Here's a QUIZ that's a Whiz
for the smart timebuyer or radio advertiser

1. THIS HAPPY SKETCH REPRESENTS:
   (a) a famous WOR personality
   (b) a scene commemorating Oct. 19th
   (c) a seaboard state
   (d) person whose first name begins with "M"

2. THIS TREND LINE INDICATES:
   (a) rise in WOR news listening
   (b) startling fact about a power-full station
   (c) the Connecticut birth rate
   (d) radio exec's fever chart

3. THIS NUMERAL STANDS FOR:
   (a) months Russia has been at war
   (b) age of WOR commentator
   (c) important new radio market
   (d) key people every show should reach

Here's another WOR ad that's fun to read and fact-full, too. See how up-to-date you are.
ANSWERS ON PAGE 51

that power-full station WOR

at 1440 Broadway, in New York
Mr. Harold Safford, Program Director
Prairie Farmer - WLS
1330 W. Washington Boulevard
Chicago, Illinois

September 5

Dear Mr. Safford:

On behalf of the Sports Festival State Committee, I want to thank you for your many contributions to this year's Festival even though you were unable to attend on the 28th and 29th.

We appreciate the fine talent which was selected for our evening program. Please convey our thanks to Art Page for his fine assistance in covering the Festival over Dinner Bell program and for his assistance with the evening program as master of ceremonies for the Prairie Rambler and the Arizona Roadshoppers.

"Artie" was a consistent worker all day as one of the judges of the dance events and also helped out with the Square Dance numbers that evening. The Prairie Rambler went across "with a bang," All in all, it was a very fine two-day program and our thanks again to Prairie Farmer-WLS for their splendid cooperation.

Yours very truly,

Illinois Agricultural Association

Frank F. Gingrich, Secretary
Illinois Farm Sports Festival

"We're One of the Family in Midwest America!"

To give eager listeners in Midwest America "box seats" at the annual Illinois Farm Sports Festival and like important farm events, WLS microphones and staff are always on hand. The friendly, neighborly cooperation WLS gives Midwest organizations and our interesting, authoritative broadcasts carry WLS into the heart of the thousands of Midwest America homes. That's one of the very good reasons why WLS Gets Results!

Sorry, Sir, Mr. Rafflesnaffle is not here...
WXYZ will deliver
Lion's Share of Detroit
at lowest cost...

Guarantee
with any WXYZ Champion Show

KING-TRENDLE BROADCASTING CORP. Detroit, Mich.
National Representatives: Paul H. Raymer Company
Score of Broadcast Jobs Found Critical

Gen. Hershey Issues Occupation List as Guide for Local Draft Boards

EFFECTIVE immediately, a score of broadcast occupations last Friday were defined as critical in an announcement from National Selective Service Headquarters in Washington to each local board. This precise enumeration is the first to be made since the broadcast industry was defined in July as “essential” along with telephone, telegraph, newspapers, newsreels and television services and the repair of facilities.

Labelled Occupation Bulletin No. 27 signed by Maj. Gen. Hershey, the list was prepared by the War Manpower Commission and transmitted to National Selective Service for distribution as a guide to local boards. In compiling the list, the bulletin points out that it was “confined to those occupations which require six months or more of training and preparation.”

May Be Additions

This initial list of occupations certified by the War Manpower Commission is not to be considered final, it was pointed out, for there is the real possibility of other occupations being added as the intensity of the draft increases. Additions to the list would be made from the list of 100 occupations prepared by the Board of War Communications and released last week [BROADCASTING, Oct. 12].

The list is composed of occupations which require a reasonable degree of training, qualification, or skill to perform the duties involved. The list is further intended to establish the important occupations within the communications industry which must be filled by persons qualified to perform the duties involved, in order that the activity may maintain efficient production. This list is confined to those occupations which require six months or more of training and preparation.

1. The War Manpower Commission has certified that communication services is an activity essential to the support of the war effort.

2. This bulletin covers the following essential activities which are considered as included within the list attached to Local Board Release No. 115, as amended: (a) Communication services: Telephone, telegraph, newspapers, radio broadcasting, newswires, and television services and the repair of facilities.

3. The following list of occupations in communication services are occupations requiring a reasonable degree of training, qualification, or skill to perform the duties involved. It is the purpose of this list to set forth the important occupations in communication services which must be filled by persons capable of performing the duties involved.

The bulletin follows:

(a) The training, qualification, or skill required for the proper discharge of the duties involved in his occupation;

(b) the training qualification, or skill of the registrant to engage in his occupation; and

(c) the availability of persons with his qualifications or skill, or who can be trained to his qualifications, to replace the registrant and the time in which such replacement can be made.

Critical occupations in communication services follow:

1. Accountant, Cost Banker
2. Cable Engineer
3. Plumber
4. Carpenter, Newswire Carpenter, Maintenance
5. Central-Office Installer
6. Combination Man, Telephone and Telegraph Operator
7. Composer Operator
8. Control-Room Man
9. Control Supervisor, Junior
10. Control Supervisor, Senior
11. Cutter, Newsreel
12. Cylinder-Pres Man
13. Director, International Broadcasting
14. Editor, Managing
15. Electrician (All Around)
16. Electrocyber
17. Engineer, Professional and Technical
18. Engraver, Lithographer
19. Film Editor, Newswire
20. Foreign-Language Announcer-Translator
21. Foreign-Language-Newsor-Script Writer
22. Foreman, Composition Room
23. Foreman, Electrical Work
24. Foreman, Press Room
25. Foreman, Welder
26. Instrument Maker
27. Jackboard Operator
28. Lineman, Telephone and Telegraph Operator
29. Linotype Operator
30. Local-Test Deskman
31. Machinist (All Around)
32. Make-Up Man, Printing Manager, Employment and Personnel Manager, Production Manager, Advertising
33. Mechanic, Electric Maintenance
34. Mechanic, Maintenance
35. Mechanic, Mechanical Tabulating Equipment
36. Mechanic, Radio Communication Office
37. Mechanic, Key-Keyboard Operator
38. Offset-Press Man
39. Overlay Cutter
40. Photocomposing Machine Operator
41. Photograver
42. Photolithographer
43. Photoreporter
44. Power-Engineer
45. Power-Operator, Cylinder
46. Press-Plate Maker
47. Printer (All Around)
48. Private Branch Exchange Installer
49. Private Branch Exchange Repairman
50. Production Man, Bilingual
51. Program-Transmission Supervisor
52. Radio Operator
53. Radio Repairman, Broadcasting
54. Recording Engineer
55. Rider, Radio
56. Sound Engineer, Newswire
57. Station Installer
58. Station Repairman
59. Stencil Operator, Photographic Stereotyper (All Around)
60. Telegraph Operator
61. Telegraph-Receiver Installer
62. Telephone Inspector
63. Telephone-Plant Repairman
64. Telephone Station Installation Supervisor
65. Telephone-Switchboard Repairman
66. Teletype Installer
67. Teletype Repairman
68. Tester, Transmitter
69. Testing-and-Measuring Man
70. Toll-Line Repairman
71. Toll-Office Repairman
72. Tool Maker
73. Traffic Chief, Radio Communications
74. Transformer, Hand
75. Transformer Repairman
76. Translator
77. Transmission Engineer
78. War Correspondent
79. Web-Pres Man
80. Welder (All Around)
81. Wire Chief

LOWER SALARIES TO BE CONTROLLED

ALL SALARIES under $5,000 will be automatically adjusted to \$5,000. salaries above $5,000 will be adjusted proportionately.
New Legal, Legislative Music Action Seen

Supreme Court to Get Appeal for Reversal

FAR FROM regarding the rebuff given the Government's anti-trust suit against James C. Petrillo and his AFM as a lost cause, those in Government, Congress and industry seeking to break the Petrillo shackles as contrary to the war interest are looking to further legal and legislative action in the immediate future.

While greatest reliance is placed upon Congressional action to force the lifting of the anti-recording ban, as well as other Petrillo-dictated restrictions, the affected industries nevertheless see hope of injunctive relief, too, in other than anti-trust proceedings.

The Dept. of Justice proposes to take to the Supreme Court the anti-trust case dismissed last Monday by Federal Judge John F. Barnes in Chicago on the ground that a "labor dispute" was involved and that the proceeding was brought under the wrong statute.

"The Ban Stands"

Elated over this court victory, Mr. Petrillo has announced to all comers since last Monday that "the ban stands". That was his answer also after Chairman Wheeler (D.-Mont.), of the Senate Interstate Commerce Committee, had asked him to lift the transcription-recording ban for the war's duration.

What will happen to the authorized Senatorial investigation of Petrillo, encompassed in the Clark Resolution (SRes-296), which was adopted unanimously by the Senate last month, is uncertain at the moment. Senator Clark, entreated by his colleagues and by public and industry, too, to get the proceedings under way, is awaiting the decision of Chairman Wheeler either on appointment of a new subcommittee to conduct the inquiry or for full committee action.

If Chairman Wheeler does not act soon, there is a strong chance that other legislative measures will be taken, since the Clark Resolution was a mandate from the Senate to the Interstate Commerce Committee to conduct the inquiry, particularly in the light of impairment of the war interest through drying up of recorded entertainment reservoirs.

Senator Wheeler announced last Tuesday that he would ask the union president to lift the recording ban. He said he had decided to ask Petrillo and his lawyer, Joseph A. Padway, general counsel of both AFL and AFM, to come to Washington "with a view of asking him to rescind this order, at least for the duration of the war." The Senator stated that "unless something of that kind takes place, I expect to go ahead with the hearings in the near future."

In Chicago, fresh from his court victory, Mr. Petrillo said he hadn't heard of Senator Wheeler's "appeal to lift the ban on recordings" but reiterated his previous statement that "the ban stands, that's all." He said Senator Wheeler had called him in Toronto during the AFL convention the preceding week and had asked him to come down to talk with him. Mr. Petrillo said Mr. Padway would be in Washington Monday (Oct. 19) to talk with the committee chairman.

Suit Thrown Out

Judge Barnes, in unceremoniously dismissing the Government's anti-trust suit, announced his action orally from the bench even before hearing the AFM argument.

After Assistant Attorney General Thurman Arnold, who has sought vainly to break the "made work" labor issue, had argued for an hour how the arbitrary Petrillo bans would ruin small businesses, radio stations and, based on the statements of high Government officials, would impair the war effort, Judge Barnes threw out the suit on the AFM motion to dismiss.

Mr. Arnold accused Mr. Petrillo and other union officers of trying not only to obtain a closed shop "but to secure a closed country". The Government plea for a temporary injunction automatically was denied.

Mr. Padway, who had moved for the order, with an army of briefs, papers to argue for his agreed-upon hour, was waved aside by Judge Barnes, who said he had heard enough. Then he made his oral statement, which was followed by a written order.

From this order, it was stated at the Dept. of Justice, steps will be taken for Supreme Court review. The Solicitor General of the United States, as the Government's chief lawyer, must authorize the appeal. This was expected within 30 days. The appeal would be made as a matter of right under the expediting statute.

There was plenty of recrimination from AFM after the court victory. Mr. Petrillo said that the NAB "spent thousands of dollars to malign me". He charged that a combination "of the press, juke box owners, broadcasters and makers of electrical transcriptions and by union musicians."

"In view of the conditions, jurisdiction does not exist to grant any of the injunctive relief sought. The court is further of the opinion that the acts complained of are the kind specified in the Clayton Act. Accordingly, the acts complained of may not be considered or held to be matters within the jurisdiction of any law of the United States."

Probability of State court suits against AFM by transcription manufacturers and recorders to press the NAB last week following the Fed-

(Continued on page 47)

Disc Executives to Consider Plans to Solve Music Problem

Mark Woods Suggested as Head of Committee To Conduct Negotiations With the AFM

By BRUCE ROBERTSON

MEETING of transcription company executives to discuss united action toward a solution of their music problems will be held in New York next Wednesday (Oct. 21). Last week, as the shock of the abruptness of the adverse decision handed down in Chicago on Monday was wearing off, the transcription industry was much interested in finding some concerted action must now be taken, although there was no such agreement as to what course should be followed.

Some recording executives believe that help can still be secured through the courts and last week were considering bringing civil suits against the AFM in the State courts of New York, Illinois or California, states in which most of the recording studios are located. Two possible courses for such action were cited.

One deals with single-performance recordings, which Petrillo publicly admitted do not harm union musicians. These are comparable to network broadcasts in that both constitute musical performances by a single studio for broadcast in a number of cities, the recorders claim, and to permit the transmission of such programs by wire while refusing permission to trans-

(Continued on page 45)

AFTER THE BATTLE Assistant Attorney General Thurman Arnold, lighted up upon leaving the Federal courthouse in Chicago. He said he regarded it as the first round, since he is seeking to appeal the court's dismissal of the Dept. of Justice anti-trust suit to the Supreme Court.

Quiz Series Music Dropped on Repeat

AFM Action Brings Problem On 'Information Please'

LAST WEEK the AFM called a halt to the recording of Information Please for this program's repeat broadcast for the Pacific Coast, latest move of the union to expand its ban on recordings. Program, sponsored by American Tobacco Co. for Lucky Strike cigarettes, is broadcast live on NBC Fridays, 8:30-9 p.m. (EWT), and will air a recorded and unmechanical transcription on the Pacific BLUE Network at 8:30-9 p.m. (PWT).

Music Problems

In view of the union's action, it is planned henceforth to record all of the program but the musical sequences, if any, which will be filled in by a live musician in the network studio on the coast. If this is unsuccessful, it is probable that questions requiring the services of a musician will not be used on future programs. Lord & Thomas, New York, agency for the sponsor, handles the programs.

In banning the recorded repeat of Information Please, the AFM is following its previous prohibition of similar rebroadcasts of the Jack Benny, Rudy Vallee and Duffy's Tavern programs [Broadcasting, Oct. 12].

TO PROMOTE its current picture "The Moon and Sixpence", United Artists, New York, is issuing one-minute announcements in script form to local distributors, for placement as live commercials on stations in 210 communities where the picture is scheduled to be shown to date. Lawrence Fertig & Co., New York, is agency.
British Can Show Us How to Use Discs

We Might Emulate Delayed Broadcast Technique

By MARTIN CODEL

LONDON—Apart from the superlative job the British Broadcasting Corp. is doing in using radio as a vital instrument of psychological warfare, notably with its multi-wave and multi-linguial broadcasts to Continental Europe and the rest of the world, there’s one other phase of its broadcast operations from which our American industry—notably the networks—can learn a lot. Actually, it is just about the only feature of BBC’s domestic broadcast operations worth our emulating, and even then it should be done only to limited extent.

That is the proper use of recorded, or delayed broadcasts.

Unhampered by the self-imposed prohibition against anything but “live” broadcasts, which fortunately most American broadcasting stations do not share with their British counterparts, the BBC, as a regular practice carries transcriptions over its networks of particularly noteworthy programs worth repeating. These tapes are excerpts fromof selected American shortwave pickups, of voices otherwise unreachable such as that of a field commander in Libya, of greetings from soldiers in far-away places who can be reached at reasonable hours by sound truck crews but not by landlines.

The ‘Brains Trust’

Possibly the BBC overdoes its recorded broadcasts, which during some broadcast days seem to be the highlight rather than the exception from over its two networks. But its use of transcribed material, often dictated by censorship requirements, and against which it has no policy prescription whatsoever, sometimes proves that our networks’ present absolute rule against it is poor broadcasting.

Take BBC’s ‘Brains Trust’ program, for example. It is a counterpart, highly popular here but on a somewhat higher intellectual plane, of our Information Please. It is broadcast Tuesday nights on one network, then repeated from the recording the following Sunday afternoon on another so that those who missed it the first time have a chance to hear it later.

In all fairness, it must be noted that the ‘Brains Trust’ panel, comprising noted savants headed by the omniscient university professor Dr. C. E. M. Joad, who possesses a happy mixture of John Kenneth Galbraith’s knowledge and Clifton Fadiman’s wit (and notes), actually does its initial show on a transcription.

The panel and its guests meet Tuesday noon for luncheon at the Dorchester, warms up with animated conversation, then goes before the microphone. It also permits of editing and repetition not only twice on BBC’s networks but also on the overseas shortwave services.

As Good

No appreciable sound quality is lost in the transcription; the show is every bit as good as it would be live.

To all intents and purposes, they are actually broadcasting live—but their discussions, all ad lib, are really recorded for the 40-minute broadcast that evening. This procedure is followed, I was told, for security reasons, based on the fear that someone on the panel might inadvertently let loose a remark that might aid the enemy.

Now of course, our networks wouldn’t think of doing such a thing, but the British don’t do it as regular practice. But take another more striking example: The transcribing of important speeches.

BBC will not ordinarily disrupt its fixed network pickup from a convention during an afternoon of a speech by an important public figure, such as a labor leader. Instead, it will dispatch a crew with sound apparatus to the convention hall, transcribe the speech in full, edit out the duller portions, then broadcast the highlights on the evening schedule—often as a “postscript” to the 9 p.m. news period, to which just about every one in England habitually listens.

The procedure would seem to me an excellent way to handle the recording of the President’s much anticipated radio address this week.

The “quotes” are much like those a newspaper story might excerpt; the speech is fully reported to an audience much larger than it can list at its actual time of delivery; the listener gets the “feel” of it from the man’s own voice; and the talk can be held to the length it really deserves.

This is not done, of course, with the transcendentally important speeches such as those which might be made by the King or by President Roosevelt, for whom all time is cleared just as it is at home for President Roosevelt. But even their full or excerpted speeches may be repeated from recording during the postscript period, giving the night audience a chance to hear what the inevitably smaller day audience heard. As a matter of fact, an excerpt or two of the only excerpted “voice quotes” of President Roosevelt’s last speech (Oct. 12) was thus carried.

Better Audience Interest

Why shouldn’t the same thing be done with many of the speeches our networks see fit to go to vast expense to cover on the scene—speeches by Senators or Congressmen or labor leaders for whom the networks may think they are being held to clear time but whose reading public will now of course be much less interested in hearing that speech than it was ten years ago. The speech may have been more inflammatory ten years ago, but few of our listeners are interested in the subject; those who are interested are much more likely to read full texts of speeches in newspapers; fewer still, if the speech is one of the President’s radio talks are any criterion, want to hear most of them on the radio.

Our networks spend enormous sums, let alone energy, to string landlines to remote places to pick up a broadcast from, say, the Py.

(Continued on page 50)

Martin Codel Broadcasts His London Impressions...

Robert Trout and I were walking along the Thames Embankment the other day, chatting about the London sights and about this and that. All unawares, while nearing the House of Parliament, we got tucked in by a knot of people. We kept chatting away, when suddenly a nice little old lady in the crowd turned to us and exclaimed, “Oh, that Amédéen accent ... just like President Roosevelt’s, isn’t it? so nice ... I simply love it!”

Now nothing is more surprising in a big city like London, which really is very much like New York in that respect. But from my experience here in former years, it struck me as most unusual that any Britisher, much less a strange little old lady, should open up so cordially—should speak without being first spoken to.

Really Quite Friendly

But that’s England today ... friendly, cordial, hospitable to Americans in mutti like myself—especially so to our host of uniformed men here.

Like most Americans I know who have been here before as casual visitors, I used to think the British rather unfriendly, perhaps a bit crusty. They were hard to engage in conversation; they seemed to pay so little attention to you that you thought they were aloof, if not supercilious.

Following is the full text of a broadcast from London by Martin Codel, publisher of Broadcasting, which was carried over CBS Transatlantic service. Mr. Codel, who has returned from England, was selected to give his impressions of life in the British capital and also to discuss the activities of American radio reporters abroad.

Actually, that isn’t so. These people, on their crowded little island no bigger than my native State of Minnesota, want and need privacy, and they assume the visitor wants it, too. But today, possibly because there are so many Americans and Canadians here—possibility stimulated also by the community’s own freedom—they just as easily talk to us as our own folks back home, and I think even more friendly. That’s so whether you meet them in their homes, on trains, in buses, at cocktail parties, even at manor houses—so I’ve found.

Troops Behave Well

They’re really swell people and, thanks partly at least to the wonderful way our many troops have comported themselves here so far, they seem to think we are too.

This may or may not be a new wartime attitude—I don’t profess to know. But how can one help but respect people who’ve shown the guts these people have. They’re still quite ham-fistedly British on beat, and in that respect they differ from most of us Americans.

Sometimes they are hard for a Yankee, usually valuable and seldom given to understatement, to understand.

Evasive Heroes

They will talk about the blitz, if at all—and a hurtful time that must have been—just as casually as we might talk about the distant San Francisco fire, and just about as frequently. Of their personal experiences, they won’t talk at all unless you press them. No heroes whatever. I didn’t learn, for example, that my chief guide and preceptor over at the Ministry of Information, the popular Maj. Roger Machail, was a wounded hero of Dunkirk—not until Ernie Pyle, raving reporter for the Scripps-Howard Newspapers, told me after I’d been here three weeks. They will point out the ruins wrought by the bombers, of which there are many seemingly everywhere, just about as casually as a guide might point out Roman ruins to a tourist.

They seldom speak of their own combat experiences, and they all have them—who may be in the thick of the fighting and from
COVERING the Nashville Market

WSIX 5000 W. 980 KC. NASHVILLE, TENN.

THE BLUE NETWORK

WSIX, now operating with 5000 Watts, covers 107,100 Radio Homes in Tennessee and Kentucky with a Primary Signal. 0.5 MV/M and 0.1 MV/M measured by Ring and Clark, Radio Engineers, July, 1942.

National Representatives
SPOT SALES, INC.
New York Chicago San Francisco

1940 MARKET DATA

<table>
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<tr>
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<th>0.5 MV/M</th>
<th>0.1 MV/M</th>
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<tr>
<td>Population</td>
<td>610,984</td>
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<td>Families</td>
<td>156,908</td>
<td>155,914</td>
<td>312,822</td>
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<td>Radio Homes</td>
<td>107,100</td>
<td>95,100</td>
<td>202,200</td>
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<td>Total Retail Stores</td>
<td>6,755</td>
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<td>Sales, $</td>
<td>144,078</td>
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<td>2,299</td>
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<td>Other Stores</td>
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<td>Sales, $</td>
<td>75,570</td>
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All money values in thousands of dollars.
Radio homes by Joint Committee Radio Research 1938 percentages of 1940 families (occupied dwelling units).
All other data from sixteenth decennial Census of U.S., 1940.
Co-op Claim Stirs Senate Probe Plea

Norr is asks inquiry Of Broadcasters, FCC Powers
By RALPH G. TUCHMAN

RESOLUTION introduced last Thursday by Senator Norris (Ind.-Neb.), asking Senate inquiry into refusal of networks to sell time to the Cooperative League, brought into the open the whole problem of radio's right to decide who shall use its facilities along with possible amending of the 1934 Communications Act.

The action followed complaints made by the League following refusal of NBC and CBS to sell time for sponsorship of a program titled "Let's Get Together, Neighbors" [BROADCASTING, Oct. 12].

The proposed inquiry (S. Res. 306) was promptly attacked by Neville Miller, NAB president, as "one of the gravest threats to freedom of speech in recent years".

Action by League

Action results from a resolution formally adopted by the Cooperative League after conference with Congress. The league contends that NBC and CBS discriminated against it by denying it the opportunity to purchase radio time. The Norris resolution was directed to the Interstate Commerce Commission, calls for a careful study of all the facts, and hearing if necessary, to determine whether the networks involved, the Cooperative League, the FCC, the Dept. of Justice and all other Government agencies, groups or persons "the accuracy of the charges of discrimination against cooperatives and others by the major companies in the sale of their radio time.

