AS PART of the WLS-Prairie Farmer “Food for Humanity” campaign, WLS has broadcast daily, exclusive interviews with 19 United Nations representatives on their countries’ food production and requirements now and in post-war years. These interviews were transcribed in Washington and New York by Harry Templeton, WLS war program director, and John Strohm, managing editor of Prairie Farmer.

Breaking simultaneously with the opening of the United Nations food conference in Hot Springs, these interviews were of immense timely interest, important to consumer as well as food producer — so important that OWI will make them available to all radio stations after their broadcast on WLS. Here again is another example of the initiative and enterprise which has made WLS a leading influence in Midwest America.
Radio Service

FOR SALE: One first-class vehicle, commonly known as 15-minute morning strip; 7:30-7:45 across the board. Considerably used, but better than new. With proper care can be made to suit more than ever. Will overhaul to suit using AA-1 priority materials, including best music, announcing, copy and production. Parking space guaranteed, between popular farm show and excellent news period. Priced at ceiling as shown on regular rate card. Vehicle will move your merchandise into Oklahoma’s richest market, when powered by Oklahoma’s only 50,000 watt station, KYOO, Tulsa. Don’t phone—Tulsa is a “war-busy center”, with thousands of new workers making planes, explosives—and good wages!

Blanketed Only by Oklahoma’s Most Powerful Station

The Magic Empire, Oklahoma’s Richest Market, is truly a war market. Industry is booming with magic empire industrial power consumption up 63.8% and industrial gas use up 34.6%.

50,000 Watts—Day and Night
1170 Kilocycles
Edward Petry & Co., National Representatives
2 BROADCASTS... 263,820 REQUESTS!
The GRAND OLE OPRY GETS RESULTS!

HERE'S THE OFFER MARCH 6th and 13th, 1943

HERE'S WHAT THE SPONSOR SAYS

HARRY L. STONE, Gen'l Mgr.
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second-class mail at the Post Office at Washington, D. C., under the Act of March 3, 1879.
Jackson
The Capital of Mississippi
IS IN WWL-LAND
And so are 10,000,000 customers from 5 different states

"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To “own” the Deep South, get on—
all 7 department stores

in Charleston,

West Virginia use radio

6 of the 7 use

WCHS...5000 on 580...CBS

WCHS IS REPRESENTED BY THE BRANHAM COMPANY
Today this flag flies over

From this world headquarters for radio-electronic research flow new weapons, new discoveries and inventions vital to the winning of an Allied victory!

Today, over RCA Laboratories, flies a new distinguished battleflag—the coveted Army-Navy "E" Award.

One of the few laboratories in America to receive this award, RCA is at once proud of this distinction, and humbly aware of the responsibilities that it imposes. For much of the progress of the entire radio-electronic industry stems from the work done in these Laboratories.

Perhaps with this thought in mind—at the dedication of RCA Laboratories—the Chief Signal Officer of the U. S. Army called them "The Hidden Battlefront of Research."

HIDDEN—because, for the duration of the war, this magnificent building of 150 separate laboratories must be closed to all but the scientists and research technicians who are working on radio-electronic instruments important to our military effort.

BATTLEFRONT—because in the waging of modern warfare, radio is of first importance. It follows the flag and the fleet—locates the enemy—flashes urgent orders—safeguards the convoy—guides the bombers—directs the artillery—maneuvers the tank. Radio is in the fight on every front contributing vitally to the Allied drive to crush the Axis.

And when the day of Victory comes, RCA Laboratories will be devoted to the happier task of making our peacetime world safer, more enjoyable and more productive—through new and finer products of radio, television and electronic research.

OTHER SERVICES OF RCA WHICH HAVE EARNED OUR COUNTRY'S HIGHEST WARTIME AWARDS

The Army-Navy "E" flag, with two stars, flies over the RCA Victor Division plant at Camden, New Jersey.

The Army-Navy "E" flag, with one star, has been presented to the RCA Victor Division at Harrison, N. J.

The Army-Navy "E" flag, with one star; also the U. S. Maritime Commission "M" Pennant and Victory Fleet flag, have both been awarded to Radiomarine Corporation of America, New York.

A Service of Radio Corporation of America
America's Secret Battlefront
RCA Laboratories

Laboratories
FOR RADIO-ELECTRONIC RESEARCH
DOES SONOVOX INCREASE COSTS?

There's no question about it. Sonovox does increase radio costs—though usually by a very small percentage.

But the real question is—does it increase the effectiveness of radio? Do Sonovox commercials catch the listener's ear even a little easier than conventional "plugs"? Are words more memorable if spoken in voices that are sweeter, or more distinctive, or more compelling, or merely more interruptive than any human voice can be?

You know the answer. It's YES.

Sonovox is a new and basic art—a new means of associating words with memory-evoking sounds. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don't you join them?

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO .... NEW YORK .... HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.
American Chicle Co. (Black Jack Gum)
Badger and Browning & Hershey, Inc.
American Indutries Salvage Committee
Steel Scrap Drive
McCann Erickson, Inc.
Bismarck Hotel
Smith, Bronze & Mcclare, Inc.
Bragg Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Connyngham, Inc.
Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.
Colgate-Palmolive Bee Company
(Vel, Palmolive)
Ward Wibelock Co.
Dulwane, Lackawanna & Western Coal Co.
Rutrauff & Ryan, Inc.
Walton Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Rutrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Dobler P.O.N.
Beers and Ale)
Feltman-Carme Shoes
Russell C. Center Advertising Co.
Forum Cafeterias of America
R. J. Pass-Colburn & Holden, Inc.
Griesedieck-Western Brewery Co.
(mugs)
Mason, Inc.
Grocery Stor Products Sales Co., Inc.
Reason's Macaroni Products
Campbell-Emad Co., Inc.
Chr. Hansen Laboratory, Inc.
(Jobst Quick Fudge Mix)
Martin Faust Advertising Company
Andrew Jergens Co.
(woodbury's Products)
Lennon & Mathielll, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Rutrauff & Ryan, Inc.
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalion)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legier, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers Service Corp.
(Twistee Tree, Grennan Cakes)
Radio Station KOMA, Oklahoma City
Avino Rey and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
J. Walter Thompson Co.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
("Larceny With Music")
Warner Brothers Pictures, Inc.
(That's Your Lucky Star)
Valle-Ryan, Inc. (Nebast's California Orange Drink)
Petrillo Eludes Labor Dept. on Disc Ban

Steelman Names
J. W. Fitzpatrick
Conciliator

STRONG SUSPICIÓN that James C. Petrillo, AFM czar, is in hiding, seeking to avoid Government mediation of his 10-month-old recording strike, was voiced last week following several futile attempts to arrange a meeting with the AFM head by the Dept. of Labor Conciliation Service, to whom the whole matter finally had been referred in desperation by seven leading transcription companies.

While formal comment was lacking, it was thought the AFM president was following in the footsteps of John L. Lewis, United Mine Workers' president, in ducking efforts of J. W. Fitzpatrick, Government conciliator and expert in theatrical matters, named by John R. Steelman, director of the U. S. Conciliation Service, to mediate the strike. If Petrillo persists in these tactics, it is likely the whole matter promptly will be referred to the War Labor Board.

‘In a Few Weeks’

Convinced of the futility of attempting through further negotiations to settle the recording strike, the transcription companies petitioned Dr. Steelman last week for Government conciliation. Should the mediation fail, the case would go to the War Labor Board.

Promptly upon being named by Dr. Steelman, Mr. Fitzpatrick first conferred with the transcription companies and then sought to contact Mr. Petrillo by wire in Chicago, asking for a meeting in Chicago or New York. The AFM head, however, is reported to have wired that his international board had dispersed and that he (Petrillo) would see the Government official “in a few weeks”. Further efforts to arrange a definite meeting evidently proved futile, with the AFM head taking the position that his board would have to participate in such discussions.

Mr. Fitzpatrick would make no comment, aside from saying that no meeting date yet had been set and that he would call the parties together as soon as the AFM head is “available.” Mr. Fitzpatrick, a veteran actor, has mediated a number of theatrical industry controversies. He was one of the founders of the “White Rats,” theatrical organization, and of the Actors Equity Asn.

Appeal to the Government to resolve the impasse which has for months frozen the supply of musical transcriptions to radio stations was no hasty move on the part of the transcription producers. After an 11-month union ban was declared in effect on Aug. 1 of last year, the industry made no move until an anti-trust suit for an injunction filed against the union by the Dept. of Justice had been dismissed by the Federal Court in Chicago because a labor dispute was involved. When, in February of this year, the AFM complied with the request of a special Senate Committee appointed to investigate the ban, and submitted its demands to all recorders, the transcribers immediately joined with the makers of phonograph records in beginning negotiations.

Even after the phonograph record companies gave up their negotiations as futile, the transcribers persisted in an attempt to work out with the union a mutually satisfactory plan of settlement. After the breakdown of these negotiations in mid-May, when the AFM demanded as a condition of the employment of its members that the transcription companies refuse to serve any station listed as unfair by the union, these companies conferred for another month before referring the strike to the Government.

This move was announced last Wednesday by A. Walter Socolow, New York attorney, speaking on behalf of the following companies: Associated Music Publishers, Empire Broadcasting Corp., Langworth Feature Programs, C. P. MacGregor, Radio Recording Division of NBC, Standard Radio and World Broadcasting System.

Immediately after the announcement, Neville Miller, president, NAB, issued a statement favoring Mr. Petrillo’s demands and welcoming the action of the transcribers in referring these demands to the Government. “In seeking to require the manufacturer of a long established and necessary invention to forbid its use by anyone who does not employ an artificial allotment of union members,” Mr. Miller declared, “Mr. Petrillo is attempting to establish a principle which conflicts with all progress and invention. . . . It is worth pointing out, nevertheless, that electrical transcriptions, which are used exclusively by broadcasting stations, do not interfere with the employment of musicians by broadcasters.

Radio Earnings

“Musicians earn from radio approximately $20,000,000 a year, more than any other class of employees, and broadcasters pay to musicians an average wage of $67.90 a week for an average work-week of approximately 20 hours. Moreover, there is virtually no unemployment in Mr. Petrillo’s union and Mr. Petrillo himself, has admitted that there is such a shortage of musicians that his union cannot fill even the normal needs of broadcasting stations.

“The broadcasting industry, so vitally necessary to wartime communications and morale, has not, due to Mr. Petrillo’s action, been able to obtain freshly recorded music since last August. Mr. Petrillo has, therefore, deprived radio listeners of the legitimate benefits of a well established invention at a time when musical entertainment is most needed both by our armed forces and our civilian population, and he is trying to compel broadcasters to hire men they do not need at a time when serious manpower shortages exist in war industry.”

Mr. Socolow’s announcement follows in full text:

“Dr. John R. Steelman, Director of the United States Conciliation Service of the Department of Labor, has been requested to mediate the American Federation of Musicians’ strike against music transcription companies. (These companies produce electrical transcriptions which are recordings made specially for broadcasting and are completely different from ordinary phonograph records.)

There was no music on the Bob Burns broadcast on NBC last Thursday because of objections of a special committee appointed to the method used in handling a delayed broadcast of the program on WMIAQ, Chicago. Program, sponsored by Lever Bros., for Lifebuoy Soap, is broadcast at 7:30-8 p.m. EWT, with a rebroadcast at 9:30-10 EWT. In Chicago it is recorded off the network wire and broadcast locally at 10:30-11 CWT.

At noon on Thursday the Hollywood local of AFM received a wire signed by Mr. Petrillo ordering musicians off the program because of "violations" in the method of handling the Chicago delayed broadcast. Sidney N. Strotz, NBC vice-president on the Coast, immediately called the Chicago union for an explanation, since this delayed repeat is handled just like all others, as far as NBC could determine. Chicago AFM officials gave no explanation for the action, referring the inquiries to Mr. Petrillo whom they professed to be unable to locate.

The Hollywood union said the action was an enforcement of the AFM ruling on transcribed rebroadcasts ordered two months ago, prohibiting them sooner than 24 hours and later than three days after the original live program. NBC and Ruthrauff & Ryan are following up this week. No attempt was made to rebroadcast with Burns simply using the "circumstances beyond our control" excuse. Musical bridges and time lapses were indicated by sounding gong and wisecracks. Although not affected by the ban, the agency also eliminated music from the West Coast live repeat.

objectioning to repeat, Petrillo Pulls Music Off Burns Show

(Continued on page 48)
Rules in Effect; Press Asks New Law

Garey Questions Fly in Closed Session of Cox Probe

THE FCC's network monopoly regulations became effective at midnight last Tuesday without a ripple of reaction on the Washington regulatory front and with little or no discernible change in network-affiliate relationships, but with a rising tide of concern in the public press over the broad new authority of the FCC stemming from the Supreme Court opinion in the network cases.

Postponement of hearings on the White-Wheeler bill, designed to limit FCC's authority and to thwart any implied control of freedom of the radio or press in the Frankfurter opinion, brought from the press a demand that Congress clearly express itself through new legislation.

Chairman Wheeler (D-Mont.) of the Senate Commerce Committee, announced June 10 that hearings would be held in September after the expected Congressional recess, with a view toward legislation.

Garey Questions Fly

Meanwhile the House Select Committee to investigate the FCC approached the end of its preliminary work, preparatory to opening of public hearings.

Last Tuesday, in a closed session, testimony was taken from FCC Chairman James Lawrence Fly by Eugene L. Garey, chief counsel of the Committee, regarding certain files of the FCC dealing with operations of broadcast stations in the territories. The testimony marked Mr. Fly's first appearance before the Committee in a closed session.

Other Commissioners who have testified were Case, Craven and Payne. The Committee plans to call all seven members of the Commission before hearings are opened, probably by the end of the month.

Messrs. Craven and Payne made several additional appearances last week.

Consistent with his past expressions regarding the network rules, Chairman Fly said last Monday at his news conference that he thought the rules would operate "right smoothly," and that he was certain there would be no difficulty "in making the adjustments to get along under them."

Also in characteristic vein, the FCC Chairman lashed out against the "stuff that has been fed out to the press from the NAB and other big network representatives" on the Frankfurter opinion and the network rules. He alluded to the CBS brochure to advertisers and agencies [BROADCASTING, June 14], citing it as an example of "how feasibly the network rules will operate." Then he observed, "There comes a time when the cry of confusion and ruination comes home to roost and this is one instance where it has."

Mr. Fly said he thought the CBS brochure showed the reasonableness and workability of the regulations and that he thought CBS "very effectively is eating a lot of words it fed out to the press and on its own stations and Congressional representatives in the last four years. Nothing is to be gained by the scare campaign."

A number of copies of the CBS brochure, it is reported, were distributed through the Commission to members of Congress in an effort to prove the point that the rules did not undermine network broadcasting. Senator Wheeler, it is reported, was one of the first recipients of a copy. He received it from Chairman Fly.

Mr. Fly said he did not think that any further rules or modifications will be necessary regarding... (Continued on page 54)

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 WHEN WE HAVE GOVERNMENT OWNERSHIP OF RADIO

THE PROGRAM TONIGHT WILL BE RENDERED BY THE MUSICAL RELATIVES OF SENATOR, WHOOSIT WHO HAS DONE SO MUCH FOR HIS COUNTRY IN VOTING FOR THE GOVERNMENT OWNERSHIP AND MANAGEMENT OF RADIO!

BOTTLE, BANGLES, GRAND DAUGHTER OF SENATOR DITCHWATER, WILL DO AN INTERPRETATION OF THE NOEL BEFORE CHRISTMAS

HURRY UP ITS MY TURN

HER OWN COMPOSITION SING THE PIECE OF CONGRESSMAN BUTTER"

BUT AS FOR THE OLD RECEIVING SET

THE TALENTED CHILDREN OF SENATOR, GAYER DUDE GO ON THE RADIO PAYROLL

EDITOR'S NOTE: When Darling (Ding), famed cartoonist of the Des Moines Register, originally drew this cartoon nearly a dozen years ago, the air was full of talk of Government ownership. The thought still is apt in the light of the Supreme Court's recent decision in which Associate Justice Frankfurter held that Congress put upon the FCC the burden of determining the composition of the traffic over the air. The cartoon is reprinted with the permission of the Register. It originally appeared Jan. 26, 1932.
Fred Weber to Leave Mutual To Become WDSU Manager

Negotiations Under Way for Transfer of Outlet In New Orleans by Uhalt to New Company

RESIGNATION of Fred Weber as general manager of MBS, to assume the helm of WDSU, New Orleans, in which he would have an ownership interest, is expected shortly. It was known last week with the launching of negotiations for the acquisition of New Orleans BE OUTLET by a new company for approximately $200,000.

While final details had not been completed, it was expected that an application shortly will be filed with the FCC by Joseph H. Uhalt, founder and owner of WDSU, for sale of the station to the new company.

Other purchasers, in addition to Mr. Weber, would be E. A. Stephens, Buick dealer in New Orleans, who would acquire one-half of the station, and H. G. Wall, president of WIBC, Indianapolis. Mr. Wall, it was understood, would get three-eighths of the station. Betty Weber, the directing head of the network.

Vinylite Famine Ended For Discs

Supply Improved, But Shellac Requests Are All Refused

A well-known figure in the industry, Mr. Weber has been general manager of MBS practically since its development as a full scale national network entity in 1936. He had joined the network two years earlier as coordinator. Until last January when Miller McLintock was named Mutual's first paid president, Mr. Weber had been the directing head of the network.

Before Joining Mutual, Mr. Webb—

W. LUNSFO RD C W E W 1

W. LUNSFOREST CREW is named as vice-president and treasurer of WCTB, Roanoke Rapids, N. C., would be transferred voluntarily under an application filed with the FCC. In the June 14 Broadcass, it was stated that W. Lunsford Long is vice-president and treasurer of WCTB Inc. W. Lunsford Crabbs, general manager, E. J. Lunsford, vice-president, WCTB Inc., and J. W. Kenneford, Jr., owner of the station and now in the Army.

ROB HOPE, star of the Pepsodent Co. program, which went off the NBC for the summer months last week, has been voted “Star of Stars” as well as “Best Comedian” on the air for the third successive year in Movie Radio Guide’s “Star of Stars Poll” for 1941, full details of which will be announced the week of June 28.

SILVER FIRM DRAMA RETURNS TO CBS

INTERNATIONAL SILVER Co., Meriden, Conn., sponsoring Edw-ard Murphy on CBS in the Sunday 6-6:15 p.m. period, on July 4 increases its time to a half-hour to resume its “Silver Theatre” series, formerly on CBS from 1937 to 1942.

The program will again feature original dramas by well-known ac- tors and actresses and will continue to promote International Sterling and 1847 Rogers Bros. Silverplate on 68 CBS stations.

With the increase in time by International Silver Co., Welch Co., will shift its “Dear John” series, starring Irene Rich, from 6:15-6:30 p.m. Sundays on CBS to the earlier Sunday time of 6-6:30 p.m. according to 96 CBS outlets. H. W. Kastor & Sons, Chicago, is the Welch agency, while Young & Rubicam, New York, handles the International Silver account.

STRATEGIC SPOTS reached by the BBC overseas programs are pointed out by R. A. Randell, assistant controller of the Overseas Service of the BBC on a visit to WLA-WSAI, Cincinnati, where he conferred with James Cassidy, special events director who is handling the England-to-WLW series, and other officials of the program. Looking on (1 to r) are James D. Shouse, Crosley vice-president in charge of broadcasting, and Mr. Cassidy. William Neumeier (not in photo), head of the BBC Chicago office, was also present.

Gordon to Compton

JOHN GORDON, former radio di- rector of Needham, Louis & Bror- by, Chicago, last week joined Com- pany as assistant to Storrs Haynes, head of the agency's radio department. He will supervise non-sell news. He joined Needham, Louis & Brorary in 1933, later becoming radio publicity director and a producer. He joined Needham, Louis & Brorby in 1941.

KENO JOINS BLUE

KENO, Las Vegas, Nev., on June 15 joined the BLUE as a bonus affiliate of Broadcasting’s Mountain Group, bringing the total BLUE affiliates to 158. Owned by the Nevada Blue Station Co., KENO operates fulltime on 250 watts, 1400 kc.

Cooperation of Press Urged in Bringing Facts to Public to Protect Free Radio

EDITOR, Broadcasting:

A rousing cheer for Broadcast- cast’s recent editorial, “Fact Against Talk.”

As you state, broadcasting may very possibly save its freedom unless we act forcibly and at once.

The freedom of our industry is not only of great importance to us, and our advertisers, but more important, is a vital matter to all lovers of democracy. Radio is the most powerful instrument of propaganda in the world today, and a controlled radio can reflect but one type of politics—that of the party in power. Radio can be, and has been, used to destroy economic and political systems—to build dict- tatorship. Free radio must be pre- served.

Public Concerned

Congressional lobbyists for a revisi- on of our radio laws are quite necessary, yet why not go one step further? Put the case before the public—they are directly concerned.

Pericles was one of the first to realize the vast latent power of the populace; and if aroused to action, the public will save the day. Men are dying abroad in the cause of democracy. It is highly probable that those here at home, once given a true understanding of events, will prod Congress to act.

As you are aware, bureaucrats must bow to an avalanche of public opinion. I say, take our case be- fore the people, it’s their fight.

Unfortunately, though possessed of the ideal medium, station owners are far from taking an editorial stand. Therefore, secure the whole- hearted cooperation of the press —get them to present the facts to the nation. The press is gravely concerned with our plight and should back us to the limit.

Editorials can be of great help, but all too many readers scan the headings, consult the sports page, read the comics—ignore editorials completely. Let’s suggest the newspapers employ “PM” tac- tics and use front page stuff.

We will get action if we present the facts to the public—remember they are fighting for freedom.

WINBLOW T. PORTER, 77-12 35th Ave., Jackson Hgts., L. I., N. Y.
House Kills OWI Domestic Air Fund

In a SURPRISE move late Friday, the House 218-114 cut off the entire appropriation to the Domestic Branch of the Office of War Information. Previously the House, in Committee of the Whole, had voted 156-80 to cut off the fund.

