trade by CBS, "the programs offered by the League were designed to promote a fundamental change in the present system of marketing and distribution of goods and services, where-by cooperative associations would largely support retail stores and other common distribution establishments. CBS would naturally accept a program sponsored by a cooperative store engaged in the sale of goods which advertised the goods offered for sale."

"The CBS policy is well-known to users of radio and was incorporated in the Code of the NAB at its annual convention in 1939. CBS makes time available without charge on a sustaining basis for programs of a public controversial nature and attempts to allow, fairly between contending viewpoints."

"On this basis, CBS has on several occasions in the past carried a program of the Cooperative League and on Sept. 29 of this year broadcast on the CBS coast-to-coast network a program from the Biennial Congress of the Cooperative League—the meetings which condemned the refusal to sell time for commercial programs on behalf of the League.

"The Columbia program is founded upon the premise that the inability to buy time should not determine the extent to which a particular side of a public controversial issue should be broadcast. If time were sold for this purpose, the powerful public forum of radio would inevitably gravitate into the hands of those with the greater means to buy it."

"If the Cooperative League bought time to promote its interests, time would be bought by a powerful group of retailers or any other group which wished to oppose the League. The soundness and public desirability of this policy has not yet been considered. In this case, where a departure from the policy would be directly harmful to the interests of the League itself."

Dramatic Motif

According to Wallace Campbell, the advertising copy in the programs offers listeners an opportunity to write for a booklet telling about cooperatives, what they mean and what they offer to consumers. The programs, which were financed by contributions from several thousand individual co-op members, consist of transcribed dramatizations of cooperative buying and selling.

The League also issued a statement last week made to its representatives in the Duluth and Superior areas by W. C. Bridges, general manager of WECB, Duluth, key station of the Arrowhead Network, which was scheduled in the group of 30 stations to carry the League's programs. WECB is an NBC affiliate, while the other two are financed by contributions from the Arrowhead chain, WMFG, Hibbing, and WHLB, Virginia, are CBS outlets. Speaking for WECB, Mr. Bridges' statement follows:

"We in the WECB have always followed the policy of selling time to any program that it not against public interest, and we have never had any proof that the cooperatives are not in public interest. They are here, evidently, to stay: they are a growing movement, so it would not seem consistent with freedom of speech and of opportunity to shut them off the air.

"WECB and the other stations of the Arrowhead Network have been selling time to the Central Cooperative Wholesale and its affiliated cooperatives and we expect to continue to sell them radio time on the same basis as we sell it to other businesses."

To File Complaint

The complaint made by the Cooperative League against NBC and CBS will be filed with the Federal authorities early this week, according to John Carson, Washington representative of the League.

"One of the most important issues in the realm of communication of information—the issue involved in this matter, in many respects," he said. "I am confident that some radio companies, at least, would welcome an inquiry into this matter. They have great responsibilities which arise out of private control and administration of an instrument of communications which is actually a public utility."

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Export Advertising Permitted
In Spite of Current Market Loss

Rockefeller Reveals Treasury Attitude to Clear Way For All ‘Ordinary’ Outlays

EXPORT advertising is deductible as a business expense in income tax returns according to a statement of policy established in a letter from the Treasury to Nelson Rockefeller, Coordinator of Inter-American Affairs and presented by the latter to the House Committee on Appropriations. As a result of the Treasury’s position on export advertising it is now clear that there is no threat to “ordinary and necessary” advertising at home or abroad.

Although the dependence of South American radio stations and newspapers on American advertising is substantial and accounts to as much as 40% in some cases according to Mr. Rockefeller, he explained that the inability of American firms to deliver goods in South America had caused a sharp reduction in advertising revenues by these firms. Since some firms felt that they could not deduct such expenditures as an expense in their income tax returns, Mr. Rockefeller sought a statement of policy from the Treasury.

The Treasury letter from which he quoted in part, said that such advertising, “if not extravagant and out of proportion to the size of the company or to the amount of American republics in the past” and bear a “reasonable relation” to the business activities of the firm “are considered ordinary and necessary under existing conditions and are deductible for Federal income tax purposes.”