Furthermore the resolution suggests the study of a possible need for amendment of the Federal Communications Act, 1934, which would either empower the FCC to prevent such discrimination or grant the Commission further authority by "restricting or affecting the power of said broadcasting companies".

In discussion which preceded the proposal of the resolution, Sen. Norris quoted a letter from John Carson, formerly secretary of the late Senator Connally and clerk of the Interstate Commerce Committee which drafted the Communications Act; Act, and now Washington representative of the League.

Quoting from the letter, Sen. Norris said, "This is not a matter which concerns the cooperative league only. It is a matter of vital importance to every radio listener to the entire public interest, and we (the league) sincerely believe to radio companies, particularly to the independent broadcasting companies." Furthermore, the letter explained the league's "constructive inquiry" on behalf of an organization which Carson estimates as representative of 6,000,000 to 8,000,000 people.

In the statement issued by Neville Miller shortly after the announcement of the resolution he said, such an inquiry if carried out by the Senate to determine whether a Government agency should decide what the people of America should hear" would be welcomed by the "advocates of bureaucratic control both radio and the press" who would "urge the enactment of a law which would put an end to the American System of Broadcasting."

Miller Comments

"In commenting on the circumstances of the case, Mr. Miller pointed out that the networks were in conformity with the NAB's Code of Program Standards by refusing "to sell time to a consumer organization to discuss the philosophy of contemporary movement—a controversial public issue."

Distinguishing between this practice and actual advertising, Mr. Miller pointed out that consumer groups determine what has been sold time to advertise their goods when they have goods for sale."

Sen. Norris commented in the discussion following the resolution that "the situation presented by the cooperative league is what we believe to be the exercise of harsh and arbitrary action, a condition which may become explosive unless corrections are applied now."

Ban a Surprise

Those who were in charge of the proposed program did not anticipate objection; their objection was made to their presentation of the program, according to Senator Norris. He emphasized that they asked for time and were willing to pay for it, and expected they would receive the same treatment as anyone else seeking time. Then he pointed out how a hookup had been arranged.

Originally the program had been scheduled to start Oct. 11 on 30 stations and was postponed by the League pending Federal investigation of the networks' refusal. The network stations involved in the controversy are KDKA, Pittsburgh, owned and operated by Westinghouse, an NBC affiliate; WTAM, Cleveland, owned and operated by NBC; WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The League's decision to postpone the series resulted from a letter dated Sept. 29 from NBC, cancelling its series. Then CBS, according to Miller, saying that the material had been studied and the conclusion reached that the organization's primary purpose was the promotion of new memberships. Then it pointed out the network's policy against commercial broadcasts which solicit or promote membership with the exception of the Red Cross and the annual "March of Dimes" campaign.

CBS Position

CBS offered no written refusal but explained its rejection of the program series for WCCO and WJSV in the light of its controversial character. In a statement to the trade, CBS later explained that the League's program would promote a "fundamental change in the present system of marketing". At the same time CBS emphasized that it would accept a program from a cooperative store which advertised its goods for sale.

The CBS policy is well known and was adopted by the NAB for incorporation into the NAB Code in 1939. Under its policy time is made available on a sustaining basis "for programs of a public controversial nature and attempts to allot time fairly between competing viewpoints."

Senator Norris admitted the "subject matter may be controversial" but contended that there (Continued on page 52)
THE 920 Club program of WORL presents one of the most unusual situations in broadcasting. Where else in the country can you find a daytime station without network affiliations that ranks 2nd and 3rd among seven Boston outlets at specific periods during the day... climax by 22% of the audience (4 p.m. to 4:30 p.m.) according to the C. E. Hooper Winter and Spring Survey, December through April, 1941-1942.

THE abnormally low cost of WORL makes it one of the best radio buys in America. If you want to cover the Boston market, a multiplicity of spots will give you dominance at an extremely moderate expenditure.

NATIONAL and local advertisers have found that it can do the job single-handed... and we have the evidence to prove it.
Rosel Hyde Named To FCC Law Post

Mr. Hyde

The preceding week the FCC had announced promotion of Charles R. Denny, assistant general counsel in charge of litigation and administration, to the general counselship in succession to Maj. Telford Taylor, called to active service in the Army.

Vacancy Remains

A vacancy still exists in Mr. Denny’s former post of senior assistant counsel. The report is current that Nathan David, FCC principal attorney, now in charge of legal war activities and a former assistant to Mr. Telford, is in line for Mr. Denny’s post. Mr. Denny also was named chairman of the Law Committee of the Board of War Communications, a post Maj. Taylor also had occupied.

Mr. Hyde has been closely identified with legal aspects of broadcasting since he joined the legal staff of the former Radio Commission in July, 1928. Mr. Hyde was born in Idaho in 1906 and educated in its public schools, Utah Agricultural College and George Washington U Law School. He is married and has three children.

Blue Script Change

UNDER the direction of Dorothy Kemble, BLUE continuity and wrap-up editor, a new script routing division will handle the receipt and distribution of scripts for BLUE and local sustaining shows, previously a function of the program department, and network, local and spot commercial shows, with records of transcribed programs, previously a sales service function. Miss Kemble is assisted by Helen Masurek, Jean E. Wilkinson and Jack Flynn, who formerly handled the work in program and sales service, will now work as a staff of the new BLUE division.

Benny Discs for Marines

AT REQUEST of Maj. Raymond Hazein of the Marine Department and athletic division, five extra recordings of the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Grapenuts Flakes), will be made and distributed to Marine bases. Jack Benny, star of the program, will append a personal message each week.

SIGING CONTRACT for three-weekly-hour program on WBBM, Chicago is Ralph Heller, vice-president and general sales manager, Prima-Bismarck Brewing Co., Chicago. Watching the proceedings are (l to r) Johnnie Nebbett, narrator of the new program titled So the Story Goes, A. Wesley Newby, president, Newby, Peron & Flitchcraft, Chicago agency, and Stanley Levy, local salesman of WBBM.

Factory Sponsors

IN AN EFFORT to help relieve the labor shortage in war industries of Northern New Jersey, through appealing to women to seek employment, several leading manufacturers in the area are sponsoring a six-weekly-half-hour program on WPAT, Paterson, titled North Jersey Women at War. Available jobs, and employment requirements at the sponsor’s factories are listed during the program, which features an employment counselor, who serves as a go-between for station and industries involved. Business was placed direct. Starting Oct. 19, series is aired at 10 a.m.

Plough News on Coast

PLOUGH Inc., Memphis (Pentro, St. Joseph, Mo.), on Oct. 5 started for 26 weeks sponsoring the five-weekly commentary, Fulton Lewis, jr., on 33 West Coast Don Lee stations, Monday, Thursday, Friday, 4:45 p.m. (PWT). Lake-Spiro-Shurman, Memphis, has the account.

GEORGE COREY, script writer of This Nation at War, presented on BLUE in cooperation with the National Assn. of Manufacturers, will go to England sometime next month to prepare several broadcasts of the series for shortwave to the United States.

THE ‘DIGEST’ IS WIDE OPEN

KPRO Head Suggests Newspapermen May Have Sent in a Few Plug-Ugly Coupons

EDITOR, BROADCASTING: The Reader’s Digest, October issue, reporting on its campaign against radio commercials, certainly left itself wide open.

On page 58 in the opening of their story they say that 15,000 Digest readers responded to their plug-uglies story which they ran two months before in their August issue. In other words, only a small percentage of the readers of the Digest found themselves agreeing with the stand taken by the Digest in the August issue.

The strange thing about it is that the Digest printed a form in the August and September issues to be cut out and sent in, thus making it easy to secure response. Still they were able to arouse only a few readers.

Analyze the people who subscribe to and read the Reader’s Digest and you realize it is the few thousand people left in the United States who continue to induldge in reading on a habitual schedule; when you realize that most of the protest to radio commercials comes from these very people, it is astonishing to me that the Digest did not get 30 or 40 thousand responses because I understand in our own area alone a newspaper accounted for more than a dozen of the coupons and I am sure that the Digest must have at least 15,000 readers among the newspaper publishing fraternity who delight in responding to a campaign of this nature.

W. L. GLEESON, President, KPRO, Riverside, Cal.

Sanders Defeated In Louisiana Vote

Pending Legislation Not To Be Affected by Loss of Seat

DEFEAT of Rep. Jared Y. Sanders, Jr., author of the bill to rewrite the Communications Act, in the Louisiana run-off elections last week will not affect the status of the pending legislation, it was stated by members of the House Interstate & Foreign Commerce Committee where the measure now reposes.

Mr. Sanders, by a narrow margin, was defeated in the run-off by James H. Morrison, one-time candidate for Governor. Neither had procured the necessary majority in the recent Democratic primaries and the run-off was necessary. The Democratic nomination is tantamount to election.

Mr. Sanders introduced his bill (HR-543) for a comprehensive study of the radio and communications field. The measure was the subject of hearings earlier this year and the committee announced their intention of holding further hearings in the hope of action at this session. War exigencies, however, blocked that and Chairman Lea (D-Cal.) has not yet appointed the subcommittee to rewrite the measure.

It is expected no action will be taken until the new Congress convenes next January where there are at least a half-dozen vacancies on the committee. The bill, as revised, will be a committee measure rather than the Sanders Bill, and probably will be offered by Chairman Lea himself, who was renominated by both parties in the California primaries and therefore is certain of re-election next month.

Radio Drive Expanded

By Schaeffer Brewery

F. & M. SCHAEFFER BREWING Co., Brooklyn, which has been confining its radio advertising almost exclusively to a musical program on WEA F, New York, for the past four or five years, has expanded to four additional New York stations, using heavy news schedules.

Continuing the thrice-weekly Schaeffer King on WFA R, the beer company has added a thrice-weekly-five-minute period on that station, featuring newscasts by Bill Hiltner. Six-weekly-hourly explanations have been placed on WJZ, featuring a news spot on Breakfast in Bedlam. Schaeffer has also taken over three-weekly-quarter-hour AP news programs by Alois Havrilla on WOR, in addition to five participations weekly on News-cast of the Air on WGN.

On WMCA, Schaeffer has started five one-minute announcements weekly, in the evening period, to be increased to thirty daily Oct. 26. The expanded advertising schedule on all stations got under way Oct. 8. BBDO, New York, handles the account.
Lots of stations are able to put out a glamorous line of advertising—but the beauty with Kex is that it's more than skin deep! This station does a solid job. All the way through.

Here I am again, folks! Not only ready, but anxious to tell you why radio station Kex is the inevitable choice in Portland, Oregon! Listen—

If your client is in the market for a live-talent show with an established audience—Kex can provide that, too! Kex points to a long list of successful shows—feeds one of the most successful sponsored shows on the coast to the Blue Network.

I suggest that you sit right down and dictate a telegram to Kex asking for immediate availabilities—better yet, pick up your phone and call the nearest Paul H. Raymer office!

Kex leads in newscasting in Portland, with all three services—Associated Press, International News and United Press—and such personalities as James Abbe, Frank Hemingway and Don Kneass!

Wow! What a program schedule Kex will carry this fall as an outlet for the Blue! Jack Benny... Quiz Kids... Raymond Gram Swing... Dorothy Thompson... Duffy's Tavern... Spotlight Bands... Earl Godwin... True and False... and many, many others!
Industrial Leaders Are Named As OWI Regional Consultants

Will Report to William B. Lewis in Clearance Of All Government War Effort Broadcasts

IN LINE with its plan of introducing practical operating methods and policies in the clearance and coordination of all war effort Government programs, the Radio Bureau of the Office of War Information last Friday announced appointment of 17 well-known broadcast executives as OWI regional consultants.

To serve without compensation, these broadcasters will be field advisors of the Bureau, reporting to its chief, William B. Lewis, former manager of broadcasts of CBS. They will work with stations and OWI branch offices in their various regions and also will coordinate their activities with the existing OWI Station Advisory Board.

List of Consultants

The new regional consultants are:

Herbert L. Petey, WHN, New York; Lt. Leon Levy, WCAU, Philadelphia; G. Richard Shafo, WIS, Columbus, S. C.; Thad Holt, WAPI, Birmingham; Truman Ward, WLAC, Nashville; H. K. Carpenter, WHK-WCLE, Cleveland; Leo Fitzpatrick, WJR, Detroit; Glenn Snyder, WLS, Chicago; Merle Jones, KMOX, St. Louis; Kenneth M. Hance, KSTP, St. Paul; William Gillespie, KTUL, Tulsa; Martin Campbell, WPAA-WBAP, Dallas-Fort Worth; Robert Hudson, Rocky Mountain Radio Council; Lincoln Dellar, KSFO, San Francisco; Richard F. Connor, Southern California Broadcasters Association; Harold Fellows, WESI, Boston; Sheldon F. Sackett, KVAN, Vancouver.

Carl Haverlin, vice-president of BMI in charge of station relations, recently appointed headquarters consultant on industry relations to OWI, assisted Mr. Lewis in the new station plan, as did Lt. Levy, who has been on special consulting duty at OWI from his regular assignment in the Navy public relations office in Philadelphia.

Two highlights of the plan, it was stated, are proposals for consolidation of all spot announcements emanating from the Government and, second, a new scheduling plan for all Government transmissions.

The plan will be explained in detail to the industry by Mr. Haverlin at the NAB district meetings, which open in Philadelphia Dec. 9 and which will be carried through Dec. 10, spanning the country. Mr. Haverlin will meet with the Radio Bureau consultants, OWI field representatives and war program managers from stations throughout the country, outlining the plan and how it affects coordination in individual stations.

After the 17 consultants have discussed the plan with Mr. Haverlin, OWI stated, they will be asked personally to present the plan to all station operators in their regions. The consultants will, at that time, compile information necessary to operation of the plan, noting suggestions or objections and securing final ratification of it from all stations.

Late in December, the regional consultants will attend a three-day meeting in Washington with the Radio Bureau officials and OWI regional men, for a discussion of the complete OWI operation. It is intended at that time, said the announcement, to disclose final details of the plan and its initiation the first of the year.

Members of the Station Advisory Board are:

Neville Miller, president, NAB; John Shepard 3d, president, Yankee Network; James D. Shouse, WLW-WSAI, Cincinnati; George B. Storer, president, Fort Industry Co.; O. L. Taylor, KGNC, Amarillo; Eugene Pulliam, WIRE, Indianapolis; John E. Petzer, WZKO, Kamloops.

JASON JOINES

LATEST recruit from the ranks of NBC, Hollywood, to be assigned to the army at Fort MacArthur, Cal, in mid-October, entered his particular division with special permission of Sidney N. Stroz, NBC Western division vice-president. Not that the interest was less than 100% perfect physical specimen, nor that his intelligence was questioned. Just a matter of Army regulations.

And to keep the record straight, that division is: Cinema, the one named Jason, two-year-old boxer pup and mascot of NBC, Hollywood. Owner Stroz gave the necessary consent.

Philco on Full Network With CBS War Dramas

PHILCO RADIO & TELEVISION Corp., Philadelphia, on Oct. 16 became the 16th CBS sponsor to use the full network on the network's 10% discount program, when it started Our Secret Weapon with Rex Stout on 110 stations. Hereafter, heard on a sustaining basis Sunday evenings, the CBS dramatic program has been shifted to Fridays in the 7:15-7:30 p.m. slot, with a repeat at 11:15 p.m.

Mr. Stout, author and chairman of the Writers' War Board, Inc., has written the program's “lie detective” as he exposes the fallacies of Nazi propaganda, assisted by Bob Trout, CBS correspondent for Philco, which is sponsoring the series on an institutional basis, is Sayre M. Ransdall Associate, Philadelphia.

Kirkman Change

KIRKMAN & SON, Brooklyn, a division of Colgate-Palmepe-Beet Co., Jersey City, has appointed Newell-Emmett Co., New York, to handle its advertising business, effective Dec. 1. The company, which manufactures soap products, is currently using the Colgate-You Top Advertising Program Tuesday evenings at 8:30 on WOR, New York, in addition to some spot radio. That show is also sponsored by C-P-P on NBC, through the Ted Bates Inc., New York. The newly-appointed agency for Kirkman has not yet announced plans for the account, and will not do so until after the appointment becomes effective. N. W. Ayer & Son, New York's oldest independent agency for Kirkman, but is understood to have reserved the account [BROADCASTING, Sept. 21].

Prager Promoted

BERT PRAGER, talent buyer of Benton & Bowles, New York, and previously in the agency's commercial department, joins Donahue & Coe, New York, in the newly-created position of radio director, effective Oct. 19. Prager will have complete supervision of talent buying, creating and producing of radio programs, and spot announcements for the agency's accounts.

Libraries Flourish Despite AFM Ban

Reserves of Music Stored Up; Other Backgrounds Used

DESpite the Petrillo ban on recorded music since Aug. 1, the transcription library business is not only continuing but flourishing, according to reports made by BROADCASTING last week by several New York transcription companies, which stated that new and renewal contracts have been signed and that stations as usual and without diminution in volume attributable to the stand taken by the musicians' union.

From the date of Petrillo's speech to the AFM convention last June, announcing his intention to withdraw all AFM members from the employment of recording companies, until the ban actually became effective, recording companies worked long and hard to store up a reservoir of master transcriptions so that stations largely dependent on recordings for their musical programs might not be immediately affected by the AFM action.

Other Backgrounds

In addition, since Aug. 1, this backlog of transcriptions has been augmented by records performed by harmonics groups, choruses singing a capella and other musical combinations which do not come under the AFM ban.

While refusing to divulge future plans, executives of the companies indicated that their willingness to sign new contracts at this time is evidence of their intention to make every effort to continue to supply library service to their station subscribers.

NBC's Radio-Recording Division announced new contracts for its The Thesaurus service with WJLB, Detroit, WHBC, CKWS, WLAW, KBWD, CHOV, CMCF, WMAL, KWLK, KMPG, 9K49C and renewals from 57 stations.

Broadcasting System's new library subscribers include: WMBR, WJBC, WCAU, WJRS, KOAM, WSPY, W87NY, KTUL, WDAE, WOJO-WOL, WSBA, WGB, WFPL, WKBW, WOJA, KRDW. The company also reported numerous renewals from existing clients.

New contracts for the library service of Associated Music Publishers have recently been signed with WCPO, WXQ, WJWC, KQG, WSBA, WLAB, in addition to numerous renewals.

Cudahy Change

CUDAHY PACKING Co., (Old Dutch Cleanser) on Oct. 19 shifted Helpmate, daytime serial, on NBC, 8:30-9 a.m., from New York to Chicago. The new cast will include Fern Persons, John Larkin and Beryl Vaugh, Frank and Doris Hursley will write the parts to their liking. Grant Adv., Chicago is agency.
Little by little, this colossal group of figures was hewn from the solid rock of Mount Rushmore, South Dakota. The combination of patience and unceasing labor brought about the creation of an unduplicated work of art.

Little by little, over a period of 17 years, more and more people in Southern New England have formed the habit of listening regularly to WTIC. And, when we realize that these same listeners can claim a 12.9% greater radio ownership and a 50.8% higher effective buying income than the national average, small wonder that we say

THERE'S NOT ANOTHER LIKE IT!
Free & Peters, Inc.  CBS Basic Network

Page 18  •  October 19, 1942

BROADCASTING  •  Broadcast Advertising

BARTENDER'S APRON, prop figuring in Duffy's Tavern, gets another signature on the occasion of the program's debut on BLUE Oct. 6 for Bryant-Gumbel Co., Minor Rob, Sal Hepatica. Adding his autograph to the scrolls of guest stars who appeared on the show on CBS last year for General Foods, is Joseph Allen, advertising manager of the new sponsor. Observing the procedure are: Edgar Kobak, executive vice-president of BLUE (right), and Ed "Archie" Gardner, "bartender" of the Tavern. Young & Rubicam, New York, is agency.

Impressions from London

(Continued from page 10)

whom, the wartime mail service being what it is, they may not have heard for months on end, or even years.

Always Aware

Yet you know, despite their reticence and despite the present lull, that they are constantly conscious of the war. How can they help but be, with their complete blackouts . . . with town and countryside bristling with soldiers and military emplacements . . . with two out of every three of them engaged in war work . . . with private autos entirely banned . . . with their so-called austerity diet . . . with rationing of just about every necessity . . . with newspapers down to only 4 or at most 10 pages . . . with such commonplaces (to us) as orange juice and eggs for breakfast, lemon for cocktails, roast and steaks for dinner, just about unobtainable. But it's amazing how quickly and how cheerfully you become accustomed to these things.

We've been nothing but at home, compared to what these people have faced and are facing in the way of everyday deprivations or curtailments. Yet the austerity program allows enough necessities for everybody—no one can possibly go hungry and I'm told the health of the British is better than it ever was.

Never a squawk do you hear, for example, in a restaurant, when a dinky portion from an abbreviated menu is served; and you take it for granted when, at maybe 1:30 in the afternoon, the menu is abbreviated still further; or, if you've come late for lunch or dinner, as I often have, the proprietor or head waiter says, "Sorry, closed now, no more servings, no more food supply."

My own job here has been to study Anglo-American radio relations, which are growing in importance and which will continue to be important after the war is won. There isn't much I can report as yet about my observations, which I hope will be of some help later to our broadcasting industry. That radio is playing an enormous role in this war, doing secret things and I as listeners seldom hear about—like the aircraft radiolocator—goes without saying.

I can say this, though, that the British Broadcasting Corp. people, running a much different system from ours, surely have a wholesome respect for our broadcasting system and radio methods. They are constantly sending men over to America on radio missions: Sir Cecil Graves, joint BBC director-general, and Noel Newsome, operations chief of BBC's European Service, have just returned from official missions to our country. BBC maintains offices in New York, Washington and elsewhere in the United States and Canada to take advantage of what we have to offer. And some of the most popular programs on BBC are re-broadcasts, usually via recordings, of some of our own favorites back home.

World Series, Too

In their European Service broadcasts, which are aimed at that beleaguered continent and which consist mostly of news, and in their Overseas Service broadcasts via shortwaves to the rest of the world, they are doing a magnificent job from here, and they have lots to teach us. The European Service news, incidentally, is carried in more than a score of languages on long and medium and shortwaves, and includes some periods prepared by our Office of War Information and relayed voice from New York. It is noteworthy for its absolute integrity—especially by contrast with the drivel outpourings of misinformation and abuse from Herr Goebbels’ vast network of transmitters all over Europe, including that truckling but much-quoted Vichy Radio.

And BBC officials want to cooperate with our forces in giving our boys in the camps the kind of programs they want to hear. So they regularly put on Jack Benny or Bob Hope from transcriptions, Bing Crosby on recordings, nightly American sports reviews, and other American-made shows, like the Army’s Command Performance, some of them to the delight of their own audience. They are even broadcasting, starting tomorrow, a daily report of the world series immediately after each game, which the Americans here will certainly welcome.

Brewster Morgan on Job

Our people still have a lot to do, however, toward getting more of the American radio programs our boys want on the air over here—and it's one of the jobs Brewster Morgan, the well-known radio producer who has just come over here to head OWI's radio, has plunged into. Shortwave reception is poor, so there aren't many shortwave sets in the camps anywhere . . . and obviously the BBC cannot be expected to turn over its whole system to the kind of programs the Americans here want to hear during their leisure hours.