Mr. Eisenhover, who had been lambasted as a "propaganda minister," the House, under the spur of Rep. Starnes (D-Ala.), voted to kill the OWI's domestic operation. The measure, however, has yet to go to the Senate. Unless the unexpected happens, however, the fund is expected to be restored there.

The Domestic Branch includes the Radio Bureau, headed by Donald Staufer. Present director of the Branch is Gardner Cowles Jr., who was appointed by CBS and NBC, who leaves June 25. His successor is Palmer Hoyt, publisher of the Portland Oregonian, which operates KGW and KEX.

It is understood that Mr. Davis conferred with President Roosevelt Thursday in an effort to enlist aid for his embattled budget. The House Appropriations Committee had recommended $12,970,000 from his requested $47,342,000, granting $22,500,000 of $27,000,000 asked for Overseas activities, but at the same time slicing the Domestic Branch by more than a third to $5,600,000 of its $8,565,000 request. Mr. Davis says no real savings can be made in the Domestic Branch since the work will have to be done by other agencies.

War will bring a 20-fold increase in the volume of America's international radio voice by 1944, Joseph Barnes, deputy director for Atlantic Operations of the OWI Overseas Branch, said in testimony made public by the House Appropriations Committee last week.

According to Mr. Barnes' statement, completion of OWI's program for 22 additional shortwave transmitters will result in 48,400 kilowatt-hours of international broadcasts in 1944, compared with 2,998 in 1940. The nation's progressive shortwave output, Mr. Barnes said, was 6,698 in 1940; 6,570 in 1941; 10,480 in 1942; 19,350 in 1943. This, according to Robert E. Sherwood, director of the Overseas Branch, is only about one tenth the output of the Germans and Italians.

Nets Get $300,000

OWI asked $1,800,000 for its shortwave work. Of this, $1,500,000 was allotted for leasing shortwave equipment now in the hands, or soon to be in the hands, of commercial licensees. The remaining $300,000 is to cover programming expenses for special projects carried out by NBC and CBS, Mr. Barnes explained.

20-Fold Jump Planned

In Shortwave by Next Year

Mr. Barnes defended OWI's contracts with the international broadcasters. Questioning the $300,000 cutback in transmission fee, the congressman had remarked: "I thought the radio stations had been ready and willing to contribute on a basis of what they could for the war effort."

Mr. Barnes replied: "Even under this contract, I think it can safely be said that they are still contributing on a patriotic basis to a large extent."

Cost Contracts

Cooperation of the broadcasters was defended by Milton S. Eisenhower, who has since resigned his post as associate director of OWI. The broadcaster pointed out that international broadcasts had been carried on at a loss, and probably would not have continued if the Government had not taken over the $47,000,000, he maintained. $1,800,000 did not represent a profit to the operators. "It pays their engineering costs, the cost of maintaining the station, of energizing the antenna," he said.

Mr. Barnes supplied the Committee with the following summary of shortwave rentals:

<table>
<thead>
<tr>
<th>Transmitter</th>
<th>Number of Transmitters</th>
<th>Annual Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Broadcasters</td>
<td>12</td>
<td>$219,600</td>
</tr>
<tr>
<td>KWID</td>
<td>12</td>
<td>7,000</td>
</tr>
<tr>
<td>KWiFi</td>
<td>12</td>
<td>197,000</td>
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<tr>
<td>Columbia Broadcastings</td>
<td>12</td>
<td>68,180</td>
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<tr>
<td>WCGB, WCXJ</td>
<td>12</td>
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<td>105,100</td>
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<tr>
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<td>6</td>
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<tr>
<td>Mason (2)</td>
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<td>105,100</td>
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<tr>
<td>Mason (3)</td>
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<td>105,100</td>
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<tr>
<td>General Electric Co.</td>
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<tr>
<td>GEGE</td>
<td>12</td>
<td>68,180</td>
</tr>
<tr>
<td>WGEA, WGEK</td>
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<td>450,500</td>
</tr>
<tr>
<td>Belmont (1)</td>
<td>12</td>
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<tr>
<td>Schreder (1)</td>
<td>12</td>
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<tr>
<td>National Broadcasting Co.</td>
<td>12</td>
<td>68,180</td>
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<td>WRCA, WBUH</td>
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<td>San Francisco</td>
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</tr>
<tr>
<td>Grand Total</td>
<td>208,274</td>
<td></td>
</tr>
</tbody>
</table>

Mr. Weldon, in charge during the absence of Munry Brophy on sick leave, said the shortwave operators among present shortwave operators have not been completed, nor has their location been definitely determined, although progress plans call for concentration in the Atlantic seaboard. In addition to four transmitters each for Crovsky and NBC, OWI has tentatively assigned three to CBS, two each to General Electric and Westinghouse, and one each to Associated Broadcasters and World Wide Broadcasting. Six unassigned transmitters will be divided among these licensees.

Beam Abroad

OWI planned last fall to put 22 additional shortwave stations in operation by July, 1944. (Broadcasting, Oct. 3, 1942). This will mean a total of 36 shortwave stations beamed abroad to carry OWI and CIAA programs. The OWI plan, as approved by the engineering subcommittee of the Interdepartmental Planning Committee comprised of OWI, FCC and CIAA, provided for operation of the new stations by present shortwave licensees, with a minimum of

(Continued on page 52)
Which state-wide advertising medium helps to sell the most goods for you? (Please check only one)

____ Radio Stations  ____ Outdoor Billboards
____ Large Daily Newspapers  ____ Farm Papers

Of the group checked, which one radio station, newspaper, outdoor company or farm paper do you consider the best for you?

__________________________

Your name
Address
City__________________
Iowa.

IOWA DRUGGISTS
SHOW ADVERTISING
PREFERENCES!

● A few months ago the Iowa Pharmaceutical Assn. decided to find out what advertising media its members preferred.

So a return postcard exactly like the above was sent by the Association to 1,251 Iowa drug stores.

Results:

For Radio Stations .................. 87.4%
For Daily Newspapers ............. 7.8%
For Farm Papers .................... 4.5%
For Billboards ....................... 0.3%

But note that the second question enabled each druggist to vote for one individual medium as his choice from the entire field of advertising possibilities. Some druggists left this question blank. But among those who answered, the vote was as follows for individual newspapers and radio stations:

For Station WHO .................. 61.9%
For Radio Station "B" ............. 13.1%
For Newspaper "B" ................. 1.5%
For Radio Station "C" ............. 3.5%
For Newspaper "C" ................ 0.9%
For Radio Station "D" ............. 2.8%
For Newspaper "D" ................. 0.6%
For Radio Station "E" ............. 2.2%
For Newspaper "E" ................. 0.6%

—and no other individual radio station or newspaper got as much as 1.5%.

In other words, Station WHO got nearly five times as many "first choices" as any other medium in Iowa.

Let us send you a copy of the complete Survey analysis. It gives all figures, but points no "moral"!

Write us direct, or ask Free & Peters.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Lewis Resigns From OWI Post
Former CBS Vice-President In Govt. Since Sept. 1941
RESIGNATION of William B. Lewis, former CBS vice-president, as assistant director of the Domestic Branch, was announced by OWI Director Elmer Davis last week. Mr. Lewis had been active in Government war work since the formation of the Office of Facts and Figures in September, 1941. Following with OFF, Mr. Lewis later became chief of the OWI Radio Bureau, and in January, 1943, was made assistant director of the Domestic Branch with authority over several bureaus. In the course of these duties he became involved in a widely publicized disagreement over policy with several prominent OWI writers, resulting in the resignation of the writers.

Mr. Lewis originally went to OFF at the suggestion of Mayor LaGuardia of New York, who was active in its formation. Shortly after Archibald MacLeish, poet-Librarian of Congress took charge, Mr. Lewis was made assistant to President Roosevelt to set up the OFF radio division as a clearing house for the confusion of war programs that had spread stations shortly after Pearl Harbor.

When OFF was absorbed by OWI, Mr. Lewis and his organization went over intact. Mr. Lewis continued to devote himself exclusively to radio until his January promotion, when he was specifically assigned to reorganize several OWI bureaus.

In announcing the resignation, Mr. Davis said "we very much regret to have Mr. Lewis leave, but he feels he has essentially completed his most recent assignment. He has been in Washington since the early fall of 1941 and has earned a respite." Mr. Lewis said he expects to take a rest for at least 60 days. After nine years in the advertising business, Mr. Lewis joined CBS in 1935 as commercial program director. Two years later, he was CBS vice-president in charge of all broadcast operations under OWI has not been named.

CBS Outlets Open Drive to Bar Hitch-Hike, Cow-Catcher Spots

A NEW CAMPAIGN to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs to protect radio as an advertising medium has been announced by CBS. The "highest possible program standards" has been launched within the industry by network affiliates.

The first new move in this direction came June 8 in Omaha, at a meeting of members of District 7 of the CBS planning and advisory board. Arthur B. Church, president of KMBC, Kansas City, as the CBS advisory representative for the district, was instructed to present the recommendation to officials of CBS, other members of the advisory board, and members of the advisory committee of the other major networks.

This subject previously had been agitated by Independent Radio Network Affiliates, now dormant. With the formation during the last two years of advisory committees and boards by the nationwide networks, IRNA's former activities in this sphere were regarded as unnecessary.

Following is the full text of the resolution adopted at the Omaha meeting:

The members of District 7 of the CBS Planning and Advisory Board meeting at the Fontenelle Hotel in Omaha, June 8, 1943, realizing that the future of the American system of radio in a large measure depends on proper self-regulation from within the industry itself: and that certain advertising practices have long been recognized by serious-minded broadcasters as being detrimental to good radio programming; therefore, be it resolved that the members of the CBS advisory representative of District 7, be hereby instructed to present the following recommendation to the officials of the CBS: other members of the Advisory Board, and the members of the Advisory Committee of the other major networks. Be it resolved that by CBS affiliation of the 7th District urget all necessary measures be taken as soon as possible for the elimination of so-called "cow-catcher" and "hitch-hike" announcements on sponsored programs—and specifically that CBS officials explain to agencies and advertisers the necessity in this respect of protecting radio as an advertising medium by the establishment of highest possible program standards in the public interest.

Pacific War Conference Discussing Net Rules

WITH approximately 500 agency, network and station executives from all parts of the West Coast in attendance, the three-day War-Time Emergency Conference of Pacific Advertising Assn. opens in the Fairmont Hotel, San Francisco, today (June 21). R. G. (Bud) Landis, president of San Francisco Adv. Club and advertising director of Shell Oil Co., is to welcome delegates.

Radio department, scheduled for June 23 under chairmanship of Ralph Brunton, president of KGW-KJBS, San Francisco, will be in the form of a breakfast meeting on the new FCC ruling. Participants are to include Miller McClintock, president of Mutual; Don W. Thornburgh, CBS West Coast vice-president; Sidney N. Strotz, NBC western division vice-president; Don E. Gilman, BLUE West Coast vice-president. Mr. McClintock is also to be principal speaker at the luncheon meeting on that day. His topic of discussion will be "What Can Advertising Do To Insure a Sound Post-War Economy?"

Canada Outlet Delayed

EQUIPMENT priorities are delaying opening of the Canadian Broadcasting Corp. shortwave station now being built at Sackville, N. B., for another 14 months. Rene Morin, chairman of the board of governors of the Canadian Broadcasting Corp., told the Parliamentary Radio Committee at its first sittings for 1943 at Ottawa yesterday that equipment is coming from the United States. The station will operate in consultation with the Department of External Affairs.

BLUE SALE RUMORS ARE UNCONFIRMED

RUMORS flew thick and fast last week about sale of the BLUE Network to one of a number of current negotiators and bidders. No confirmation, however, was forthcoming from BLUE headquarters.

A number of active bidders for the network have conferred with Mr. W. B. Woods, board chairman. In recent weeks, it was reported. These, however, were characterized as continuing negotiations in progress for the purchase of the BLUE. Ultimately, the BLUE will be sold by RCA, by virtue of the FCC regulation banning dual network operation, which has been postponed indefinitely to eliminate "forced sale".

It is also reported that under no sales arrangement made, affiliated stations will participate in some measure in the network ownership. Under present plans it will be consulted on any such transaction. Moreover, FCC approval will be granted only if the sale of the network itself, but by virtue of the license of the three BLUE owned stations will be approved, and GO—will require approval.

WLW Session on Sales Is Staged in New York

SEMI-ANNUAL sales meeting usually staged by WLW, Cincinnati, this year was held last Friday and Saturday in New York at the Hotel Ambassador, with this year's program including executive of the stations and representatives of the Chicago and New York companies as follows: James D. Shouse, vice-president in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager; Harry M. Stanfield, Jr., sales manager, and his assistant, Harry Flagg; William Wilson, sales manager; Miss H. Stratway, director of the merchandising department; M. F. Allison, director of promotion, and Arthur Griffs, head of marketing analysis. From Chicago, representative of C. W. Woods, Clark and Charlie Kennedy, and from New York, Warren Jennings, Eldon Park, George Contois and Bernie Musnitz.

Judy Canova Replacing Al Jolson for Summer COLGATE-PALMOLIVE-PEET CO., Jersey City, on July 6 replaces 13 weeks the Al Jolson Show with a new variety type program titled Judy Canova Show on 76 CBS stations from 8:30-8:45 p.m. (EWT), with West Coast repeat, 9-9:25 p.m. (PWT). List of stations will be released later with broadcast of July 20. Talent is now being lined up, with Miss Canova, comedienne, Al and Meilic, comedy-vaudeville character actor, signed.

It is anticipated that Gordon Jones, well known as radio trials, and Ken Niles, announcer, Jack Douglas and Don Prindle have been contracted, Bill Conover, writing producer; Bill Breen producing for Sherman & Marquette, Chicago. Stuart Sher- man, director producer; Victor Woodmansee, in Hollywood to outline program format and sign talent. Sponsor has taken a three-year option on the 76-station network contract as its supplementary to the Al Jolson program when the latter resumes in fall.
ASHVILLE is the buying center of Tennessee's richest farming area, now beginning to cash in on the biggest money crops in its history.

Nashville's war industries and manufacturing of all sorts continue at top speed. Business here is on a general boom.

You can cover this market now with one tested medium—Radio Station WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System
Brown Denies Grading Injures Brands

COMPETITIVE PROTECTION
IN PEACE REVERSED DURING WAR

FEAR that value of brand names will be lessened by use of standards or labeling requirements is purely a misnomer, Price Administrator Prentiss M. Brown told Rep. Bor-
ar's (D-Okla.) subcommittee of the House Interstate & Foreign Commerce Committee investigating OPA standardization activities.

The subcommittee heard OPA offi-
cials last week and will resume
June 23.

Mr. Brown denied "individual of-
icials in OPA are out to use price
control to change the Amer-
ican system of free enterprise."

"In peace," he said, "the same
play of competitive forces which
keeps prices down and makes Gov-
ernment price control unnecessary, keeps quality standards high."

Under wartime conditions of scar-
city, he continued, the process op-
erates in reverse.

"The consumer often has to ac-
tcept anything that he can get at
the store. That means that when-
ever some manufacturers begin to
reduce quality, others are seriously
disadvantaged unless they do like-
wise. Too often general quality de-
terioration results. That is why
wartime price control must meet
standards in the interest of busi-
ness itself."

"The question of labeling," Mr. Brown continued, "does not arise until it is practicable to tie in
prices in some way to quality stan-
dards. When uniform dollars and cents prices are imposed, the
federal Government issues a specifica-
tion or standardization order.

FM BROADCASTERS Inc. Asks
FCC for Alphabetical Calls

POST-WAR PROBLEMS ARE DISCUSSED IN DETAIL AT NEW YORK MEETING HELD BY ASSOCIATION

FM BROADCASTERS Inc. has sent a formal petition to the FCC asking that alphabetical call let-
ters be assigned to FM stations in-
stead of the present calls, made up of a combination of figures and let-
ters indicating the frequency and
location of the station. Petition cites the failure of the present calls to win public acceptance and fur-
ther points out that an FM broad-
caster might spend years building up
his call only to have it change if his station is assigned to a new
frequency.

Petition was drafted by the board of directors of FMBI at a meeting in the Ambassador Hotel,
New York, last Wednesday. Pres-
sided over by Walter J. Damm,
W5SM (WMTJ), Mil w a u k e e,
FMBI president. In addition to the
organization's directors, the meeting
was also attended by some 30 mem-
ers of the association. This plan
of opening up the board meetings to
any FMBI members within reach
and who may want to attend was
considered so successful that it was
made a continuing policy of FMBI
to apply to all future board meet-
ings. Next meeting will be held
Aug. 3 in Milwaukee.

POST-WAR ISSUES

Meeting was devoted largely to a
discussion of post-war planning, arising from an invitation from the Institute of Radio Engineers to
FMBI to participate in a radio post-
war planning board. FMBI repre-
sented that when a single industry post-
war planning agency is established
it will join this group and give it
full support, but that meanwhile

FORD MOTOR PLANS NEW MUSIC SERIES

FORD MOTOR Co., Detroit, which a
year ago decided that its regular
weekly network news program was the
best method of conveying its in-
donational message to the Ameri-
can people, is changing its policy
July 11, switching from the Watch
World series to a musical program
featuring Godwin on the BLUE to a
musical series on the same network.

Godwin, who has been heard Sun-
day through Saturday on the full
BLUE network, 8-8:15 p.m., will
be discontinued July 10, while fc
continues the Blue network afternoon
and evening time schedule will be altered. Ford is expected to spend the same
amount for the new program as it
has in the past year. Effective July
11, the Ford schedule will be Sun-
days 3-3:30 p.m., and Monday,
Wednesday, Friday and Saturday,
8-8:15, thus discontinuing the Tues-
day and Thursday broadcasts. For-
mat of the music program being
decided. Agency is Mason Inc., Det-
roit.

Jamieson Named

DONALD B. JAMIESON, former
head of the law firm of Jamieson
& Castle, Honolulu, Hawaii, has been
named assistant to Robert E. Sweezy,
legal counsel of the BLUE. Mr. Jamieson is a graduate of Harvard Law.

AFM Names Gamble

THOMAS F. GAMBLE, formerly
first assistant to James C. Petrillo,
president of the American Federa-
tion of Musicians, has become
treasurer of the union, succeeding
Harry E. Brenton, who has re-
signed because of ill health. The
AFM announced last week: Harry
J. Steeper of the headquarters staff
moves into Mr. Gamble's former
post. Vern F. Ricardi, secretary
dependent of the AFM local in Chicago,
becomes one of the assistants to
the president. Herman D. Kennin of Portland, Ore., becomes a member of the AFM executive board, succeeding Mr. Ricardi who
was assigned from the board following
his acceptance of the post on the
president's staff.

Coal Disc Series Still on the Air

ANSWER to Petrillo Objection
Now in Mill at Interior

TRANSCRIPTIONS made available by the Interior Dept. to coal dealers
for sponsorship on local stations, in connection with the "Buy Coal Now"
campaign, are being broadcast in 300 areas despite Mr. Petrillo's request last
week that the discs be pulled off the air [BROADCASTING, May 22, June
14]. Meanwhile Shannon Allen, di-
rector of Interior's radio studios, was understood to be preparing a
written reply to the union leader.

According to a department spokesman, the nation's bituminous coal needs for the year have been
placed at 600 million tons, which
means that coal must be kept moving out of the mines during the
summer months when production normally is down. The transcribed
message urges coal consumers to order coal during the summer will
continue on the air and are still available for sponsorship by coal
dealers and dealer associations.

Stump Avoided

Promotion for summer coal buy-
ing, which includes spot announce-
ments on time donated by stations in
connection with OWA allocation
plans, as well as the sponsored
discs, has prevented a seasonal drop in demand for coal. Dealers are still
smoldering strike situation, 6-day weekly output at the mines has
keeps sufficient coal on hand to meet current orders stimulated by the
campaign.

Present plans call for a con-
truous consumer education pro-
gram, using radio and other media,
throughout the summer. Coal dealer
on participation in this plan will
have a number of weeks to run.
The OWA series of announcements ended last week. Two weeks of OWA spots are scheduled for mid-
summer, and two or three weeks for early fall.

REPUBLIC PLACES SPOTS FOR TRYOUT

A LIMITED user of radio for film
promotion, Republic Pictures Corp.,
New York, appears to be falling in with the movie industry's general
trend towards broadcast adver-
sing, although the policy is for the moment intermittent in nature.
The company's spot schedule for
Roy Rogers, cowboy singer [BROAD-
CASTING, June 14], had been placed on some stations by Musicians, last
week, with more to be added, the
drive to be extended beyond a month's "successful."

A second drive is being lined up for "Someone to Remember" which
premieres in St. Louis July 8.

ADAM HAT STORES, New York,
which has been using the BILZE since
1937 for fight broadcasts, last week
signed for a regular quarter-hour se-
ries to the Mutual relay to the
2-8:15 p.m. spot on a network of 130
BLUE stations. Format has not been
announced. Glicksman Adv., New
York, is agency.
at home in hometown America

Every expedition into hometown America—those markets beyond range of regular, 32-city research—winds up right in Mutual’s backyard. Here is where three-quarters of all U.S. radio families live, tuning habitually to the home-town station in preference to super-power strangers located miles away. And here Mutual provides far more home-town stations than any other network. Fully 120 markets are served, from within, by Mutual alone, compared with 56, 45, and 37, respectively, for the other networks.

Crossley is now making a continuing study of this advantage, and the score is already tabulated for six programs broadcast in 23 home-town markets. In each one, Mutual has the only network outlet, though each market lies in the designated primary coverage area of one or more competing 50,000-watters. Home-town ratings for these Mutual programs are 37% to 190% higher than the “national” ratings obtained in four-network cities!

Whether your message is for the entire nation, or for only selected sections, Mutual assures you a warm welcome throughout hometown America.