As a result of this letter, Mr. Rockefeller explained that copies were made and mailed to more than 1,300 principal firms in this country explaining the need for maintaining their names before the Latin American peoples in spite of the loss of market and the importance of showing the reasons behind their inability to ship goods in the light of war production.

“The response was most gratifying,” he said. He went on to point out that these advertisers “spent an amount equal to what has been spent on the average during the last of its advertising which is very satisfactory.” Furthermore he pointed out these advertisers are willing to cooperate with the Government informational program in the Latin American republics in connection with the preparation of their advertising.

Late in May, Secretary Morgenthau stated the Treasury’s position of domestic advertising making it clear that normal expenditures were entirely permissible expenses and that there was no intention of excluding institutional or goodwill advertising by firms given over in whole or part to war production [Broadcasting, June 1, 1942]. Recently Guy T. Helvering, Commissioner of Internal Revenue, reaffirmed these principles [Broadcasting, Oct. 5, 1942].

Similar principles were laid down by Donald M. Nelson to cover advertising costs involved in the renegotiation of war contracts. Formal restatement of this policy governing allowable advertising expenditure by companies engaged in war contracts was voiced by Robert P. Patterson, Under-Secretary of War at his press conference last Thursday when he cited WPB Chief Donald M. Nelson’s letter of policy for price adjustment agencies in the renegotiation of contracts [Broadcasting, Oct. 5].

As already reported, the guiding principle in advertising expenditures is the test of whether such expenditures are ordinary and necessary and bear a reasonable relationship to the company’s business activities. This policy governs the price adjustment boards of the War and Navy Deps. and the Maritime Commission.

When price adjustment boards review the profits of war contractors they will examine advertising expenditures and allow a reasonable expenditure within the definition announced by Treasury Secretary Morgenthau [Broadcasting, June 1]. When a fixed price contract is being negotiated, field procurement officers often request a breakdown of costs. In such cases, manufacturers should include advertising expenditures in overhead rather than as a separate cost item, since it is not practical to determine exactly what part of advertising expenditures should be charged against a particular contract, it was said.

Mr. Nelson has pointed out that no set formula can be imposed to govern all cases and that in general the rule of reason must apply in each individual case.

RADIO’S WARTIME JOB occupied attention of this group during Hollywood conferences on Oct. 6, when they discussed the Christmas Eve worldwide broadcast of Command Performance. Informal discussions are (1 to r), Robert C. Coleson, West Coast director, Radio Branch, Bureau of Public Relations of the War Dept.; Donald W. Thornburgh, CBS West Coast vice-president; Don E. Gilman, BLUE Western division vice-president; Sidney N. Strotz, NBC Western division vice-president; Lieut.-Col. Ed Kirby, Chief of the Radio Branch, War Dept. Bureau of Public Relations; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

Army Radio Plans Outlined by Kirby
Tells Hollywood of Christmas Program; Addresses Writers

FULL COOPERATION with the Office of War Information’s plan for a worldwide Christmas eve broadcast of Command Performance was assured by executives of the Hollywood Victory Committee on Oct. 5 following meetings with Lt. Col. Ed Kirby, chief of the radio branch of the War Dept’s Bureau of Public Relations.

Program, heretofore transcribed and shortwaved to the armed forces abroad, will be carried live over the four major networks and released to every independent station in the country as well as CBC and BBC. In addition transcribed versions will be rebroadcast to armed forces overseas throughout Christmas Day.

Running from one to two hours the program will carry a special message by President Roosevelt. Major portion of the broadcast is to originate from Hollywood, with pickups from New York as well as Washington. Working with Glenn Wheaton and Cal Kuhl, producers of the series, the HVC is lining up top radio and film talent for the Christmas program. Norman Panama and Melvin Frank, regularly assigned to that show, will write the script.

Lt. Col. Kirby was primarily in Hollywood to line up broadcast details for the show. In addition conferences were held with Robert Coleson, West Coast director of the War Dept. radio branch; Nat Wolff, deputy chief of the OWI; and network executives.