As for the American radio reporters here, they are doing a great job, and they stand just as high as our fine corps of newspaper correspondents. Ed Murrow and John MacVane, Bob Trout and Charles Collingwood, John Sloane and Arthur Mann, all are well recognized as important interpreters of the war scene here. Stanley Richardson, former AP foreign correspondent recently with the radio division of our Office of Censorship in Washington, arrived last week to become NBC's London office manager, and Arthur Allen in Berlin for NBC, is taking over for Bob St. John here.

The prestige of our foreign radio correspondents may be gauged somewhat also by the splendid books they have turned out: Bob St. John's Land of the Silent People, Harry Flannery's Assignment to Berlin, Ed Murrow's This is London, Bill Shirer's Berlin Diary—and, most recent and a very excellent job, Last Trains From Berlin, by Howard Smith, of New Orleans, who is now in Switzerland for CBS.

Reporters Needed

Here in London we also have Columbia's own Com. Harry Butcher, who took leave not so long ago as CBS Washington vice-president, to fill the important post of naval aide (and, incidentally, unofficial radio advisor) to Gen. Ike Eisenhower, our commanding officer for the European front.

I have wondered why BBC didn't send over to America a few British radio reporters to do the same kind of Transatlantic job for its network that ours are doing. I'm sure that their broadcasts would have been just as well received here. However, they have their own war to fight, and our war is as much theirs as ours.
Late in July, Tom Breneman, MC of "Breakfast at Sardi's," announced his 9:30 A.M. show would be presented from San Francisco, for one week. He invited his listeners to write KGO for tickets. What happened! KGO's phones were jammed five minutes after the announcement. Two extra girls were hired to handle the mail. And, when the storm subsided, requests for 20,167 tickets had been received. The final show was put on before 13,087 guests in the S. F. Auditorium.

1856 World War Atlas' sold by a few 30 second announcements

Here's a test which was made against the toughest kind of competition. A World War Atlas was offered at 25c per copy on a KGO news show. This offer competed with the second highest ranking news program in this area. With just 22 thirty-second announcements, 1856 copies of the Atlas were sold. And, this new KGO news program, at the time, hadn't been on long enough to establish a Hooper rating. You'll find, on investigation, many good news buys on the new KGO.

1735 War Bonds sold during "Bond Night on the Blue"

KGO is particularly proud of this test. You'll recall the monumental program, "Bond Night on the Blue," staged Saturday, August 29th. During the show the audience was requested to phone, wire or mail pledges for War Bonds. The result. A total of 1735 telegrams and phone calls were received while the show was on the air. These same people ordered nearly a quarter of a million dollars worth of War Bonds. Nothing was prearranged ... but it indicates to you the pulling power of the new KGO.

Investigate the new KGO ... the action station in San Francisco

There's other evidence of the new KGO's pulling power, too. For instance, KGO has sold this year more locally-produced ½-hour shows than any other San Francisco station ... Local and spot sales are each month 30% to 60% ahead of last year. And with the new Fall Blue Network schedule even greater things are in the offing! Keep posted on the new KGO ... the action station in the great San Francisco-Oakland market.

Blue Network Key Station for Northern California

Represented Nationally by Blue Spot Sales Offices

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

810 KYLS · 7500 WATTS
Fizz Quiz Makes Sales Whiz!

So everything is Hooper-dooper with Alka-Seltzer and the BLUE
Prof. Kelly: Kids, meet Statistic, who wants to ask you some questions.

Quiz Kids: Ixnay. That's not in our contract. Fifty-two Sundays a year, over 66 Blue Network Stations, we answer everything from the Sphinx's riddle to a sponsor's prayer. Today, we do the asking!

Dick: And I'll start. Statistic, who's your old man?

Statistic: My paternal parent is Dr. C. E. Hooper—than which no Statistic could have a better.

Jack: You mean the man with all the swell phone numbers?

Statistic: Accurately speaking, my young savant, Dr. Hooper's telephone numbers are typical rather than swell. They're the numbers of regular, cross-section Americans—the millions who spend the billions. In the present case, Dr. Hooper's staff in 32 cities called 3,276 families who, in the preceding 11-month period, had already been contacted once—during the half-hour that Quiz Kids were on the air.

Margaret: And did we slay 'em!

Statistic: Yes, my modest miss, you did. Exactly 835 verified the fact that they listen to Quiz Kids. Only 476 verified that they don't listen to the program. That's 75% more verified listeners than verified non-listeners. (The balance, having stated on one call that they listened but on the other call that they did not listen, are unverified.)

Gerard: Here goes our neck out. What about the sordid, commercial side. I mean, how's the gate? Do our tuner-inners go for Alka-Seltzer?

Statistic: Do they! 21.1% of the listeners use Alka-Seltzer, as compared with 12.2% of the non-listeners.

Richard: So what's the final answer?

Statistic: Easy as rolling off a logarithm. Listeners to you and the BLUE use Alka-Seltzer 73% more than non-listeners. And that's a Hooper-doofer of a record!

P. S.: The BLUE is signing this advertisement. But we're not trying to hog the credit. The headwork was done by Alka-Seltzer and the Wade Advertising Agency. But don't forget, part of that headwork was the selection of the thrifty, efficient BLUE... the network that delivers your message in more homes per dollar than any other medium. Call in our representative and let him prove that fact in Blue and White.

Blue Network Company, A Radio Corporation of America Service
Merchandising & Promotion

Full CBS Net Ups Ratings—CBC Promotion—Student Workshop—'Code' Message

HOW NINE CBS programs got off the current group of 104 now following the full network. The increase in their ratings in ten cities tested by C. E. Hooper, is the subject of a 10-page, 100-page brochure issued by CBS and titled "Up went their hands and Up went their ratings."

The Hooper ratings were computed a week before and a week after the full-network plan went into effect. For the 9 programs, ratings in the cities added to the programs were also higher than the regular Hooper ratings for the same weeks.

One of the programs tested was Atlantic City; Anderson, S. C.; Augusta, Ga.; Erie; Mason City, Iowa; Montgomey, Ala.; Parkersburg, W. Va.; Quincy, Ill.; Uniontown and Erie, Pa.

CBC Promotion

CANADIAN Broadcasting Corp., to publicize its various programs has started wide distribution of brochures and posters about its various programs. Women's clubs receive literature on women's war-time programs; farm and home groups are advised of forums and special programs by means of posters for bulletin boards in union halls, factories, post offices, commumal farming centers, school children have the new national radio educational broadcasts brought to their attention by means of special booklets, and other literature. Not only the CBC stations act as distributors of these posters, but Alice in the private stations using these programs. A new CBC Monthly Guide to broadcasts of educational and cultural value is being sent to all schoolteachers. Other publications are in the offing.

Brooklyn Auditions

YOUNG PEOPLE eager to break into radio, whether in writing, acting or announcing, are invited to attend a Workshop weekly Saturday morning program heard on WLIB, Brooklyn. The series includes dramatic presentations of various types of national interest to youth, in addition to interviews with well-known personalities.

'Code' Message

CAPSULES containing a 'secret code message' are mailed out by WOR, New York, to prospective buyers. When opened, a message, typed on thin tissue reveals that 33 of the nation's largest military bases in area covered by WOR, and describes selling power available on the station.

Milk on the Table

WITH TEA and COFFEE raised in Canada, three Rouyn and Noranda dairies have started a series of quarter-hour programs on CKRN, Rouyn, Que. with the theme that milk is not rationed and featuring the slogan "Put the milk jug back on the table."

On the Air First

REVERSING the usual formula of putting prominent persons after their story and pictures have appeared in newspapers, KGO, San Francisco, has arranged with the San Francisco Chronicle to print pictures and stories about persons in the news after they have been at the KGO microphone. Using this three dimensional coverage plan of word, voice and picture, the listener is immediately furnished with a talk that photographs and a printed statement may be found in the Chronicle.

WSBA Promotion

FIRST month's promotional campaign for WSBA, new 1,000 watt regional in York, Pa., includes bus card announcements, 17 film strips, and movie trailers in seven local theaters. Ceramic ash trays have been given to a selected agency list and match books—bearing a microphone design on the cover, news schedule on the inside cover, with a turkey filling will be widely distributed.

Live Turkey

LIVE TURKEYS greeted radio editors of New York newspapers the morning of Oct. 8 to remind them that Abbott & Costello would start their new show on NBC that night. With the turkeys came a box of grain and a nice little note: "We'll give you enough corn to have this turkey fat by Thanksgiving" signed by the comedians. The show is sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, for Camels.

WTMJ In Movies

COLOR movies of WTMJ-W55M, Milwaukee, have been prepared by Wadham-Division of the Soco Vacuum Co., sponsor of Miss Winne's sports broadcasts over the station for the past 13 years. Narrated by Winnie, the film gives the complete story of the new radio center. It will be shown at dealer meetings of the sponsor throughout the Midl West, in the firm's products.

Working With Drggists

MERCHANTISING sheet is distributed by WHO, Des Moines, to local druggists urging them to concentrate their sales efforts with the courtesy plugs used by the station to urge listeners to patronize their local drugstore. Shows previews the coming month's announcements, and urges stores to tie in displays and other promotions.

One-minute Transcriptions

Regional Advertisers are signing for a series of one-minute signatures transcriptions produced by Harry A. Goodliman Co., New York, each featuring Joey Nash, singer and actor. Commercials are written for the most part "tailor-made" for individual sponsors, with some adaptable for the insertion of live announcements at the point of broadcast.

Ad Council Names Eight To Board of Directors

INCREASED calls from Government departments on the Advertising Council for assistance have led to an increase in the size of the board of directors, according to Dr. Miller McClintock, executive director, who announced the following recently-elected directors: Brian Bell, vice-president, R. H. Macy & Co.; Stuart Peabody, vice-president, Borden Co.; Vernon Beatty, advertising manager, Swift & Co.; Carleton Healy, advertising manager, Hiram Walker Inc.; Allen L. Billingsley, president, Fuller & Smith & Ross; Thomas D'A. Brophy, president, Kenyon & Eckhardt; Richard Compton, president, Compton, Adv.; William Reidel, partner, Newell-Emmett Co.

The Council's expanding program, Dr. McClintock said, includes such new projects as Series A Bonds for the Treasury, meat rationing for OPA, fuel rationing for OWI, transportation conservation for ONR and the type writer repurchase plan for WPB.

Farm Forum Tested

OPEN FORUM for farmers is a new type farm program with which the U. S. Dept. of Agriculture is experimenting on WSKB, McComb, Miss. Problems, achievements, failures and plans of farmers are discussed. The weekly series is supported by several counties in southeast Mississippi, the Farm Credit Assn., farm agents, AAA committees of the counties and other agencies.

KELLY & YOUNG Radio Producers New York, has taken over Sam Ca's 'Face of the Wind,' previously handled by XHC Radio-Recording Transcription. Transcribed series has been sponsored on over 80 stations. Program is currently being considered by a national advertiser for use in several markets.

ALL WINDOWS of the Francis Rogers Dept. Store, New York, carried these WNEW microphones and signs as a joint tieup with the store's sponsorship of Miss Cravens' program on WNEW, New York, and as special decoration for the celebration of its 75th anniversary. All customers in the store received stick-on labels on their packages similar to the window signs, while all employees in the store will receive letters from Miss Cravens on her "Joining the staff."

WHAT'S WHAT in Boston

5.

WCP - Mechanizises advertisers' programs. Ask us to tell you how!
We can't get materials to build enough of them. And those we have now are crowded with war calls. So please do not make Long Distance calls to centers of war activity. These girls are at battle stations on the telephone front. They have as much as they can do to get the war calls through.
Men wanted for the Signal Corps of the U. S. Army

You can (1) serve your country, (2) learn the rapidly advancing science of electronics, (3) prepare yourself for a promising career after the war by joining "The Nerve Center of the Army" now.

Men are needed now to man America's electronic weapons.

This is a war of communications. "The message must get through!" Radio communication equipment and electronic devices known only to the men of the U. S. Signal Corps are fighting the war on world fronts.

U. S. Army Signal Corps Photography
Here is an outstanding opportunity for radio and communications men to do their part, and at the same time get the finest possible training in one of the brightest after-the-war industries.

The electronics field is still in its infancy. Ten years ago there were comparatively few electronic devices. Today there are more than a thousand kinds of electronic devices at work in factory, hospital, office, cotton mill, steel mill, the home and on the fighting front!

General Electric is a leader in electronic research. We are definitely interested in having available, when victory comes, trained men for the sales and service of future electronic devices. This is a highly specialized field, and good men will be in demand.

If you are now an expert in radio, or are ambitious and willing to learn at good pay, General Electric urges you to consider the Signal Corps now. The Signal Corps is also sponsoring courses in the fundamental theories of radio and electronics in many colleges and universities....Get in on the ground floor today!

For further information regarding enlistment, call at the nearest Army Recruiting and Induction Station. Or write to "The Commanding General" of the Service Command nearest you. For Civilian Training information, call at any office of the U. S. Civil Service or U. S. Employment Bureau.

*   *

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General Electric

Leader in radio, television, and electronic research.

This is a General Electric electronic radio tube. General Electric is building thousands and thousands of electronic tubes, of many sizes and styles, for use in Uncle Sam's radio communication equipment and electronic weapons.
Baltimore’s Blue Network Outlet

Millions of Volts!

The energy of Lightning has never been harnessed!
The energy of our Organization can be harnessed to substantially increase your business.

Energetic
AND COMPANY
Radio Station Representatives
New York • Detroit • Chicago • San Francisco

Weed

Purely Programs

WBYN News

CALL LETTERS of the station carrying the six-hour program We Bring You News every weekday are WBYN, Brooklyn, not WBNY as reported in the Oct. 12 issue of Broadcasting. The series, titled after the station's call letters, is being so well received, according to William Norris, WBYN director, that the station may be made into the first all news radio station in the country. Heard from 12 noon to 6 p.m. in news every minute on the minute.

Days of Yore

FLASH-BACKS from the memories of husband and wife are dramatized in Our Secret World, weekly program written, directed and produced on WOR, New York, by Herb Inraut, German refugee actress. Series centers around a pact made by a couple that whenever separated, each would set aside definite time each night to “talk” with the other. Their reminiscences are re-enacted with one or the other serving as narrator.

Entertaining Soldiers

SOLDIER's entertainment wishes are granted on a new program sponsored by Public Service Co. of Colorado on KLZ, Denver. Show features all-soldier talent from nearby posts, and is climaxl by interviews with four or five soldiers who are granted any entertainment they ask for, with the sponsor footing the bill. Recently, for instance, a soldier got use of a bowling alley for himself and his pals for an afternoon.

High School Debate

HIGH SCHOOL students debate current topics on High School Forum, half-hour weekly program now entering its second year on WTOL, Toledo. Debates take place before live audience in a vocational school auditorium, and are arranged by the Radio Education Department of the Toledo public schools.

Double Cast

SOMETHING new in radio serial casting is the current plan of Anne Nichols, author of NBC's Abbe's Irish Rose series, sponsored by Procter & Gamble Co., Cincinnati, for Drene. Miss Nichols is building the radio cast with an eye to the overseas, so the whole group can transfer to Hollywood for the moving picture remake of the radio series.

Dutch Role

AS PART of a group of programs on WNYC, New York, bringing news of the United Nations, a series has been started by Henk Willem Van Loon, editor, on the role of the Netherlands in the war. Already in operation is a weekly broadcast on the activities of the De Gaulle faction, under auspices of the Fighting French. Plans are under way to add programs representing other members of the United Nations.

Famous Women

THREE “famous women” of the world, and three “famous women” of the Cincinnati area will be nominated by listeners of WCKY, Cincinnati, after a series underway on Olive Kackley’s Famous Women program. Prizes, totaling $100 are offered for letters.

Recipes Minus Sugar

BEST RECIPE of the week containing sugar substitute wins a prize of $1.00 worth of War Stamps on Women in War, Denise Keller’s weekly program on Tuesdays at 10:45 a.m. WICC, Bridgeport. Guest speakers are interviewed on the same program.

Hospitalized Soldiers

VISITS to a military hospital are featured on a twice monthly show on CHML, Hamilton. Program consists of a fast moving variety show presented as entertainment for bedridden soldiers, sailors and airmen.

German Interview

FAMOUS EUROPEAN personaliies from music and drama circles are interviewed in a weekly German language series on WHOM, Jersey City.

Up gives you

“The World’s Best Coverage of the World’s Biggest News”

KWHK
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
Shreveport, La.
The Branham Company

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Broadcasting • Broadcast Advertising
LETTER A MONTH
General Mills Pushes Drive
To Write Soldiers

THROUGH ITS BLUE daytime serial for Wheaties, titled Jack Armstrong, General Mills, Minneapolis, has launched a project in which children listeners are asked to pledge themselves to write one letter each month to a fighting man, either a member of the family or a friend. Children are invited to organize five friends into units of the the project's "Write-A-Fighter-Corps". The "Quiz Kids", stars of the BLUE program sponsored by Miles Laboratories, Elkhart, Ind., for Alka-Seltzer and Vitamins, will comprise the first WAFC unit in the country.

BLUE affiliates are being asked to promote the idea through newspaper and car card advertising, and other media, and have received recordings, prepared by Knox- Reeves Adv., Minneapolis, agency in charge, giving suggestions for station and program promotion, as well as details of the plan.

Chicago School, Zenith Affected by FTC Action

CHICAGO TECHNICAL COLLEGE, correspondence school, has been ordered by the Federal Trade Commission to cease certain advertising practices used on the radio and in other media for its courses in drafting, building, air-conditioning and refrigeration. The FTC order was directed against representations that the school's enrollment was limited, that graduates are assured positions and other claims.

Another FTC order last week against Zenith Radio Corp., Chicago, instructed the radio receiver manufacturers to cease advertising which the Commission said misrepresented the number of tubes in its sets, and the power of the receivers. The Commission said Zenith falsely advertised that its sets could pick up programs broadcast from Europe, Latin America and the Orient every day, and that they would be reasonably audible under all conditions.

Canada Camp Series

THE Canadian army is recruiting from its ranks and from outside army ranks talent for an Army Show which will stage regular broadcast programs at various military camps and training centers and may possibly go overseas later on. Vic George, president of Whitehall Broadcasting, Montreal, is to be appointed general manager of the group, with an army commission.

Ham Clambake

IDEA mart for amateur operators has been set up at WCKY, Cincinnati, by Announcer John Watkins in the form of an early morning program known as Ham Club. The program will serve as a clearing house, swap club, idea center and unofficial parent for WCKY listeners. No messages will be transmitted.

Any way you look at it
KPO is the number 1 station in San Francisco. KPO has more power ☀️ more top flight programs (check Hooper and C.A.B.) and more modern 🏠 facilities than any station in the rich Northern California 🌞 market.

All this means one thing to 🟡 advertisers—more sales! 🅰️

Get the facts from any NBC spot sales representative. 🍯

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
New York Chicago San Francisco Boston
Cleveland Denver Washington Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

BROADCASTING • Broadcast Advertising October 19, 1942 • Page 27
CHARLES PARKER has been transferred to the transmitters at KOMA, Oklahoma City, and is assistant chief of the engineering staff. New technicians at KOMA include Tony Washburn, who was recently inducted into the Army, and George L. Cope, who was recently transferred.

Ralph Ward, control room engineer for KOMA, New York, left the station last week to enter the Army.

Ivan Wayne, technician of WFWB-WBAP, Dallas-Fort Worth, and member of the Plainsmen Quartet, is the father of a girl born recently.

Bill Neil, engineer of WILF, Philadelphia, will report Oct. 30 for duty as a warrant officer in the Navy.

Carl Christiansen, technician of WFWB, San Francisco, recently was inducted into the Army.

Jack Quinn, announcer-technician at KJBS, Minneapolis, has resigned to join a new broadcasting station in Wisconsin as chief engineer.

Iomer Pope, operations engineer of KOMO-KJF, Seattle, was married to Virginia Murray, station librarian.

Arthur Fulton has been transferred to Don Lee Broadcasting System, Hollywood, as sound engineer. He formerly operated his own transcription studio and is the former owner of Fulton Sound Enterprises.

Cliff Green, of the engineering staff of WTCN, Minneapolis, has been transferred to the engineering department of the Army Air Corps. Jerry King-Elson, of WTCN, enlisted in the Navy as a first class radio man. Newcomers to WTCN are Leo Aro, formerly with WMYN, St. Paul, and Harry Zabel, formerly of WDGY, Minneapolis.

Phil Greenstone, studio control engineer of WLJF, Brooklyn, leaves Oct. 23 for duty with the First Field Command of the Army Air Forces.

Martin Gabriel, formerly control engineer of WJJD, Chicago, is leaving the station.

Gil Johnson, formerly control engineer of WEAN, Providence, is now chief engineer at WFCT, Pawtucket, and Charles Hayman, formerly control engineer of WEAN, is service manager of the control room staff. New men in the control room staff are Garry Lamplugh, of Bob Morgan, Great Falls, and brother of Gus Lamplugh, WPRO, Providence. Harry R. Dyrene, WFCT control and recording engineer, has joined the Navy as 1st Class Electrician at Newport, R. I., and Jack Perry, and Gene Goares, of the engineering staff, are new men at Quantico, Va.

Cliffy Mosteller, WFBA, Dallas, engineer who resigned to head the radio section of a defense plant, and Bill Egan, who was inducted for war service in less than eight weeks, have resigned. They are Bill Kelly, Thel Shafer, Lowe Wicker, Bill Ellis, Vernon Malory, Jim Speak and Paul Bostaph have resigned and returned, and Jack Hopkins enlisted in the Army as a private.

Al McDowell of the engineering staff of WIBG, Philadelphia, married Louise Costie.

Howard Kaplan, engineer of WWJ, Chicago, has joined the Army Air Corps.

AACA PLANS COURSE FOR NEW ENGINEERS

RESERVE OF broadcast technicians is anticipated as a result of a seminar school program by the American Communications Association, CIO affiliate, with broadcast stations serving as instructors.

Though plans are as yet incomplete, graduates are expected to be on a union list, and will be allocated to jobs when vacancies occur. Efforts will be made to have local station heads cooperate in a labor-industry plan which will afford practical training at regular studio control rooms and station maintenance shops as part of the school course.

A syllabus has now been prepared to cover the requirements of the industry. Those interested should communicate with Association offices at 1626 Arch Street, Philadelphia.

THOMAS DOONAN, engineer of WHO, Des Moines, is foster-father of the daughter of Dr. George A. Dunstan.

Art Rydberg, transmitter engineer of WHO, Des Moines, has returned to work following hospitalization for surgery.

Joseph Mackora, engineer of WNBC, Hartford, is father of a girl.

Lee Stevens, control engineer of WINS, Grand Rapids, has completed a four-month course of receiver-in-spection training at RCA, Camden, N. J.

Anthony Elkins, control engineer of WLIB, Brooklyn, is the father of a baby girl.

Earl James, field technician of WINS, Philadelphia, has been transferred to WJJC, New Jersey, to be inducted into the Army.

Arthur Elkin, engineer of NBC-Chicago, is the father of a girl.

Herb Lewis, engineer of KQW, San Francisco, recently resigned to teach radio construction and maintenance at the Gompers Trade School in San Francisco.

Jack Duncum has joined the transmitter staff of WAVE, Louisville, Ky., in the capacity of technician to replace Art Stevens who has enlisted in the Navy.