THE MUTUAL BROADCASTING SYSTEM
Censorship Council Says Code Offers Ample Time for Groups

SATISFACTION that the NAB Code "provides ample opportunity for labor and other organized groups to get on the air" was expressed by the Radio Committee of the National Council on Freedom from Censorship last Thursday, at the conclusion of an extended discussion with the Code Compliance Committee of the National Association of Broadcasters. The general subject of broadcasts by unions and other labor groups. The NCFC committee made no recommendations for changes in the present NAB Code.

No Formal Action

Although these discussions were on the chief business of the two-day meeting of the Code Compliance Committee, held at the Hotel Roosevelt, New York, June 16-17, the group also visited the Inter-Faith Radio Committee of the National Conference of Christians & Jews Inc. to discuss the proposed recommendation for religious broadcasters. The NCFC committee's purpose was to submit to the NAB Council for the guidance of all religious organizations using or considering using radio for religious broadcasts.

Candidate Defined

In its present form Regulation 3.422 reads:

A "legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for office which he seeks, and whatever he may be, municipal, county, state, or national, to be determined according to the applicable local laws.

Charging Local Groups

"It was also pointed out that such a candidate must be "politically active," and that he must be "a leader in the group," and that he must be "a leader in the community." The committee expressed the feeling that the defects in the present definition should be remedied as soon as possible, and in any event before the 1944 political campaign gets under way.

Union Air Rights

Conversations with the radio committee of the National Council on Freedom from Censorship, carried on by all the members of the committee Wednesday and Thursday, were based on a letter written by this group to the NAB, raising questions of the rights of trade unions to work on the air for the explanation of their philosophies and purposes and the solicitation of membership; the use of sustaining time by labor groups, and discussing how labor can best use radio to present its claims to the public.

Pointing out that such questions can be answered only for specific radio programs with full knowledge of all the circumstances, the Code Committee told the NCFC committee that the final answers are up to the members at the station. At the conclusion of the session, Thomas R. Kasakdon, chief of the Education Department, 20th Century Fund, and chairman of the NCFC radio committee, issued the following statement:

"The NAB Code, as now written, provides ample opportunity for labor and other organized groups to get on the air. Notice requirements are recommended. The basic principles of broadcasting are adequate to protect labor's representation. The application of these principles is the only difficulty, and involves the definition of controversial subjects and acceptance of program material by local station management. "Our committee intends to advise labor and other organizations of these opportunities for broadcast privileges and how to take better advantage of them. At the same time we shall continue to work with the NAB, particularly through the Program Managers' Executive Committee, to improve understanding."

In addition to Mr. Kasakdon, the NCFC radio committee includes: Morris Novik, manager, WNYC, New York; Roger Baldwin, director, American Civil Liberties Union; Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U.; Morris L. Ernst, attorney; Miss Marcella Stix, talent representative; Harriet Pilpel, attorney.

Coverage Rep. Rodgers Charges 'Subtle Coercion' In Getting Networks for Elmer Davis

"That is probably why each Friday evening the voice of the New Deal propaganda comes through. In total we have brought to our attention the fact that the networks will not be used to broadcast many of the programs which we believe are in the public interest." In a statement last Friday also attacked Mr. Davis' combined network broadcasts, asserting that "he has consolidated the major radio networks once each week so that he can personally overcome the inadequacy of the radio networkers. And, following the same pattern, his [program] would no longer be able to do the same thing with the press."

Rep. Short (R-Mo.), in a statement late Friday also attacked Mr. Davis' combined network broadcasts, asserting that "he has consolidated the major radio networks once each week so that he can personally overcome the inadequacy of the radio networkers. And, following the same pattern, his [program] would no longer be able to do the same thing with the press."

Rep. Short said Mr. Davis had become "affiliated with that nationally recognized disease known as the left-wing affiliations," declaring he had been an "active leftist politician in New York."
Denver's Retail Trading Area Is

20TH IN THE U.S.

IN SALES IMPORTANCE

Twentieth among the 187 major retail trading areas of the United States! That's how the Denver area ranked in total retail sales in 1942 (Sales Management estimate).

Its rank of 20th on the list of sales-important markets qualifies the Denver market for a "must" place in any selling plan, whether one hitting merely the high spots, or one of truly national scope.

Denver and the Rocky Mountain region are busy today as never before manufacturing, mining, and farming for victory ... training fighters for all branches of the armed forces in a host of military establishments ... earning and spending more money than ever in history. Sales volume for the first four months of 1943 was 23% ahead of the same period last year (U. S. average, 15%).

Denver's 100-county trading area is the largest in square mileage in the U. S., but 86% of its sales are transacted in KLZ's 65-county primary coverage area. KLZ penetrates this market, according to the CBS 1942 Coverage Audit, to a depth of 1,254,937 family-listening-days-per-week ... a selling force of such mass and weight as to make selling in the nation's 20th market exceptionally economical and profitable.
Radio—Help Finder for War Plants

Nut and Bolt Firm Pays Tribute for Fine Program Job

By M. E. JENSEN
Pheoll Mfg. Co., Chicago

WE WISH to pay our respects to the radio industry for its ingenuity and its ability to do the right thing at the right time. At various times we had read articles regarding the power of radio, but never did we think we would have any occasion to use it. The station seemed far, and the call for more and more material, but with less manpower to produce it. We tried various ideas with some success but were gradually falling behind the demands of the management for more and more help. Women were gradually replacing the boys we had lost, but there were just not enough men.

About the time things were becoming acute, we were contacted by WHFC, a local radio station in Cicero, Ill. It sounded good, but who ever heard of a personnel director writing script for a radio program? We were hastily assured by Mr. Pearson, who called on us, that they would write all the "copy" as he called it. To say that we were dubious, is to put it mildly; however, the cost was very nominal compared to what we had been spending, so we took the long leap. The station selected 6:30 a.m. to 12:30 noon and 6:30 p.m. as times for the broadcasts. Each program was of 15 minutes duration and we shared the cost with other war plants. But then the time has been extended to 30 minutes.

Our part in this program seemed very small, as most of the time was devoted to music and news, and women’s change of necessity of entering war work. We kept our fingers crossed and thanked our lucky stars, “48 of them,” that we could cancel our contract at any time.

Along about noon of the second day of our venture we started hearing about our broadcast, and the big parade was on its way. It hasn’t been necessary to call out the police to keep people away, but we have been able to keep up with the demands for help and we are certainly satisfied with the results.

One of the most gratifying points of the campaign is the high caliber of people we are securing. Over

Canada on All Stations


ALL-OUT FOR WAR EFFORT, these staff members of WSYR, Syracuse, put in their spare time working at the Lamson Co. Displaying some of their handiwork to a plant inspector are (1 to r): Rollie Furman, announcer; Red Thomas, musical director; Al Eichholzer, chief operator; and Murray Bernthal, violinist.

WPAT Transfer Up for FCC Hearing

The name of Donald Flamm, former owner of WMCA, New York, who recently acquired a half interest in WPAT, Paterson, New Jersey, was back in radio news last week with the FCC on notice of hearing on the transfer application.

Mr. Flamm originally purchased 50% of WMCA from the family station from Frank Falknor, chief engineer of CBS in Chicago, and Rex Welsh, owner of WMCA, in 1938. Deciding to sell the station, he bought the four shares of WIRE, Indianapolis, for approximately $50,000. The balance is owned by James V. Cosman, now a lieutenant, in the Bureau of Ships, and Mrs. Cosman.

The FCC notice stated the hearing is to be held on June 21 of next year for acquisition of control by Mr. Flamm, including reasons for making of separate purchase as to the additional share of WMCA. The FCC has the additional share of 196 shares and the subsequent acquisition of 4 shares; the contractual and other relations and activities of Mr. Flamm with other stockholders and officials of the station; to determine policy of employing personnel and its ability to meet its obligations under the new ownership structure; to obtain information on any changes in the corporation, its officers, employees and management subsequent to the original negotiations and finally to determine whether the transfer will terminate "without consent of the Commission."

A hearing date has not yet been set. Mr. Flamm, in 1941, sold WMCA to E. J. Noble for approximately $800,000.

WALB Postponement

WALB, Albany, Ga., has been granted an extension to July 17 by the FCC for filing proposed findings of hearings held in Atlanta last April on its application for renewal of license, voluntary assignment of its license to the Carr Publishing Co. to the Albany Broadcasting Co., and for a construction permit for a daytime station from the FCC. The renewal application was granted at the same time a motion for extension to July 5 for correction of testimony of C. C. Marsh, secretary-treasurer of the publishing company in the Atlanta hearings. FCC action on the proposal will terminate an investigation involving purported participation of Walb’s behalf by Rep. E. E. Cox (D. Ga.), chairman of the House Select Committee to investigate the FCC.

WCOF Action Postponed

The FCC has continued to July 14 action on the proposal of WCOF, Boston, to take depositions in license renewal proceedings which arose last December from a question as to the manner in which the management conducted its foreign language programs. The hearing, first set for March 17 and later advanced to June 16, covers the station’s methods of selecting and investigating personnel, qualifications of personnel, supervision of programs and sales. Harold A. Lafount, executive head of WCOF, pointed out Monday that the station had cooperated fully with the FCC and that individuals mentioned in the Commission bill of particulars had been dismissed.
A GREAT PORT WITH A GREAT FUTURE

When you speak of a "port" nowadays, you include a port for ships of the air as well as those of the sea.

Both as an airport and a seaport, Baltimore enjoys outstanding advantages that are destined to become increasingly important.

As a seaport, Baltimore possesses the great, land-locked basin of the Patapsco River and its branches—a deep-water harbor that, through its splendid rail services and terminal facilities can handle many times its normal peace time volume of ships and cargoes.

As a port of the air, Baltimore offers fine facilities and many practical advantages for both land and sea planes.

Baltimore is nearer the chief cargo-producing centers of America—both manufactured goods and raw materials—than any other Eastern port. It enjoys rail freight differentials based on sound economical factors. Its distribution advantages for inbound water traffic have long been recognized by American business.

The Port of Baltimore is a natural port for the development of our great potential trade with Latin-America, certain to grow in volume and diversity after the war.

Baltimore's port has long held a leading position in inter-coastal traffic via the Panama Canal, which should be resumed as America rebuilds its civilian economy.

Great ports mean great markets—markets for YOUR products.

Number Five of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.
White Stresses Right to 'Edit' In Commenting on Ethics Code

CBS News Chief Tells Kaltenborn Nets and Stations Have Duty to Censor to Insure Fairness

ADOPTION OF A Code of Ethics by the Assn. of Radio News Analysts, and a statement by Paul W. White, CBS director of news broadcasts, was outlined at a recent meeting of the association as a means of guiding news analysts in their work. The new code was adopted unanimously by the group which is made up of representatives of all the major networks and a number of newspapers.

The code, adopted unanimously by the Association, adheres to the NAB standards regarding allotted commercial announcements in news programs and opposition to censorship of broadcast material for reasons of national security in an emergency. Members of the code committee include H. V. Kaltenborn, NBC, chairman; John W. Vanderhoof of CBS and Waverly Root, WINS, New York.

Text of the code follows:

**ARNA Code**
The association expects and requires of the radio news analyst painstaking accuracy in his reports and recognizes the difficulties attendant upon the dissemination of news through the airwaves.

The association expects and requires of the radio news analyst that he maintain at all times the highest standards of sound judgment and good taste, and the association expects and requires that the substance of his broadcast material and the method of its presentation be without prejudice.

The association believes that the inclusion of any report on a commercial, or "institutional" advertising material, or on an organization, or of a personal opinion is undesirable from every point of view.

The association believes the reading of commercial announcements by radio news analysts is against the best interests of sound judgment and good taste, and the association expects and requires that no such announcements be made on its airwaves.

The association enforces the standards of the NAB restricting the time allotted to commercial announcements in connection with news broadcasts.

The association opposes all censorship of broadcast material by governmental authorities in the interest of public safety during a national emergency.

**White for Editing**
In a letter to Mr. Kaltenborn, dated June 15, Mr. White referred especially to the last paragraph of the Code, stating that some had taken it to mean that ARNA members object to editing of their scripts by network news desks. Acknowledging that Mr. Kaltenborn had informed him this was not the case, and that the paragraph was intended to apply only to politically imposed censorship, Mr. White reiterated his view that "editorial supervision of news analysts in inherent in the radio medium."

Pointing to the physical limitations of the radio spectrum, Mr. White expressed the view that there is "a distinct difference between the amount of personal opinion permissible to radio news analysts on the one hand and to newspaper editorial writers and columnists on the other.

Except for the profit motive, there is utterly no limit, he said, to the number of newspapers which may be published. On the other hand the number of available frequencies is limited, and, "if they are to continue to serve audiences as vast as in the past, the number of nationwide networks is also necessarily limited under prevailling circumstances." For this reason, Mr. White said, the news analyst "should not be engaged, nor should he be so privileged, as to parade his personal opinions in the guise of analysis" since there is no guarantee, or under some circumstances, even the possibility that opposition opinion will get a hearing.

Fair discussions of controversial public issues has been provided by the policy of giving time to the spokesmen of opposing views, but the radio news analyst occupies a quite different position. He is not an invited guest for months and perhaps millions of homes. Senator Roe cannot possibly, in his own defense, reach the same audience that has heard Analyst Doe's charges and case were carried to an absurdity, and Doe were permitted to condemn not only Senator Roe, but Senators Black, White, Green, and Brown and the thousands of their constituents who have heard in the guise of a news analysis, "There are some of us who believe that you are all given an opportunity to reply—then there would be no time left for any other kind of program."

**Threat to Freedom**
While admitting that there is no such thing as complete objectivity, Mr. White said that the "very existence of a free radio is under threat. It is threatened if news analysts who have been permitted to use regular and frequent broadcast schedules are permitted to use their chair before the microphone as a pulpist or a soap box. The medium of radio is too powerful for that," he added.

CBS policy on news analyses was revealed by Mr. White in a memorandum which he said had been given to commentators for their guidance. The memo reads as follows:

What news analysts are entitled to do and should do is to help to illuminate the news out of common knowledge or special knowledge obtained from sources to whom they are peculiarly accessible by this organization through its news sources. They should point out those errors of both sides, show their limitations, with the known record and so on. They should here is mind that in a democracy it is important that people should not only know but should understand that much of their current news is to help the listener to understand, to weigh and to judge but not do the justifying for him.

Writing Mr. Kaltenborn that "it is arguable we may both have said the same thing," Mr. White continued that "Where we may both be apart, however, is over the question whether the network has the right and indeed the duty to censor or edit material prepared by the analyst."

"Just as I believe that no news reporter should go on the air until his script has gone over the copy desk to be checked for errors of fact, grammar and news judgment, so do I feel that no news analyst should broadcast without editorial supervision or direction."

Our policies of fairness of the air go a long way to insure, in its broadest meaning, freedom of the air. And since the responsibility for the fairness of the air does rest upon radio station and network management, I feel it is incumbent upon that management to install and operate the machinery which will make such fairness a reality.

**Council Gets Aid**
FINANCIAL support for the Rockefeller Mountain Radio Council will be provided by Denver's five commercial stations — KFEL KVOE and KLZ KOA KMYR — under an arrangement based on the national card rates of the stations. The Council receives other support from member educational institutions and agencies and the Rockefeller and other foundations. After four years of operation, accessibility to the Council, it has shown that the "program producing" type co-operative radio council "may well become an integral part of the American system of radio just as truly as has the advertising agency." What advertising agencies do via radio for the commercial community, radio counsils can do for the educational and civic community.

**P & G Renews 10:** Starts a New One
52-Week Contracts on NBC for 2 Night Programs, 8 Serials

PROCTOR & GAMBLE Co., Cincinnati, effective July 1 has renewed on NBC for 52 weeks its two nighttime programs and eight daytime serials, and on June 26 it starts a new Monday-through-Friday dramatic show from Hollywood. The new program, which may be called Hollywood Playhouse, will return to NBC, 11:15-11:30 p.m., on 51 NBC stations for Drift and will present Hollywood stars in serialized adaptations of new films which have not been released.

The two nighttime shows renewed are as follows: **Woman of America** (Ivy Snow), 10:27-11:00 on 16 Eastern network stations; **Road of Life** (Duse), 11-11:18; **Vic & Sarah** (Crisco), 10:30-11:15; **Sister & Angel** (Ivy Snow), 10:30-11:15; **Heart of the Matter** (White Laundry Soap), 11:30-12:15; **Mary Martin** (Ivy Snow), 3-3:15; **Ma Perkins** (Oxydol), 3:15-3:50; **Pepper Young's Family** (Crisco), 3:50-4:25; **Right to Happiness** (Ivy Bar), 3:45-4:45.

The two nighttime shows renewed are Truth or Consequences (Duz), broadcast on the full network, and The Weighty Question (Ivy Snow for Editing) was renewed for 16 weeks of its eight-week period. Miss Victor, Miss Mona, and Miss Darcee, three characters, are handled by Blackett - Sample - Hummert, Chicago; Duz, Crisco, White Laundry Soap and Ivy Bar by Compton Adv., New York; Drene Shampoo by R.K.O. and W.C. & N.M., New York; and Ivy Snow by Benton & Bowles, New York; Camay by Pedlar & Ryan, New York.

**Empire Expands**
EMPIRE GOLD BUYING Service, New York, has expanded its spot radio campaign in the New York area to eight P.M. live and transcribed announcements weekly on some 20 programs. Most recent contracts are sample - Hummert, Chicago; Duz, Crisco, White Laundry Soap and Ivy Bar by Compton Adv., New York; for a series of 312 announcements on a three-weekly basis on Ralph Dunham's Top-40 Men, and on three broadcasts of Rhythm and Rhythm. WEAF contract started May 25. Other New York stations using EMPIRE are WLIR, WEAF, WMCA WEVD. Agency is Carl Calman Inc., New York.

**Austin Lining Up**
AUSTIN TECHNICAL Publishing, Austin, Texas, has completed its preliminary design, appointed agency, Carl Calman Inc., New York, last week started a spot radio campaign which will extend to 100 stations throughout the country. Promoting Guide to Intimate Letter Writing, the campaign will use on some 42 stations last week, including WOV, WINS, New York, and WBYN, Brooklyn.
Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a radio minute, too—for there's a wide-awake station in the town that never sleeps.
Florida ASCAP Bill Is Vetted

Florida Governor Holland late Monday the second time has vetoed a bill designed to legalize ASCAP operations in the State. The measure, sponsored jointly by Senator Beacham, part owner of WJNO, West Palm Beach, and State Attorney General Watson, was opposed by the Florida Assn. of Broadcasting. The first bill had been vetoed by Gov. Holland early in the legislative session.

The original anti-ASCAP law passed by the Florida legislature was carried to the Supreme Court, which found certain aspects of the measure constitutional and which ultimately resulted in the consent decree applied nationally. Reports from Tallahassee indicate, however, that veto of the music bill surprised many members of the legislature. Senator Beacham was supported by Gilbert Freeman, former owner of WTLA, Tallahassee, but most of the state’s broadcasters were opposed to the measure. ASCAP’s representative in Tallahassee has been I. T. Cohen of Atlanta.

The fight against the measure was led by W. Walter Tison, general manager of WFLA, Tampa, and Frank King, WMFR, Jacksonville both members of the Florida association and former NAB district directors. Mr. King is now director-at-large of the NAB. It was contended that the measure, if passed, would have undone everything that broadcasters had gained in Florida and that since no effort was made by the authors of the measure to prove it a gain to the State were diligent in their effort to secure the Governor’s veto.

Test for Book

BILTMORE PUBLISHING Co., New York, is conducting a test campaign for I Was Hitler's Doctor on WHN, New York, with the possibility of expanding to other stations if the test is successful. Firm started sponsorship of Warm Up Time, quarter-hour program preceding each baseball game, June 2, and also signed for participations in three programs aired at different times during Maxwell Theatre of the Air, Dick Gilbert’s record program, and George Hamilton Combs’ new program. Agency is Roberts & Reimers, New York.

Church Series Plans

MORE religious services from Army and Navy camps will be broadcast during the coming year on the CBS Church of the Air, programs, it was decided June 10 at the announcing session of the program’s board of consultants, which also announced that services from women’s training centers would be broadcast, and greater emphasis will be placed on the musical portions of the series.

AND ALONG CAME CAJUN

Censors Want to See Foreign Language Scripts—But

-KVOL Uses a Tongue That Isn’t Written

MANY fascinating problems encountered in administering voluntary war-time censorship must remain secrets until after the war. But one unusual problem solved by the Office of Censorship, Broadcasting Division, can be revealed.

Down in South Louisiana thousands of Cajuns—descendants of the French Acadians who fled Nova Scotia and immortalized in Longfellow’s “Evangeline”—speak little English. They use a soft and picturesque French patois that, like many American Indian dialects, is never written down. The language is passed on from generation to generation by word of mouth.

So, when Censorship requested stations using foreign language programs to require submission in advance of scripts in the language to be used, KVOL at Lafayette, La., was confronted with an impossible task. The Cajun speech cannot be reduced to writing. So, the patriotic station discontinued the newscasts that it had been broadcasting in patois.

There is no newspaper in this area. Thus thousands were deprived of their only means of keeping informed about a great war that is to be so far away but for the constant stream of Cajun sons and daughters into the armed forces.

So, the Broadcasting Division of Censorship took a common sense view of this peculiar problem. It permitted KVOL to resume its newscasts in Cajun after Station Manager Thomas assured the censors that program would be monitored by a Cajun employee to check against any deviations from previously selected news items. The Cajuns are happy again.

Industry Groups Map Out Organization

Of Post-War Technical Planning Board

ENCOURAGING progress towards the organization of a post-war radio technical planning board which would include representatives of all branches of the radio industry was reported last week by Haraden Pratt, vice-president and chief engineer of Macyck Radio & Telegraph Co. Mr. Pratt is chairman of a special committee appointed by the Institute of Radio Engineers to draft plans for such a group and to discuss the proposition with other organizations of the industry, such as NAB, FMIB, American Radio Relay League, Radio Manufacturers Association.