Writers Get Tips
Outlining radio writers wartime job of personalizing that conflict for every listening individual, Lt. Col. Kirby, presented basic points that could be used as a guideline for future war radio shows when he addressed members of the Hollywood Radio Writers Guild at the Roosevelt Hotel, that city, on Oct. 7.
Help Wanted

Radio Engineers—If you are in SA or TF or otherwise have experience that your present work can be forgiven for the duration in favor of radio assembly, complete and adhere to all rules. Bring your qualifications, draft status, etc., to the address below. If your qualifications are not acceptable, you may be required to take a qualifying test. 90-350 watts. Send Box replies to BROADCASTING, Washington, D.C., 925, BROADCASTING.

Situations Wanted

Radio Engineers—Excellent opportunity. Air mail telephone information regarding self. KTI, Sioux City, Iowa.

Assistant Chief Engineer—Position open in the absence of WMC, 2400 watts. RCA equipped station. Retain quarters at transmitter. Second class license holder or better will be considered. WCHI, Columbus, Mississippi.

Midwest Local—Wants first class operator. Average pay 47.50 per week. Box 926, BROADCASTING.

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirement. Send voice recording if possible. Box 927, BROADCASTING.

WANTED: Two Combination Men—With first class license for progressive Florida station. Write air mail giving your qualifications, experience, references, and state draft status. Positions permanent. Box 928, BROADCASTING.

WESTERN STATION WANTS—Experienced combination operator-announcer who can read news and write copy. Send qualifications, snapshot and recording of voice reading news and commercial copy. Fly-by-night please don’t apply. Desire person who wants permanent position. Box 929, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator’s license. Must be a qualified operator. Submit transcription of news-cast and commercials with application. KESE, Postel, Idaho.

Midwest Local—Wants combination Announcer Engineer, with first class license and experience. Average weekly pay Forty Five Dollars Forty Five Cents. Box 922, BROADCASTING.

Have an immediate opening—For time salesman with proven record to sell retail accounts, will go to any place, draft status and starting salary expected. $1500.00. Box 921, BROADCASTING.

WANTED: Two Combination Announcer Engineers, with second class license. $25.00 weekly. Box 921, BROADCASTING.

SALESMAN—Four years with network stations, Excellent references. Draft exempt. Box 930, BROADCASTING.

First Class Operator—Age 24, draft deferred, desires position as Chief Engineer with local station. Box 921, BROADCASTING.

PROGRAM DIRECTOR—Capable, efficient, 16 years experience in all phases. New, practical sales ideas. Now employed Midwest—write. Bes. Box 921, BROADCASTING.


Situations Wanted (Cont’d)


SALESMAN—$30,000 building last year on local station. Wants to make money every hour. Box 920, BROADCASTING.

CHIEF ENGINEER—Start $75 weekly. No operations but established suitable experience to supervise operation. Maintenance of Western Electric 650-1 watt transmitter, directional antenna. Give complete details of experience and qualifications. draft status. G. O’Fallon, 2056, Denver.

Program Director’s Assistant—Young girl with two year script-writing, broadcasting, production experience. Complete reference. Box 936, BROADCASTING.

Announcer—College, 25, draft exempt. Professional, late night work, program production experience. Box 934, BROADCASTING.

WANTED—Commercials wire; 3/4 inch coaxial line Number 8 stranded copper; RCA open wire line brackets. Box 925, BROADCASTING.

Continuity and Script Writer—College graduate, 26, draft exempt. Profound production experience. Box 932, BROADCASTING.


Wanted to Buy

WANTED—Commercials wire; 3/4 inch coaxial line Number 8 stranded copper; RCA open wire line brackets. Box 925, BROADCASTING.

PROFESSIONAL, late model Presto—Or other portable recording apparatus, complete amplifier. Give full particulars and outfit. F. C. Lewis, 500 West 30th Street, New York.

Radio Transmitters—From 175 to 500 feet. Box 938, BROADCASTING.

For Sale

Radio equipment—Suitable for 5 kw. transmission. Any parts or whole set-up. Box 927, BROADCASTING.