VETERAN WIRELESS GROUP MAKES ANNUAL AWARDS

WINNERS of this year's Marconi Memorial Scholarship, sponsored by Veteran Wireless Operators' Assn., in cooperation with Science Service and the American Institute of the City of New York, are Edward Lombard, of Syracuse, and John Raymond Mills, of Orange, Calif. Announcement of the winners of the nationwide competition was made last week by J. R. Popple, chief engineer of WOR, New York, and chairman of the scholarship committee of Veteran Wireless.

Lombard wins a two-year course at Stevens Institute, while Miller receives a one-year course in aviation radio at Midland Television & Radio Schools, Kansas City.

New Kent Cooper Song

KENT COOPER, song-writing general manager of the Associated Press, has written his best composition, "America Needs You," to the Girl Scouts, who will receive all accruing royalties. This is the second Cooper song to be published, the first being "Dixie Girl".

OCCASION FOR HANDSHAKE and smiles by George Jennings (left), acting director of the Chicago Radio Council, and Ralph Atlass, president of WJJD-WIND, Chicago, is the filling of 22 Zenith all-wave radios by Mr. Atlass to 28 Chicago schools not radio equipped. A number of the infants attended by the council are broadcast by WJJD-WIND.

FRESNO RADIO FRONT

KQW Enlists New Advertisers

To Reach War Workers

WAR buying habits have converted San Francisco department stores to regular use of radio time instead of occasional brief campaigns. Now KQW, San Francisco, has already lined up four large department stores in a new participating production, San Francisco's Open Door, to reach this audience.

Since these retail stores are open Thursday evenings to accommodate war workers, KQW decided on a musical program to entertain them with guest singers and an m.c., Fred Briggs. Already four large retailers, The City of Paris Dry Goods Co., I. Magnin & Co., Ranschoff's and Eagle's, have signed for participation for 13 weeks, as has Union Square Garage.

Aviation Firm on Coast

Solicits Labor by Radio

ISSUING a call for skilled and unskilled workers, North American Aviation Inc., Inglewood, Calif., on a week-to-week basis, is using a heavy schedule of spot announcements on six Los Angeles area stations. List includes KHJ KIEV KFAC KFWB KMPK KAPS, and KBDD, Hollywood.

Douglas Aircraft Co., Santa Monica, Cal., in a similar campaign for workers, currently is utilizing transcribed one-minute dramatized announcements on KFJ, Los Angeles, and KFWB, Hollywood, with other stations in the 11 Western states to be added. Current contracts are for 52 weeks having started Oct. 6. Placement is through Bigow Co., Hollywood.

WILF Code Graduates

FIRST TEN graduates of the WILF Navy Code School, sponsored by WILF, Philadelphia, received diplomas and completion of the course at special ceremonies which were broadcast. Having received their basic radio training at the WILF Code School, the men are sent to Newport, R. I., for "boot" training. WILF, Louis Littlejohn, director of the school and acting chief engineer of WILF, said the school will probably train from 15 to 20 men trained in radio for active Navy duty every three weeks.
The business we're talking about is bullets and bombs. It's bayonets and blockades. It's every way we know to pound a stubborn enemy into submission.

The enemy has the same idea. So we've got to work harder than we've ever worked before to stay in business.

We have a big advantage. We have more to do business with ... more in right, more in the moral fibre of free enterprise.

Free Radio has proven itself a mighty force for victory. It shows every man how to do a war job. It educates him and cheers him up. It inspires him to pitch in and fight.

There's a lot more Free Radio does, too, and it all adds up to Business in Berlin.
CINCINNATI'S MOST FAMOUS

AL BLAND

in

"Blandura"

4 STRAIGHT YEARS FOR BOND CLOTHES!

ASSISTED BY

FRED BENNETT

FIFTY GRAND I
Popular Program!

B. Wilson  WCKY  CINCINNATI

N POWER · CBS
Now Let's Go

BY A CONCLUSIVE 2-to-1 majority, the NAB board of directors has voted its approval of Nevile Miller as its president and leader. The long-smoldering issue of leadership was met squarely, after a compromise proposal for a reorganized executive structure had failed.

The board's action came by democratic vote in a Democracy. It reflects, in large measure, the disapproval of the Industry, expressed through their duly elected directors. There has been no evidence that the industry as a whole has complained about Mr. Miller's stewardship since he became the industry's first paid president in 1938. The vote, so far as the NAB is concerned, settles the leadership fight that has been ailing the organization for many months.

Mr. Miller has worked conscientiously and indefatigably during these last four arduous years—particularly tough for radio. There are those who have questioned his methods and views, but none his zeal, integrity, willingness or courage. He, like all men, has his shortcomings. The board is satisfied, however, that whatever these may be they are overshadowed by his overall abilities and his record of accomplishment along lines heretofore directed by the board itself.

One of the unfortunate consequences of the internal discord is the formation of a competitive trade organization, the American Broadcasters Association, by those who are out of sympathy with Mr. Miller. This group can now be expected to proceed with its organization.

All in radio would prefer a united industry under a single trade unit and single leadership. That, however, isn't preordained as things stand. But it still isn't impossible of accomplishment.

The NAB has been through organization crises before. In the past it has navigated in turbulent waters but has never foundered. It won't this time. Those who favored reorganization and were outvoted won't pick up their marbles and run. They'll stick and give their best in the interest of the industry, which is their own best interest.

There's too much to be done to continue this internal bickering. Radio's war job is too important. Its adversaries are many. There is the fundamental conflict in regulatory philosophies pertaining to radio—and that's really what this fight is all about. There are those on the FCC who want to regulate radio to the point of abject subservience, and much of it is being done right under our very noses. A new case in point proving this very issue is the Norris Resolution, striking at the fundamental use of the government bureaus by the judgment of government bureaucrats what the public should or should not hear.

A strong association must carry on the fight. It's a question fundamentally of interpretation of the radio laws. It's time for a new law—one that will tell the FCC it isn't its function to outlaw newspaper ownership of stations by fiat, or to dictate the terms of contracts between stations and networks, or to fish into program matters. That's the big job, lest we wake up some day and find the Government running radio from soup to nuts because the industry didn't have the spine or fortitude to fight back.

It's time that the industry direct all its energies against those who would hobble or destroy a free radio! Let's not dissipate a single ounce of it in interminable scraping. We know what we are shooting for, so let's go!

Clear It Up

UGLY CHARGES of bribery of members of the FCC, past or present, and of its predecessor Radio Commission, are afoot. Considerable confusion and mystery surrounds them. The FCC, at the direction of Chairman Fly, is still investigating these allegations.

Every member of the Commission and every ex-member, is under a cloud so long as these charges remain unanswered. There should be a determination finally, one way or the other.

We recall that the Commission early this year, at the instance of Chairman Fly, retained as special counsel a Chicago attorney, John D. Farnham, who worked independently of the regular FCC legal staff. Secret hearings were held in Chicago last June and a number of broadcasters were called. There were several sworn affidavits.

But the Farnham report was never formally approved, and nothing further happened, on the surface, except that a number of broadcasters, who previously had been given fulltime in lieu of limited time operation, suddenly had the full-time authority revoked. It was this unnamed broadcaster, it now is alleged, who originally had stated informally that gratuities had been paid, through his counsel, to members of the FCC, but who later failed to substantiate the allegations in his affidavit.

This investigation of improprieties was not brought out in clear detail until Rep. Wigglesworth (R-Mass.) a constant critic of the FCC, added testimony pertaining to it from Mr. Fly during hearings on a supplemental appropriation bill. When that bill came to the House floor Oct. 8, Mr. Wigglesworth's examination of Chairman Fly was released and the Congressman had a few potent observations to make on the same front the FCC [BROADCASTING, Oct. 12].

We have seldom agreed with Mr. Wigglesworth on his radio views. But there's no gainsaying the merit of his demand that the Commission, having instituted its inquiry, should now bring it to a swift conclusion.

We don't believe that any member of this Commission has wilfully or knowingly sold his "influence" or his vote. We doubt whether any former members of this or the Radio Commission ever stooped to such a level. Yet every man who has served on either agency under a stigma until the case is closed, one way or the other.

We do not believe that in these times there should be Congressional investigations involving issues not related to the war. But, unless the mystery surrounding this whole affair is dispelled promptly, we believe Mr. Wigglesworth's proposal for an inquiry should be pursued.

Wholly aside from the bribery inquiry itself, it would be interesting to learn how and under what auspices it was instituted; whether the effort was to get at particular individuals or organizations, rather than to pursue an over-all objective, as when a special attorney, rather than the Commission's own adequate staff, is assigned to the task (or why it wasn't turned over to the FBI).

It might also be interesting to check into the reason for the attempted deletion of the entire set of questions relating to the inquiry from the appropriations hearing record when the stenographic report was sent to the FCC—a fact reported to the House by Mr. Wigglesworth.
WHEN Austin Joscelyn, broke and jobless, and ferrying passengers from Florida to New York in his hurricane-battered car, stopped in Charlotte, N. C., he little dreamed that five-year-old WBT, one of the first broadcast stations in the country, would some day claim him as general manager.

Many things happened first. Jos had a taste of the advertising, newspaper and financial worlds before he found himself in radio. Born in New York City March 11, 1900, Jos looks and talks like a Yale grad—but isn't. He went to work in his teens as a reporter, tootin’ lumber at the Pelham Bay Camp, which was being built at the beginning of World War I. After a war career he entered the business world as a runner for Guaranty Trust Co. of New York. Jos wasn't destined to become a financier, turning to a job in the eastern office of the Chicago Tribune.

It was transferred to the Tribune's Chicago office for a course in merchandising and survey, and returned to the New York office as salesman in the national display ad department. Five years on the Trib and ambition plus fabulous stories of big money in Florida made Jos restless. He resigned and headed for Miami—only to find that the Florida bubble had burst. Depression had already hit Miami and jobs were not easy to find. When he finally landed one on the Miami News, it fizzled quickly.

Just about this time Florida's worst hurricane caught Jos and left him minus clothes and possessions except one very wet automobile. He and a few others aided in the rescue work. For two whole days his automobile helped to haul the cars of other people out of the water.

After it was over, Jos managed to get a job at a filling station. He doled out gasoline, greased and lubricated cars from seven a.m.

 until late at night. "I swore then," he says, "that I'd never own another automobile as long as I live—if it has to be a gas engine!"

Jos decided to head back to New York, and got two passengers to share the expense. It wasn't an occasion to call forth happy memories, for almost before they got under way, his motor threw a connecting-rod bearing. The cost of repairing it took all his savings and Jos had to borrow money from one of his passengers to continue the trip. He stopped in Charlotte en route.

Back in New York he looked up a friend, Chalmers Pancoast, who had hired him on the Chicago Tribune. Pancoast, now with the New York Times, hired him again. For a while he worked there and then went to the New York American.

The possibilities of radio challenged Jos. In 1934, after 12 years in the newspaper field, he became the first New York salesman of the newly organized radio station representatives, Free & Steilinger, later Free & Peters.

Five years later he was in Chicago Radio Sales, CBS midwestern m. & o. spot sales division. In two months he was appointed eastern manager of Radio Sales. In New York his knowledge of advertising, plus sales ability and personality enabled him to do a good job.

When the WBT vacancy arose, Jos was appointed manager of this CBS-owned 50 kw. outlet. His record of achievements as general manager of WBT has demonstrated the wisdom of his selection.

If you ask anyone at WBT what makes Jos a successful manager, you will get an answer like this: "He's a guy who knows what he wants, and has the guts to fight for what he believes is right."

Jos knows what an executive should be. His door is always open, for he remembers the time he signed off a good job because it took an act of Congress to get an audience with the boss, who kept people cooling their heels in an outside office for hours.

Joscelyn’s residence in the South has not made him lose his Yankee independence. Beside the program active in civic life—member of the board of directors, Mecklenburg Council, Boy Scouts of America; board of directors of the Mecklenburg Amateur Baseball league, and the board of directors of Charlotte Advertising Club; chairman of the Civilian Defense Recreation Committee; chairman of the National Infantile Paralysis Committee; chairman of the 42nd Mecklenburg Independence Day Celebration; resolutions chairman and treasurer of the North Carolina Assn. of Broadcasters; member of the Charlotte Chapter of the Rotary Club.

Joscelyn married Miss Ann Moench of New York in 1930. They have two children, Lyn (A. E. J.), and Ralph. Jos loves to hunt, fish and golf, and spends most of his evenings at his hilltop home in Charlotte’s Myers Park.
H. Leslie Atlas to Take Army Procedure Course


The course, similar to one successfully conducted by the War Dept. in 1941, is to be given to 83 business and professional leaders to help them understand more fully the conditions under which the Army operates. They will study the organization of the Army, supply, transportation, personnel and tactical principles, will be assigned to quarters provided by the Army.

BEHIND THE MIKE

LAIRD AINSWORTH, formerly assistant in the music library of WJWC, Chicago, has joined the Army. Ben Holes, announcer, has joined the Navy.

Betty Campbell, director of education for KMON, St. Louis, California, to marry Lt. John Skinner of the Navy, Milton Vandevanter, head of the WACC stockroom, has joined the Navy air force and is taking preliminary training at Lambert Field, St. Louis.

CHARLES HAASER of WMAS, Springfield is joining WDRC, Hartford, Oct. 20, to replace Jerry Fiven who has joined the Army.

LORAINE BORLEY, formerly in the audience mail department of KOMO-KJF, Seattle, has been appointed copy editor of the station, replacing Ethel Hall, recently married. Arleen Mlaschik now handles audience mail.

ANDREW J. LOVE, in charge of literary rights department of NBC, Hollywood, has become a network producer. His former post has been abolished with duties assigned to various members of the production and promotion staffs.

HAROLD SAFFORD, program director of WLS Chicago, on temporary leave of absence, has taken over the same position at KOY, Phoenix, Ariz., to fill the vacancy left by Jack Reilly, recently re-commissioned a captain in the Army. During Mr. Safford's absence program direction will be taken over by Al Boyd, production manager.

ELLIOTT HENRY, formerly of Howard G. Mayer Co., Chicago publicity firm, and previously publicity director of WTAG, Green Bay, and WHBY, Appleton, Wis., has joined the public relations and sales promotion staff of WLS, Chicago.

ROBERT SCOTT has joined WCAP, Ashbury Park, N. J., as an announcer.

RODNEY L. SWIFT, formerly with WSAV, Rochester, N. Y., joins the announcing staff of WEDC, Hartford, in a reorganization resulting from the loss of five announcers in six weeks.

JULIAN RAWLINGS, actor-singer-announcer of WATS, Atlanta, Ga., is in the public relations branch of the Army.

HERALD GOODMAN has joined WFKA-ABAP, Dallas—Fort Worth, as producer-director of barn dance shows.

Blomsness in Army

CHESTER B. BLOMNESS, member of the commercial department of KNX, Portland, Ore., has been appointed senior weatherman and traffic announcer at KQW, San Francisco, and has left for Miami Beach for training. While World War I Blomsness was a radio operator on the KX station, with a naval rating of Chief Petty Officer.

PHIL STEARNS, newscaster, formerly of KFRC, San Francisco, has joined KQW, San Francisco.

LT. AL TANGER, formerly announcer of WFGF, Atlantic City, and previously program director of WCOV, Montgomery, Ala., has married Brenda Ross, formerly with WLJD, Brooklyn, WCNW, New York, and WFGG.

Betty Burlingham, formerly of Young & Rubicam, New York, has joined the circulation department of WLS, Chicago.

WILLIAM ELLIS, formerly of the mail room of WFIL, Philadelphia, is now a radioman, third class in the Navy.

JACK IRVING, formerly of KQW, San Jose, Calif., has joined KJBS, San Francisco, as announcer-writer.

NED BURMAN, announcer-newscaster, formerly of Chicago stations, recently joined the Marine Corps.

THOMPSON MAKOWAN, announcer formerly of KOH, Reno, and KYOS, Merced, Calif., has joined KJBS, San Francisco.

GORDON LEWIS, producer of KGO, San Francisco, recently became the father of a son, his fourth child.

FLOYD PARK, chief announcer of KPO, San Francisco, recently became the father of a girl.

EDWARDA Pickett Gilmore, announcer in the department at KPO, San Francisco, resigned recently to join her husband in Oregon.

TOM LENTZ, newscaster and production manager of KPO, San Francisco, and KLCO, plans to join the Navy next month.

BLANCHE AMES recently joined NBC, San Francisco, as receptionist. CLIFF WILLIAMS, formerly with the Dr. J. Q. program, is a newscaster on KSFO and shortwave station KVID, San Francisco.

DON'T LOSE YOUR SCALP IN TOMAHAWK (Ky.)!

If you're on the warpath for Kentucky sales, why burn your powder on towns the size of Tomahawk? The big wampum is in the Louisville Trading Area, where 1,336,000 braves, squaws and papooses make 17.1% more retail purchases than the rest of Kentucky combined! . . So give Tomahawk back to the Indians. Get Louisville with WAVE—the station that gives you complete coverage of the Louisville Area's 242,077 radio tepees at lowest cost. Shall we get out the war paint now?

The ALABAMA TRIO

Complete Coverage Of A Great Market
And A 10% Saving!

In buying radio coverage—just as in war production work—you need the right combination of “tools” to get the job done. The “right combination” in war production’s vast market is the ALABAMA TRIO. These three stations blanket the entire state and parts of six others. Look into the BIG savings offered by this right combination—10%, to be exact!
HUGH GUIDI, formerly of WMRE, Richmond; Milt Greene, of WGGI, Norfolk; and Walt Tyrell, formerly an actor in New York, have joined the announcing staff of WINX, Washington.

FRANK McGUIVER, Sportscaster, formerly with WAPT, Chicago, has joined WCFL, Chicago.

DAVE RYAN, formerly with WOWO, Fort Wayne, Ind., has joined the announcing staff of WWJ, Chicago.

PVT. BEN GAGE, formerly announcer of NBC, Hollywood, and currently stationed at West Coast Air Forces Training Center, Santa Ana, Cal., has been promoted to sergeant. Capt. Eddie Dunstedter, formerly organist-pianist of CBS, Hollywood, also stationed at that base as musical director, has been advanced to major.

ALAN MORRIS, formerly of KFXM, San Bernardino, Cal., has joined KDFJ, Los Angeles. He replaces Arnold Roberts who joined KFAC, Los Angeles.

ALAN MANN, Hollywood radio actor, has joined KFXM, San Bernardino, Cal., as announcer.

JERRY LAWRENCE, for the past year as announcer for Mutual, has joined KSTAR, Salt Lake City. He will coordinate the activities of the station.

CHARLES CRAIG, announcer of WLS, Brooklyn, inducted into the Army Sept. 28, is stationed at Fort Shafter, Hawaii.

SID WILTON, newscaster of WHN, New York, has been appointed news editor.

GILES F. O'CONNOR, first CBS television announcer, has been sworn into service with the Coast Guard and reports for active duty soon.

WILLIAM C. MACDONALD Jr., Robert M. Daily and Frank A. Folk have joined NBC, Chicago, as guides.

LES MITCHELL, producer of WBBM, Chicago, and Madelein Grayson, radio actress, were married Oct. 10 by Dr. Preston Bradley, radio preacher. G. J. Neuwirth, WBBM producer, was best man.

CHARLES WILEY, formerly WGN, Chicago has joined the staff of WJWC, Chicago.

LT. JOHN M. SHERMAN, formerly of WMGC, Minneapolis, and stationed at Miami Beach, recently became a father of a boy.

HAL GRAVES, announcer of WLS, Brooklyn, is studying radio communications preparatory to enlistment in the Signal Corps.

TONY MURSE, announcer, formerly of KFIR, Sacramento, has joined KGO, San Francisco.

FRED JOHNSTONE, announcer, formerly of KQW, San Francisco, has joined KQW, San Francisco.

EDDIE HOUSE, organist of KFUK, Oakland, Cal., has joined the Coast Guard as chief petty officer.

WCKY'S WAAC, Lt. Evelyn Rundles has become the first trainee to return to Cincinnati. Lt. Rundles was formerly orchestra secretary of the Cincinnati station. Here she is snapped at the mike with Al Bland, production manager, before a guest shot at an interview program. She will take up her military post in Peoria, Ill., assigned to recruiting service.

MARY LEWIS, formerly in merchandising work at Gimbel's, Pittsburgh, has joined KROW, Oakland, Cal., in a sales service capacity.

MARY GRAHAM, announcer of KBO, San Francisco, has been appointed radio coordinator for the San Francisco Civilian Defense Council.

LOUIS QUINN, producer of the "BLUE" network, is father of a girl born Oct. 4.

DAVID T. DAVIES, Hollywood, writer of Earl Ferris Associates, national radio publicity service, has joined the Merchant Marine. Peter Dixon, formerly New York radio editor, has taken over Davies' former duties.

CLYDE WHITWELL, announcer of KOMA, Oklahoma City, and senior of the Coast Guard, has joined the Coast Guard as chief petty officer.

ROBERT WILLIAM and GILES F. O'CONNER, station.

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The Inevitable

This was bound to happen, according to the law of averages. Many radio artists, Smile Sutter, West Virginia champion golfer, and Royce, Washington, asked his fans to direct orders to him, "care of this station." Last week he received a letter: "Smiley Sutter, Care of This Station, West Virginia."

ROB McCREERY, new announcer of KSAL, Salina, Kans., has enlisted with the National Reserve.

ROLLIE TRUITT, announcer for more than 16 years, who has been with KEX, Portland, Ore., since 1935, has been appointed director of public relations for KGW KEX, Portland, Ore.

MEL ALLEN, sportscaster, is u.c. of Thirty Minutes to Play, returning to CBS with interviews of sports and musical personalities, Oct. 22.
LEE MARTHUR, program director of KJAY, Glendale, Cal., has severed his association with the station.

DAVE DAVIS, announcer at CFCH, North Bay, Ont., has been transferred to CKRN, Rouyn, Que.

ORVILLE STONE, announcer at CKWS, Kingston, Ont., has moved to CKLE, Kirkland Lake, Ont.

ANTHONY RICCA, formerly member of USO, Los Angeles, radio department, has joined KX0, El Centro, Cal., as an announcer.


FRANK BLAIR, MBS announcer and commentator, heard for six years with WOL, Washington, has been commissioned a lieutenant in the Naval Air Forces.

LEN HOWE, newscaster of WHO, Des Moines, is at work again, following an appendectomy.

Glyn to Navy

PAUL GLYNN, publicity director of WJSV, Washington, will join the Navy Nov. 23, when he reports to Dartmouth for an indoctrination course. For the past two years he has been in Washington in his present capacity; previously he was a member of the CBS publicity staff in New York for four years. His professional experience also includes service with Transradio, Fortune Magazine, AP, INS and the Hartford Courant.

JOAN SACK has added announcing to her chores at WLIR, Brooklyn, where she conducts the "Three Quarter Time." DAVID STONE, staff announcer of WINN, New York, has resigned to join the Army.

RICHARD THOMAS, news commentator of WBNX, New York, will leave the station to join the radio division of the OWI. Herb Harris, sports authority, has returned to WBNX, for a weekly series of football news.

JOHN SCANLON, formerly of WKIP, Poultney, Vt., has joined WTRY, Troy, N. Y., as an announcer, replacing Randy English, who has enlisted in the Army at Fort Devens, Mass.

BOB FREY, graduate of the Beck School for Radio, Minneapolis, has joined WSFM, Wausau, Wis., as an announcer.

HARRY BARTELL, formerly staff announcer of KMPC, Beverly Hills, Cal., has joined CBS, Hollywood, in a similar capacity.