Original suggestion for a radio planning group came from FCC Chairman James Lawrence Fly, who had proposed that the group’s governing committee be made up of the heads of the FCC, IRE and RCA. IRE approved the idea of such a group, but suggested that its governing board be broadened to include representatives of the NAB and other organizations whose cooperation is essential if the plans are to be truly representative of all branches of the industry.

During the past few weeks the IRE committee has talked with representatives of these other organizations, Mr. Pratt said, including the RCA, adding that a number of points of difference between the IRE and the RCA, which had exposed the Fly plan of procedure, had been ironed out. Mr. Pratt said that in the near future his committee expects to meet with the special RCA committee appointed after the RMA’s recent convention in Chicago [Broadcasting, June 14], at which time it is hoped that the outstanding differences can be eliminated.

The IRE has expressed the opinion that the successful development and operation of a technical planning agency for radio depends on a number of factors, which include "broad and democratic representation in the agency of all organizations having a major interest in the project, democratic procedure particularly including appropriate methods of selecting all officials, adherence to the principles of the technical panels, and the setting of a stated tenure of office for these workers with suitable substitutions for inactive groups or individuals."

The Institute further stated that budget plans should be made before the agency is formed, providing for "suitable budgetary participation of those concerned as well as an accounting." IRE also urged "democratic voting and reporting methods and fully judicial procedure at all steps, with adequate opportunity for the public expression of all viewpoints on given questions."

Schoenbrunn Adds

S. A. SCHONBRUNN & Co., New York, which resumed promotion for Savarin Coffee in the latter part of May with participations on WOR, New York [Broadcasting, May 24], is adding six New York stations to its World Coast Customs, which start at varying dates, entail the use of one-minute transmitted announcements by Irene Rosealey, singer. Schedule on WAEF began June 8 with five-weekly announcements on Rhyme & Rhythm and on Family Time. Agency is Ruthrauff & Ryan, New York.
Mr. Smith goes for KEX

and how!

Robert Smith is the advertising genius of Lipman Wolfe & Co., one of Portland's major department stores. Recently Mr. Smith took a large advertisement for Lipman's in The Oregonian to publicly congratulate the staff of KEX on the job it is doing on Lipman's patriotic program, "Freedom Speaks." Mr. Smith's copy eloquently testifies to the excellent service advertisers get on KEX.

"We should like to acknowledge publicly the amazing skill with which "Freedom Speaks" has been produced in the studios of KEX-KCW; we think you will find this program equal to anything that comes over the networks.

"Freedom Speaks" is splendidly acted by a cast that includes Mark Daniels, Frank Hemingway, Dick Rand and Hunter Satter; scored and produced by Gordon Bambrick from a script by Evelyn Lampman. "Freedom Speaks" deserves a place on your regular list of favorite Sunday radio programs."

KEX

1150 Kilocycles - 5,000 Watts
BLUE NETWORK
REPRESENTED NATIONALLY BY
THE PAUL H. RAYMER CO.
WMT Challenges FCC 'Special Service Authorizations’ in Appeal on KSJB

A NEW TEST of the FCC’s authority to issue “special service authorizations,” in lieu of broadcast station licenses is before the U. S. Court of Appeals for the District of Columbia by virtue of an appeal and petition for a stay order filed last week by WMT, Cedar Rapids, Iowa, against the FCC action authorizing KSJB at Jamestown, N. D. to operate on the WMT frequency of 600 kc.

The appeal, first in several months, came on the heels of the May 17 decision of the United States Supreme Court in the KOA-WHDH case, wherein the highest tribunal held the FCC must accord full hearing to all parties directly in interest. A similar situation obtained in the Jamestown case, since the FCC originally had granted the station the new facilities without incurring WMT a hearing.

The appeal is regarded as of significance, since it constitutes the first test of the local court's authority to issue stay orders, since the Supreme Court last year held it had such power in meritorious cases.

Year’s Delay

The WMT petition brought out that the FCC on April 14, 1942, without notice or hearing, granted the Jamestown application for assignment on 600 kc., with 250 watts daytime, 100 watts night, in lieu of its former assignment on 1400 kc. and 250 watts unlimited time. On May 4, 1942, WMT sought to have the action set aside and the application designated for hearing. No action was taken by the Commission, however, until June 1, 1943—more than a year later, after the Supreme Court decision in the KOA case.

On June 1, the Commission granted the WMT petition and ordered the grant to KSJB set aside, and designated the application for hearing. Then the Commission, without application from Jamestown, issued a special service authorization to the station to operate on 600 kc., pending determination of the issues following the hearing.

Through George S. Smith and Philip J. Hennessey Jr., partners in the firm of Segal, Smith & Hennessey, WMT contended that the actions of June 1, although purporting to grant appellant’s petition for hearing, “in fact reaffirmed its action of April 14, 1942, by authorizing the continued operation of KSJB on the frequency 600 kc.”

Injury Claimed

The court was told the assignment of the Jamestown station on 600 kc, will result in loss of service by WMT to an area of 1900 square miles. Moreover, it held that KSJB’s coverage at night would be reduced from about 600 square miles to approximately 96 square miles. It was contended the grant of the stay order will not adversely affect KSJB or its listeners, though failure to grant it “will work a serious and irreparable injury upon WMT and its listeners.”

After citing a series of purported infractions of the FCC’s regulations and of the law, the pleading stated that the action “is flagrantly in violation to the rule of conduct pointed out in the Commission in the decision of this Court and the United States Supreme Court” in the KOA case.

WMT, which operates with 5,000 watts on 600 kc., is licensed to the Iowa Broadcasting Co. of which Gardner Cowles, Jr., recently resigned assistant director of the OWI, is president. KSJB is headed by John W. Boler of Minneapolis, who has consistently favored the policies of the FCC majority in regard to broadcast regulation.

Promotion for AP News

FIRST of a new series of promotional aids which will be sent to stations broadcasting AP news is a group of one-minute transcribed announcements by Paul Girard, former announcer, now station relations manager of the AP subsidiary, Press Assn. Transcribed by WOR studios, the commentaries highlight experiences of AP correspondents on war fronts.

CBS Merges Copyright And Editing Department

IN A REORGANIZATION of the copyright division and commercial editing department of CBS, announced last week by Paul Kesten, CBS vice-president and general manager, the two units have been combined and renamed the department of editing and copyright, with Jan Schimak, head of both departments, continuing as director.

Reason for the change is to broaden the operations of the commercial editing department to include the application of CBS’ basic program policies to sustaining as well as to commercial programs. CBS’ increased use of freelance writers who are not familiar with the network’s program policies also required more consistent coordination from a central source.
PROTEUS RIDES THE AIR-WAVES

... for variety is the spice of radio. Changing its form at will, like Proteus, the living-room becomes news room, concert hall, cathedral, classroom, opera house, test kitchen, theater, banquet hall, army camp, vaudeville stage, listening-post between government and governed, grange, night club, police station, town hall, and market place. Any or all, as the listener likes.

Westinghouse Radio Stations Inc exercises constant care to maintain the highest standards of American broadcasting. From dawn to yawn, 19 hours a day, programs are geared to the public good. Brightest stars of the radio world are brought to Westinghouse audiences through programs of the NBC and the Blue Network. Programs produced locally are planned to reflect community interests and preferences.

Full coverage from the world's finest news-gathering agencies insures the latest authentic news, and alert special-events staffs are on the spot where things happen. In short, the listener comes first at Westinghouse, and the sponsor buys a known quantity... ears that hear, and purses that discriminate.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
USE your special change and buy a share in the Aircraft Carrier Shangri-la which will return to Tokyo. "As little as one dollar in war stamps will give you a share in this carrier" is the theme of a drive by WHIO, Dayton, cooperating with a committee of the RMA, to promote local commercial programs and spots sponsored by retailers for war stamp sales. One day a week for the month is planned for a concentrated effort through radio and other media, with a special program on WHIO July 1 to start the campaign. Retailers may plug the sales on other days, but the association is centering efforts on one day each week.

Merchantising & Promotion

Teasers—Revolving Door—Bell Ringers

Auctions—Employment Plan—Wash

Moseley Teasers

Quotes from the news commentaries of Sidney Moseley and Dr. Frank Kidston on WMCN, New York, are aired the day following each broadcast, in the form of a 50-second recorded "teaser," designed to increase listener interest in the programs. An announcer introduces the disc with the words "whistle, Sidney Moseley said "..." following with quotes.

Revolving Door

REVOLVING DOOR cut-out in folder is being used by KSTP, Minneapolis-St. Paul, to promote reservations for its "Household Forum" program. The in-and-out action of the swinging door is likened to the coming and going of sponsors of participating programs. KSTP points out, however, that its Forum program is filled up at present and urges reservations.

WTMV

"the home folks station"

Broadview Hotel
East St. Louis, Illinois

May 12, 1943

Mr. Erich Brandeis
International News Service
225 East 45th Street
New York, N. Y.

Dear Mr. Brandeis:

Grasping time by its withered forelock, we write to express in some small measure our appreciation of and our reliance upon the complete, accurate and up-to-the-minute coverage of world news given this station by INS. To paraphrase an old saying, in our opinion INS "gits thar fastest with the best dispatches".

Although INS in all instances does an outstanding job of coverage, we remember particularly the "Saboteur Execution" and the "Toulon Fleet" stories as being reason enough for our selection of your wire as the sole news connection between WTMV listeners and the outside world.

In addition to the spot news furnished by INS, we have made and are making profitable use of the many excellent features overheaded to our news room regularly by mail. These features are well prepared and, according to the announcing staff, flow smoothly on the air.

Finally, we would be remiss if we did not mention the pleasant service and cooperation afforded WTMV by Bob Bereford and Gene Boguski, Chief and assistant, respectively, in the local INS bureau.

Sincerely yours,

Michael Henry
News Director

Auction Dinners

In a series of auction-dinners which combined the sale of war bonds and the sale of candy to jobbers, Schutter Candy Co., Chicago (Old Nick and Bit-O'-Honey candy bars), raised a total of more than $10,000,000 worth of war bonds in the recent national bond drive. Through special announcements on the Schutter radio program, Col. Stoopnagle's Stoopros, heard Sundays, 1:45-2 P.M. on WIBW, candy jobbers were advised of forthcoming auctions in scattered localities throughout the country. Highest bidders for war bonds were awarded the orders for candy. Agency is Roche, Williams & Cunyngham, Chicago.

Ration Book Holder

WIBW, Topeka, has issued a brown stiff-paper ration book holder the design of which, printed in blue, includes at the bottom "Compliments of WIBW-Topeka, Kansas". Printed inside pockets are eight pages of advice, planning and shopping, space for name and address, and an appropriate quotation from President Roosevelt. The back cover contains a twelve-month calendar to March, 1944, with further space for notations, and the bottom quarter is devoted to a brief plug for the station.

Employment Plan

UNDER plan formulated by em- ploy management committee of Douglas Aircraft Co., Santa Monica, Cal., studio audience of a broadcast of the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarette). Executed by job applicants and employees of Douglas. Each pair of broadcast tickets requires an application blank, and two tickets will be given to each employee inducing a friend to sign up during the recruiting campaign.

On Wash

WHN, New York, is using the paper bands sealing men's shirts to promote its programs. Dick Gil- bert, record man, is featured on the first bands which will be used for three weeks, the copy then changing to express other programs. The patented orange strip, bearing dial figures, tune-in time and call letters, reaches an estimated 75,000 men. Clients of a number of independent laundries cooperated in the plan.

Bell Ringers

STREET-LEVEL bulletin board on the front door of WGBK, Charleston, W. Va., pictures local and national radio stars in a novel type of quiz. Passersby are invited to identify the stars. Key to the picture quiz is on the inside of the door so that persons moved by curiosity to open it cause a small bell to ring. An audible check is thus kept on the display.

Potentially Speaking

For local and potential advertisers, in the Asheville area, WWNC, Asheville, N. C., has produced a series of single-fold mailing pieces, three-and-a-half by six inches. On the face of each is a statement emphasizing one phase of radio advertising, programming or listening. Folder opens to a brief expansion of the same idea.
The facts about **RADAR**

"The whole history of Radar has been an example of successful collaboration between Allies on an international scale."

THE NEW YORK TIMES, MAY 16

This amazing electronic invention that locates distant planes and ships despite darkness and fog is a great co-operative achievement of Science and Industry.

In this country and in the British Isles, over 2000 scientists and engineers, some working alone, some in the Army and the Navy, many in research laboratories of colleges and industrial firms, joined eagerly in the search for Radar knowledge.

Team-work that succeeded. Once this electronic device had been perfected, industry after industry rallied to the nation's call to manufacture Radar. General Electric is proud to have played a large part, with other manufacturers, in supplying to the Army and Navy this key weapon whose peacetime applications hold so high a promise.

As early as the Twenties, G-E engineers and scientists were developing the kind of high-frequency tubes, circuits and apparatus that make Radar possible. Thus long before Pearl Harbor, G.E. was able to build Radar equipment.

Post-war applications will be many. Radar will guard and guide the flight of great commercial transports. Planes will land blind. Transoceanic liners will slip safely into fog-bound harbors — all with Radar detection equipment.

In addition to Radar, General Electric is supplying to the Army, Navy, and Marines radio transmitters, antennae and receivers, carrier-current equipment, all kinds of electronic measurement equipment, and monitors. Electronics Department, General Electric, Schenectady, N.Y.

Tune in General Electric's WORLD TODAY and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over C.B.S. . . . On Sunday evening listen to the G-E Mazda Lamp program over N.B.C. network.

GENERAL G ELECTRIC

G-E employees are now purchasing over $1,000,000 in War Bonds weekly
STATIONS, TOO, MUST BE STARS!

Program stars are not wholly responsible for making America’s outstanding radio stations. That survey leaders don’t rate the same on all stations proves the point... It’s the plus force of around-the-clock aggressive and alert service to listeners and advertisers that produces top stations... It is this plus factor that stamps the six Fort Industry Company stations stars in their own right. The pooling of 17 years of broadcasting experience gained from serving important and varied markets and an intimate on-the-spot knowledge of what will click guarantee that

IF IT’S A FORT INDUSTRY
WMMN
FAIRMONT,
WEST VA.
C.B.S.

WWVA
WHEELING,
WEST VA.
Basic Blue

WSPD
TOLEDO, OHIO
N.B.C. Basic

WAGA
ATLANTA, GA.
Blue

WHIZ
ZANESVILLE,
OHIO
N.B.C.

5,000 WATTS

50,000 WATTS

5,000 WATTS

250 WATTS

STATION YOU CAN BANK ON IT
The People's Choice?

PONDER a figure like $8,752,130,000. It isn’t the war debt or even the increase in taxes coming up.

It represents the public’s investment in radio receivers and parts since 1922.

A total of 101,724,380 receivers have been sold since that date, when all but a handful of hardy pioneers saw “radiotelephony” or “wireless” something more than a passing fad. Of these, 90,000,000 are in use today in a nation of 150,000,000. Last year, despite the freeze in receiver manufacture so that all facilities could be converted to war production, 4,400,000 sets, valued at $460,000,000, were sold.

Those figures tell more eloquently than regulations or laws the public acceptance of broadcasting by the American plan. There has been no clamor for changes in program structure or content. Programs have built that audience, and caused the public voluntarily to spend for receivers and tubes and service.

So the question arises, why has Government stepped in to reform or “improve” a service that is beyond question “in the public interest”? And, more timely perhaps, where will the effort to reform stop? The bounds of the FCC’s authority are practically limitless under the Supreme Court split opinion in the network cases.

The network regulations are now beyond argument. They became effective last week. Radio thereby won’t go to hell-in-a-hand over-night. Both sides—FCC and the major networks alike—have been too extreme and too emotional in their statements regarding these rules. No one will contend that the networks have been lily-white in their dealings with their affiliates and that no wrongs or inequities have existed in those relationships. Our contention now is, and always has been, that matters of control and of business belong, not to the FCC, but to the private participants. That is how Congress intended it. It isn’t however, how the Supreme Court interpreted the mind of Congress.

And that’s where Congress comes in.

The Supreme Court opinion, at long last, is recognized by the press as a threat to that medium as well as to radio. Such journals as the New York Times, the Wall Street Journal, and our trade journal contemporary, Editor & Publisher, have now taken up the cudgels in favor of a new definition from Congress. They point out that freedom of speech and of the press are among the liberties for which we are fighting; that while the battle to preserve them is being won abroad, it may be lost at home.

Senator Wheeler has announced postponement until September of the hearings on legislation to amend the archaic radio laws, so Congress recess next month. He is definitely on record in favor of hearings, dispelling doubt on that score.

New legislation is a must this session. The postponement gives all parties time in which to prepare. There shouldn’t for a moment be a relaxation of effort toward that goal. Interest should not be allowed to wane.

FCC Chairman Fly has described as a “lot of hooey” the interpretations given the Supreme Court decision as striking at freedom of radio or the press. He points to “unwisdom” of appraising a judicial decision on “ten words picked out of 20 pages”. He characterizes these dire predictions as “stuff fed out to the press from the NAB and the other big network representatives”, designed to “mislead and confuse the public”.

In view of these disclaimers, there appears to be no earthly reason why the FCC shouldn’t welcome clarification of the law in such a way as to define clearly the limits of the FCC’s authority. Since it is contended that the Frankfurter opinion doesn’t give the FCC these broad authorities, we can’t fathom any reason why the law shouldn’t speak out clearly against interference with the freedom of expression and of the press, if need be. The FCC majority should be the first to come forward with proposals along that line.

Because we have a suspicion of doubt about such a move by the FCC, we think it’s up to the media of expression, radio and newspapers hand-in-hand, to impress upon Congress that it must retrieve its legislative authority in these spheres. If there is no summer recess, then the hearings should be scheduled forthwith, as originally planned. And, as Chairman Wheeler publicly stated, they must be pressed through “uninterruptedly” until fool-proof legislation is written. After all, it’s the public’s radio and the public’s fight. Congress as the representative of the public, must give the answer.

Railroaded

IN TIME and talent donated, and in cooperation and manpower furnished, radio has been doing a first class war job. Governmental authorities, civilian and military, from the top to the local OCD director, will attest to that. This job is being done without particular regard to expense and, at times, in the face of irritating discriminations.

Take for example the case reported in Broadcasting last week by W. L. Glessen, president of KPRO, Riverside, Cal. Mr. Glessen, finding that railroads were paying newspapers, magazines and billboards to use material radio distributed for OWI, asked why radio time was not purchased. The railroad representative commented, “It isn’t necessary for us to advertise on the radio. We get it for nothing.”

A developing restlessness within the industry in the face of these inequities was reflected last week when the NAB’s Small Station Committee met to give radio’s own answer to the question “what can we do to keep going?” Obviously weary of expressions of good intentions from the FCC and OWI, the broadcasters turned to a remarkably straight-talking-and-honest Harold Ickes, who has supplied the one tangible bit of real Government cooperation with the industry, the “Buy Coal Now” campaign. Beyond this, the Committee has asked OWI to protect it by making sure that private industries involved in future campaigns make reasonable use of paid time before the Government requests free time.

Certainly radio is interested in getting all war messages—including the ones that help the railroads—to the public. But the industry has a right to expect that it will be protected from exploitation of the sort reported by Mr. Glessen. Moreover it has a right to expect that other free American industries will do their part toward delivery of the war message.

Many of these incidents may be avoided eventually, should the Committee that OWI is considering being organized to manage all radio advertising [Broadcasting, June 7] be authorized. Radio, which has rung the bell repeatedly in putting over Government war messages, can expect fair and equal treatment in the allocation of these local war chests to buy time and space. At the very least, the industry will no longer be asked to give away services that others sell.
CARLTON HATHAWAY DICKERMAN

LIKE the itinerant reporter of former years, the radio announcer has acquired a reputation for “floating” from one job to another until he hits network big-time. That sort of activity has been accelerated in these days of manpower shortages. Thus, it’s quite refreshing to find an announcer who has stuck to the same station and on virtually the same job for nearly two decades. Such is the case of Carlton Hathaway Dickerman, chief announcer of WEEI, Boston. Since 1925 he has taken his turn at the WEEI microphone without a hitch. And for that reason we salute him in these columns.

When commercial radio was still in diapers in 1925, Carlton Dickerman landed his job as announcer via a telephoned audition. Subject of the conversation was, of all things, vacuum cleaners! Dick was an expert on them and on electrical appliances in general, because he earned his living selling them for the Boston Edison Co., licensee of WEEI.

The change in profession came about when the company’s personnel director, in the market for a vacuum cleaner, called Dickerman for advice. It turned out to be a 25-minute radio audition, because the then manager of WEEI was listening in. Dick was offered an announcing job at $14 a week increase. He joined the station Feb. 24, 1925, as its twelfth staff member. He has witnessed the station’s development during 18 years. WEEI subsequently was sold to CBS, for which network it had been an outlet since its formation. The station now has 80 employees.

Despite his success story, Dick doesn’t recommend auditioning by telephone. As he put it, “Over the telephone the voice is modulated to escape the ears of the visible audience. (Not too many people we know.) Over the microphone the voice must project a personality to the invisible ear.”

Dickerman was born in Taunton, Mass., on Sept. 2, 1900. Jump from salesman to announcer is not too hard to understand in the light of Dick’s background. His school years included participation in every dramatic and musical presentation that offered, five years of piano study, two years of voice, and wide reading in English literature. When not at his books, he enjoyed a good workout in the gym and a few rounds of wrestling or a swim. Nearly 6 feet tall, he now weighs in the neighborhood of 250 pounds. This has changed his athletic interests to an occasional game of golf and an acre garden lot.

Married to a former WEEI hostess, pianist and organist, Sybil Jane Morse, Dick’s current interests center around his home in Sharon, a residential community about 20 miles out of Boston, a three-year-old son, and a new Great Dane puppy who recently joined the family. Though he hasn’t found time to meet audiences, Dick is a member of the Masonic Order and has paid dues regularly for fifteen years.