SMALL STATION—Good community, full time, must sell, cheap for cash. Milroy Jones, Benton Box, Omaha, Nebraska.


Because of illness—And other business demands, we are offering a well established and successful 250 kw station in rich mid-west area is for sale. Sale is done only commercially so this is an unusual offer. All offers must include evidence of financial responsibility. Box 924, BROADCASTING.

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

CONSULTING ENGINEER

66 Broad St., New York, N.Y.

Radio Engineering Consultants

Field, Intensity Surveys

Station Location Surveys

Custom Built Equipment

SAINT PAUL, MINNESOTA

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. 721A

Radio BROADCASTING

For RESULTS!
Hearing Completed During 3-Hour Session

By BRUCE ROBERTSON

THE THREE-JUDGE statutory Federal Court reserved decision on the plead of CBS and NBC for a temporary injunction to restrain the FCC from putting in effect its promulgated network-monopoly rules and the counter petition of the Commission for summary judgment dismissal of the network suits, following a hearing in New York last Thursday. Hearings had been scheduled to run for two afternoons, but following the suggestion of the court, argument was curtailed and the hearing was completed in a single three-hour session.

The court comprised the same panel of judges which seven months ago [Broadcasting, March 2] had held by a two-to-one vote that it had no jurisdiction to rule on the validity of the FCC regulations, a decision which this court did not promulgate the special rules. These rules are reasonable and therefore should be made effective as soon as possible, he said. He further requested that if the court did see fit to grant an injunction that this be limited to Regulation 3.104, dealing with network options on station time.

Briefly reviewing the eight new regulations for stations engaged in network broadcasting, Mr. Denny said that 3.101, regarding exclusivity of affiliation, was designed to prevent the requirement that to secure network affiliation a station must agree to take programs from other networks, the FCC deeming this as not in the public interest. CBS has always had an exclusivity rule, he declared, while NBC adopted one in 1936, when some NBC stations first began to take programs from Mutual. NBC dropped this rule last year, he said, so NBC can't complain on this point and CBS must show how it can be irreparably damaged by a practice which the other three major networks now operate successfully without.

Rule 3.102, on territorial exclusivity, Mr. Denny explained, is just the reverse of 3.101, as it binds the network not to give its programs to any other station than the affiliate in the affiliate's territory. When this serves merely to prevent duplication of programs, he said, it is not objectionable, but when, as in the case of the Don Lee Network with MBS programs, it prevents Coast audiences from hearing Mutual shows not carried by Don Lee, it is not in the public interest.

By Rule 3.103 the FCC would limit the term of network affiliation contracts to two years, same length of time as the station is licensed by the FCC. Five-year contracts, of which there are many, he said, are too long, as in that time either the service offered by a network or the needs of a station may be completely changed.

Rule 3.104 would limit network option of station time and would make even these limited options non-exclusive as against other networks, also increasing from 28 to 65 days the time a station must be given to cancel local programs to clear time for network shows when the option is taken up. He said that the time options worked a hardship on MBS, as when it had cleared the exclusive affiliation hurdle its programs could always be thrown off stations which had optioned their time to another network.

Right to Reject

The right of a station to reject network programs, Rule 3.105, should cause no complaints from networks, he said, stating that CBS had described the FCC promulgated requirements as about the same as those estimated by CBS itself.

Rule 3.106 restricts network ownership of stations to avoid the use of such ownership to restrain competition, which would not be in the public interest, he stated.

Rule 3.107, banning operation of two networks by a single organization, has been suspended, Mr. Denny said, following the separation of the BLue Network from NBC.

The final rule, 3.108, forbids network control of station rates. Mr. Denny said that NBC had cancelled its former requirement that no station charge less for spot business than its network rate, even though such a rule might reasonably be sold for less since no line charges, a major part of network costs, are involved.

The guiding standard of the FCC, he said, is "public interest, convenience and necessity," which, he added, the Commission believes sufficiently broad to cover its endeavors to limit the transfer of station control to a non-licensable. Three basic FCC principles are, he said, that the respondent controls that a station rests with the licensee and cannot be turned over to anyone else, that undue concentration of control should be prevented, and that a reasonable amount of competition between stations be preserved.