PAUL GOULD, program director of WLIR, Brooklyn, is doubling as newscaster in a series of daily UP news periods.

JEAN STERLING, formerly of KNX, Hollywood, has started a three-weekly quarter-hour woman's program, "On the Boulevard," on KWK, Pasadena, Cal.

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PICKER SHORTAGE inspired Cliff Gray, farm editor of WSFA, Spartanburg, S. C., (1) to stage a cotton picking contest to save the local cotton crop. As a result of the station's promotion the city's high school and college students, and employees of local business houses turned out to help. Mr. Gray is pictured with Jane Dalton, women's editor of the station.

MARJORY BECKET, graduate of The Beck School for Radio, Minneapolis, is a new announcer at KDQ, Idaho Falls, Idaho.

CLIFF HOLTZMAN, announcer of WPCI, Pawtucket, R. I., formerly with WLNE, Larrin, N. H., WFDH, Boston, and other New England stations, replaces David Brolla, now in the Army, as production director. Newscaster at WPCI includes Ron Rogers, James H. Hines and Frank McCabe.

BILL ST. JOHN, one-time member of guest relations at KOA, Denver, joins the announcing staff to replace Bill Bullard, now in the Army, Volunteer Officers Corps. James W. Townend, transfers from NBC, New York, to handle teletype traffic and assist in the KOA news room.

RUBEN GAINES, formerly announcer of KVAL, Portland, has joined KXJ, Hollywood, in a similar capacity.

LEWIS STONE, Hollywood film character actor, has been signed as narrator of the weekly "Blue" half-hour dramatized report, "The President." Written and produced by Arch Oller, series was launched Oct. 18.

DICK JOY, announcer of CBS, Hollywood, has been given half assignment on the weekly "New Old Gold Show," sponsored by P. Lorillard Co. (cigarettes). He replaces Lt. (jg) Bob Garvey, resigned.

PHIL COOK, ventriloquist and m.c., formerly heard on CBS for Quaker Oats Co., Chicago, and previously on NBC, has returned to the air with a five-week program on WINS, New York, titled "Phil Cook's Notebook."
MILLIONS of words march up to Dorothy Ann Kemble's desk each day, pause and await her nod of approval before they go out over the air to the BLUE Network's audience. For as the BLUE's continuity acceptance editor, Miss Kemble has the last word as to what can and cannot be said on all sponsored and sustaining scripts and commercial announcements.

For a job that requires intimate knowledge of FCC rulings, FRC dictates, laws in general, not to speak of a maximum of good taste, Miss Kemble is well prepared. Fresh from Columbia U, she got her first commercial training at the National Better Business Bureau. From there she went to Macfadden Publishing Co., where she organized and headed the Advertising Investigating Bureau, a position that provided her with an excellent background for her career in radio.

In 1937, she went to NBC as assistant to the head of the continuity acceptance department. When the BLUE was set up as an independent company in January, she was the logical choice for the job of air editor.

Miss Kemble lives in Manhattan and relaxes on a Connecticut farm where, she says, she is gardening for victory.

JACK EICHENBERGER, director of publicity and sales promotion, KGW-KEX, Portland, Ore., is father of a boy.

DOROTHY ANN KEMBLE

HUGH SANDERS, formerly announcer and production man for KWK and WIL, St. Louis, continuity director for WDB, St. Louis, and stage manager for The Land We Live In at KMOV, St. Louis, has joined WMBC, Fort Worth, Ill., as announcer.

RALPH KLEIN, is continuity chief of WNBC, Hartford. Dick Bronson has joined the WNBC announcing staff.

HUGH D. BROWN, musical director of KDAL, Duluth, was appointed lieutenant (j.g.) in the Navy and will be in the Communications Division. James McElhiney, director of KDAL publicity, has left to accept a position in the radio department of Campbell-Mithun, Minneapolis. Elizabeth Daniels, advertising manager of a Duluth department store, will replace him. Other new additions are Barbara Baldwin, of Duluth, Bea Lade who replaces Ellis Harris as director of promotion. Harris is now stationed with the CAA at Wold Chamberlain Field, Minneapolis.

BRUCE CALHOUN, formerly of KMO, Tacoma, and KPBB, Great Falls, Mont., has joined the announcing staff of KBO, Seattle. Bill Mosher, director of publicity, KIRO, has been appointed chairman of the committee on radio publicity for Farmers Bond Month (October) in the State of Washington. Tom A. Baughn, formerly of KBO, was inducted into the Naval Air Force at Caldwell, Id., where he is training as a naval air cadet. Rhoda LaCocq Lipton, KIRO feature writer, left for Smith College where she will be inducted into the WAVES as officer-candidate.

REGINALD ALLEN, announcer of WJSV, Washington, was inducted into the Army Oct. 13 and reports to Camp Lee, Virginia. Vern Hansen, another WJSV announcer, resigned Oct. 16 to join the Office of Strategic Services.

ISABEL MOLLOY and Nancy Page have been added to the program department of WJSV, Washington, to replace Ann Hoffman, Miriam Fries, and Lois Oshler, all of whom resigned.

FLOYD FARR, announcer of KIO, San Francisco, recently became the father of a boy.

STEVE ALLEN, formerly of KSO, Des Moines, has joined KTV, Phoenix, as announcer-writer. Jack Murphy and Joe Greenwald, both new to radio, have joined the staff as junior announcers. Miss Glenn Horton has been added to the continuity department.

FRED WITTING, announcer of WIBG, Philadelphia, has been appointed movie commentator.

DONNA ABBOT, of the accountancy department at WGR-WKBW, Buffalo, has resigned to enter the WAA's. Ralph Snyder, announcer of WGR-WKBW, will soon be an Air Forces cadet.
SAM TAYLOR, one of the first radio commentators on films and former head of the demand of WOR New York, has joined the radio exploitation department of Paramount Pictures, Hollywood, working under Martin Lewis.

WENDELL WILLIAMS, continuity acetate editor of NBC, Hollywood, has recently become the father of a girl.

Buddy Twiss, announcer of NBC Hollywood, has taken over duties of Bill Henry, commentator featured on the four-week NBC “By the Way,” sponsored by American Oily Co. (Dentine gum). Mr. Henry is in the South Pacific for the Los Angeles Times.

RAMSAY WILLIAMS, formerly chief announcer of WFEA, Manchester, N. H., and before that with WCOW, Lewiston, Maine, has joined KOB, Albuquerque.

JOHN THOMAS, formerly of WFEA, Dallas, has joined KBE, Indianapolis, as newsreader, replacing Dick Reed who has gone into military service.

MRS. RUTH GOODE, who has handled publicity for S. Hurk, for the Ballet Russe, as well as for the New Friends of Music, New York, has joined WQXR, New York, to take charge of publicity, succeeding Dorothy Beckman, now in Government service in New York. Mrs. Goode has been a free lance writer, contributing to Collier’s and other magazines.

WALDO MAYO, for the past 10 years orchestra leader of the Major Boren Hour on CBS for Chrysler Corp., has been appointed musical director of WLIR, Brooklyn, according to an announcement by Elias I. Godofsky, general manager. Mayo will continue his outside musical radio activities in addition to his duties at WLIR.

RUSSELL HORGAN, formerly personnel manager and chief accountant of KIT, San Francisco, has resigned to join an accounting firm in San Francisco.

LILIAN HOLMES, formerly sales coordinator of KYA, San Francisco, is now with the War Dept. in San Francisco.

LEILAH VANDEVORT, secretary to General Manager Wilfred Davis of KYA, San Francisco, and Bert Buxton, former newspaper editor and sales manager of KQW, San Francisco, and now in the Navy, are to be married Nov. 1.

Right to Defend Privacy Of Commentator Upset

CONVICTION of George Knox Roth, radio commentator and political figure, in Los Angeles Municipal Court, on charges of failing to answer certain questions before the California Assembly Fact Finding Committee on un-American activities, was upheld in Superior Court in early October. He had appealed to the court but Judge W. Tourney Fox, Joseph W. Vickers and Clarence L. Kincaid ruled the conviction was proper.

Roth has been charged with failing to disclose names of alleged Japanese backers of his broadcasts, and it was argued that this would be an invasion of his rights of privacy should answers be forced. Court held such rights are not “absolute, but only relative,” and in “time of great peril, personal rights are outweighed by the rights of the public generally.”

WHHL, Sheboygan, Wis., MBS affiliate, has appointed Foreman Co. as exclusive national representatives.

Mike to Farm

PICKING COTTON for Georgia farmers is the latest activity of barn dance, blind singer Pete Cassell, and hillbilly units of WSB, Atlanta. Crisis in farm labor shortage is responsible for the farm activity of the radio talent and marks one of the first times radio workers have worked in such an endeavor.

Govt. Publicity Cuts

FURTHER CUTS in government publications are preceded by the appointment of a five-man investigating committee by Elmer Davis, director of the OWI. The committee will recommend the discontinuance, curtailment, or modification of informational materials, and has been authorized to appoint subcommittees for specialized fields such as technical publications and press releases.

End Camp Tour

AFTER A two-week tour of Army camps, Pic Malone and Pat Patrick, heard on the BLUE on “A-Melodies and January, Advisors to the Home Front”, will return to the network Oct. 26 at a new time. Their five-minute show will be broadcast from 9:35-10 p.m.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here’s how to get next to the billion-dollar Iowa market! New, impartial, allinclusive “Iowa Survey” Iowa Radio Survey covers all 99 counties, decades 3-year trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in scale groups and educational levels—city, small-town and farm. It’s available to all good works in Iowa. Get it today? No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa
from Washington.

tion at the CWAC since Toronto.

Ltd., the copy of the Radio Club. New York, has been inducted into the Army.

SAMUEL C. PIERCE, formerly in charge of radio on the west coast for Lerner & Mitchell, has been named producer-director for the new five-minute five-times-weekly Gracie Fields program, which started on the BLC Oct. 12 in the interest of Dall Mall cigarettes. Rutheff & Ryan, New York, handles the American Cigarette & Cigar Co. account.

FLORENCE MILES and Regina Morgan, of the copy department of Rutheff & Ryan, N.Y., are working with the Writer's War Board in preparing bond plugs for the Five Saturday Night Bond Wagon Show, which started Oct. 3. (Broadcasting, Sept. 28).

HARWIN T. MANN, of the Lord & Thomas, Los Angeles office, and recently media department manager, has been elevated to director of marketing, media and research, according to Don Wolfing, executive vice-president. George Weaver has been appointed research manager, replacing Charles Melvin, who recently left for active duty as a lieutenant in the Navy. Weaver was formerly research manager of a Los Angeles newspaper.

JOAN GEDDES, formerly in the radio department of Compton Adv., New York, has been appointed publicity supervisor of the agency, replacing Isabel Osmant, who has joined the copy department.

MRS. LILLIAN MAIN, formerly with CJRM, Regina, Sask., has joined the radio department of A. McKinnon Ltd., Toronto.

NORMA GIBB, formerly timebuyer at J. Walter Thompson office at Toronto, has been promoted to second lieutenant in the Canadian Women's Army Corps. She has been in the CWAC since last November, and for the past seven months has been stationed at the Canadian Legion at Washington. She returned to Canada recently to take the officers' training course at St. Anne de Bellevue, Que.

TED SILLS has been transferred from the New York office of Blow Co., to Hollywood as production supervisor under Vick Knight, West Coast radio manager, on the CBS Take It or Leave It, sponsored by Eversharp Inc. (pencils). Sills will also produce the weekly CBS Crime Doctor, sponsored by Phillip Morris & Co. (cigarettes) when that program moves to the West Coast for originination.


GREGORY DICKSON, formerly of Baldwin, House & Mann, New York, public relations firm, and Mary Blackford, formerly of WGN Concerts, have joined the public relations staff of N. W. Ayer & Son, New York.

GEORGE C. DIBERT, spacebuyer of J. Walter Thompson Co., New York, has been commissioned captain in the Army Specialist Corps in New York.

JEROME JOSS, account executive of Schwin & Scott, Chicago, and assistant radio chief of the war savings staff of the Treasury in Illinois, has joined the Army.

JACK A. PEGLER, manager of the motion picture department of Lord & Thomas, New York, has been appointed a vice-president of the agency, as announced by Emerson Foote, L&T executive vice-president. With the agency since 1929, Pegler handles the RKO Radio Pictures and RKO Theatres accounts, and will continue in charge of the motion picture division in his new capacity.


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RADIO CLUB HEARS TALK ON WAR COPY

DISCUSSING problems confronting copy departments of networks during wartime, Dorothy Kemble, editor of continuity acceptance of the BLUE, was guest speaker Oct. 14 at the weekly luncheon meeting of the Radio Executives Club of New York, held in the Hotel Lexington.

The club's Oct. 21 meeting, according to an announcement by Linnea Nelson, timebuyer of J. Walter Thompson Co., New York, and vice-president of the REC, will be devoted to a business session, while the Oct. 28 meeting will feature "WJZ Day", following the established custom of permitting local stations to entertain REC members.

Out-of-town guests included Herbert Kruuger, WTAG, Wor- cester; Ray Linton, KFBI, Wichita; George Jasper, WPAT, Paterson; Harry Cummings, WJAX, Jacksonville, and Ted Arnold, WHBF, Rock Island.

MARLEN PEW JR., in charge of publicity for the CBS Cheers From the Camps show while it was sponsored by General Motors Corp., Detroit, has joined Maxon Inc., New York, as publicity director. Prior to his position with Campbell-Ewald Co., New York, the General Motors agency, Mr. Pew served as assistant to Jesse Bittcher, radio publicity director of the USO in New York. Mr. Pew has also been syndicate editor of Editor & Publisher magazine, as well as Federal Court reporter for the New York Sun.

HURB E. ANDERSON, advertising manager of Union Oil Co., San Francisco, has enlisted as an aircraft mechanic in the Army Air Forces.


ROBERT S. CONLAN & ASSOC., Kansas City, opened a branch in the Republic Bank Building, Dallas, Oct. 15 under management of William L. Stout Jr., who was previously in their Kansas City office.

RUBEN COWAN, formerly of NBC artists service, has joined Feldman-Blum Corp., Beverly Hills, Calif.

WGN—a clear channel station

September 13, 1942

Gentlemen:

We are a group of Chicago boys training in Camp Swift, Texas. Our camp is over 1200 miles from the Windy City. Imagine our surprise when we heard the nightly broadcast from the Aragon on Saturday evening, September 12th. And while Art Kassel's music was a pleasure to hear, it was also a real thrill to hear the announcer say "this is the Aragon Ballroom in Chicago," coming over WGN. Your station really has a clear channel. It runs right to our hearts after hearing that broadcast, and we hope to return some day to Chicago and be able to hear all the regular programs you offer.

SOMETIMES, it takes a letter like this to remind us just what a clear channel really means.

A Clear Channel Station

50,000 Watts

720 Kilocycles

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.

PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.
LEWIS-HOWE Co., Windsor, Ont. (medical), has started dramatized spot announcement campaigns on a number of Canadian stations. Account was placed through R. C. Smith & Co. Ltd., Toronto.

Gospel Tabernacle, New York, has resumed for the second year, a series of weekly half-hour Saturday broadcasts on WHN, New York. Featuring religious gatherings, Jack Wyrtzen conducting. In addition to the WHN programs, aired 8-8:30 p.m., Gospel Tabernacle has launched a 13-week series in the 10:30-11 p.m., period Saturday on the Atlantic Coast Network. Titled Word of Life Fellowship, the programs are also conducted by Wyrtzen. Business placed direct.

ETHAZONE Co., London, England (medicinal), has started flash announcements four times weekly on CFRB, Toronto; CJRC, Winnipeg; CJOR, Vancouver. Account was placed by A. McKinn Ltd., Toronto.

A. WANDER Ltd., Peterborough, Ont. (Ovaltine), has started a test campaign with six spot announcements weekly on CFRB, Toronto. Account was placed by A. McKinn Ltd., Toronto.


COLUMBIA RECORDS Corp., Bridgeport, has started a three-weekly program of its musical recordings on WQXR, New York, featuring live commentaries by Dr. Sigmund Spaeth, author, composer and music critic of radio and cinema fame. Dr. Spaeth illustrates his analysis of themes and focus on the piano before the discs are heard. Program started Oct. 15, and is presented Tuesday, Thursday and Saturday, 7:30-8 p.m. Columbia is also sponsoring spot announcements on WABC, New York. Beaton & Bowles, New York, is agency.

NEWARK CHEESE CO., New York, has launched a Sunday quarter-hour series of commentaries on WOR, New York, by Samuel Graffou, associate editor of the New York Post, and author of All Out. Programs started Oct. 18. Graffou has been making regular broadcasts to our troops abroad for the Government. J. G. Proctor Inc., New York, handles the account.

CONSUMERS COMPANY, Chicago, Ill. (coal) on Oct. 11 renewed Easy Money, Sunday half-hour dramatic mystery on WGN, Chicago. Agency is Jim Duffey Inc., Chicago.

MEETING BY MAIL
Financial Advertisers To
Forego Convention

CONVENTION by mail is being held by the Financial Advertisers Association this year to overcome transportation and other problems that made the scheduled Chicago meeting impractical.

Twice a week, over a period of eight weeks, envelopes containing questions and answers for discussion will be mailed, and FAA members will be invited to take part by writing their opinions and ideas to the Central Office to be included in the next part of the program.

J. LIVER BROS., Cambridge, Mass., is supplementing its advertising for Lipton's Continental Soup-Mix in the Chicago area, with station break announcements on WBBM, Chicago. Program is being promoted nationally through newspaper and magazine ads. Young & Rubicam handles the account.

When you think of SPUTS... think of John Blair!

"PULLEEZE, FARMER NEWTON, DON'T GET SO CLOSE TO DOBBIN"

MAYBE WGY doesn't go quite that far in tailoring farm programs to the farmers in this area, but we don't miss it much.

Farmers tell us: "Your daily farm shows are right down our turnpike, written almost as if you had our particular farms in mind." IT'S IMPORTANT THAT WE DO KEEP OUR FARMERS IN MIND, FOR OF THE 609,550 RADIO UNITS IN WGY'S PRIMARY AIREA, 84,404 ARE IN FARM HOMES, AND IN NEW YORK STATE, FARM INCOMES HAVE SKYROCKETED 44 PER CENT IN THE LAST TWO YEARS.

WGY has had 17 years in which to develop its farm programs and its farm audience. Today WGY has a staff of three farm experts and the assistance of many farm-interested organizations-colleges of agriculture, state and national agricultural departments, farm bureaus, granges. WGY — and the advertisers on WGY—benefit from the loyalty of this strong, prosperous farm audience.
NOXZEMA CHEMICAL Co., Baltimore, on Oct 3 resumed Battle of the Boroughs, quiz program, on WOR, New York, for skin cream. Series is heard Tuesday, 8:30-9 p.m., in the period formerly occupied by "Can You Top This?" Kirkman Soap Co., program now shifted to the preceding half-hour on the same day. Ruthrauff & Ryan, New York, handles the Noxzema account.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Oct 16 renewed for 22 weeks Quiz of Two Cities on 2 Don Lee California stations (KHJ, KFRC). Friday, 6:30-7 p.m. Agency is Ruthrauff & Ryan, N.Y.

HUBBARD E. ANDERSON, San Francisco advertising manager of Union Oii Co., has enlisted as a private in the Army Air Forces and is assigned to a ground crew at Rockton (Cal.) Training Center for advanced flying students.

Dr. Lyons Claims Had Been Dropped

Dentifrice Claims Changed Long Ago, Firm Asserts

IN ANSWER to the recent order by the Federal Trade Commission to cease certain advertising claims made by R. L. Watkins Co., New York, for its product Dr. Lyon's toothpaste, Broadcasting (Oct. 5), D. H. Williams, vice-president of the company, a subsidiary of Sterling Products and a large user of radio time, has issued the following statement:

"The FTC's complaint against the R. L. Watkins Co. was filed Sept. 19, 1938. It complained of approximately 37 statements in the advertisements of Dr. Lyon's toothpowder. The use of most of these statements had been discontinued in 1937, more than a year before the complaint was filed.

Three issues remain:

"1. Using the statement 'no grit.' Use of this statement was discontinued three years ago.

"2. Making the claim that Dr. Lyon's is an effective antacid or that it will correct 'acid mouth.' No such claims have been made for several years.

"3. Using the slogan 'do as your dentists does—use powder.' This slogan has been discontinued.

The foregoing statement by Mr. William was released last Tuesday by Baldwin, Beach & Mermey, public relations counsel for the Watkins Co.

Cement Sponsor

PORTLAND CEMENT ASSN., New York, is sponsoring five-minute programs, five times weekly on WHCU, Ithaca, WHLD, Niagara Falls and WTRY, Troy, N.Y. More stations will be added. Agency is Roche, Williams & Cunnynhan, Chicago.

Drs. Simon & Stamper, Oakland, Cal. (optometrists), recently started a schedule of transmitted announcements on KROW, Oakland.

WJIM WILL TRAVEL from coast to coast to bring Lansing, Mich. listeners a complete account of each Michigan State College game, visiting Philadelphia for the Oct. 31 game with Temple and Spokane for the Washington State game the following week. Completing sponsorship arrangements are James Gibb, president and general manager of the Inter City Coach Line, signing the contract with Ralph H. Young, athletic director of Michigan State College. Looking on is Harold F. Gross, President and general manager of the station.

JOHN LABATT Ltd., London, Ont., (brewers), has renewed International House Party, quarter-hour program weekly on WHEN, Buffalo, and WDST, Watertown; five-minute program five times weekly on CFCF, Montreal; and Les Amours de Tirés, half-hour weekly network show on CFRB, Hull, Que.; CKAC, Montreal; CHLN, La Prairie, Que.; CHLT Sherbrooke, Que. Account was placed by J. Walter Thompson Co. Toronto.

ATLAS BREWING Co., Chicago, is sponsoring the Night Watch, all-night program of news, records and informnal patter with Russ Baker as m.c. on WIND, Chicago-Gary, seven days a week. Agency is Arthur Meyerhoff & Co., Chicago.

Zenith Earnings

IN A QUARTERLY statement the Zenith Radio Corp. reported a consolidated operating profit of $685,604 for the first quarter of its current fiscal year, ending July 31, 1942. The report further states that the company's facilities are devoted exclusively to electronic equipment for the war effort and that the engineering facilities and employees are continuing in radio electronics.
WITH THE SCHEDULE of NAB district meetings finally approved by the NAB board of directors at its session in Chicago last week, final plans for the two-day sessions throughout the country have been made by NAB President Neville Miller and his executive staff. The meetings begin Monday and Tuesday (Oct. 19-20) with District 3, at the Benjamin Franklin Hotel in Philadelphia.

President Miller will attend all meetings. The roster of speakers, includes members of the NAB’s executive staff, along with spokesmen and representatives of all the Government agencies identified with the war effort and having a bearing on radio.

Election of district directors in the nine odd-numbered districts is

scheduled this year, to take office at the 1943 convention to be held either in New Orleans during March or April or in Chicago during May, depending upon the final ruling of the NAB board. It is not compulsory that these elections be held now, though many of the district directors said they would do so.