In almost two decades of announcing, he has run the gamut of announcers’ bogies. Once in front of a theatre audience, he unwittingly proved the thesis that “mikes do bite.” He ran smack into a standing microphone and stepped on the cord, causing the mike to spring at his teeth. Another time as he approached the climax of a long commercial, a passing artist stumbled against the table supporting his mike and spilled a full glass of water into Dick’s spacious lap.

But Dick is still even-tempered, has a healthy appreciation of people, and would be content to stay in radio and at WEEI for the rest of his life. Dick is a happy man. His few ambitions include working as a program director or station coordinator—and perhaps another son and daughter.

MILLER McCINTOCK, president of MBS, is on a flying trip to the West Coast, speaking before the Pacific Advertising Assn. in San Francisco on June 23 and the Los Angeles Rotary Club on June 24, then turning east. On his way back to New York he will stop in Chicago to conduct the meeting of the Mid-West are affiliated with both Mutual and Mutual notes, scheduled for June 29.

ED DEVNEY, former sales manager of the New York office of Howard H. Wilson, has joined WGBS, Boston, as director of sales. WGBS, a high-powered station, is affiliated with the Mutual Network.

GENE T. DYER, owner of WATT-WGAS, Chicago, has purchased the Kildaire Country Club just outside of Chicago. The golf course will be used for grazing land for the duration, but will be resumed as a membership country club after the war.

TOM TOMB, salesman of WCAE, Pittsburgh, has joined the military as second lieutenant (j.g.) in the United States Naval Corps and reports to Los Angeles.

CLAIR M. WOLFE, former public relations director of Firestone Tire & Rubber Co.’s Steel, Neb., plant, has joined the sales department of WOW, Omaha.

JOHN C. JESSUP has joined KOMO-KJR, Seattle, as account executive, after being the chairman of a commission of examination by the Army. He was formerly with WMJ, Milwaukee.

MAURICE EISNER, former business manager of the Cleveland Rams football team of the National Professional League, has joined WAGA, Cleveland, as publicity director. He succeeds Maurice Condin, now in the Army.

HARRY M. BIRNER Jr., general manager of WEAF, Indianapolis, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is expected to report for duty shortly. He has managed the station of which he is part owner, since Capt. Lester Lindow reported for active duty in the Army 18 months ago. Capt. Lindow last reported a report of the WAVY in Washington in the Radio Branch, Bureau of Public Relations, under Col. E. M. Kirby. He was transferred from Camp Wolters, Tex., where he served as public relations officer since his call to active duty.

CARLOS PUYO DELGADO, prominent Colombian journalist, arrived in Washington last week as a guest of the State Dept. While here, he will interview representative personalities for the newspaper and radio audiences in Colombia. Senor Delgado is director of the daily radio review, Actualidad Diaria.

To the would-be announcer, Dick gives this advice, “If you want to be a good announcer, you must either possess a gift for interpretation and reticence, and reticence and retirement. If you are able to do that, the way to some very remunerative assignments lies open before you.”

Carlton’s Dickerman’s first program director gave him this tenet to work by. Succeeding by it, Dick knows whereof he speaks.

Mrs. Harold A. Lafount

GLADYS M. LAFOUNT, wife of Harold Lafount, president of the Atlantic Coast Network, passed away June 14, after an illness of several weeks. Mrs. Lafount was born in Newark March 8, 1903, and was married May 31, 1929 to Mr. Lafount, who is general manager of the Bulova-LaFontain radio interests and was a member of the original Federal Radio Commission, fore-runner of the present FCC. Funeral was held Wednesday, with interment at Fairmount Cemetery, Newark.

JEANNE ANNE GAMMONS, daughter of Earl H. Gammons, Washington director of CBS, and Mrs. Gammons, was recently graduated with honors as a second lieutenant at the Army Air Forces School at Miami Beach. Last June she has joined the AAF Intelligence School at Harvard.

ROGER W. CLIFF, vice-president and general manager of WUPJ, Philadelphia, has been elected to the board of directors of the Atlantic City Beauty Pageant Committee.

HOB HARE, assistant to Hal Coulombre, manager of KFFB-Philadelphia, was inducted into the Army June 21.

TED QUIDDGEON, station promotion manager of WQAU, Philadelphia, enters the Red Cross overseas service on July 2. He will be replaced by Emma May Roberts, radio promotion director of the Philadelphia (Pennslyvania) Daily News.

CLARA HYLAND, formerly with Stockton, West & Burbank, Cincinnati, Ohio, has joined the network sales promotion department of NBC.

MORTON W. MATTAWAY has joined Klo Ogden, Utah, as sales manager. Mr. Mattaway was previously sales manager for International Events of San Antonio, Tex.

L. H. HACKER, general manager of KVKE, San Luis Obispo, Cal., is recuperating from an appendix operation.

MELVIN DRAKE, manager of KGGF, Coffeyville, Kan., has been elected president of the chamber of commerce.

ANN LADD is new field representative for WLYN in the South Carolina area. Miss Ladd is a well-known publicist. She was formerly a personnel director for the F. E. Compton Co., Chicago, Ill.

REYO MIDDLETON, sales manager of WABC, New York, is awaiting a commission in the Army, but believes it may be inducted before it comes through.

MICHAEL M. SILLERMAN, president of the National Broadcasters Assn., and Estelle Levande, in charge of sales for the National Microscope Exchange, New York, were married June 6 in New York.

ROBERT T. MORRISON Jr., former field director of the American Red Cross, who recently turned to radio, has joined the sales staff of NBC Radio-Recording, New York. He succeeds John T. Williams, transferred to NBC’s television department.
RESULTS

MOBBERG 

October 1940.

They're still with us!

SPOT SALES, INC.

National Representatives

WINN-Louisville

with

WINN

Your

BLUE NETWORK STATION

in

LOUISVILLE, KY.

* D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

A fine doctor! He's so busy listening to WDFD Flint Michigan, he won't take time to paint my throat!

Gustorial

(Continued from page 32)

respondent, race horse breeder and gentleman farmer as the director.

Moore went into the program with a vengeance. He was given a free hand and despite the hour of his program—5:30 to 6 a.m.—he built up a tremendous following through the Midwest.

Moore read all the farm journals. He was put on the Agriculture Department mailing list. When the eyes of a trained observer he scanned their releases for program material and a month ago he noticed that Michigan farmers were looking for 150,000 acres fewer beans this year than last, when there was a bumper crop. The State raises one-third of all the beans grown in the country. Last year, more than 450,000 acres were planted to this rich protein crop.

When "Dune" noticed the shortage, he began to figure. He sought more information from the Army, and discovered that the shortage of beans in Michigan alone amounted to 750 million Army meals. That's a lot of beans.

Moore felt that something should be done about this situation. How could the public help? How could WJR reach these farmers and convince them that they must raise more beans?

Talk alone wouldn't solve the problem. But "Dune" is nothing of a showman in addition to being a farm editor and a newspaper man. Calling Secretary of Agriculture Mr. Rusk by telephone, he suggested the Army's own program. The idea filtered down from the Dept. of Agriculture, with a bit of weight tossed here and there by the White House, and the Army finally rigged up a cavalcade of tanks and trucks.

On May 17 this motorcade, directed by Arthur Nower, assistant director of the Agricultural Adjustment Administration, started touring the Michigan bean country. Farmers in the area saw a tank for the first time. They met and talked with heroes from Guadalcanal and Mindanao. They were promised to grow more beans, and signed AAA pledge cards to do it.

WJR never appeared in any of the publicity. WJR was not looking for free publicity. They were looking for real work for the beans and found them. The first day alone of the nine-day tour added 12,000 acres of beans to the year's crop.

Newspapers followed the lead and the bean acreage problem has been solved.

There are hundreds of ways in which radio stations can assume leadership, but before any station can take action in such affairs the management must be surrounded with men who have ideas.

We must come to realize that radio is not alone in business alone. Equally with the press we have a responsibility to guard the public against its own folly, to keep the public constantly informed, not only on the news of the day, but on the foibles of individuals which collectively become a menace.

Information is available to us which is not available to the ordinary individual. If we fail to use it for the government of society, then we have failed to accept our responsibilities.

BROADCASTING * Broadcast Advertising
JOE GREGORI, broadcasting service assistant WBBM and CBS to CHUK Santa yard shift. Crawford, events announcer of WILLSON EDWARDS, announcer and city, ARTHUR AUSTINE, last when Lt. Anspacher, former night press has been commissioned Radcliffe as WNEW, JERRY gram heard on the Agriculture Dept.'s DOROTHY CRANDALLing RICHARD tinuity production manager. promoted BOB BARBARA HALL, Salisbury, JIM CRISP, Branch Radio Bureau. Florence Miller MALLEY, former announcer of of Spanish War, of public service of W47NY, New York, and WHCU, formerly WBNX, Chicago, to CBS. Thanks YOU CAN ASK for a film, "Hoosier Holiday."
CHARLES WILEY, former member of the sales staff of WJW, Chicago, has taken over new duties as night editor of WGN, Chicago.

MILTON H. HEIDRICH, former member of the press department of WGN, Chicago, reported June 15 to the Army Training Command, Ill. His job is being filled by his wife.

TOM MEANS, former traffic manager and director of promotion at WCSC, Charleston, S. C., has joined the promotion department of CBS, New York.

KAY OWLSLEY GLASS, director of continuity of WBT, Charlotte, has resigned to join her husband at Camp Davis, N. C. Her assistant, Adele McCarty, takes her place and Audrey Summerson, secretary to W. McGregor-Parker, sales promotion manager, has been named to assist Miss McCarty.

In the press department, Betty Bosid has been appointed to replace Frances O'Daniel, resigned.

HARRY BURLER, announcer of WHIO, Dayton, has been commissioned an ensign in the Navy. He is to be in Naval aviation.

MRS. RUTHIEA CULLUM HILBERT, Youngers, N. Y., has joined in the production staff of WSB, GE FM station in Schenectady. Harrington Crissay, Belmont, N. Y., has joined the announcing staff. He is stationed in the radio department. Betty Bost has been appointed to replace Frances O'Daniel, resigned.

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KATHERINE STACKS has joined the traffic department of KGEE, Coffeyville, Kan., and Roger Stoner, from Kankakee, Ill., has joined the traffic department. Betty Bost has been appointed to replace Frances O'Daniel, resigned.

RALPH WALDO EMERSON, has joined BLUE Hollywood, as staff announcer.

ELIZABETH PATTISON, announcer, has been signed to portray Aunt Sally on the weekly New York outer-boroughs, summer replacement program for the Milton Berle Show, sponsored by Campbell Soup Co., on CBS stations.

TOM MERRICK, Hollywood musical director, has been given that assignment on Stand and Go, weekly half-hour television program sponsored by NBC on Pacific stations by Grayson, (women's apparel).

HENRY KINGSTON, Chicago free-lance writer and producer, and radio director of Central YMCA College, has joined the Army and is stationed at Camp Grant, Ill.

JOHN FITZPATRICK, of the announcing staff of the Mutual FM station WFLN, New York, and WOR, Philadelphia, has joined the Navy.

ALLAN SIMMS and Fred Sayles, have joined WAGT, Newark, as announcers. Sayles replaces Bruce Matthews, who has taken a war plant job, while Simms, new to radio, is scheduled to take his training to the Navy later in the summer.

THOMAS C. ROBERTSON, former member of WJW and WCSC, has joined the press department of WSB, GE FM station in Schenectady. Harrington Crissay, Belmont, N. Y., has joined the announcing staff. He is stationed in the radio department. Betty Bost has been appointed to replace Frances O'Daniel, resigned.

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TWO NAB OFFICIALS JOIN ARMED FORCES

EVERETT E. REVERCOMB, NAB auditor, and Russell F. Place, counsel, last Wednesday left the trade association to enter the war effort. Mr. Revercomb, auditor since 1935, was commissioned an ensign in the Navy Communications Division. Mr. Place, counsel since November, 1939, has entered the Office of Strategic Services headed by Col. William J. Donovan, but his assignment has not been disclosed.

Mr. Revercomb was the NAB's senior staff member in point of service, having been retained when James W. Baldwin, now a lieutenant colonel in the Signal Corps, was managing director. He is married and has one child.

Mr. Place, a native of Boston, joined the NAB as legal assistant to President Neville Miller soon after he took office as the trade association's president. Mr. Place is married and has three children.

Miller on Fund

NEVILLE MILLER, President of the NAB, has stated the chairmanship of the radio committee of the National War Fund, organization representing 19 philanthropic war agencies, while Jesse Butcher will serve as radio director in addition to his duties as radio director of the USO. President of the NWF is Winthrop A. Aldrich, Chairman of the Board of the Chase National Bank, and Prescott S. Bush, a CBS director and member of Brown, Harriman & Co., is national campaign chairman.

MBS Canada Pickup

COL. ROBERT R. MCCORMICK, Chicago Tribune editor and publisher, Sen. Burton K. Wheeler, D-Mont., William Jeffers, U.S. rubber coordinator and C. D. Howe, Minister of Munitions & Supply for Canada, were heard on a Mutual broadcast originating at a luncheon given by the Ontario Paper Co., in Niagara Falls, Ontario, June 18 Program was picked up from CBC.

ENRIQUE DE MARCHENA, director of IIN, Ciudad Trujillo, Dominican Republic, was guest of honor last week at a luncheon at the Hotel Lexington, New York, tendered him by a group of radio and music representatives. Senor De Marchena is in this country at the invitation of the Government to assist in cementing cultural relations between America and the Dominican Republic.

WHY NORTHERN CALIFORNIA FARMERS KNOCK OFF WORK FOR 1/2 HOUR EVERY WEEKDAY MORNING AT 6:15

Hard-working farmers pause, each weekday morning, to listen to KPO's fastest, growing program—Farmer's Digest.

For five months Farmer's Digest has been building a loyal following in rural California. Tailored to the farmer's needs, Farmer's Digest brings up-to-the-second World News, Farm News, Market News, Interviews, Entertainment.

Edited like a well-run farm paper Farmer's Digest covers all phases of rural living; reaches the whole farm family. Little wonder Farmer's Digest is acclaimed by rural listeners throughout Northern California—this is their program; the only one of its kind in the west.

NOW—after months of testing—Farmer's Digest is available for sponsorship. Plan is to sell daily features on the program. For example, a five-minute farm feature with opening and closing commercial costs only $24! If you want to reach the farm families—in the wealthiest farm area in the United States—ask any NBC-KPO representative to give you the facts about Farmer's Digest.

Get the facts...and you'll be on

EIGHT of the FIRST TEN NETWORK SHOWS are heard thru

KTFI TWIN FALLS, IDAHO—PULSE OF THE MAGIC VALLEY—

BROADCASTING • Broadcast Advertising

June 21, 1943 • Page 37
**Agencies**

Tom McAvity, executive of James L. Saphier Agency, Hollywood talent service, with broadcast of June 15 for production for McKee & Albright, of the NBC Radio Valley Show. He succeeds Dick Mac, now at T. M. M. as producer for Warwick & Lieder. New York agency, will have full time to CBS Radio, Lakeland Tours, sponsored by Post Sales Co. (beer). His return to the former program in fall is problematical. Although not confirmed, reports on the West Coast persist that Valley will be taken off the Stellato program shortly, either by order of a new director or through receipt of a contract.

William H. Larkin, former representative for various magazines and active in the past in all phases of automobile advertising and merchandising, has joined the Detroit office of Ruthrauff & Ryan.

Lucille Maffucci, assistant to Lucius Nelson, Emptower of J. Walter Thompson Co., New York, has resigned. She is to be married.

Roy C. Lochen, formerly of N.W. Ayer & Son and Ivey & Ellington, Philadelphia agencies, has joined the media department of General Motors, Philadelphia.

John W. Schoeninger, of the advertising department of the John Wanamaker department stores, Philadelphia and previously with N.W. Ayer & Son in Philadelphia, will shortly join Fox & Mckniss, Philadelphia agency.

Jane Scott, former executive of the William Morris Agency, New York, on July 15 joins the radio department of Foote, Cone & Belding, New York, as executive capacity.

Edmund L. Cashman, senior radio executive on the Lucky Strike account at Foote, Cone & Belding, New York, was named a vice-president of the agency last week.

Herb R. Braven, account executive of the Los Angeles office of Foote, Cone & Van Norden, recently was named a vice-president.

Clifford S. Bunter, account executive of a previous agency of the New York Victory Fund Committee, has been named director of public relations of Doremus & Co., New York.

John C. Coan, account executive of Smith & Bull Adv., Los Angeles, has resigned because of ill health.

Hugh D. Lavery, former merchandise manager of the organic chemicals department of E. I. du Pont de Nemours & Co., has joined McCann-Erickson, New York, as junior account executive. Mr. Lavery was once associated with J. Walter Thompson Co., and Ruthrauff & Ryan.

Manning Ostroff, program director of KFWI, Hollywood, has resigned to join Eddie Cantor as personal producer on the weekly NBC broadcast to Spain, sponsored by Bristol-Myers Co. (Ibena, Sal Hepatica), when the program resumes in full. There will not affect Dave Eizen, producer of Young & Rubicam.

Charles Hodges, mutual commentator and war editor of Transradio Press, has been commissioned by Newspapers of the World, New York, to do a newpaper series "Big War — Little World."

**Buyers of Time**

**Kathryn M. Hardig**

Any girl who can learn some thing new about radio every minute for 5½ years, and has brains, personality, charm, tact and beauty can probably match the progress of Kathryn M. Hardig, whose promotion to timebuyer at the Ralph H. Jones Co., Cincinnati-New York advertising agency was just announced. Nonetheless, hers is no meager accomplishment.

Her decision, Miss Hardig made her first wise choice when she transferred from a teaching to a commercial course at the University of Cincinnati. Her college training was heavy on economics, and she has continued to learn what makes economic wheels go round, later adding the study of history.

Miss Hardig's first business connection after leaving the university was with the Kemper-Thomas Co., advertising specialty manufacturers, where experience in the sales department provided her with a few fundamental advertising agency work. In 1938 she joined the Ralph Jones agency and spent most of her time there as secretary to Charles R. Robertson Jr., now newly elected president of the agency. Radio was her special interest and she found agency environment stimulating and instructive in this field. Recently she became assistant time buyer, moving finally to the top time-buying job.

Music is one of Miss Hardig's chief hobbies. She plays the piano and rarely misses a Cincinnati Symphony concert. A bent for the classics is displayed in her equal love for grand opera. Second on the hobby list is a Scottish Terrier. Here is a blue-blood who is said to have a close affinity for hand-bill distributors, gas meter inspectors and all unweary visitors.

Young & Rubicam, Toronto, has been added to the Advertising Agencies of Canada, War Finance Group, the co-operative agency handling all Government war bond and war financing advertising. There are now 29 Canadian agencies in the group. E. W. Reynolds, president of the Canadian Assoc. of Advertising Agencies and of E. W. Reynolds Co., Toronto, is chairman.

Ray Linton Setting Up Rep Office in Two Cities

Ray Linton, formerly manager of KDIB, Wichita, has organized a station representative firm bearing his name in New York and Chicago. A veteran in radio, Mr. Linton took over a full-time position at one time with Gregg, Blair & Spight, now John Blair & Company (beer). In 1934 he founded his own representative company which he operated until 1939, when he sold out and went to South America.

Mr. Linton plans to concentrate on sales efforts of the firm on a limited list of stations. The manager of the Chicago office, to be located at 306 N. Michigan Ave., will be announced at a later date. Mr. Linton within the next few weeks will open the company office in New York.

Maxon Names Brown

C. Edgar Brown, formerly assistant to Charles Michelson, publicity adviser to the Democratic National Committee and assistant to the late Col. Louis Henry Howe, personal friend and confidential advisor to President Roosevelt, has been named public relations director of the John Blair & Company (beer). Mr. Brown formerly held this position, has transferred to conduct operations work for the agency. Mr. Brown has been active in the magazine and syndicated newspaper field, and went to Maxon Inc. before joining the past with John Wheeler Syndicate, now North American Newspaper Alliance, and newspapers.

**Market Consultant**

To ADVISE manufacturers interested in purchasing, developing and marketing new products for post-war consultant service will start operation July 15 as Post-War Planners, Graybar Bldg., New York. It was organized by Thurland Hansen, plastics consultant, who will serve as director, and Edward G. Jacobson, until recently a copy and promotion man at Maxon Inc. Mr. Jacobson has served in a similar capacity with Rankin, Bland, and Blackett-Sample-Hummert.
Role of Advertising in War and After, Theme of AFA Conference June 28-30

SPEAKERS at the Wartime Conference of the Advertising Federation of America, June 28-30 at the Waldorf-Astoria, New York, were announced last week by Elon G. Gorton, chairman of the board of the AFA, who reported that most of the discussions and talks will revolve around the theme of the conference: "Advertising's Place in the War and After."

Keynote address at the opening general session will be delivered by Willard T. Chevalier, publisher of Business Week and chairman of the conference program committee, after which Carroll B. Larrabee, president of Printers' Ink, will speak on "Is Advertising Doing Its Best Job?"

Talk by Halleck

Charles A. Halleck (R-Ind.) will give an off-the-record talk on current legislative trends in Washington, and the Monday afternoon session will close with the presentation of awards to Advertising Clubs for "faring well during the past year" by Allan T. Freyer, executive vice-president of Vick Chemical Co., a member of the AFA board of directors, and chairman of its War Advertising committee.

The AFA annual dinner on June 28 will feature a talk on the Navy's interest in and experience with advertising by Capt. Leland P. Lovette, USN, director of public relations. Lt. J. D. Stamm, USN, will describe his recent visit to Russia with former Ambassador Joseph E. Davies, and a third speaker will be announced later.

The feature of the June 29 program will be the conference on Advertising Club activities, with speakers from the War Advertising Council, the OWI, other war agencies and members of Clubs throughout the country. Willard Egolf, AFA vice-president, will serve as chairman of this meeting, at which an exhibit of wartime advertising by 60 leading firms will be on display. Speaker for the luncheon meeting is to be announced and the AFA annual business meeting and election of officers will take place in the afternoon.