He asked that the court allow no further presentation of factual argument, stating that with the voluminous testimony presented during the lengthy hearings conducted by the FCC at its disposal, plus previous oral argument and the briefs filed by all parties, the court has all the evidence needed as a basis for its decision.

Mr. Caldwell, MBS counsel, also urged the court to overrule the MBS and NBC requests for an injunction or, if any be granted, that it be limited to Rule 3.104. He cited a case in which NBC, by exercising its option into the time of 11 stations on which MBS had a program, had caused the switch of that program to the Blue Network, with a resultant loss of the business to the network of 77 MBS stations which originally carried the program. Threats of similar action, he stated, had caused Time to remove its program on the Blue instead of MBS.

MBS Argument

Stating that there were only two out of 143 stations that carried MBS, a case in which, Mr. Caldwell said that in the entire country there are only 36 cities with four or more fulltime stations and that in 15 of these cities the fourth station is too low-powered to be an acceptable network outlet. Under such conditions, he declared, the operation of a fourth network is extremely difficult and that MBS has been able to survive only because it offers its affiliates relative freedom from centralized control and a sounder basis of compensa-

(Continued on page 58)

Swift Adds to Hookup

SWIFT AND Co., Chicago (meat products distributors) of a quarter-hour of the Blue Breakfast Club Thursdays And Saturdays at 9:30-9:45 a.m. starting Nov. 3 will add fund-raisers Wednesday at the same time. miSiltaneously the station list will be increased to include the network of 143 BLUE STATIONS. Breakfast Club is also sponsored on Fridays and Saturdays at 9:45-10 a.m. by Cream of Wheat Co., Minneapolis through BBDO Minneapolis. Agency for Swift is J. Walter Thompson Co. Chicago.

"He Can't Get Over the Time He Was Televised as Hamlet!"

Drawn for Broadcasting by Sid Mix

Page 58 October 12, 1942 BROADCASTING • Broadcast Advertising
"Those who are in the business of merchandising food products find it hard to understand why some manufacturers feel they should discontinue all of their advertising simply because the war has brought about shortages in some lines of merchandise.

"If the principles of advertising in normal times are sound, then war does not affect these principles. Thus they are sound in abnormal times, such as war.

"Of course the future is uncertain . . . for all of us. But the safest bet that any manufacturer can make is that he will be in business after the war is over. Therefore, he should by all means continue to advertise, to protect his investment in good will, built up at great cost in money and hard work.

"This will save sales that otherwise might be lost altogether . . . for as long as nationally advertised merchandise is available, consumers prefer it to unknown brands.

"And it will also help the dealer keep the soul and body of his business together. If he doesn't get this help, manufacturers may as well figure on an uphill job when they start producing consumer goods in abundance again. The experience of advertisers in the last war proved that the cost of continuing on a reasonable basis is only a small fraction of what it will take to 'beat back'"
The famous RCA Electron Microscope has a new attachment—a diffraction camera, so that man's eye can see the enormously magnified structure of an infinitesimal object and actually determine its atomic design.

The atoms are not seen but the new adapter finds out where they are. The revealing picture looks like the midnight sun. But in reality this is not a picture of anything. It is the spirit of the crystal structure—an assembly of complex clues from which the mathematical detective can determine how the atoms take their orderly arrangements in various substances.

Scientists call the picture a diffraction pattern—a pattern from electrons, which found their way through the crystal lattice—that invisible, exquisite arrangement of atoms which nature fashions from humble table salt to the lordly diamond. It is a set of concentric circles, some diffuse, others sharp. From the dimensions of the circles and the intensities, the arrangement of the atoms in the material is determined, so that the crystal structure can be identified and analyzed.

Thus, RCA Laboratories open new and unseen worlds for exploration as the Electron Microscope coupled with the new diffraction camera sees deeply into electronic and submicroscopic realms.

BUY U. S. WAR BONDS EVERY PAYDAY!