Incumbent district directors from the odd numbered districts, in which elections must be held at least 30 days before the next convention, are Paul W. Movency, WTIC, Hartford, District 1; Isaac D. Levy, WCAU, Philadelphia, District 3; Frank King, WMBR Jacksonville, District 5; J. Harold Ryan, WSMD, Toledo, assistant director of censorship, District 7; Edgar L. Bill, WMBO, Peoria, District 9; Ed Hayek, KATE, Albert Lea, Minn., District 11; Kern Tips, KPRC, Houston (elected to the board last week to fill the vacancy created by the resignation of O. L. Taylor, KGNC, Amarillo), District 13; Art Westlund, KRE, Berkeley, District 15; and Harry Spence, KVRO, Aberdeen, District 17.

Following is the revised schedule of district meetings:

- Tulsa, Okla. (Tulsa Hotel), Nov. 2-3.
- Dallas, Tex. (Baker Hotel), Nov. 4-5.
- Ogden, Utah (Ben Lomand Hotel), Nov. 9-10.
- San Francisco, Calif. (Fairmont Hotel), Nov. 16-17.
- Portland or Seattle (to be announced), Nov. 19-20.

London Impressions
(Continued from page 18)

quired, and told that the audience here very much likes the Saturday night postscripts to the 9 o’clock news, which just about everyone listens to habitually, which are being done from Washington specially for the British audience by our American radio commentators, Raymond Gram Swing, Ernie Lindley and Ken Crawford. They alternate weekly—the latter two taking the turns that Elmer Davis used to have before he became chief of our OWI.

But one high Government official did say to me—paying real tribute to one of the finest of our American radio reporters abroad, the dean of the corps, and personally a grand chap, who commands just about the same esteem here that the courtly and witty Sir Wilmot Lewis of the London Times holds in Washington—this official said to me:

“We really should have, and some of us have long recommended and have been looking for, a British radio commentator who would live in your country and who could interpret America to us as well as Ed Murrow interprets Britain to your people.”

That is a high compliment indeed, and I might add—a well deserved one.
NAB Reorganization Averted

(Continued from page 7)

St. Louis a couple of years ago. Mr. Ethridge isn’t a board member, but Mr. Craig was on hand and led the fight for Mr. Miller as floor manager.

Mr. Ethridge, who has brought many an NAB session to its feet with his eloquence and personality didn’t trite with words in his letter, addressed to Herb Hollister, KANS, Wichita, another Miller stalwart. He told the board that if Mr. Miller were ousted against his will, the industry would be less than grateful and might even “stink.”

There were huddles and sessions in smoke-filled rooms. Proposed resolutions were drafted, all geared toward retaining industry harmony and developing what each group thought would be best in the industry’s interest. There was almost complete absence of rancor or injection of personalities.

Tie Occurs

When the board first met Tuesday morning all board members, except Joseph O. Maland, WHO, Des Moines, had been excused because of a death in his wife’s family, and Frank King, WMNR, Jacksonville, were present. Mr. Maland sought to cast his telegraphic vote in favor of Mr. Miller, but under the by-laws no proxy votes were allowed. The total voting power was 21 but F. M. Russell, NBC Washington, vice-president, who has opposed Mr. Miller, did not vote. He had reported to the board he had been instructed by President Niles Trammell to refrain from voting since NBC saw the matter as one pertaining to affiliates rather than networks. His vote on one occasion would have broken a 10-10 tie against Mr. Miller, and which in effect would have resulted in a board mandate by that slim majority that Mr. Miller accept the new chairmanship post and vacate the presidency.

But this vote is taken, the board designated a committee comprising Mr. Craig; J. Harold Ryan, WSFD, Toledo; Edgar L. Bill, WMHD, Peoria, and Paul W. Morency, WTIC, Hartford (ex officio) to discuss with Mr. Miller his elevation to the chairmanship of the board and the NAB general counselship, with headquarters in New York. This was based on recognition of his outstanding work in the music field, and would have permitted him to devote all of his time to music problems. The board had unanimously agreed to approach Mr. Miller with this proposal and adopt it, if it were agreeable to him.

When Mr. Miller refused the office, the identical proposal was then put before the board as a resolution. If the resolution had passed Mr. Miller would have been confronted either with accepting the newly-created position or resigning. The resolution was offered by Don Elias, WWNC, Asheville, and chairman of the NAB streamlining committee (dissolved in July), which favored a change.

The vote was deadlocked 10 to 10. Those voting in favor were Elias; Morency; Ryan; Kesten; Dick Shafto, WIS, Columbia; John Petzer (WWRC) who earlier, Yocum, KGHL, Billings; Harry Spence, KXXO, Aberdeen, Wash.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Edgar L. Bill, WMBD, Peoria.

Those voting against the resolution and in favor of Mr. Miller were Craig; Hollister; Kolin Hager; WGY, Schenectady; Isaac D. Levy, WCAU, Philadelphia; Hoyt B. Wooten, WREC, Memphis; John J. Gillin Jr., WOW, Omaha; William B. Way, KVVO, Tulsa; Art Shafto, Ryan, Petzer, Spence, Elias, Westlund.

Ouster Defeated

The next resolution—the ouster—was that Mr. Miller be relieved of the presidency as of Dec. 31, 1942, and that a “just settlement” be made of his contract. There were no disposition whatever to attempt to negotiate for anything other than his full contract pay until the expiration of his term—approximately $52,500. This motion was offered, after some discussion, by Mr. Elias or Mr. Spence. It was defeated 14 to 7.

In addition to those who voted previously, Ed Hayek, KREC, Berkeley; Cal J. Smith, KPAC, Los Angeles; Gene O’Fallon, KFEL, Denver.

Taylor Resigns

The board formally accepted the resignation of O. L. (Ted) Taylor, KGNC, Amarillo, who resigned following the meeting last month because it failed to act on reorganization. Elected to fill his unexpired term until the next NAB convention was Kern Tips, KPRC, Houston.

The board then discussed retention of a public relations counsel to be paid about $15,000 per year. President Miller was authorized to appoint a committee of five to make the selection. This was in the nature of reconsideration of proposals formerly advanced for a “second man”.

At the last board meeting Mr. Miller had submitted a detailed plan for a public relations department. The post of director has been vacant since Lt. Col. Ed Kirby, chief of the Army’s radio branch, left nearly two years ago.

There was cursory discussion also of the plan for a war emergency committee to function under the NAB, to include representatives of various industry groups and designed to bring about the termination of BVO and of the ABA project. It was withdrawn, however, as infeasible at this time.
Disc Meeting
(Continued from page 9)
mit them by wax constitutes un-
fair discrimination.
Another suggested cause for
legal action is that the union is, in
effect, trying to enforce a closed
shop condition by refusing to al-
low the use of any but non mu-
sicians and at the same time is
refusing to allow union musicians
to make records. Through its con-
trol of all music on the air, this argu-
ment goes, the AFM has made it
practically impossible for stations
to accept musical performances,
whether live or recorded, of any
but AFM members.
Now the union is making it im-
possible for stations to get recorded
music by AFM members. If con-
tinued, this condition must result in
forcing the recording companies
out of business. And that, the
recorders state, is something the
AFM has no legal right to do.
What companies can initiate
such suits, or whether any suits
will be filed at all had not been
decided at the week's end. The
NAB, however, had stated that it
would cooperate fully in the prose-
cution of such suits if they are filed.
But the recording industry last
week had unanimously decided that
the solution to its troubles lies in
further legal action. A number of
recorders believe that until Con-
gress has so altered the law as to
nullify the decisions of the Supreme
Court upon which Judge Barnes
based his decision of the Govern-
ment's plea for an injunction against
Petrillo further attempts to
secure relief from the courts
would be futile.
Negotiation Plan
This group expressed the belief
that the best way to a solution now
is through negotiations with the
AFM, preferably through a com-
mittee including representatives of
the broadcasters and coin-operated
phonograph interests, since it is
the use of records by them against
which the union is protesting.
Rathern than against the wages or
conditions of employment given to
musicians by the recording com-
panies.
Mark Woods, president of the
BLUE Network, who has for many
years been active in labor rela-
tions and who, since the BLUE is not
an NAB member, has not been a party
to the NAB's attacks on Petrillo
and has maintained personal
friendly relations with the union
head, has been suggested as the
head of a negotiating committee.
A number of transcription com-
pany executives stated that there
is little they can do and that the
broadcasters, probably through the
NAB, will have to work out with
the union terms on which the AFM
will permit the use of records on
the air. Some criticism was ex-
pressed against the personal at-
tacks the NAB has made on Pe-
trillo, on the grounds that without
these he would not have withdrawn
permission for the continued re-
cording of single-use commercial
transcriptions.

Gulden in East
CHARLES GULDEN Inc., New
York, has launched a campaign in
the interests of Gulden's Mustard
on six Eastern stations. Radio ad-
vertising, which got under way last
week, includes quarter-hour re-
cordings on WOR, New York;
WARM, Scranton, Pa., and WTIC,
Hartford; also news programs in
Philadelphia and Schenectady.
Seven news periods weekly have
been placed on WQXR, New York
on a 52-week basis. Charles W.
Hoyt Co., New York, handles the
account.

WMOA, New York, has appointed
Weed & Co., its exclusive national
sales representative in all areas
throughout the country except New
York and Philadelphia, which will
continue to be handled by the station's
New York sales office.

JOHN C. WHITLEY, formerly mar-
ket analyst of General Mills, Min-
neapolis, and A. C. Nielsen Co., Chi-
icago, has joined the sales promo-
tion staff of WLS, Chicago.

BREAKFAST MEETING at the home of O. B. Rosenblum marked
the signing of a one-year contract by Nathan Rosenblum Co. of Sharon,
Pa., wholesale grocery distributors, for the 7:45 a.m. Golden Dawn
newscast over WKBW, Youngstown, Ohio. Company executives and 18
salesmen sat down to breakfast at 7:30 a.m. and heard the news pro-
gram of the company in the dining room at 7:45. Above, glancing at
a poster announcing the company's sponsorship: H. David Rosenblum,
Henry Z. Ungar, WKBW account executive, O. B. (Cutter) Rosenblum
and S. W. Epstein, general manager.

Trial Return Disc Plan
For Vinylite Is Adopted
MOVING for increased conserva-
tion of the Vinylite used in
the production of its transcription
discs, the Treasury's war savings
staff has evolved a trial return
arrangement covering the next
three months. Under the plan, the
Treasury Procurement Division has
obtained from the Office of Price
Administration a fixed price per
disc and stations will ship them
direct to the original manu-
facturer.
In actual practice a Government
agency needing Vinylite would go
to the War Production Board seek-
ing an allocation for 500 records
explaining that it had 100 returned
discs. Considering the Vinylite
which can be reclaimed in the
returned records, an allocation
will then be made to make up the
difference between the total need
and the quantity recovered.

Canada School Programs
SCHOOL broadcasts for the current
school year are presented in a booklet,
Young Canada Listens, issued by the
Canadian Broadcasting Corp., Tor-
onto, and illustrated with sketches
and stories of the Pioneer Heroes of
Canada programs which feature the
nation's educational program to be
heard in Canada. The booklet also
contains particulars of other school
broadcasts available through the CBC
and American networks. The booklet
is a manual which has been prepared
distribution among school teachers.

You can quickly prove Central New England's whole-
hearted and constant response to WTAG. Every
independent survey shows the WTAG audience two
to one in the lead over any other radio station heard
in this war boom area.

WIBW The Voice of Kansas
in TOPEKA

WORCESTER
WORCESTER

When You Buy Time—Buy an Audience

OWNED AND OPERATED BY

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
"Chattanooga", words and music
by Paul J. Winko
and
THE BALLAD WE COULDN'T HOLD BACK
STARLIGHT SONATA
the most unforgettable melody since
"My Sister and I"
Lyrics by Helen Bilas
Music by Henry Manners
Both songs have been arranged
for orchestra by JACK MASON
BROADCAST MUSIC, Inc.
580 Fifth Ave. New York City

Broadcasting - Broadcast Advertising
October 19, 1942 - Page 45
CIO Official Asks BWC Freeze To Solve Technician Shortage

CALL for the Board of War Communications to delay drafting of presently employed broadcast technicians at least until replacements can be provided, was put forward last week by Edgar T. Darlington, vice-president of Local 1, Philadelphia, eastern U. S. headquarters of the American Communications Assn., CIO Affiliate.

In a letter answering manpower inquiries of C. B. Reynolds, acting local FCC radio inspector, Mr. Darlington said that an acute shortage of broadcast technicians is resulting from present draft board policies of reclassifying and inducting thousands of men. He said that there is already a shortage of trained men, and that the curve has taken an acute turn upward.

Answer With BWC

Pointing out that his organization, recognizing the situation, is about to start an emergency training course in conjunction with eight major Philadelphia stations, Mr. Darlington said "I personally feel that should our plan of action get us over immediate hurdles, eventually we must again touch bottom. "My further feeling is that the real answer lies in the Board of War Communications speedy exercise of its power to freeze, or exempt from the draft, all men presently employed technically in broadcast stations. At the very least, it might be done for a trial period of six months, during which time a plan such as ours might enable a backlog of trained personnel to be built up.

The letter declared that Selective Service "interpretations" and directives, together with General Hershey's statements, had brought no relief to the engineer problem. Station owners have tried repeatedly in many cities "and miserably failed," to get requested deferments for needed men, it said.

If the freeze went into effect, the letter went on, the 6-month deferment would permit an honest study to be conducted, and provide material to dictate the subsequent policy of the FCC, the BWC, and selective service officials.

Will Be Copied

The training plan advanced by the ACA Philadelphia local, which Mr. Darlington said will be copied elsewhere, involves opportunities for men holding first and second class radiotelephone licenses to get needed broadcast experience without charge. During an eight-week period, the Union will provide instruction, and the local outlets' facilities for these men to practice. Examinations for several of the courses of instruction have been drawn up by FCC engineers, according to Mr. Darlington.

The plan was drawn up after Local 1 contacted radio schools in the East, and found their estimates of licensed graduates "left a gloomy outlook."

"Not only were too many of the schools giving general courses, with generous amounts of the time given to code and typing, but it would seem that 80 to 90% of their enrollees long before their six- to eight-month course is completed are either drafted or secure outside work, " the ACA official explained.

The Union plans to contact these first and second class license holders through advertising in periodicals, such as Broadcasting, and through direct mail and personal contact. Local FCC offices will supply names of those who have secured the licenses since April 1st, and schools have been asked to furnish names of recent graduates. Mr. Darlington said that it may be necessary to appeal to the U. S. Department of Education, or some other agency to subsidize and widen the scope of the effort.

Miss Broderick to Govt.

ESTELLE H. BRODERICK, for six years production traffic manager of WORL, Boston, will leave Oct. 25 to take a similar position with the Treasury Department. Miss Broderick will serve under Marjorie L. Spriggs, head of the Women's Radio Division of the War Savings Department.

ANTICIPATING the worst in the manpower crisis is Carl Lee, chief engineer of WKZO, Kalamazoo, who holds in his right hand the new condensed lightweight remote amplifier, "Model 4F," which he developed especially for women and 4F engineers.
New Music Action Seen

(Continued from page 9)

eral court decision. The onerous effect of the recording ban on
transcription companies, which have not recorded since Aug. 1 ex-
ccept in isolated cases, and on the record manufacturing companies,
is believed ample basis for legal ac-
tion against AFM. AFM’s 186,000
members, under the recording ban,
are not permitted to record for ra-
dio, juke box, or other non-public
performances. There has been no
recording at all ex-
ccept for some Government work, it
was reported.

NAB said it had been infor-
ted “that transcription companies
are considering bringing of state
court suits which will test out the
various questions involved, includ-
ing, of course, the question of com-
mercial transcriptions, which Mr.
Petrillo has already admitted do
not exercise an adverse effect upon
the members of his union. The NAB,
in accordance with plans already
made, expects to cooperate in
prosecution of these suits.”

Same as Before

Sydney M. Kaye, chief counsel
for the NAB in the music con-
troversy, pointed out that the
highest courts of a number of
States have taken positions en-
tirely different from that evinced
in the cases brought under the Fed-
eral laws. It is believed, his state-
ment for NAB continued, that “ap-
propriate suits in state courts have
a substantial chance of success.”

Alluding to Judge Barnes’ deci-
sion, the NAB statement said it had
generally been recognized that rec-
cent decisions of the Federal courts
in labor cases brought under the
anti-trust laws “might well be con-
sidered by the Federal District
Court to be applicable in this case.”

As a practical matter, the deci-
sion eliminates the possibility that
Government action under the anti-
trust laws will solve the problem,
NAB said. Since the decision was
based entirely on the Federal statutes, it pointed out, it does not
adversely affect litigation in the
State courts.

Analyzing the effect of the Judge
Barnes ruling, NAB stated the
decision leaves AFM in precisely
the same situation which it created
when it banned recordings. “It
opens up no avenue through which
the members of Mr. Pettrillo’s union

may recoup themselves for the
losses in revenue which they are
daily suffering through their fail-
ure to make recordings. The deci-
sion, in other words, does not
change the present state of the law
under which broadcasters and other
commercial enterprises may use
any available records without the
payment of tribute to Mr. Pettrillo’s
union.”

Commenting on the Petrillo state-
ment that the ban “still stands” and
that “the next move is up to the
companies”, NAB said the union
had ascribed to “expenditures
made by the NAB the unparalleled
wave of public indignation which
has been aroused by his rulings.”

Then it said:

“In failing to recognize that the
condemnation expressed because of
the ban on recordings has been
not only universal but spontaneous,
Mr. Petrillo is of course, deceiving
himself.”

The view that the AFM prohibi-
tion of single-use commercial trans-
scriptions is an “unassailable prece-
dent” for banning network musical
programs, on the same grounds
that a musician whose music is
broadcast throughout the country
is depriving local musicians of em-
ployment, is contained in a letter
written Oct. 8 by Howard Blake,
president of United Broadcasting
System, to Mr. Arnold.

Written before the Chicago court
action, Mr. Blake’s letter said that
the single-use transcription and
network parallels were legally
identical and inseparable. The only
difference is the mechanics of
transmission—one by transcrip-
tion; the other by telephone wire,
he wrote. Musicians’ fees and all
other circumstances are the same,
and from the musicians’ standpoint
there is no difference at all, he
added.

“The union’s success in this trial
would pave the way with a perfect
precedent, for banning network
music altogether”, said Mr. Blake.

“If they ban network music—the

A Real Oath

AN AIR OF realism will sur-
round Painted Dreams, day-
time serial sponsored by
Procter & Gamble Co.
(American Family) on
WMAQ and WGN, Chi-
gaco, w h e n script character
Tommy Collier, portrayed by
John Larkin, is inducted into
the Navy. Lt. Com. David N.
Goldenson, officer in charge
of recruiting in the Chicago
area, has been written into
the script as himself and he
will administer the induction
oath.

FOR OUTSTANDING
ACHIEVEMENT

. . . the “E” emblem is the highest tribute
to the prowess of American labor in the field
of shortwave communications. Hallicrafters
workers by their unswerving purpose to pro-
duce a product which is better, and to exceed
their quota in order that production schedules
can be maintained, have been awarded this
honor.

The accumulative electronic experience
gained by Hallicrafters employees will be a
dominant factor in future peace time pro-
duction of advanced designs in shortwave
communications receivers.
In Salt Lake City the biggest tune-in is naturally to this exclusive NBC outlet...
the purview was whether the case tended finally to destroy small restaurants, amusement places, local radio stations and other enterprises dependent upon recorded music and which cannot afford live talent. He said if AFM is permitted to continue that method of operation he saw no reason why it won't "deny home owners the right to use music".

Mr. Arnold also emphasized the Petrillo ban against amateur musicians and preventing their performance over the air. He contended finally that AFM had "coerced" the national networks into "boycotting" their affiliates who did not hire fixed quotas of staff musicians.

In great detail the Assistant Attorney General covered what he stated was the crux of the argument—whether there were involved "terms and conditions of employment". He contended that the Norris-La Guardia Act and the Supreme Court decisions in other labor cases cited had the "terms and conditions of employment" element. If that were permitted, the Sherman Anti-Trust Act would be repealed.

In a dispute which involves the terms and conditions of employment, the Assistant Attorney General contended the labor union may pursue almost any course of action. But if these issues were not involved, he insisted, then the union is subject to the Sherman act.

Labor Shortage

Judge Barnes disputed Mr. Arnold's contention that no unemployment existed in musicians ranks. He said that the figures revealing that 50% of the union members were engaged in other pursuits indicated to him "they were not able to make a reasonable living in their chosen field". Mr. Arnold, nevertheless, contended that the Petrillo act was to permanently stop the development of a new field and that "technological employment was not an issue". He pointed out that the Petrillo bans came at a time when there is the greatest demand for technological employment in the country's history precipitated by the war. He cited current news stories about the tremendous manpower shortage.

Mr. Arnold tangled with Judge Barnes on several occasions. The jurist admonished him not to "try to talk down the court".

The issue boils down to the AFM ultimatum that the employers must either hire fixed quotas of musicians or go out of business if they can't afford to hire live talent, continued the Assistant Attorney General. Moreover, he called the combination of the union and the networks to put the independent stations out of business an illegal one under the Hutchinson decision.

The ban on high school orchestra amounts to "closed shop", he said. The question is not one of employment of amateurs but "destruction of amateurs". He said no one questions the right of labor to bridge over a gap of technological employment but he argued this was not such a case.

GORDON JENKINS, musical director of NBC Hollywood, was recently notified that his theme song, "Eyes Aloft", written for the network program bearing that title, has been chosen official song for the IV Fighter Command. Upon publication, proceeds from the song's sale will be donated by Jenkins to local air spotter's shelter building fund.

Plenty of Power

IT SEEMS that WWL, New Orleans, didn't know its own strength when it put 50,000 watts on a clear channel, according to a letter from Sgt. H. J. David, formerly a radio serviceman in Church Point, La., now stationed with the Army Signal Corps in the South Pacific. Sgt. David recently wrote his brother at home, "A few weeks ago I found an old radio in a junkpile and fixed it so it played. While listening last night I heard an announcer say it was 5:30. By my watch it was 1:30 here. Then he said . . . New Orleans, WWL." It sure felt good to hear from home.}

Thompson Resigns

DAN THOMPSON, member of the press department of NBC-Chicago, for the past six years, has resigned as news editor to join the National Safety Council, Chicago, as radio division executive. He is succeeded by Jack Ryan, formerly picture editor. John Keys, writer, has taken the post of picture editor, and Sheldon W. Peterson, formerly news editor of KLZ, Denver, and journalism instructor of the U. of Denver, has joined the writing staff.

PINEX Co., Fort Wayne, Ind. (cough syrup) will sponsor a half-hour portion of the National Barn Dance on WHLS, Chicago, Saturday evenings at 10:00-11:30 a.m. Agency is Russel M. Stedil Co., Chicago.

FOR EFFECTIVE BUYING INFLUENCE IN WHAMLAND

WHAM gives you effective buying influence where effective buying power is highest.

WHAM gives you complete, effective coverage of the entire Rochester trading area . . . where buying power is 169% higher than U. S. Average . . . where income increase in 1942 over 1938 has been 219% greater than U. S. Average . . . where the 1942 effective buying income per family will be $151.

The Rochester Trading Area ranks 51st in population, but 27th in total dollars effective buying income, 22nd in family income.

WHAM, in addition, gives you the effective buying influence of its 50,000 watt, clear-channel signal, in the 900-900 radio homes of WAMLand's 43 counties. WHAM gives you eighteen trading areas, not one . . . 140,013 farms . . . more than 5,000 busy factories. All of this at approximately one-third the cost of localized coverage of the same area.

Figures in first paragraph are from Sales Management's Survey of Buying Power.