Session on radio, under sponsorship of the NAB, takes place Wednesday morning, with panel discussions on "What the New FCC Regulations Mean to Advertisers" and "The Wartime Audience." Lewis H. Avery, head of the NAB's department of Broadcast Advertising, will preside. Another session that morning will be devoted to direct advertising, presided over by Henry Hoke, program director, Graphic Arts Victory Committee.

Speakers at the general session and luncheon June 30 include Paul Hoffman, president of Studebaker Corp., and chairman of the Committee on Economic Development, speaking on "Industry's Job in the Post War Era", and John Wiley, vice-president of Fuller & Smith & Ross, whose subject will be "Advertising's Place in the Post War Era."

MAURICE C. DREICER, radio commentator and expert on speech, who has conducted such programs as "Where Are You Proud?" on MBS, is the author of an article on "Make Your Voice an Asset" in the July issue of Your Life magazine.

Canada Modifies Its Ban On Industry's Manpower

MODIFICATION of the compulsory employment transfer regulations [Broadcasting, June 7] of the Canadian Department of Labor, under which all jobs in radio stations were also subject to transfer for men in the military call-up groups, has been obtained by the Canadian Broadcasting Corp.

Under a ruling of the Department of Justice, to which the CBC appealed, its services were deemed a public service, and all but artists are exempt from the compulsory job transfer regulations. Artists who come under the entertainment classification of the compulsory job transfer order, have to register for more essential jobs if men between 19 and 25 years, or single men up to 41 years of age.

ERPI Radio Film

TO TEACH American as well as foreign students in high schools and colleges the principles of "Sending Radio Messages," ERPI Classroom Films, a subsidiary of Western Electric Co., has prepared an educational motion picture under the title obtained through cooperation of WOR, New York. Partly animated and partly live, the movie showed technical scenes filmed at WOR's transmitter in New Jersey, as well as live scenes shot in WOR's studio and newsroom in New York.

KSTP, St. Paul, which claims to be the first station in the U.S. to set up its own news bureau, has acquired the special AP radio news wire from Press Assn. Inc. Stanley E. Hubbard, KSTP president, has announced.
StudioNotes

AS A MEASURE to combat juvenile delinquency and encourage a religious spirit among children, WBZ, Brook-
ynn, presents a weekly half-hour program titled Child Evangelism Fellow-
ship. Talent is made up of youngsters who sing, play instruments, dance and tell stories.

NEWS of war jobs for men and women is featured in a five-times weekly program presented on WBZ, Brook-
ynn in cooperation with the U.S. government employment service.

KFBB, HOLLYWOOD, on June 7 added Reuters London dispatches to its list of news services, which now include AP, UP and INS. Initial broadcast of the service was m.c'd by Edward G. Robinson.

CJLS, YARMOUTH, N. S., is to issue a new rate card on July 1.

WNAX, YANKTON, celebrates the second birthday on June 26 of its program for shut-ins, Circle D DODGERS. A feature of the anniversary will be the induction of the first English member writing from Liver-
pool. Program now has 2,800 members who are pledged to write to shut-ins each month.

12 HOURS of auctioning and enter-
taining raised $250,000 June 5 when WBYA, Richmond, ran a Bond Rally in roped-off Freemason Street in Norfolk toward that city’s $17,000,000,000 fund for a cruiser. Program included four broadcasts, with 150 entertainers, war heroes, civic leaders and members of various branches of the armed forces taking part.

WDRC, Hartford, has changed the name of its early morning recorded show from Reeder’s Special to Soot-
e’-Liner, with train sound effects on opening and close discarded in favor of the sounds of an airplane motor. Announcer Bill Hart is pilot.

KVAR, Atchison, Kan., has acquired the special AP radio news wire from Press Asso-
ciation.

WSLL, Jackson, Miss., has redecorated its studios and offices in Vidor blue, in honor of its network affiliation, and built new office space.

WHYN, Brooklyn, established May 1, 1941, last week released its sec-
ond rate card to advertisers and agencies. the rates therein retroac-
tively effective to June 1, 1945.

KEFN, Shannondale, Ia., has acquired the AP radio news wire.

Singing Breaks

SINGING STATION breaks have been introduced by WEIL, Philadel-
phia, for the five hours of News ‘N Music each afternoon. These breaks, written by Edmund Dawes, educa-
tional director, are presented by a group of five voices. Many of the breaks have a definite tie-in with the various news periods comprising the News portion of News ‘N Music, while others have a tacit break for time signals by the announcer.

General Cable ‘F’

GENERAL CABLE Corp., New York, purchased an hour on WOR, New York, June 16 to broadcast cere-
monies accompanying the presentation of the U.S. Maritime Commission’s “M” award and Victory Fleet Flag to the company’s flagship in honor of Robert Berlina, former U.S. foreign cor-
respondent, who served as the interviewer and newscaster over WEIL. Direct radio and television highlights of the ceremonies were transmitted by General Cable agency Moser & Cotina, New York.

WJR SCHOLAR PICKED

$5,000 Award To Detroit Boy

-To Train For Radio-

Fitzpatrick Greets Winner

THE $5,000 WJR scholarship in radio education was awarded to Richard Mitchell, 18-year-old De-
troit high school boy, over two other high school seniors, Douglas Sinn and Virgil Lange. The scholarship was established by C. A. Richards, president and Leo Fitzpatrick, vice-president and general manager of WJR to train “a future radio executive of outstanding ability.”

Since the winner will enter mili-
tary service shortly, he will be given $1,000 in cash, and $4,000 will be placed in escrow for his use upon his return. Runners-up were awarded $100 each, and each of the 21 candidates was given a framed watch. The three finalists will work at WJR this summer.

WJR’s scholarship winner, in ad-
tion to many radio performances during his high school years, maintained an “A” average in his classes and excelled in extra-cur-
ricular activities. He was selected for Dr. Frank Stanton, CBS vice-
president, and Dr. Alexander G. Ruth-
ven, U. of Michigan president, and Dr. Warren Bow, Detroit supt. of schools.

SEYMOUR KORMAN, Mutual cor-
respondent, was the first American radio reporter to give an eyewitness account of the surrender of Pantelleria. Only American radio correspondent with the British troops as they ad-
vanced on the Italian island, Mr. Kor-
man told his story to MHS.

AP

WSAV, Savannah, Ga.

... Your Teletexts have proved valuable to us in both our commercial and sustaining pro-
gramming.

Harben Daniel, General Manager

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.
3 New Features In Hooper Reports

Sex, Age of Listeners, Time Listened per Hour Included

BEGINNING July 1, C. E. Hooper Inc. will include three new features in its National Ratings Reports: the number of men, women and children listening to particular programs, the average number of minutes listened during each hour, and a new feature of nationally sponsored programs broadcast after 10:30 p.m. and, if scheduled, before 5 a.m.

These new features, to be added without additional cost to subscribers, were announced by Mr. Hooper at a news conference in New York at which he reviewed history of program ratings and explained the operations and results of the coincidental telephone survey technique used by his organization.

Mr. Hooper also announced a new tailor-made service on particular programs for individual advertisers, which, after five years of research, has been tested in five months of actual service for three leading radio advertisers and their agencies. The data from this new specialized service, collected through more than 6,000,000 interviews throughout the country in a year, are presented in a continuous 17-factor index.

Factors Now Supplied

Four of these factors: available audience, sets in use, average rating and sponsored hours, are basic data already supplied to all subscribers to the regular Hooper rating service. Also derived from the national totals are the next 10 factors: a program's current performance compared with its past performances; a comparison of audience size during entertainment and commercial; program rating compared with average rating; program opposed with its type; this type compared with other types; sponsor identification analysis; audience composition; how frequently they listen; how long they have listened; and a sales effectiveness index.

The remaining three factors are purely local, dealing with the number of listeners to a program and its competing programs in individual cities, together with similar information for the periods preceding and following the particular program. From this, Mr. Hooper explained, the advertiser can determine on which stations his program is improving or slipping, whether his listeners are the kind of people who buy his product, whether local merchandising is necessary in certain markets and what sales returns he is getting from his radio dollar.

Stating that only one element of his five-year plan has yet to be realized: the measurement of station coverage, Mr. Hooper repeated his statement at a clinic of more than 200 industry members just prior to the recent NAB war conference that before the next NAB meeting he will have announced a uniform station coverage audit which will not favor any type or size of station, will be comparative between cities, towns and farms, will apply the same reporting method to all localities, and will provide for each station its own coverage pattern only, to be distributed at will by the station.

Tight Fit

THE NEW champion! When Evelyn Howe of WKNE, Keene, N. H., read of the 6-foot 4-inch announcer who climbed into the Jap suicide sub on its bond selling tour, she challenged WKNE's Bob Peebles to climb into the sub when it came to Keene and break the record. Bob did it, and him 8 feet 4½ inches!

War Names Pronounced On Interior Dept. Discs

ESPECIALLY for broadcasters, the Interior Dept. Radio Section has begun a series of "sound pronunciators, daily minute-and-a-half discs on "War Names in the News," according to Director Shannon Allen. The first eight transcriptions, with Mr. Allen's voice spelling, pronouncing, and breaking down phonetically geographically names like Lampedusa and Pantelleria, have been issued to the Washington offices of the four major networks.

Planned to parallel the press releases issued to wire services, and based on material furnished by the U. S. Board on Geographical Names, a unit of the Interior Dept., the discs give about 100 words of background on climate, topography, geological formation, location, and strategic value of the region. In effect, the recordings not only give correct pronunciation but provide an auditable map of places in the headlines for radio news listeners.

Tube Export Test

A NEW type of export license system has been developed by the Board of Economic Warfare, and is now being tested with radio tubes as the sample export product. Under the new procedure BEW establishes tentative export license limits to each country, beyond which licenses are not likely to be issued. Firms may then use these tentative limits as a guide in selling abroad, since they will have previous warning of the amount of merchandise they will be permitted to export.
The Business of Broadcasting

Station Accounts

WLS, Chicago

Foley & Co., Chicago (weekly), 15 ap weekly, 9 weeks, thru Lawson & Salomen, Chicago.


Pure Food Co., Chicago, Ill., (hour box), 13 weeks, thru J. M. Mathie, Mathie.

Pillow Furniture Mills, Minneapolis, weekly, thru McGinnis-Erichson.

Walker Remedy Co., Waterloo, Iowa (cattle remedy), 6 weeks, thru Western Garfield.

Resinol Chemical Co., Baltimore (skin ointment), 12 weeks, thru Courtland D. Ferguson, Baltimore.

Rap-In-Wax Paper Co., Minneapolis, 6 weeks, thru Mitchell-Faust Agency.

Newell 


WPAT, Paterson, N. J.


John F. Trimmer, Inc., Brooklyn (beer, 12 weeks, thru Federal Adv., N. Y.

Hillman-Breyer, Inc., Los Angeles.

Harry D. C. C., New York (Trinca Drug Co., 8 weeks, thru Elrid Adv., N. Y.

Hansen Foods, Hollywood (Movie Wave), 6 weeks, thru Los Sterlin.

WLAG, LaGrange, Ga.

Gardner Nutritional Co., Ga., 8 weeks, thru J. Walter Thompson Co., Chicago.

Pepsi-Cola Bottling Co., Ogden, Utah, thru Shasta, thru McWhorter.


KPAS, Pasadena, Cal.


KDFI, Dallas, thru Courtland D. Ferguson, Inc., Washington.

KFI, Los Angeles

Pure Food Co., New York (Herb-Ox houl-

KXL, Los Angeles

XK NL

Radio in Jamaica

DR. AUGUSTIN FRIGON, assist-

KWH, Chicago

Allstate Insurance Co., Chicago, 6 ap weekly, 13 weeks, thru Russuff & Ryan, N. Y.

Douglas Aircraft Corp., Santa Monica, Cal., thru Employment, 6 ap weekly, 13 weeks, thru Easy Co., Los Angeles.


Philadelphia Co., Cincinnati (Ivory Flakes), 6 weeks, thru Compton Adv., N. Y.


J. Walter Thompson Co., Chicago.

Thrift Drug Co., Los Angeles, 7 weekly, thru Hillman-Shane-Breyer, Los Angeles.

National Life Welfare Co., Los Angeles (instruc-

WEAF, New York

S. A. Schonbrun & Co., New York (Sav- 

KOAM, Fort Scott, thru Wulf, thru T.D. Networks, 62 weeks.

KPRR, San Antonio, thru Wulf, thru T.D. Networks, 6 weeks.

KSRO, Santa Rosa, Cal.

Pepsi-Cola Co., Long Island City, 31 weeks, thru Newell-Emmett Co., N. Y.

National Lead Co., San Francisco (Dutch Boy paints), 10 weeks, thru Erwin Wasey & Co., San Francisco.

Vallejo Builders, Vallejo, Cal. (home repairs), weekly, thru Raymond Spect


FOLCO, Detroit (city directory), 10 weeks, thru W. F. Holiday Agency, Chicago.

The News Navigator

In the news this week brings advertis-

BROADCASTING • Broadcast Advertising

WGN, Chicago

Quaker Oats Co., Chicago (Aunt Jemima pancake mix), thru Herman K. Ellis & Co., Chicago.

Bond Tour by Edwards

Nets 188.5 Million Total

ROAD TOUR of Ralph Edwards’ Truth or Consequences program netted the Treasury a total of $188,481,982 in bonds. The cross-country bond-selling trip, which started in Pawtucket, R. I., and ended June 11 in Oakland, Calif., sold ten times the original goal set for 14 broadcasts of the NBC program. Choosing the largest audi-


Los Angeles.

Hillman-Breyer, Los Angeles.

Armand Co., Des Moines, la. (cosmetics) weekly, thru Iron Hill Adv., Chicago.

Seckor Food Produc., Inc., Monterey Park, Calif., thru Wulf, thru Blish.

Davis & Van Norden Inc., Los Angeles.

Fournier & Co., New York (noncore), thru Small & Feltner, N. Y.

WHN, New York

P. Lorillard Co., New York (Old Gold cigarettes), 8 weeks, thru Salomon, Chicago.


Breakstone Bros., New York (milk) 12 weeks, thru Food Industries Inc., N. Y.

R. H. Macy Co., New York (department store), 71 weeks, thru Young & Rubicam, N. Y.


WHQ, Des Moines

Johnson & Johnson, New Brunswick, N. J. (baby powder), 13 weeks, thru Young & Rubicam, N. Y.

American Beauty Mancini Co., Kansas City, thru Ryan, thru R. J. Poth-Calki-

WOX, New York

Edward's Co., Chicago.

KFBB, Hollywood

Eastern-Columbia, Los Angeles (home fur-

WABC, New York

Quaker Oats Co., Chicago (Aunt Jemima pancake mix), thru Herman K. Ellis & Co., Chicago.
Hollywood to Paramount (lays news flash started Your quarter York, will AMERICAN through Chicago 1C.

Acree PURITY BAKERIES Co., sweet American Pan equipment) the account. Buchanan housewives Exchange; Kinerson (Sterling week as well as stations in chain department Music-name is McLAUGHLIN & McCLATCHY Co., Chicago. Film.

Ball & Resinol (Resinol soap); Renuzit (French salt); Chef Boy-ar-dee (spaghetti dinner); Colgate-Palmolive (canning groups starting June 25, sponsored by Triangle Adv. Agency, Chicago.

KIRKMAN & SON'S, division of Colgate-Palmolive-Co. Co., Jersey City, has signed a 52-week renewal with WOR, New York, for the joke program, ‘Use Your Tens Toi.” heard Wednesday, 7:30-8 p.m. Contract is effective July 7. Agency is Newell-Emmett Co., New York.

UNITED SYNAGOGUES of Young Israel of New York, have purchased a half-hour on WRDX, New York, for a program titled Sanctification of the Shabbath. Leading rabbinical and choral groups will be heard on the broadcasts starting June 22. Business placed directly.

SAMARITAN INSTITUTE, Los Angeles, June 7 started sponsoring a five-week quarter-hour newscast on KFVD, Beverly Hills, Calif. Contract is for 52 weeks. Series is devoted to OPA, OWI and War Manpower Commission bulletins, as well as answering listeners’ questions. Firm also currently sponsors a schedule of seven spot announcements daily on KMPC and KFVD. Smith & Bull Adv., Los Angeles, has the account.

SUN SHIELDING & Dry Dock Co., Chester, Pa., using weekly half-hour series on WIP, Philadelphia, has increased its use of radio in taking sponsorship of ‘Sweet Land of Liberty’, half-hour Sunday series at 1:30 p.m. on WPIL, Philadelphia, this season and “credit the broadcasts of Arch McDonald and Russ Hodges (play-play commentators) with the upswing”.

EASTERN COLUMBIA, Los Angeles (chain department store), out of radio for nearly a year, on June 1 started sponsoring a schedule of hourly news flash announcements on seven Los Angeles area stations (KFWB, KFI, KECA KXN KHJ KMPC KMER) during the week of June 27, as five participations in Ruth Wentworth on KFI and Housewives Exchange on KFBI. Buchanan & Co., Los Angeles, has the account.

PARTICIPATING sponsors on Consumer's Foundation, WLM, Cincinnati, product lines are: M. Werk Co. (Wex soap); My Book House (child's book); Woodbury (dry-skin cream); Ball Brothers (canning equipment); Chef Boy-ar-dee (spaghetti dinner); Resinol (Resinol soap); Pan-American Coffee Bureau (Pan-American coffee); Hiffst & Co. (All sweet margarine); International Salt Co. (Sterling salt).

IVORY BAKERIES Corp., Chicago, has purchased a quarter-hour of Record Reveille, early morning program of recently has heard six weeks a week on WGN, Chicago. Contract for 13 weeks was placed through Cannehill-Stoic, Minneapolis.

THOM McAN, New York (shoes), has started sponsorship of Chuck Acre three weekly quarter-hour early morning new-oddities show on WLS, Chicago. Contract, which is for 52 weeks, was placed through Neff, Roeger, New York.

Home Run!

PEOPLES Drug Stores, Washington’s largest chain, credits the Old Gold broadcasts of the “Senator’s” baseball games on WOL with doubling the sale of the sponsor’s product. Shirley Povich, sports writer for the Washington Post, reports that the Peoples chain has increased its sales of Old Gold cigarettes by 105% since last season and “credit the broadcasts of Arch McDonald and Russ Hodges (play-play commentators) with the upswing”.

SPARTANBURG?

What STATE is it in?

ONE OF THE toughest things we have to cope with here in the great Piedmont industrial section of South Carolina is that we have no “big-name city” to dramatize the value of our really worth-while market.

So we don’t blame you for not knowing all about Spartanburg and the surrounding market. But listen—WSPA covers 22 counties, with 1,032,302 people—a $107,084,220 industrial payroll—a $93,266,133 farm-products income!

In fact, the Spartanburg market is one of the biggest and best markets in the Southeast. May we send you all the facts — with some tremendously significant Hooper rating figures?

Camp Croft’s 25,000 soldiers just 5 miles away!

South Carolina’s FIRST Station

WSPA

5000 Watts Day
1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollenberg

June 21, 1943 • Page 43
FRANKLIN WALTMAN, a winner of the Pulitzer Journalism Award of the National Press Club in 1930, has been appointed director of public relations for the Sun Oil Co., headquartered in Philadelphia. He succeeds the late Jackson W. Wells, 20 Eds. W. Goldstein, former chief Washington correspondent of the Cincinnati Enquirer, has succeeded to Mr. Waltman's Washington duties for Sun Oil.

CAPITOL CHEVROLET Co., Sacramento, is sponsoring Frank Nicholson's "Laughing Mike" at 12:30 noon except Sunday on KFBR, Sacramento.

CHARLES LUCKMAN, former executive vice-president, has been elected president of Peapod Co., Chicago. James A. Barnett, former vice-president of Sherman & Marguerette and manager of the agency's New York office, was named a vice-president of Peapod, as was Henry F. Wolfe, former general manager of the Peapod Co. Elected to the board of directors in addition, Luckman and Wolfe are Albert L. Lasker, former president of Lord & Thomas, Chicago.

HOME UNDERTAKING Co., Seattle, is now sponsoring Capt. Hugh Barrett Dobbs (Capt. Dobbsie to listeners), whose Skip of Joy has been a favorite West Coast program since 1927, for 15 minutes Monday, Wednesday, Friday on KFR, Seattle, in Fair Rememberance. The program is devoted to poetry and song by Northwest writers, interspersed by optimistic philosophy, with Eddie Clifford's organ music.

COLUMBIA PICTURES Corp., of Toronto, Canada, is using radio spots in western Canada to promote "The More the Merrier." Account is handled by MacLaren Adv. Co., Toronto.

ASTONE PRODUCTS Co., Toronto (Forest-Keepe), has started an announcement campaign featuring preserving service for housewives on a number of stations. Account is placed by F. H. Hayhurst Co., Toronto.

SCUDDER FOOD PRODUCTS, Monterey Park, Cal., in a three-months campaign started June 14, is sponsoring a five-week announce ment schedule on KFI, Los Angeles. Blue Bird Potato Chips Inc., Oakland, Cal. (Scudder Food Products), is using a varied daytime and evening schedule of similar announcements on four Northern California stations (KLX KGO KROY KFRE). Brisch, Davis & Vva Norden, Los Angeles, has the account.

GILBERT CHASE, specialist in Latin-American music in the Library of Congress, on July 1 joins NBC as script writer and handbook editor of the Music of the New World series. He has served as consultant for the program.

SOM 300 YEARS of service are represented by this group of Hollywood NBC employees who gathered at recent party honoring staff members associated with the network for 10 years or more. "KFBK sales-service (1 to r) are, (front row), A. H. Korb; K. F. Hicks; C. E. Pickeet; Lewis S. Frost; J. A. Thornburg; Buddy Twiss; J. F. Morris; Sidney N. Strotz; E. J. Ludes; (second row), Alice Tyler; Kathryn Hardey; Jane Burns; Isabel Menden; (standing), E. C. Miller; S. C. Hobart; D. A. DeWolf; Max Bauman; Harry Saz; A. H. Saxton; R. D. Ferguson; M. O. Smith; A. S. Robb; Henry Maas; P. B. Gale; A. C. Love and Jennings Pierre.