National Representatives:

GEORGE P. HOLLINGBERY CO.
50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the National Broadcasting Co. & The Blue Network, Inc.
How to Use Discs
(Continued from page 10)
ramids of Egypt, or our boys in Iceland. BBC simply sends out a transcription crew, as it did the other day to get the voice of a British general in Africa. It does the same thing regularly to get voices of British soldiers in far-away places. The recordings are then either shortwaved and re-recorded in London (though not very often) or are shipped by plane for earliest possible broadcast over BBC.

Sometimes it can be overdone, of course. Our networks would not, and should not be expected to broadcast a quarter-hour of Bing Crosby recordings, as BBC does weekly. But Bing Time here loses none of its popularity simply because it isn’t live. It would not be practical to shortwave Bing’s Thursday night Hollywood show direct to BBC because it starts at 9 o’clock (EWT), which is 4 o’clock in the afternoon London time.

It all depends on how it is handled.

A rule can often be carried to foolish extremes, as was the case when one of our networks flatly refused to carry two minutes of the voice of Enrico Caruso, available only from an old record, which is a big agency wanted to interpolate into one of its productions.

It is claimed that only once has a long recording—something other than a mere sound effect, which even network shows must take off transcriptions—been broadcast over NBC. That was the remarkable on-the-scene description of the explosion of the dirigible Hindenburg at Lakehurst, which a WLS sound crew happened to be on hand to transcribe. And that crew happened to be there only because lighter-than-air craft was a hobby of a staffman of that Chicago station who had persuaded Glenn Snyder to let him do a description of the big ship’s arrival, never dreaming the catastrophe would occur.

Pros and Cons
The chief arguments of our network people against transcriptions is that networks exist primarily to furnish live stuff, which is true; that sponsors and agencies, aware that transcriptions lose little of the original quality when broadcast, will insist upon taking the “slipup” element out of their productions by transcribing and reediting them and putting on the air as tried and true programs; that prima donna performers will insist upon doing their shows on records so as not to be held to regular schedules, which is definitely a possibility.

The rule, on the other hand, can be enforced as general policy but not as an irrevocable one. Certain standards can be laid down for exceptions in extraordinary cases, or for certain classes of programs, such as excerpted speeches of the sort BBC handles so deftly.

Moreover, the repeat value at favorable hours of highly popular shows would be tremendous to the sponsor, who could buy repeat periods, and to the audience alike. Many a fan who has missed the Friday night Information Please program would be delighted if he knew he could hear it, as the British hear their Brain Trust program, during a Sunday-at-home afternoon, or perhaps during an otherwise unsaleable late evening hour any other night.

Popular program repeats after 11 p.m. would certainly be vastly more welcome to a great segment of the American audience than dance bands, which are carried al-

Declaration of Independence
For Radio Proposed by Way

Mr. Way

The proposed declaration was submitted to the NAB board of directors, of which Mr. Way is a member, at its meeting in Chicago last Wednesday. Mr. Way was appointed a member of the NAB Code Committee, to pursue the project. Mr. Way seeks to gain adoption of the declaration by a majority of the station operators, if not the entire industry.

The document proposes appointment of a Central Code Committee for the industry, and for the designation of a “Code Authority”—a full-time representative of the industry who would “announce and delineate all decisions” having to do with program and commercial operations.

The full text of Mr. Way’s proposed code follows:

Broadcasters’ Declaration of Independence

Through the Government of the United States of America, each broadcasting station is licensed to operate “in the public interest, convenience and necessity.” To these stipulations each broadcaster must subscribe not only in the beginning but as long as he shall operate a microphone and transmitter. Failing in this pledge to the people, he shall forfeit his license and retire from his position of public trust.

Consider again the words, “public interest, convenience and necessity,” for they appear in every license. They are the rule of conduct for every broadcaster. They are a charge to all broadcasters alike. They are a covenant upon the broadcasting industry.

Only insofar as we, the broadcasters, maintain control of the air, shall we be able to preserve this covenant. Control of the air is difficult to maintain for we lease our facilities to others who are not directly responsible to the people.

Advertisers inspect our responsibility to the people but insist that we most exclusively on the networks they.

This observer will be very much surprised if, as a result of Bill Paley’s recent visit here to study British broadcasting, CBS doesn’t follow the lead already taken by Mutual in at least relaxing, within reason and within limits of good network program balance, the present absolute rule against transcribed shows.

• To reach and sell the rich Appalachian area —booming with war project wealth—remember: WJHL is the only station of regional or greater power offering adequate coverage of this market. One GOOD station. One LOW cost.

1000 WATT • 910 KC • BLUE NET

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

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are the sole guardians of that responsibility. That is right, not only morally but legally.

Networks originate programs for us, under special agreements, but nowhere in these agreements do they assume any of our responsibility to the people. Networks are producers, not broadcasters, of radio programs. They are not licensed in the name of the people. They exist by virtue of the broadcasters.

Our position cannot be obscured. We who have been granted special rights shall answer for their proper exercise. Those whom we invite to exercise these rights with us, we invite at our own risk. To us will come the challenge from the people, should anyone fail. We must give guidance not ask for it. We must use fearlessly the right to make our own terms upon which advertisers, networks, or anyone may use our facilities. Those terms are the most precious asset. They are the conscience of this industry.

We are now engaged in a great war, which demands that all men reaffirm their trust and be loyal to them. Now is the time to proclaim again the terms upon which anyone may use our facilities. We shall do so collectively. We shall act as an industry. We shall be of one mind.

The nature of our idealism has impelled us often to follow precedent. It is proof that we appreciate the gravity of our public trust. But it has thus been within the power of any of us to influence greatly upon the broadcasting industry by establishing a bad precedent. And it has also been in the interest of selfish interests to gain their ends by influencing one or more broadcasters to relax the vigilance of operation in the public interest. How much better it will be for us to depend upon precedent but on our own full counsel.

Now, therefore, we declare that: Both now and henceforth, in all matters related to the operation of our broadcasting stations in the public interest and convenience and necessity, we shall be of one mind and act with one accord.

that the matters referred to above shall include the style and character of commercial and sustaining programs; extent, nature and number of courtesy and commercial announcements; interpretation of contracts, rates and discounts;

that the question of one of us shall become the problem of all, who shall determine the answer and abide by it. Making no action independently null the answer shall be had;

that our function shall be a continuing function, every day in every year, to which we hereby pledge our time, our counsel and our resources:

that a Central Committee shall be appointed immediately, to be known as the Central Code Committee;

that a Code Authority shall be designated, who shall be a paid, full-time representative of the broadcasting industry, capable of counselling with the Central Code Committee, the industry at large and those who have business with the broadcasters, and who shall announce and delineate all decisions;

that the first duty of the Central Code Committee and the Code Authority shall be to review and act upon present practices;

that, although this is a Declaration of Independence for the broadcasting industry, it is in fact a Declaration of Dependence, each upon the other, for the broadcasters individually, adopted in the spirit of union which attended his origin of our Country;

and, finally, that every broadcaster who subscribes hereto shall hold inimicable the language of his license from the Government of the People of the United States, for by the law of his land and by every moral consideration, no broadcast contract shall be binding, no obligation be in the balance if it is inimical to the public interest, convenience or necessity.

UNITED BUSINESS OCTOBER FORECAST
This map, reproduced by courtesy of United Business Service, Boston, shows business conditions in all parts of the U. S. and Canada as indicated in its surveys.

Studio Notes

WFACT, Paterson, N. J., devotes 16 2/3% of its broadcasting time to government announcements and is now presented in cooperation with Federal agencies, according to a news release made recently by station manager, George S. McMillen.

WBCR, Hartford, has an exclusive arrangement with the Hartford Courant to broadcast returns in the gubernatorial and Congressional elections Nov. 3.

WHO, Dayton, organized 700 school children in 67 schools for a county scrap collection drive, with L. A. Winchell, superintendent of schools, using the station to broadcast instructions.

WLS, Chicago, staged a scrap collection campaign in Danville, Ill., with entire cast of the National Barn Dance appearing for two performances at which the admission price was 100 pounds of scrap. Proceeds will be donated to the Vermilion county (III). On the 27th WLS will present a similar collection drive in Bloomington, Ill., and the North Barn Dance performances brought over 1,000,000 pounds of scrap material and rubber.

UNUSUAL tales of people in the headlines, recounted by Johnnie Neibert, organ music by Herb Foote at the organ comprise the new quarterly program, So the Story Goes, on WGBM, Chicago. Program, heard three times a week is sponsored by Prima-Blaiscaw Brewing Co., Chicago.

answ ers

to WOR-Quiz on Front Cover

1. The happy gardener symbolizes New Jersey, "The Garden State." New Jersey is one of seven great eastern states whose most densely populated and valuable trading territories are dominated by WOR. New Jersey, in fact, contains 6 great cities with more than 100,000 people each.

Every one of these cities is a vital, booming war work center.

2. This line indicates WOR's consistent trend upward in station audience during the past 5 years. WOR, as a matter of fact, is the only major New York station which has shown this consistent growth year after year for 5 years. WOR's total audience, by the way, is at the moment to 10 to 15% greater than it was at this period in 1941.

3. The numeral 63 stands for the total number of great army camps and Naval bases in the area covered by WOR. Though specific totals are a military secret, it can be more than merely assumed that these camps and bases are occupied by hundreds of thousands of soldiers who are avid radio listeners. For further facts regarding hours of listening; programs preferred, and other highly valuable data on this excellent new market, write, wire or phone (FE 6-8600) WOR, at 1440 Broadway, in New York.

4. The man at work is demonstrating a startling WOR success story. It involves the great sales of a tape called "Press-On," a synthetic war product, used for making plastic, etc. Only using the WOR program "Pegent Prefers", the makers of "Press-on" jumped this product's sales 100% throughout the entire WOR Guaranteed area. Though very admirably distributed, WOR's persuaded 43 department stores to sell "Press-On" by sending hundreds of people to ask for it. WOR also boomed the sales of "Press-On" in Albany, Philadelphia, Boston, etc.; created enormous demand in war work cities.
Co-op Probe (Continued from page 18) was not reason in keeping it off the air especially since it represents the opinions of 5,000,000 - 8,000,000 people.

Refusal of time "is a direct denial of fundamental rights," Senator Norris asserted. He agreed with the fact that the networks were faced with considerable responsibility but insisted that they "would have run no risk of libel suits or anything of that sort," if they had permitted the cooperative group to broadcast.

The FCC, in its part, announced it had written to Niles Trammel, NBC president, and William Paley, CBS president, advising them the Commission received a letter from the New England Cooperative Federation, Boston, citing the networks' refusal to sell time to the Cooperative League. A "statement of the facts" is expected soon by the FCC.

Quotes Editorial

The letter was transmitted to the FCC by Senator Lodge (R-Mass.), to whom FCC Chairman James Lawrence Fly sent a letter pointing out the Commission had noted the matter and had asked the networks for the facts, assuring him the situation would be given "appropriate consideration".

During his statement of the problem on the floor of the Senate, Senator Norris quoted from a CERTIFICATE for outstanding public service is presented to W. Gordon Swan, program manager of WBZ-WBZA, Boston by James F. Crafts of the National Board of Fire Underwriters. WBZ-WBZA was given honorable mention, highest award in the East, for its first annual radio fire prevention contest.

signed editorial published in the Burlington (Vt.) Daily News signed by its editor, William Loeb, which described the success of a cooperative local utility as a perfect example of what free people working in a free cooperative fashion can accomplish. In contrast the editorial raps the networks for their willingness otherwise to "take money and sell time to advertise any commercial products, whose real value to the public may be gravely questioned."

The signed editorial also instructed reader to write to Charles Hasbrouck, owner of WCAX, Burlington, CBS affiliate, expressing the hope that the station owner "is a real friend of the cooperative movement" and appeals to him as an affiliated owner to go to bat on the issue with the network.

Shortly after reading the editorial, Senator Norris was queried by Senator Langer (R-N.D.) as to whether the FCC is empowered to handle the situation by revoking the licenses of the stations involved. In reply, Senator Norris said a complainant to this effect might lose on the theory that an amendment to the law is necessary. He said this was only his opinion and that he desired an opinion of the committee which seven years before reported the present Communications Act.

Senator Wheeler (D-Mont.), Chairman of the Interstate Commerce Committee which will consider, Resolution, which currently is handling the Petrillo probe, expressed "surprise" over the position taken by the networks.

Mr. Wheeler said, "First they denied the request on controversial grounds. Then they took the position that other advertisers might object."

"Probably, everything said over the radio on the subject of politics is controversial," he said. "If the broadcasting systems are to take the position that they will not permit anything to be said over the air or any time to be sold on any subject which is in the slightest degree controversial, then of course they are going to be able to pick and choose just exactly what they will permit to go on the air," he emphasized.

He cited the case of commentators, "paid by some of the big interests in the country" who are allowed to air matters of a highly controversial nature. He asserted they edit news, give and make comments easily discernible as controversial. Furthermore he expressed the belief that the networks' action is "taken purely on the basis of their own selfish interests and not on the basis of the best interest of the country as a whole."

Senator Wheeler admitted there were some opposed to cooperatives, but suggested their opposition sprang from a fear that cooperatives "may interfere with their profit or their dividends and that their operation may tend to lower the cost of living in this country to the average man." He said there was no excuse for the networks involved or any other broadcasting system to deny an organization like the cooperatives "the right to buy time" on the grounds that the subjects they may discuss are controversial.

Senator Norris contended that the "question goes much deeper than whether one likes a cooperative or does not like a cooperative." Instead he said there was a question as to whether broadcasting systems "given access to the air" should be allowed to keep an organization from the air which is "responsible ... homogeneous ... which has a definite idea to present."

LISTENERS are constantly reminded of the identity of Z-Bar Net advertisers by a series of window cards, floor display cards, and shelf price cards coupled with an air campaign on Montana stations telling people to look for the signs and reminding them that the advertisers are makers of quality products. The promotional cards are the same with the exception of different colors which are used as background, all one color being used for any single advertiser. The cards in part help to achieve what salesmen on the road, now fewer in number and traveling less, once accomplished.

Disc Subscribers

THREE new subscribers to the NBC-Radio Recording Division's transcribed series, Flying for Freedom are: E. F., Philadelphia, for Jacob Branch Stores (men's clothing); WESX, Salem, Mass.; for the National House Furnishing Co.; and WBZ, Boston. 

Hicks With Convoy

GEORGE HICKS, BLUE commentator, has returned from a "confidential mission", revealed as a trip with a convoy to a Caribbean port. Mr. Hicks, stationed during the voyage will be presented during the Oct. 19 and 21 broadcasts of Hicks interviews with seamen, now known as The Land, Sea, Air. Formerly originating from New York and Washington only the series will henceforth feature pick-ups from other points. Hear on different days in addition to Hicks, are Clete Roberts, Jon Harding and Bill Baldwin.

WBZB, new regional outlet in York Pa., broadcasts 15-word news headlines with every station break. Plan has proved a commercial success, with local sponsors blanketing all by means of the news headlines during the station's first month of operation. Sponsors use 15-word commer-

ILLINOIS?

For a big chunk of it, use the DECATUR station,
TEXT OF AFM DECISION

TEXT of the memorandum opinion [Civil Action No. 4541, U. S. vs. American Federation of Musicians et al], handed down Oct. 14 in the U. S. District Court, Northern District of Illinois, Eastern Division, follows:

This cause comes on to be heard on the motion of the Government for a preliminary injunction, and on that of the defendants to dismiss the complaint.

The plaintiff is the United States of America. The defendants are the American Federation of Musicians and its officers and directors. The AFM is alleged to have approximately 140,000 members, comprising virtually all musicians in the nation who make music for hire.

OFFENSES CHARGED

Paragraphs 13 to 17, inclusive, of the complaint describe the offenses charged and the effect of the conspiracy charged. Those paragraphs are as follows:

14. That for the purpose of restraining and destroying all interstate commerce in phonograph records and electrical transcriptions: of procuring, monopolizing and controlling all performances of musical entertainment; of eliminating competition entirely between so-called "transcribed" and "canvassed" music and music produced through live music and things hereinafter more particularly alleged;

15. That for the purpose of forming and effectuating the aforesaid conspiracy, the defendants by agreement and concert of action have done the things which, as beforeherein alleged, they conspired to do, and more particularly have done, among other things, the following acts and things, hereafter more particularly alleged:

(a) On June 25, 1942, the defendant, James C. Pettrillo, notified Decca Records, Inc., Columbia Recording Corp., and RCA Victor of their license from the AFM for employment of its members. The said transcription recordings would expire July 1, 1942, and would not be renewed: that from and after Aug. 1, 1942, the members of the AFM would not play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music;

(b) On July 16, 1942, the defendant, James C. Pettrillo, notified the NBC that it must cancel the broadcast of the weekly NBC " alas" music and music produced through live music and things hereinafter more particularly alleged;

(c) On July 27, 1942, the defendant, American Federation of Musicians, the union, ordered all AFM bands to boycott all radio stations in Southern California afiliated with the Don Lee Broadcasters, Inc., for the purpose of forcing Radio Station KFRC of San Francisco, an affiliate of the Don Lee Broadcasters System, to hire a large and more expensive orchestra, although no dispute of any kind exists between the AFM locals and said radio station affiliated with the Don Lee Broadcasters System;

(d) That the combination and conspiracy herein charged does not involve or grow out of any terms or conditions of employment; that a purpose of the conspiracy is to eliminate from the market the manufacture, sale and use of musical compositions mechanically recorded on phonograph records and electrical transcriptions; of procuring, monopolizing and controlling all performances of musical entertainment; of eliminating competition entirely between so-called "transcribed" and "canvassed" music and music produced through live music and things hereinafter more particularly alleged.

EFFECT OF THE CONSPIRACY

17. That the defendants have, and are dependent upon such businesses because such businesses have been arranged for the purpose of accomplishing the aforesaid acts and things, advance as an object the exemption of labor from the antitrust laws; (1) whether a union may use organized coercion to destroy legitimate industries which are dependent upon such businesses have been arranged for the purpose of accomplishing the aforesaid acts and things, advance as an object the exemption of labor from the antitrust laws; and (3) whether a union may use organized coercion to destroy legitimate industries which are dependent upon such businesses have been arranged for the purpose of accomplishing the aforesaid acts and things, advance as an object the exemption of labor from the antitrust laws.

Coercion Alleged

The Government's second contention is that the activities complained of do not involve coercion in the sense of "terms or conditions of employment" and hence are subject to prosecution under the Sherman Act as a combination in restraint of interstate trade or commerce. Under this heading the Government says that:

The complaint charges the defendant union with three types of activity: (1) that it has refused to permit its members to be hired by manufacturers for the purpose of making phonograph records and electrical transcriptions. The effect of such a ban is to destroy not only these industries, which furnish substantial employment to members of the union, but other legitimate industries which are dependent upon such businesses for substantial production for existence but which do not employ members of the defendant union, such as manufacturers and retailers of juke boxes, small independent radio stations, and dealers and retailers of records and recordings. Second, the complaint charges that defendant union has attempted to force radio broadcasting stations to lay their pay rolls with stand-by musicians, who are unnecessary and desired.

The Government contends that none of these activities is permissible under the law and it cites: Columbia River Packet Line Co. v. Hinton, 315 U. S. 143; Opera on Tour, Inc. v. Weber, 315 U. S. 103; In re May, Inc. v. Basson, D. C. S. D. Ill. 1932; and Stovig Service Corp. v. Courtney, 85 F. (2d) 766.

The Government's third contention

The Coca-Cola Company presents

The Coca-Cola Company presents

America's leading bands -- playing from War Camps and War Plants

BLUE NETWORK 9:30 P. M. EVERY NIGHT EXCEPT SUNDAY

Voice of the Tri-Cities

ROCK ISLAND - Davenport - Moline

THE 5000 WATT

Voice of the Tri-Cities

Hoping for sales with "Outside Voices?" GET sales with WHBF

The 5000 WATT Voice of the Tri-Cities

October 19, 1942 • Page 53
is that even though it be assumed that the activities of defendants concern "terms and conditions of employment" they represent an attempt by the union to force employers to combine with it for the purpose of restraining interstate trade and commerce in phonograph records, electrical transcriptions and radio broadcasting and also a combination between labor and non-labor groups, which is not exempt from the Sherman Act.

The National Assn. of Broadcasters, by leave of court, filed a brief as amicus curiae wherein it made contentions similar to those of the Government.

The defendants' motion to dismiss assigns two grounds for dismissal: First, because the court lacks jurisdiction by reason of the Norris-LaGuardia Act, since the complaint sets forth a case involving a strike and a lockout out of a labor dispute; and, Second, because the complaint fails to state a claim against defendants upon which relief can be granted.

In their argument in support of their motion to dismiss the defendants say that the complaint merely alleges an agreement by some employers of the organization peacefully to refuse to work for employees in an effort to obtain, extend and preserve employment opportunities and that, accordingly, the Norris-LaGuardia Act precludes the court from granting the relief sought, and that this is true even though it be assumed that a violation of the Sherman Anti-Trust Act has been alleged.

List of Citations

In their argument, the defendants further say that no violation of the Sherman Act is alleged because there is no allegation that defendants are engaged in a business enterprise or are competing commercially in the sale of products and are seeking, on behalf of themselves or as agents for others, to suppress such competition so as to control price or discrimination between would-be purchasers or otherwise deprive the public of the benefit of free competition, and they cite Aspan Hosiery Co. v. Leader, 310 U. S. 408, and Gendelser's Covered Inc. v. Union, 139 F. (2d) 205.

Union's Claims

In their argument, the defendants further say that no violation of the Sherman Act is alleged because there is no allegation that defendants are engaged in a business enterprise or are competing commercially in the sale of products and are seeking, on behalf of themselves or as agents for others, to suppress such competition so as to control price or discrimination between would-be purchasers or otherwise deprive the public of the benefit of free competition, and they cite Aspan Hosiery Co. v. Leader, 310 U. S. 408, and Gendelser's Covered Inc. v. Union, 139 F. (2d) 205.

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persons participating or interested in a labor dispute constitute or are engaged in an unlawful combination or conspiracy because of the doing in concert of the acts enumerated in section 4 of this Act.

In view of the facts found by the court the jurisdiction does not exist to grant any of the injunctive relief here sought.

**Closed Shop**

The court is of the opinion that the acts complained of are of the kind specified in the second paragraph of Section 20 of the Clayton Act (41 Stat. 738, c. 323, Sec. 20). Section 20 of that act is as follows:

Sec. 20. Restraining order or injunction shall be granted by any court of the United States, or a judge thereof, upon the application of the President, the Attorney General, the Attorney of any State, or of any county, city, town, or corporation, or of any group of corporations, or of any individual, or of any national securities exchange, or of any association of merchants, or of any group of associations of merchants, or of the United States. (38 U.S. 305, 316.)

And no such restraining order or injunction shall prohibit any person or persons, whether singly or in concert, from terminating any relation of employment, or from ceasing to perform work or labor, or from recommending, advising, or persuading others by word or in writing to do: *** or from peacefully persuading any person to work or to abstain from work.

**Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 3, 1913.**

Of Broadcast Advertising With Broadcast Advertising, published weekly at Washington, D. C. by R. Goldman, 3009 P St., Washington, D. C.

District of Columbia.

Before me, and in the presence of the District aforesaid, personally appeared Norman R. Goldman, of said District, having been duly sworn according to law, and deposes and says that he is the owner and manager of Broadcast Advertising, and that the following is to the best of his knowledge and belief a true statement of the ownership, management, and circulation, with a daily and weekly mailing of Broadcast Advertising

- **The publisher:** Frank Beam, Washington, D. C.
- **Managing Editor:** J. Frank Bratty, Silver Spring, Md.