"Launched via KSO, Coffee Stretcher Wins Iowa Market" ... reports Jay E. Tone, President of Tone Bros.

Three months ago, Tone's Timely Coffee-Saver was little more than an idea.

Today, through hundreds of stores in Des Moines and Iowa, it is a steady seller.

"As a wartime product, our Coffee-Saver serves a market that may exist only for the duration, so we wanted to see it gain distribution as rapidly as possible," reports Jay Tone.

"Because of previous experience with radio on Tone's Pressure-Pack Coffee, we let KSO carry the ball for this new product.

"We have been on the air less than three months—now we are hard-put to keep up with orders—so both our product and our KSO advertising are making good."

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Goowles Stations in DES MOINES
Affiliated with Des Moines Register & Tribune
Represented by The Katz Agency

AN EAR TO THE GROUND

With an ear to the ground, a discerning man can hear, through the rumble of guns and the roar of munitions factories, another sound. That sound is the faint stirring of an approaching change ... the change from war to peacetime economy.

And when our pent-up buying power is released, it will be to those firms who have kept their contacts with the public that the new orders will come first.

You can store up orders against that time of change by—right now—giving people something they value—radio entertainment—to remember you by.

SCORING NEWS

MONDAY MIDNIGHT, 9:15 P.M., Time, Eastern time, Mr. Livingston produced such a show in 1935 under the title Morning Matinee, featuring top-flight bands and cooperatively sponsored by 20 leading department stores. Two years later he produced Thirty Minutes From Hollywood, followed by Show of the Week and Bulldog Drummond, all on Mutual.
CIAA Pays Nothing For Use Of Commercial Programs

THE CIAA is broadcasting America's best radio programs to Latin America at a cost of $29 an hour as a result of an agreement with the radio industry, Nelson Rockefeller, Coordinator of Inter-American Affairs told the House Appropriations Committee last week. These programs, broadcast seven hours a day in English, "are tremendously popular all over the Americas," he said.

Mr. Rockefeller explained that the English language programs are broadcast by two stations in California. They are made up from recordings taken from any and all long-wave broadcasts in the United States, without charge. CIAA pays $20 for recording costs and $9 for transmission time, however. Altogether, the agency carries for $45,000 or $50,000 a year the best English language programs in radio.

For overall operations of CIAA, the House committee recommended $30,685,000, a decrease of $6,335,753 as compared with the 1943 fiscal year, and $3,175,000 below the budget estimate for 1944. This fund, the report states, provides for continuation of radio, news and motion picture programs on a reduced basis.

Continuing his testimony, the CIAA director said that U. S. advertisers buy about one percent of the time of Latin American stations. He added that NBC and CBS have developed networks of local stations in Latin America which rebroadcast CIAA programs.

Broadcasters Defended

The part played by commercial licensees in shortwave activities was strongly defended by both Mr. Rockefeller and by Don Francisco, chief of the CIAA Radio Division. Mr. Rockefeller told the Committee, "I would like to say except for our honest differences of opinion in negotiations the companies have been extremely cooperative in assisting the war effort to the maximum of their ability. We are very much indebted to them as a Government."

Mr. Francisco explained to the Committee that shortwave had de-...
TALENT, WRITERS MAY SHIFT JOBS

RADIO talent, production men and other classes of broadcasting employees who do much freelance work on the air may change jobs without securing statements of availability from employers, according to the conclusion reached at a meeting between Lillian L. Poses, regional attorney for the War Manpower Commission, and representatives of most New York City stations, held in Mrs. Poses’ office in New York last Tuesday. This decision must be approved by the New York City Area Manpower Committee before it becomes official, Mrs. Poses said, but this approval is expected in the immediate future.

Types of employees covered by this decision include actors, singers, announcers, sound effects men, musicians, producers, directors and writers—people who may be freelance, working for several different employers concurrently. Not included are engineers, salesmen and other employees who are predominantly staff employees, Mrs. Poses explained. However, she added, to avoid confusion, no distinction has been drawn at this time between staff and freelance workers in the various classes of employees.

AFRA Renewals

AMERICAN Federation of Radio Artists has signed a one-year contract with WJZ, Baltimore, first contract the union has secured in this city. Negotiations were handled by the local union. Contract is the standard AFRA form. AFRA has also negotiated renewal contracts with WIOD, Miami, and WRJN, Racine, Wis.

WHIO, Dayton, has received many favorable comments from listeners for giving five minutes each to the City employees union and the City government on successive days to present their views in a dispute over dedication of union dues from the City payrolls, and other questions.

Rojas Joins XEOY As Directing Head

Noriega Also Takes Post With Mexico City Outlet

APPOINTMENT of Antonio (Tony) Rojas, broadcaster well-known in the United States, as vice-president and directing head of XEOY, Mexico City, was announced last week by Programas y Concierdos, S. A., corporate entity operating the station.

Mr. Rojas left the vice-presidency in Mexico City of Grant Advertising Inc. to assume his new post, created through a reorganization of the operating company of XEOY, known as “Radio Mil.” XEOY operates on 1,000 kc. with 10,000 watts.

Alonso Sordo Noriega, former director of radio information of the Mexican Republic, has been named head of the news and sports department of XEOY. Mr. Noriega was publicity campaign manager for Gen. Manuel Avila Camacho in his presidential campaign in 1940 and, like Mr. Rojas, is well-known in the United States.

Mr. Rojas was former manager in charge of Latin-American network operations of WLW, Cincinnati. He set up the Latin-American operations in 1941. About a year later he joined Grant Advertising as vice-president of the Mexican subsidiary. Two months ago he assisted in setting up the Rio de Janiero branch of Grant Advertising.

Before joining Cresley in 1941, Mr. Rojas was vice-president of Gotham Advertising Co. in New York and manager of its overseas department. An American citizen, he was educated in Rochester, N. Y. He was born in Caracas, Venezuela. His grandfather was president of the South American republic.

XEOY is owned by the Iturbe Bros., investment bankers and real estate operators in Mexico. The partners are Luis de Iturbe and Jose de Iturbe. Ignacio Diaz, grandson of the former President of Mexico, is chief engineer and part owner of the station. The organization is one of the wealthiest in the republic.

KYW WAAC Drive

KYW, Philadelphia, and the Army Recruiting office have completed a nine-day campaign to obtain enlistment for the WAAC through the “Betsy Ross Company,” a select group of 150 women organized under the station’s sponsorship. Special pro-grams and a party and flag presentation kept interest high during the campaign. Applicants applied in person at a recruiting booth in the lobby of the KYW Building or by mail to the station. According to Capt. Charles Frenzel of the Philadelphia Recruiting Office, army headquarters in Washington is considering the drive as a possible pattern for WAAC radio recruiting throughout the country.

She Doesn’t Wear a Uniform, but -

She’s a Soldier, too!

... helping win the war!

She and several hundred others here at Scientific Radio Products Co. are turning out the perfect crystals that put life into the radio equipment of our armed forces—and keep alive the vital communications on which depend the very lives of our armies.

With two ingredients ... loyalty plus skill ... they’re forming crystals that are dependable.

Although we’re busy with Uncle Sam’s needs right now, our facilities are such that we can take care of your requirements, too!

Write us.

Scientific RADIO PRODUCTS CO.

Manufacturers of PIESO ELECTRIC CRYSTALS AND ASSOCIATED EQUIPMENT

Page 46 • June 21, 1943

BROADCASTING • Broadcast Advertising
DALLAS’ first trades trip by radio was heard recently twice daily over 56 Texas stations. As one more instance in which radio has filled a wartime breach, the broadcasts took the place of a Dallas 1945 Annual Dallas Business Tour for the manufacturers and wholesalers divisions of the Dallas Chamber of Commerce.

When the trip was canceled because of travel restrictions and overburdened railroads, the production department of WFAA-WBAP, Dallas and Fort Worth, stepped in with a plan to contact the merchants of the Southwest by radio. They planned a series of one-minute announcements, stressing the position of Dallas as the manufacturing and distribution center of the area, and auditioned the series for the committee in charge of the trades trip. It was immediately accepted.

Spots begin with sound effects
to denote the approach and stop of a train, followed by the introductory announcement, “Remember that train? It used to carry the Annual Dallas Business Tour, but NOW it carries troops and guns and tanks!” Another voice gives the messages, of which the following excerpt is typical, “Since 1900, a group of Dallas business men has come to meet your retail merchants in your hometowns throughout Texas and the Southwest. These men told you many things about Dallas—but—did they tell you that Dallas is the third largest Communications Center in the Nation, a clearing house for telephone and telegraph messages vital in peace as well as in war?”

Two blasts of a train whistle lead into the closing “Let that whistle remind you, friends . . . the Annual Dallas Business Tour will come your way in person, just as soon as we blast the Axis with our Bonds and Bombs!”

The transcriptions cover insurance, fashion, medicine, transportation, communication, hotels, and educational and institutional phases of Dallas activity.

Allied Radio Handbook
ALLIED RADIO Corp., Chicago, has just published a “Radio Data Handbook” (25 cents postpaid, 48 pages, six by nine inches) edited by Lt. Nelson M. Cooke, Naval Research Lab., Washington. It includes condensed tables of formulas, charts and data most commonly used in radio and electronics, with all subjects cross-indexed. Divided into four parts, mathematical data, radio and electronic formulas, engineering and servicing information and a set of four-place logarithm and trigonometry tables, formulas are given for decibels, resistance, capacitance, inductance, reactance, etc. Data section contains such subjects as radio color codes, interchangeable tubes, pilot lamps, etc.

Homemaker Show on WJZ
TAKING its cue from “The Woman’s Exchange”, an organization established as an exchange for home-made products and information on home-maker matters, a five-times weekly half-hour program starts on WJZ, New York, this week (JUNE 25) under the direction of Alma Kitchell, BLUE commentator. Useful ideas on the buying and preparation of food, on sewing and gardening will be solicited from listeners and authorities alike for use on the program. A portion of each broadcast will be given over to a particular subject, with one day called “Neighborhood Day,” another “Sewing Circle Day”. Special features will include a daily salute to a leading woman of the woman’s club, and the weekly selection of a woman who has made the best contribution to the program. She will receive a dozen roses.

Radio Prayer
A COLLECTION of the prayers written for Mutual’s daily Minute of Prayer, by representatives of various religious faiths, will be published in book form by the Garden City Publishing Co., Garden City, N. Y. Containing 365 prayers presented on MBS since January 30, 1942, the book is edited by Elie Dic, director of religious broadcasts, and Christopher Gross, of the publicity department of Mutual.

Stars Teach Servicemen To Build Camp Show
THREE-DAY conference to instruct enlisted personnel within the Second Service Command area on methods of building their own camp entertainments was conducted last week in New York under the auspices of the Special Service Division of the Second Service Command, Capt. Hy Gardner, former Broadway columnist and now head of the Recreation Section of Special Service Headquarters, organized the conference of some 130 soldiers and WAACs.

The soldiers attending saw demonstrations of all types of entertainment which they could institute at their posts. The entire cast of Can You Top This?, joke-quiz program on WOR, New York, and NBO, staged a sample show; Jimmy Durante showed how to imitate his acts; Dick Gilbert, record-m.c. of WHN, New York, explained “disc jockey” patter; Ed Sullivan gave tips on how to m.c., and entertainment was demonstrated by such top radio stars as Bob Hope, Fred Waring and Milton Berle. Capt. Gardner and members of his entertainment staff are expected to tour the posts represented at the conference to give further help on programs and stunts recommended.

“TALK ABOUT PITCHIN’! Y’OUGHTA SEE HOW WDAY GITS IN AND PITCHES FER SALES IN THE RED RIVER VALLEY— A RINGER EVERY TIME! GIT THE DOPE NOW!”

BROADCASTING • Broadcast Advertising

June 21, 1943 • Page 47
May makes it

Way back in January of 1938, WAPI was broadcasting twice as much national spot business as the two other local stations combined. And month after month, since then, we've kept that record of Birmingham leadership intact.

During May, 1943, (the 65th consecutive month) Birmingham national spot quarter-hours were distributed like this:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI</td>
<td>77.8%</td>
</tr>
<tr>
<td>Station B</td>
<td>14.2%</td>
</tr>
<tr>
<td>Station C</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

Shave Cream Spots
CONSOLIDATED Royal Chemical Corp., Chicago (Krank's shave cream) has placed a varying schedule of station-break and one-minute announcements on an undetermined number of midwestern stations. Agency is Arthur Meyerhoff & Co., Chicago.

GOOD RESULTS from radio promotion of "Children's Shave Cream" was recently reported by sponsors in the WAPI market. Salesmen report, "The best response to date from radio advertising was obtained on this promotion. It is a period when both men and women are shopping for back to school merchandise." Agency was Paul W. Kesten, CBS.

Petrillo Eludes
(Continued from page 9)

phograph records sold to the public.

The strike was called by James C. Petrillo, president of the musicians union, on Aug. 1, last, but the union did not submit any demands until February 1943 and then only at the request of a special Senate Committee headed by Senator D. Worth Clark of Idaho. Dr. Steinman designated a member of his staff, James William Fitzpatrick, of New York City, an expert in theatrical matters, as his representative to mediate this strike.

Union's Demands

"The union first asked the transcription companies to pay into the union treasury an unspecified percentage of their total gross receipts in addition to the musicians' regular wage scale, which demand was rejected. Negotiations continued until May 11, when the union made a new demand that the electrical and transcription companies agree not to furnish transcriptions to broadcasting stations which the union in its sole discretion branded as "unfair". This demand was rejected by the employers because it is impossible for them to control the use of their transcriptions by advertisers and radio stations and the fulfillment of the demands would give the union veto power over the use of transcriptions, resulting in secondary boycotts against the broadcasters."

Discs a Necessity

"The transcription companies point out that the union wants to prevent the use of transcriptions unless it can force the hiring of an additional quota of musicians by the stations. Electrical transcription is used by many stations and constitute an economic necessity to many of the independent and smaller broadcasting stations in the country to enable them to offer programs of high quality in their service of the public interest. Commercial transcriptions are recorded programs and furnish the stations with advertising revenue. Library transcriptions are recordings of music by outstanding artists syndicated among radio stations throughout the country."

"The breakdown of negotiations with the union made it imperative for the transcription companies to refer their dispute to the Federal Government for prompt disposition in the hope that governmental intervention would bring about a resumption of their service to the hundreds of broadcasting stations which are dependent upon transcriptions as a source of supply for music to which their audiences are entitled and have become accustomed."

SPOT SALES Inc., New York, has been named sales representative for WAT, Jersey City, in territory outside the New York area.
Conference Board Plans Talent Setup
Will Advise Entertainment Groups of War Activities

TO ADVISE all branches of the entertainment field of the plans and purposes of the Conference Board of the Entertainment Industry for War Activities [BROADCASTING, June 14], a special steering committee of the Conference Board's Continuations Committee was last week preparing a letter to go to associations, guilds, unions and other organizations connected with the entertainment business.

This steering committee is headed by George J. Schaefer of RKO, chairman of the Motion Picture Industry Committee on War Activities and also chairman of the Conference Board's Continuations Committee. Other members of the steering committee are: Kermit Bloomgarden, American Theatre Wing; Leonard Fricke, general counsel of SESAC, representing the music industry; Walt Dennis, NAB news bureau chief; William Fricke, American Assn. of Advertising Agencies; Consta Granis, AFRA; Sally Preneck, IATSE.

Clearing House

Letters, as explained to BROADCASTING by Mr. Callahan, will explain the organization of the CBEIWA at a two-day conference held June 3-4 in New York and will detail its plans for augmenting the war efforts of other agencies. Stating that the Conference Board has no idea of superseding any existing agencies or groups, Mr. Callahan said it will act entirely as a clearing house or resources pool which will coordinate the efforts of the component parts of the entertainment industry in doing a better job in the war.

In radio, he continued, the board will serve as a sort of industry OWI, attempting to appraise the importance of the numerous requests for time made by various agencies. This will give the individual station an opportunity to cooperate with local war groups of its community in a coordinated manner, he said, and will relieve the broadcaster of the responsibility of making individual decisions as to which group to give time to and which to turn down.

Mr. Callahan's participation in this entertainment industry war organization is in line with the previous activities of himself and SESAC which for the past year has acted as a liaison agency between the Treasury Department and the country's broadcasting stations to promote the sale of War Bonds. Since May, 1942, Mr. Callahan said, SESAC contact men have called at least twice on 850 stations, and more frequently on many of them, interpreting to them the requirements of the Treasury, explaining how they could help increase Bond sales in their communities, and reporting back to the Treasury on station activities, posing citations for stations doing outstanding work in promoting Bond sales and suggesting new ideas of programs in accordance with local needs.

TUBE-BATTERY ISSUE IS SENT TO BYRNES

AN APPEAL to War Mobilization Director James F. Byrnes to take steps to alleviate the critical tube and farm battery situations so that replacements will be available to keep the nation's 50 million receiving sets in peak operation was made last week by the NAB.

While no word was forthcoming from Justice Byrnes' office, the procedures established in that top agency automatically provide for a study to ascertain whether the "home front" is being adversely affected. In case the study indicates cover unavailability of these materials through WPB in sufficient quantities to check the threatened silencing of receiving sets.

The NAB letter, it is understood, has been referred to Donald Russell, secretary of the War Mobilization Committee, for the preliminary study. If it is concluded that the tube and battery situations constitute a threat to the home front, the matter then will be referred to the Mobilization Committee itself for action.

Directives to manufacturers of farm radio batteries are being issued by the Consumer Durable Goods Division of WPB instructing them to distribute 98% of their radio battery production to farm outlets, it was announced last Friday. This is in line with the program announced early this month by WPB. Little change in the prevailing disposition of radio batteries can be expected through the directive, WPB explained, for distribution of these products to farms has been following the specified percentage closely since mid-March when WPB initiated a program for increased battery production. Within a month after the radio battery production program got under way, their rate of manufacture had more than doubled to reach a 425,000-a-month clip. This is 50,000 a month more than the pre-war rate and is still being maintained according to latest reports.

Ad Ration Seen From Paper Cut

A 5% CUT in newsprint is imminent following the recommendation last Thursday of the Newspaper Industry Advisory Committee that the War Production Board cut the third quarter consumption beginning July 1, by that amount.

The recommendation was made to Harry M. Bitner, Pittsburgh publisher and owner of WPMB, Indianapolis, by the committee after it developed that since the original 10% cut in consumption was ordered last December for the first quarter of the year, only half that saving has been effected.

Thus with the 5% cut, the total reduction to 10% would be effective. A further cut in the fourth quarter also was foreseen, because of depleted inventories and diminished production in Canada whence three-fourths of the newsprint used in this country emanates.

Whether a further cut in magazine consumption of paper will be ordered was problematical. Whereas newspapers failed to meet the 10% cut, it is reported that magazines have accomplished that goal.

Rationing of advertising in newspapers may result from the new cut. Radio, both locally and nationally, may be the beneficiary to some extent, absorbing part of the necessary loss to newspapers.
ENGINEERS NEEDED
BY ARMY, NAB SAYS
QUALIFIED men in the field of radio are advised on steps which will insure their assignment to the Army Signal Corps in an NAB letter sent to all station managers last week. Letter points out that it is the responsibility of every man entering service to see that his technical skill is used to greatest advantage.

Signal Corps needs men who can operate and maintain stations, and men familiar with the installation of new stations, NAB says. It advises men who wish a temporary appointment in the Army of the United States to write the nearest officer procurement district office. Men already inducted are advised to send their serial numbers to the Office of the Chief Signal Officer, Military Personnel Branch, Washington, to Lt. Col. Richard R. Kilgore, Enlisted Section.

NAB is warning managers that they will "inevitably" lose technicians to the armed forces. "The technicians problem," NAB says, "has been and is a most serious one throughout the industry."

O'Dea Sells His Interest in Advertising Agency

AFTER 30 years in the agency business, Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., New York and Baltimore, has sold his interest in the firm to J. F. Quick, treasurer and general manager, and to L. O. McElroy, vice-president, and for the duration at least will devote full time to his position as public relations director of the U.S. Maritime Commission and the War Shipping Administration. Succeeding him as president is George H. Sheldon, executive vice-president of the agency since 1938. Effective July 1, the agency name will be changed to Sheldon, Quick & McElroy Inc. The interest of Ward M. Canady, chairman of the board, was purchased by the corporation some time ago.

Mr. O'Dea has held his present Government job since Aug. 1, 1941. Previously, Mr. O'Dea was associated with Lord & Thomas for over 15 years. He has served as chairman of the New York chapter of the American Assn. of Advertising Agencies, and as a member of the National Executive Committee.

CBC Labor Status

BECAUSE the Canadian Dept. of Justice had ruled that the Canadian Broadcasting Corp. has no authority to enter into an agreement, CBC employees are not unionized, Rene Morin, CBC board chairman, explained to the Parliamentary Radio Committee at Ottawa last week. He had been asked why the CBC, as an independent corporation of the government's, does not pay taxes and its employees are not permitted to organize. The CBC, neither in theory nor in practice, is opposed to making collective arrangements with its employees, he told the committee.

Time For Gardening

ENCOURAGEMENT to all station personnel operating Victory Gardens came from Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, with the announcement that from May 29 to September 4, Saturday will be a full holiday for all WFIL employees not necessary to actual station operation.

Influencing Sales

FAR Beyond Pontiac

In cities ... villages ... farms ... for miles and miles around Pontiac ... the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM

WCAR PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

THE VOICE OF MISSISSIPPI
WJDX

5,000 D 1,000 M

JACKSON WILL HOLD ALL ITS WAR-TIME GAINS

A national survey lists Jackson among the FIRST SIX CITIES OF THE NATION most likely to retain all its economic and industrial gains after the war is over.

Jackson, a rapidly growing market, will give you a substantial return on your sales dollars, today and tomorrow!