**Business Manager:** Norman R. Goldman, Washington, D. C.

2. The owner of the publication if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock if not a corporation, the names and addresses of the individual stockholders must be given if not owned by a firm, company, or other unincorporated business shall be given, as well as those of each individual member, must be given.


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are (If none, file the name of National Publicity)

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, contain not only the list of stockholders and bondholders who appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the beneficiary for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing the affiant's full knowledge and belief as to the conditions under which stockholders and security holders work or hold stock upon the books of the company as trustees, hold stock and securities other than that in which the public is interested in the said stock, bonds, or other securities, as it so stated by him.

Norman R. Goldman.

Sworn to and subscribed before me this 9th day of April, 1943.

Nathan Sinrod

(Stel)

**Garden Prizes**

Participants in the victory campaign sponsored by KRBM, Bozeman, Mont., were awarded prizes recently. Dept. of Agriculture agents judged the one-eighth acre plots scattered around KRBM transmitter.

In all, eight acres of ground were used. The station installed an electric pump and well supplied water to each amateur farmer.

**Need for Logic Is Seen In Propaganda Drums**

As DRAMATIC programs become more and more vehicles for spreading propaganda and less the purely entertainment shows they have been, they will have to become more logical. Dr. Matthew N. Chappell, technical consultant to C. E. Hooper Inc., predicted last Tuesday in an address before the discussion group on radio listening habits of the American Marketing Assn.

When he is unable to win only in entertainment, the listener is willing to accept coincidence and other unreal solutions to dramatic problems, Dr. Chappell stated, but when the Government puts on a program to influence him, the listener is more apt to examine the argument and to demand that it come up to logical standards. This is especially true now, he added, since for the past 20 years we have been told what dopes we were to have unhappily swallowed so much propaganda during the World War and as a result we resist it now.

**Koppers in Twin Cities Opens Fall Classics Series.**

KOPPERS Co., St. Paul, launched an intensive campaign on two Minnesota radio stations. The work is to continue through the fall, and a definite increase in sales since the start of the drive is being reported by the company's sales manager, according to Chas. D. Reach Co., Newark agency in charge.

Stressing the economical advantages of Pea Cakes for heating purposes, Koppers started a 15 week campaign on WTCN, Minneapolis, Sept. 1, using 107-transcribed announcements weekly, and one Sept. 16 initiated a 10-week drive featuring the same number of commercials on WMN, St. Paul. A drive of similar proportions is planned for the early spring of this year.

**Stromberg Tire Plan**

FIRST GROUP OF war workers in the nation voluntarily to pledge themselves to the war will be the tire inspection division. The transportation consists of employees of Stromberg-Carlson Telephone Mfg. Co., Rochester, who signed the pledge following a tire inspection demonstration Oct. 3 by Colonel E. S. L. Lotter. A later inspection demonstration was held in the St. Louis area.

**School Conference**

THEME OF the sixth annual meet- ing of Broadcast Advertising Conference to be held Nov. 10-12, at the Morrison Hotel, Chicago, is "Broadcasting and the Distribution and Responsiblity to Education in a Mobility Nation at War." The Assn. for Education by Radio will meet Nov. 10, and Jointly with the Broadcast and Conference for the remaining days of the convention.

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**Kow The Howshew Station**

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask your Agency to list the Colonel! FREE & PETERS, Inc., National Representative.

WICHITA KANSAS

Call Any Edward Petry Office
Broadcast Status In Phone Priority

Higher priorities have been established to cover the three types of long-distance telephone calls and broadcasting Board of War Communications has a list of authorized persons and agencies entitled to use such priorities when the need fits into any of the three priority categories established.

Reports published elsewhere have indicated that telephone users would listen in on conversations, but the Board of War Communications has denied this, pointing out that such a practice is illegal. Furthermore, civilian telephone conversations progress will not be interrupted except in the case of Class I calls.

Order of Priority

The first priority covers all which require immediate completion for war purposes or to safeguard life or property and includes such emergencies as the movement of armed forces during combat operations and immediate dangers due to the enemy as well as floods, hurricanes, earthquakes or other disasters.

The second priority covers situations requiring immediate completion for the national defense and security, the successful conduct of the war and safeguarding of life or property and also those not specifically described in the first category.

The third priority covers calls requiring "prompt completion" including maintenance of essential public services, supply or movement of food, civilian defense or public health, as well as important governmental functions.

Preferred callers entitled to use of priorities are Government leaders and agencies, public service and civilian defense organizations and officials, essential war industries and such essential services as radio stations, and press associations, power, water, fuel.

Violations by any person misusing the importance of the call or furnishing false information to telephone carriers shall subject the facilities of such a subscriber to closure, removal, or other Government action.

Tony Peters

TONY PETERS, 21, chief engineer of KTRI, Sioux City for the past two years, died Oct. 6 after a week's illness.

TO HAVE and TO HOLD THE ENGINEERING JOB YOU WANT!

Advance Now—Insure Your FUTURE in Broadcasting

If you have just recently entered the broadcasting field—CREI offers you a proven program of home study in Practical Radio Engineering. This course of training coupled with your present experience will enable you to go after—and get a better engineering job and more money. There's no priority on a better job—but they are "rationed" to those who have the necessary technical ability. Today, are CREI students and graduates in more than 400 stations—and more are needed for important engineering jobs. Why not investigate what CREI spare-time training can do for you?

SEND FOR OUR FREE BOOKLET and facts about CREI Home Study Courses

CREI Students, Graduates, ATTENTION!
The CREI Placement Bureau is filled with requests for radio men. Employers in all branches of radio want trained men. Your Government wants trained men to perform his job, or be placed in a job, that will allow him to work at maximum productivity. If you are or will be in need of reemployment write your CREI Placement Bureau at once.

Radio Capital Institute

TENTATIVE CALENDAR

WLW, Cincinnati—Modify license to 700 kw with 500 kw N unlimited, using WEXO transmitter (Oct. 19).

NEW, Beaumont J. Hester individually and as trustee, Waco TEx.—CP for 1250, 250 unlimited. (Oct. 22)

KXLA, Los Angeles—modify CP for 46,100 kw, 7,000 sq. mi. unlimited. (Oct. 23)

Barker Food Products Co., Los Angeles (dehydrated soup & vegetables), to Erwin, Wasey & Co., Los Angeles. Radiocasting, newspapers, trade paper, trade magazines.

Sheffield Brick & Tile Co., Shfelfield, Ohio (Drain tile), to W. D. Lynn Co. Cedar Rapids, Radiocasting, trade papers, trade magazines.

Protection Co., Los Angeles (fire fighting equipment), to Gerber-Pacific Adv., that city.


Network Changes

CORN PRODUCTS REFITING Co., New York, on Oct. 5 adds WBNY, Buffalo for 12 weeks; starts on Oct. 16, adds 9 CBS stations to Stage Door Canzans, making a total of 43 stations, 5:30-10 p.m.; Agency: C. L. Miller Co., N. Y.

CALIFORNIA FRUIT GROWERS Exch., Los Angeles, 2 additional citrus fruit radio stations, on Nov. 1 replaces Hedda Hopper's Hollywood with Today at the Banana on 6 NBC stations. Mon., Wed., Fri., 1:15-4:45 p.m.; Agency: Lord & Thomas, Chicago.

LEWIN-UPWEY Co., St. Louis, on Oct. 27, adds 47 NBC stations to Horace junior, making a total of 57 NBC stations, Tues., 6:30-9:30 p.m., at the same time continuing repeat broadcast, on 6 Pacific Coast stations, 12:30-1 a.m. Agency: Roche, Williams & Connolly, Chicago.

DUDAY PACKING Co., (Old Dutch Cleaner), on Oct. 15 starts origination of Hopper Celebrity, on 2 NBC stations at 3:30-10:30 a.m. from New York to Chicago. Agency: Grant Adv., Chicago.

Network Transmitter PERMIT to install a new transmitter was granted to WLAY, Muskegon Shores Co., by MWSI, last week by the FCC. Action was taken in view of the condition of the equipment, and the hazardous amount of operating time lost through transmitter failure following a September fire which damaged the equipment beyond repair. WLAY operates on 1450 kw with 250 w. unlimited.
Classified Advertisements

Help Wanted

CHIEF ENGINEER—Start $175 weekly. No operating but requires suitable experience to supervise operation, maintenance Western Electric 445-B-1 5 Kilowatt transmitter, directional antenna. Give full details experience, qualifications, draft status. Gene O'Fallon, KFEL, Denver.

Midwest Local—Wants first class operator. Average pay $42.00 per week. Box 939, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must have combined newsreel. Submit transcript of newsreel, good copy and with application, KSER Potadco, Idaho.

Engineers and Operator-Announcers—For two Alaska broadcasting stations working in close cooperation with War Department and Office War Information. Opportunity to serve war effort as excellent salary. Edwin A. Kraft, 708 American Building, Seattle, Wash.

WESTERN STATION WANTS—Experienced combination operator-announcer who can radio news and write copy. Send qualifications, snapshot and recording of voice reading news and commercial copy. Fly-by-nights please don't apply. Desire permanent or permanent position. Box 937, BROADCASTING.

Chief Engineer—Draft Exempt. State qualifications and references. Box 942, BROADCASTING.

Radio Telephone First Class—A the San Francisco Bay Area will need several experienced technicians in the near future. The wages rates for this area are $45 to $62.50 per week for 40 or 65 day week. Write qualifications, experience and present salary in first letter. Broadcast Division, Box 110, Union B-202, 115 E, 229 Valencia Street, San Francisco, Calif.

Engineer-Announcer—Good voice, any ticket, good salary. Excellent opportunity. Box 944, BROADCASTING.

WANTED—Good announcer with operator's license in superior Texas station. Draft exempt preferred. Permanent position for right man. Box 946, BROADCASTING.

Engineer—Who can do some announcin. Local station, good salary. Write Box 947, BROADCASTING.

Combination announcer-operator wanted—Unusual opportunity. Give draft status, starting salary requirements. Send voice recording if possible. Box 949, BROADCASTING.

Midwest Local—Wants combination Announcer-Engineer, with first class phone license. Average salary and forty five dollars, Forty Five Cents. Box 953, BROADCASTING.

Chief Engineer—Immediately—Pleasant surrounding. Good wages. Wire Station KYA, Atchison, Kansas.

Radio Time Salesman—The man we want is now working for a New York City radio station or agency. He knows local advertisers and time buyers. He wants to change jobs because we can offer him a better opportunity to make more money. He has his choice of accounts. The station offering this position has a top reputation and is constantly building a loyal, responsive audience, Write in confidence to Box 964, BROADCASTING.

Draft Exempt Announcer—Give reference, experience, Permanent Job, Station WAIM, Anderson, South Carolina.

Help Wanted (Cont'd)

Excell lent Opportunity—For sports and general announcer. Must have experience in broadcasting baseball, football and especially college. Good copy, draft status, experience, salary expected, how soon available. Write WHNL, Sheboygan, Wisconsin.

Executive Salesman or Manager—First local radio station. Salary and bonus offered. Write detailed experience, references, expected salary. Box 964, BROADCASTING.

ANNOUNCER NEEDED—Discuss experience, versatility, draft, age, references. Salary for letter. WMAM, Marinette, Wisconsin.

STUDIO ENGINEER—No License Required, $50.00 Forty Hour Week. WIND, Gary, Indiana.

Situations Wanted


Engineer—Twelve years' experience clear channel. Desires change. Owner, chief of regional. Deferred. References. Box 968, BROADCASTING.


Station or Commercial Manager—Record proves ability: Copy; unpaid; announcing; not bad! Newspapers and Agencies. Six years experience. Seidel, 263 South Oakhust, Beverly Hills, California.

OPERATOR—Both licenses, deferred. Prefer West Coast. Permanent. Box 990, BROADCASTING.

Draft Exempt—St. A. Now working in regular station as combination engineer same type of work. Available October 15, Box 961, BROADCASTING.

Wanted to Buy

Modern 5 kw Transmitter—Complete phase control unit for directional, Associated equipment for 5 kw station. Two vertical radiators approximately 37 tvl. Also 1 kw transmitter. Reply completely stating condition and availability of equipment. Box 992, BROADCASTING.

WANTED—Copper ground wire; 6 inch coaxial line number 6 stranded copper; 2 mile wire line brackets. Box 941, BROADCASTING.

For Sale

Radio Station—Thriving Kansas town. Nonresident owner offers at real bargain excellent opportunity for man who knows the business to make a fortune. J. L. Tennant, C. C. Bank Building, Des Moines, Iowa.

Independent 1 kilowatt station—in Eastern seaboard city. Will sell 50% or full interest to substantial, experienced operator acceptable to FCC. Box 949, BROADCASTING.

New FM Outlet

KYW, Philadelphia, has become the fifth station in the city to provide its listeners with an FM service. Without publicity or advance notice, the station last week started operating its FM adjunct, W73PH, on 45.7 mc. Operating six hours daily, from 3 to 9 p.m., the FM program schedule is made up entirely of news and commentary, popular and symphonic music. With the start of W73PH, all five of the network stations in the city are now operating FM adjuncts, in addition to W73PH, FM adjunct of WPEN, independent station, which started last month.

Blue War Effort

INCREASING the amount of time devoted to the war effort in August, BLUE contributed 86 hours and 43 minutes to that purpose in September, an increase of seven hours over the previous month. More time was allotted to the war effort in the latter half of September, than during the first two weeks. Total sustaining time for the latter month was 76 hours and 29 minutes, with 10 hours and 14 minutes comprised of commercial time.

Directory

JANSKY & BAILEY
An Organization of Qualified Radio Engineers

McNary & Wrathall
CONSULTING RADIO ENGINEERS

Paul F. Godley
CONSULTING RADIO ENGINEERS

Montclair, N. J.

George C. Davis
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Hector R. Skifter
Consulting Radio Engineer

Field Intensity Surveys
Station Location Surveys
Custom Built Equipment

Saint Paul, Minnesota

Paul F. Godley

Paul F. Godley

Montclair, N. J.

George C. Davis

George C. Davis

Washington, D. C.

Hector R. Skifter

Hector R. Skifter

Clifford Yewdall

Clifford Yewdall

Empire State Bldg.

Washington, D. C.

New York City

An Accounting Service

Particularly Adaptaed to Radio

Frequency Measuring Service

Exact Measurements Any Hour—Any Day

R.C.A. Communications, Inc.

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

RiNG & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. Republic 2347
Leigh White Moved
To Capital by CBS
Calmer Also Is Transferred;
Sevareid Has Operation

RECENT addition of Leigh White, former CBS war correspondent, to the CBS Washington staff, came just in time to offset the absence of Eric Sevareid, CBS Washington bureau chief, stricken Oct. 11 with an acute attack of appendicitis. In the latter's absence, Mr. White has been named as acting head of the news service.

In addition Ned Calmer, CBS news editor in New York, was sent to Washington, Oct. 12 by Paul White, CBS Washington director, to aid in Washington news coverage during Sevareid's convalescence. Calmer continues on the network in his regular news spot at 11 p.m. each weekday. While he does the 5:15 p.m. World Today series over CBS in addition to a new local WJSV, Washington, commercial for the P. J. Nee Furniture Co., On the News Front Tonight at Leigh White from 6:30-5:40 p.m. Mondays through Fridays. John Purcell continues on The World Today at 8 a.m. from Washington each weekday.

Leigh White Moved
Leigh White, 28-year-old war correspondent, is the latest addition to the capital staff of CBS. Early in the war he worked in Paris with Eric Sevareid and Edwin Hartrich in the Herald Tribune, returning to the U.S. early in 1940. Shortly thereafter sailed for Europe again to join the CBS war staff.

While broadcasting for CBS in the Balkans, he was shot in the hip when a train was machine-gunned, and although bullets hit White in the hip and he still gets about on crutches. He returned to this country July 15, 1941 and has been broadcasting intermittently from New York during his convalescence.

With White is his wife, the former Maria Cruz Carrocera, a nurse with the Loyalist forces in Spain when White was driving an ambulance.

PET'S FIRST CHOICE
Milk Sponsor Clicks by Using All Budget on Air

PET MILK Co., St. Louis, which this month renews its two CBS programs, Mary Lee Taylor for the tenth year and Saturday Night Serenade for the seventh year, has been experimenting in radio since 1933.

That year it used $26,418 worth of CBS time out of $358,632 spent for consumer advertising, according to figures released by CBS. Pet's sales for that year were $15,652,833, following year increasing by $4,000,000 after the company raised its CBS appropriation to $161,054.

Finally, in 1937, when Pet staked its entire consumer budget—$537,094—on radio, sales jumped $4,000,000. And from 1937 on, Pet milk domestic sales, eliminating war and government contracts, have climbed another $11,572,517 to the highest peak in Pet Milk's history—$41,675,111—an increase of 166% since Pet first started radio advertising. Gardner Adv. Co., St. Louis, handles the account.

New York War Council Planning Spot Campaign

Plans which include extensive use of spot announcements on New York City stations were set forth Oct. 13 at a meeting of the entire advisory committee of the War Activities Council of the Advertising Club of New York.

According to James Wherlock, chairman of the WAC, the Army has turned over to the council all public relations in the enlistment campaign of 18-19-year-olds in the New York area. Radio, he stated, will be used for this campaign as well as for public relations in the proposed air raid warden advertising campaign.

For WATIC Servicemen
WITH 11 MEN in the armed forces, and seven on leave for special Government work, WATIC, Hartford, is keeping them informed on station news through a half-hour public campaign entitled "Tic Toe." Editor is Grace Sapuzian, continuity editor.

Tobacco Extension
EXTENSION until Oct. 26 has been granted the American Tobacco Co. (Lucky Strikes) and its subsidiary, American Cigarette & Cigar Co. (Pall Malls) to reply to Federal Trade Commission charges of misrepresentation in advertising, the Commission announced last week. Replies had already been received from J. R. Reynolds Tobacco Co. (Camels) and Philip Morris Co., remaining two of the four major tobacco firms under fire, but dates have not been set for the hearings [Broadcasting, Oct. 5].

FOURTH ANNUAL Survey of Advertising course for women, sponsored by the Advertising Women of New York, opened Oct. 13 with a preliminary outline of the course by Barbara Daly Anderson, president of the organization and director of the consumer service of Parents' magazine.

Elmer Davis Reserves Decision On Plan for His Return to Air

DESPITE reports to the contrary, Elmer Davis has not yet made up his mind whether he will return to the air as Government war spokesman in his capacity as director of the Office of War Information, it was stated authoritatively last Friday.

While tentative plans for the weekly broadcasts are being considered and the four major networks are able to clear time on Saturday nights from 7:7:30 p.m. for the series, Mr. Davis himself has announced no final determination pending further consideration in his own office and consultation with his advisors. Some weeks ago, he discussed the plan with representatives of all four networks and the trade associations that he broadcast a weekly news analysis on a regular schedule.

If Mr. Davis does decide on a series of "reports to the nation" broadcasts, it is understood they will be inaugurated next month. He would not utilize the entire half-hour, but might go on from 7:7-11. Local stations then might cut in with interviews with outstanding personalities, dealing with the war effort and home defense, probably for 10 to 12 minutes. Mr. Davis then would return for a three or five-minute close. It is not planned to dramatize any portion of the program.

When Mr. Davis, former CBS news analyst, was drafted last June by President Roosevelt to head OWI, reports immediately developed that he would become the official voice of the wartime Government, with weekly broadcasts on the combined networks. He has been urged from many quarters to inaugurate the series. On the other hand, it is understood Mr. Davis has deliberated the advisability of a regular series from several standpoints and largely because of an official, rather than private status.

Churchill Is Appointed
CBS Research Director

JOHN K. CHURCHILL, chief statistician of CBS since 1932, has been appointed Research Director of CBS according to Dr. Frank N. Stanton, CBS vice-president in charge of research, who formerly held the title of research director until his election to vice-president Sept. 2 [Broadcasting, Sept. 7].

Mr. Churchill, born in Dunbarton, N.H., studied engineering at the Rice Institute and served in the British Air Force during the war, including a crash landing in China. He attended Bishop Ridley College in St. Catherines, Ont., and Wesleyan U in Middleton, Conn., from which he received his B.S. degree in 1930. From 1930-39, he was industrial economist for the Churchill Engineering Corp., later joined by his brother S. Evans, Kip & Hackett Adv. Agency, now defunct, as research economist. He also served as statistician for the Wool Institute in 1930-31, and handled merchandising research for Evans, Nye & Harmon. He joined CBS in January 1932 as chief statistician.

Jobs for Blind

THROUGH cooperation of the State Board of Rehabilitation and U. S. Employment Service, Universal Microphone Co., Inglewood, Cal., is now employing blind men and women in certain types of precision assembly line work. To make them less conspicuous, the handicapped wear instead of segregating the blind, Universal has put them with other workers on the line.

Cast 'Adopts' Ward
MEMBERS OF THE cast of the serial program Road of Life, sponsored on NBC by Procter & Gamble Co., Cincinnati, have decided to do their part in the war effort by "adopting" Ward "A" of the U. S. Naval Hospital at the Great Lakes Training Station, and keeping it supplied with magazines, books and other gifts approved by naval authorities. Their action sets a precedent which may be followed by other radio show companies.

"To Hell With the Eternal Triangle ... Cook Up Something Else If We Can't Get Any Men for the Serial!"

Page 58 • October 19, 1942
"THERE IS NO 'SECOND CHOICE' FOR NATIONALLY ADVERTISED BRANDS"

Says J. W. CASSIN, President and General Manager
THE DOW DRUG COMPANY, Cincinnati, Ohio.*

Seventy percent of the time, according to Nielsen Central Consumer Survey made for our stores, there is no second choice for a nationally advertised brand of proprietary medicine or toilet article that is out of stock. The customer will go somewhere else to buy the nationally advertised brand he or she wanted in the first place. Eventually, they may take what they can get without regard to quality, but as long as our customers have a choice, they demand nationally advertised brands.

Continued national advertising via radio, magazines, and newspapers can prepare a customer for the possibility of a product being out of stock. Consumer ill will is thus averted.

More importantly, continued advertising can help us inform customers as to true shortage conditions. It will stop rumors of shortages which cause hoarding and bring about an unequal distribution of the manufacturer's product. Thus, the cumulative effect would be to counteract the tendency toward inflation.

"It is most imperative that advertising be continued, therefore, to guide the buying of our consumers in such a way as to ride us over the trying days that lie ahead."

*Operates 42 drug stores—thirty-three serve Greater Cincinnati, five Pittsburgh, two Springfield, one Middletown, one Steubenville.
Which is **YOUR** best buy?

- WKY is clearly the station in Oklahoma City for advertisers who want to reach the greatest possible mass of listeners. Hooperatings establish this fact authoritatively. They prove, in fact, that WKY's audience is greater than those of all three other Oklahoma City stations put together, morning, afternoon and evening.

  WKY is most certainly the station for advertisers attempting to reach listeners in Oklahoma City at the lowest possible unit cost. The cost of reaching a morning listener over WKY, for instance, is 31.5% less than that of reaching one over Station "D" (see above), and just about one-third that of reaching one over Station "B".

  From every standpoint, WKY is Oklahoma City's best morning buy, its best afternoon buy, its best evening buy! It's **YOUR** best buy!