Let WJDX, the Voice of Mississippi, build prestige and sales for you in Jackson now and in the years ahead.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

BROADCASTING • Broadcast Advertising

“EXCELLENT, TRACEABLE RESULTS” for Premium Coal Co. when they broadcast over WKRCH with THE SHADOW

Available locally on transcription—see C. MICHELSION 67 W. 44 St., N.Y.C.
HOOKUP IN MEXICO ACQUIRED BY MBS
MUTUAL and Radio Mil, a chain of 36 stations in Mexico, signed contracts last Friday, providing for a regular exchange of programs between the two networks, it was announced jointly by Miller McClintock, MBS president, and Antonio Rojas Villalba, vice president of Radio Mil. Engineers are working on plans to establish long line and shortwave connections.

Mr. McClintock said the arrangement was prompted by a desire to further cement commercial and cultural relations between Mexico and the United States. The association between Radio Mil and Mutual will result in American audiences hearing regularly "programs originating in Mexico that carry the authentic flavor of our country," Mr. Rojas said.

Key station of Radio Mil is XEYO, 10,000-kw. station in Mexico City. Network's shortwave station XEOL is also located in Mexico City. Other stations in the Mexican network are XEKB, XEKT, XEKF, XELO, XEDE, XERE, XERD, XERF, XEDQ, XEL, XEFS, XEDR, XEDJ, XEMT, XEFP, XECD, XEAG, XEKF, XEWE.

Radar at Attu
IMPORTANT part played by radar in the American action at Attu was revealed in testimony taken before the House Appropriations Committee and made public last week. Without radar, the committee was told, the attack could not have been accomplished because weather conditions precluded men on decks of boats from seeing the water. Ships were berthed and men landed by the radio detection devices, it was testified.

NEED NO HEARING, SAY WCOL AND WCPO

PARAMOUNT PICTURES Inc. has been "fortunate" in its television investments, Barney Balaban, president of the company, told the annual stockholders' meeting last Tuesday. "We are fortunate in these developments," he said, "not only because of satisfactory financial results but particularly because in two of them we feel we have materially added to the prosecution of the war.

"I refer particularly to the Allen B. DuMont Laboratories, engaged in the manufacture of the cathode ray tubes which play such a large part in radar and to the naval school for primary radar training, operated without charge in connection with our television station in Chicago, which now has over 1,000 service men in training."

Stating that the motion picture industry has been breaking all previous attendance records, Mr. Balaban said that if business conditions do not change later this year, he will recommend to the board that the dividend rate on common stock be increased.

BLUE Musicians Feted
RECOGNIZING the fact that musicians and artists are an integral part of network organization, the BLUE last Thursday gave a buffet supper for 60 of its staff of musicians at the Waldorf-Astoria, New York. Supper was one of a series during which Edgar Koppe, executive vice-president of the network, discussed the origin of the BLUE as an independent network, how it stands at the moment, and its prospects for the immediate future. Guests included an official delegation from Local 522 of the American Federation of Musicians.

Canada Radio Sales Drop
FIGURES showing the drop in radio set sales in Canada since the start of the war have been released by the Dominion Bureau of Statistics, Ottawa. In 1939 the Dominion produced 346,507 receivers; manufacturers sold 370,608 receivers valued at $20,006,000. In 1940 production was cut by wartime measures and last year production of new broadcast receivers for civilian use was stopped when parts were used up. 1942 production amounted to 176,357 new receivers, with sales by manufacturers of 299,163 valued at $14,404,000.

Ward Sponsors News
WARD BAKING Co., New York, which uses extensive regional radio for its bread and cakes, on June 21 starts a six-weeks' analysis series on KMOX, St. Louis, featuring W. R. Willis, American newspaperman, who was formerly Tokyo correspondent for CBS. Placed in solitary confinement for six months after Pearl Harbor, Mr. Willis returned this country on the exchange ship Gipsyholm. He will be heard Monday through Saturday, 8-8:15 a.m. Agency is J. Walter Thompson Co., New York.

NEVER have advertisers gotten so much for so little

NEVER have advertisers gotten so much for so little

Write for Details

WHKY
HICKORY, N.C.

5000 W.D.
1000 W.N.
1290 K.C.


BLUE NETWORK AFFILIATE - FREE & Peters, Inc., National Representatives
Advertising Subsidies for Broadcasts
And Press Opposed by Davis and Cowles

OWI Chief Elmer Davis is definitely opposed to the Bankhead Bill authorizing $25,000,000 for paid advertising in small newspapers, Gardner Cowles Jr., director of the OWI Domestic Branch revealed in hearings before the House Appropriations Committee.

Since no hearings have yet been scheduled on the Bankhead Bill, Mr. Davis made his stand in a statement to the Chairman of the Senate Banking and Currency Committee, Mr. Davis had already stated his opposition to the advertising bill at one of his regular weekly news conferences [BROADCASTING, April 19].

Small Stations Involved
Supporting the position of his chief, Mr. Cowles told the House Committee that although he was a newspaper publisher himself (as well as a broadcaster) he thought it would be a great mistake for the Government to get into a large program of Government advertising.

"There is also the radio industry to be considered," he said, "particularly the small non-network radio stations." Mr. Cowles pointed out that as a broadcaster he was aware that small radio stations in many parts of the country are in financial trouble. "If a large fund were provided for Government advertising in small newspapers these small stations might reasonably ask what the Government is doing for them."

In the course of the same testimony Mr. Davis had a chance to tell the Appropriations Committee of his opposition to the Bankhead Bill. "Mr. Cowles and I are in agreement on that," the OWI director said.

Mr. Davis explained that his opposition to Government subsidy is based on his fear that papers would come to be dependent on that revenue, "that is to say, the Government could ruin a paper by suddenly withdrawing its advertising, and that seems to me to be a very dangerous power."

In his testimony, Mr. Cowles praised the cooperation of advertisers in presenting information on home front problems to the people, particularly in the food field. Companies like General Mills, the Kellogg Company, Pillsbury Flour Company, the Heinz Company and literally hundreds of others, are doing a great deal, he said. "They have been enormously helpful and the more we can persuade private industry to do this job on the home front, the better I like it and the smaller the budget needs of the Domestic Branch of OWI is going to be."

OWI Allocates
(Continued from page 12)

new construction and conversion of every available transmitter.

This decision, Mr. Weldon pointed out, is saving both money and manpower, since a smaller operating staff can serve a group of transmitters if located in one building. Also, the Government expects to purchase land and construct facilities in but three cases. Conservation by converting transmitters has not been very fruitful, Mr. Weldon said. Only three have been converted from old equipment; the remainder must be purchased from manufacturers. Firms supplying the equipment are RCA, General Electric, Federal Telephone & Radio and the Broadcast Division of Crosley Corp., which is serving as a manufacturer. Production has necessarily been scheduled to avoid interfering with military radio production.

Pending completion of the short-wave expansion effort, OWI has been using 14 stations leased from pre-war firms on a cost basis. As new transmitters are allotted to these licensees, Mr. Weldon says, the firms have demonstrated their cooperation by agreeing to straight cost installation contracts, waiving any fee for setting up the equipment.

Some in Operation
Plans for location of the transmitters are still flexible. Originally, 22 were scheduled for the East Coast and 14 along the Pacific, but OWI now says later developments may make it necessary to place more on the West Coast and fewer in the East. Some of the new transmitters are already in operation, although the program still has a year or two to run. In April, three associated Broadcasters, San Francisco, were granted an FCC construction permit for a sister station to KWiFi, San Francisco, and the first Crosley unit is in operation in Cincinnatia. Three additional units each designed for an eventual capacity of 250 kw. are contemplated for Crosley.

Following is a list of international broadcast station operators.

WAP AMERICAN affiliates of NBC are receiving from network 36 recordings of the NBC Symphony Orchestra under the direction of Arturo Toscanini and Leopold Stokowski. Discs are for the Latin American out-let's music libraries.

in the United States in June, 1942, the number of transmitters operated by these licensees at the time OWI began its expansion program, and the probable number of transmitters each line will be operating when the program is completed:

<table>
<thead>
<tr>
<th>Operator</th>
<th>Transmitters</th>
<th>1942-1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Broadcasters</td>
<td>1 3 4</td>
<td>6</td>
</tr>
<tr>
<td>CBS Broadcast System</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>National Broadcasting Co.</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Westinghouse Elec. &amp; Mfg. Co.</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>World Wide Broadcasting Corp.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(Not assigned)</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

*One 5 kw. transmitter, operated by World Wide Broadcasting Corp., has been discontinued. Although included in the above tabulation, and three of the 26 are of unknown power, 26 kw., and may be continued. World Wide is acquiring new transmitters to replace the 5 kw. transmitter discontinued.

DVIS CRITICIZES CAPITAL COVERAGE

WHILE declaring that to his "old fashioned taste" Washington news is less adequately covered than network news, OWI chief Elmer Davis last Monday told the American Newspaper Guild Convention in Boston that, on the other hand, the quality of American radio and press correspondents abroad has been "superb."

"The war has been ably and brilliantly reported—those two words are not always synonymous—"he said. "I do not think there is any class of people in the world who had as a better idea of what was going on, in the years leading to the war, than the American correspondents overseas." Mr. Davis said.

Mr. Davis warned the reporters that a world guarantee of free communications and free press is no substitute for vigilant reporting.

Admitting that many countries may still have a controlled radio and press and press after the war which could be used to serve the objectives of political warfare, the OWI chief said if such be the case a heavy responsibility will be placed on the free press and radio of the United States to protect our free society from such influences, to the national interest, by judging news for what it is actually worth, instead of following the line of least resistance.

PAN AMERICAN affiliates of NBC are receiving from network 36 recordings of the NBC Symphony Orchestra under the direction of Arturo Toscanini and Leopold Stokowski. Discs are for the Latin American outlet's music libraries.
House Group Cuts OWI Radio Funds

Committee Advises 37% Slash In Sum for Domestic Bureau

BUDGET TROUBLES threatened the Radio Bureau of the OWI last week as a result of a report of the House Appropriations Committee which recommended a 37% cut in the $8,865,906 requested by Director Elmer Davis for activities in the 1944 fiscal year for the Domestic Operations Branch.

Although not indicating what percentage of the cut should come from $811,499, requested for the Radio Bureau, the House group suggested that the savings be made in motion picture, communications, radio and field activities.

For the entire OWI operation for the new fiscal year, the Budget Bureau estimate was $47,342,090, whereas the House committee recommended a total of $34,727,504—a decrease of $1,774,588 under 1943 funds and of $12,869,496 under the budget estimates.

The committee provided $5,500,000 for the domestic operations branch, a decrease of $3,365,906 from the budget estimate, or 37%.

"The reduction will require a drastic rearrangement of the program," said the committee, particularly in the fields of publications, posters, motion pictures, special services, and field operations.

At his Thursday conference, Mr. Davis commented that the savings would be hard to make. He indicated that a healthy chunk might be taken from the $1,222,000 intended for the Lowell Mellett's Motion Picture Bureau, but that something might also be taken from the Radio Bureau.

"An Excellent Job"

Mr. Davis praised the work of the radio group, commenting that "it has done an excellent job on a comparatively limited budget." He said he would not like to cut it if he could help it.

The Radio Bureau had asked $811,499, of which $522,000 was for special projects including transcriptions for local stations, special network fields, and special recordings of network programs for rebroadcast on local stations.

Of the $150,000 would be spent for special features, particularly certain programs on Mutual and Blue. In explaining the payments for programs on these two networks, William B. Lewis, assistant director of the Domestic Branch (who resigned last week) explained that Mutual and Blue cannot afford to give away time that NBC and CBS donate. "So the $150,000 is to enable them to contribute as much in the way of time as the bigger networks," he said.

Mr. Lewis estimated that, at commercial rates, the Government would have to pay $140,000,000 to buy the services radio is giving to the war effort. The expenditure to service all of the free time is only $800,000, he commented.

GAIL G. GEDDES, son of Bond Geddes, executive vice-president of the Radio Manufacturers Assn., was sworn in as a Census on June 4. Formerly on the executive staff of the National Assn. of Manufacturers, Mr. Geddes has been assigned to the Naval Aviation Service.

COM. BUTCHER IN A-P NEWS DISPATCH

MENTIONED in an Associated Press dispatch from North Africa last week was Com. Harry O. Butcher, aide to Gen. Dwight D. Eisenhower, who told how, as the general watched the shelling of Pantelleria by cruisers and destroyers, ship's guns fired on an object resembling a periscope in the water. It turned out to be only a belly tank dropped from an Allied plane.

Add to the AP story—a description of an inspection tour by Gen. Eisenhower of American troops training in North Africa—explained how Mr. Butcher, a Navy officer, became aide to an Army general in a move without precedent in the domestic operations branch, a decrease of $3,365,906 from the budget estimate, or 37%.

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NOTICE OF APPEAL in the U. S. Circuit Court of Appeals was filed last week by RCA Victor from decision of the New York Federal Court dismissing the trademark infringement action brought by RCA against Columbia Recording Corp. and Decca Record Corp.

KAC, Fort Arthur, Tex., has appointed Joseph Hershey Mcilvain its exclusive national sales representative in the United States.

M-9-c Amended

COPPER may now be used in the production of radio sets and parts for private use, when the manufacturing of such sets takes place under provisions of L-265, the WPB ruled last week in an amendment to the copper freeze order, M-9-c. The amendment, a routine provision, merely brings M-0-e into line with the more recent L-265, the Radio & Radar Division's order controlling production and distribution of electronic equipment.

TWO ARE BETTER THAN ONE

ANY DAY!

DON'T STOP AT ONE SPONSOR FOR

FULTON LEWIS, JR.

SELL HIM AT A LATER TIME TO A SECOND SPONSOR

HERE'S HOW

It's easy . . . sell a "playback"! It's been tested on the Don Lee stations and the response from each broadcast was terrific . . . way ahead of the "pull" before the playback was used. Don Lee uses his repeat broadcast at 9:45 P.M. . . . the original Lewis newscast reaches the west coast at 4 P.M., PWT. This idea offers unlimited possibilities to those Mutual stations who have already sold Lewis to one sponsor. KHJ in Los Angeles is using Fulton Lewis, Jr., THREE times daily! Give it a try!
Net Rules (Contd from page 10)

ing network operation and pointed out that the Commission won't op
pose "any healthy competition" in the broadcasting industry. The rules, he added, are designed to promote the right sort of competi
tion, and no effort will be made to hamper the bonfide establish
ment of new networks.

"I don't think, however, that the rules would be of any assistance to any group that just wanted to make an occasional raid on the indus
try. Certainly the rules were not designed to that end and if any
thing should happen under them to the detriment of network broad
casting generally and to the exist
ence of a healthy type of compe
tition in the industry, we might want to do something about it. I
should be very much surprised if the idea of the so-called super-net
works with a limited number of big stations gets to first base. I don't think it's a feasible operation."

As to whether line charges would be the main deterrent, Mr. Fly said that other factors are involved. Agreements must be made with individual stations to get time, for example, he said.

Alluding to a statement attribu
ted to NAB President Neville Miller that "further complaints about program content should be made to the FCC," Mr. Fly said he had pointed out on numerous occasions, "the un
wisdom of appraising a judicial decision on 10 words picked out of 20 pages." He added that these interpretations of the Frankfurter opinion have only tended to mislead and confuse the public. "Fortunately, however, the public is not going to get excited about this situation."

Press Comment

Editor & Publisher, trade jour
nal for the newspaper industry, in its June 12 issue called upon the newspapers stoutly to defend free
dom of the press which, it pointed out, is threatened by the Frank
furter opinion.

"Freedom of speech and freedom of the press are among the liberties for which we and the other United Nations supposedly are fighting, and the forces of the Axis "uncondi
tional surrender" said the publica
tion. "Yet at home a far-reaching decision by the supreme tribunal of our Republic, involving—and in some minds even threatening—the very liberties upon which this na
tion was founded, receives little more than passing notice in our newspapers."

Pointing out that perhaps editors and publishers of a hundred d
hundreds of newspapers considered the decision as "radio's fight, not theirs," Editor & Publisher said this was not a "realistic long range view."

Newspapers were asked to read the texts of the majority and minority opinions in the FCC case and "think about the future."

If the FCC has this "absolute pow
er over radio, one day it might be holding a traffic over the
traffic of the nation's newspapers—
all under the guise of 'regu
lations.'"

The Wall Street Journal in its June 12 issue said: "Senator
Wheeler had postponed the hear
ings until September. "It is to be
expected that in the pressure of the war and other important matters the case will be allowed to dis
appear from the Congressional agenda, for it is of fundamental importance," said the newspaper. It observed that radio had become "a very important medium of informa
tion, second only—if indeed they are in fact second—to the public press."

If the law is as broad as the Court says it is, said the Journal, it is allowing to the authority given the Commission to determine "the composition of the traffic" over the air, it is "too broad and should be more sharply defined. Wide discre
tion, said the editorial, no doubt is to be given to Congressional agencies but the limits must be carefully prescribed in the law itself."

The Federal Communication
s Act clearly requires revision in this respect and ought to get it at the earliest possible moment."

Heart Editorial

The Chicago Herald American and other Hearst newspapers on June 3 published a detailed editori
al titled, "Throttling Free Speech on the Air." Unless Congress now exerts its Congressional legislative authority to "undo this monstrous wrong," said the editorial quoting the Supreme Court opinion, "it may be only a question of time—and perhaps a very brief time—until the people of this democracy will be able to hear over their radio sets only what the administra
tion wants them to hear, and only when the administration wants them to hear it.

Under the Frankfurter conclu
sion that the law permits the Commission the burden of "deter
mining the composition of the traffic," said the editorial, the FCC may tell every network "who and what may be heard over the air.

Calling upon Congress to reverse and annul the Supreme Court's "totalitarian decision," the Hearst editorial said Congress could do

Dual Affiliates Sessions Are Deferred by MBS

MBS has postponed the dual-affili
ates meetings originally scheduled for June 22 in New York for east
ern stations and for June 29 in Chi

cago for western stations [BROADC
CASTING, June 14], until later in the summer, the network announced last week. No new dates for the meetings were set, but it is ex
pected they will be called for early July, following the return of Mu
tual's president, Miller McLint
tock, from a series of speaking en
gagements on the Pacific Coast, for which he left New York last Fri
day.

Option time schedule of MBS is still being discussed by the net
work's stockholders. Until the times have definitely been established there would be little point in bring
ning the stations which are affiliated with both Mutual and one of the other national networks together for a meeting designed to iron out conflicts that may arise from the requests of different networks for different option times.

this by passing the White-Wheeler bill and the companion Holmes bill in the House. "This has now be
come a paramount duty which Con
gress must perform."

The editorial concluded that main
aining free speech through a
free radio and a free press in this country "is an essential part of America's war against totalitarian
ism and for human freedom in the civilized world."

In the old days they fired a
gun from The Citadel in Halifax, Nova Scotia to tell the
time. "

Today the population listens to
CHNS for the time.

NOTE: They Still Fire the Gun
Keeping Up the Old Traditions!

Traditions, However, Don't Get
Much Business.

CHNS Does — Try It.
**Colleges Filling Radio Personnel Needs**

**Criticism of Courses Unjustified, Says Prof. Tyson**

By RAYMOND W. TYSON

Assistant Professor of Speech,
Pennsylvania State College

Mr. PAUL's recent article, "Whence Post-War Talent?" contains some provocative and worthwhile material. He raised a question that has become, due to the war, a matter of major concern to the radio world. Unfortunately, many of Mr. Paul's statements are without foundation, and will not stand careful examination. His indictment of the role played by the colleges in training radio personnel is, for the most part, not justified by the facts.

Practical Courses

Mr. Paul recognizes the fact that "the only legitimate educational facilities for training budding young writers, etc., are those to be found in outside universities and colleges." But he will probably be astonished to learn that the vast majority of radio courses in these colleges and universities are not "under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who was fired for flagrant misuse of the semicolon in 18th century literature.

A little investigation would reveal the fact that a very sizable percentage of those persons conducting courses in radio speech and production on the college level have had experience in commercial radio, in addition to academic backgrounds commensurate with their positions on college faculties.

The question is asked: "What steps are now being taken for the instruction of potential radio talent?" And the answer is: The same steps that have been taken for well over a decade, and by the same agencies that have supplied American radio with a considerable body of talented personnel. It is here that Mr. Paul will find the past issues of BROADCASTING YEARBOOK extremely illuminating. He will find, for example, that educational radio networks and universities have been offering a wide assortment of courses and training in the non-technical phases of radio. Their list of alumni active in radio is to be found on several pages of this magazine. Nor need these institutions be ashamed of the quality of their product.

To take another quotation from Mr. Paul's article, "his plan is not "an imaginative and thoughtful" one, nor a program of education which could be applied to the educators in the value of sound, practical radio training." Now, fun is fun, but there is such a thing as carrying it a little bit too far. Does Mr. Paul realize the type and quality of work in radio instruction which is offered at such universities as Michigan, Wiscon- sin, Iowa, Northwestern, Ohio State, Minnesota, Washington, Cornell, Syracuse, Louisiana State, Alabama—to name just a few?

**Variety of Instruction**

Surely he has heard of the radio workshop held each summer at New York University, of the radio institute sponsored by NBC at Northwestern last summer, and to be repeated again this summer and also at Southern California? He must surely have some knowledge of the Federal Radio Education Committee of the U. S. Office of Education, and the services provided by the Script and Transcription Exchange of that bureau. Such items as the Association for Education by Radio, Association of Educational Broadcasters, Ohio State University's Institute for Education by Radio only partially fulfill the list of those organizations and agencies concerned with radio and the place of the educator in it.

It is a matter of common knowledge that educators have for some time now been fully aware of the necessity for thorough training for those students desirous of making radio their chosen profession. The kind of courses offered and the existence of numerous radio workshops in hundreds of high schools and colleges all over the country are ample proof that there is slight necessity of any program having for its primary purpose educating educators in the value of sound, practical radio training. Many educators were meeting that problem long before most commercial broadcasters knew such a problem might exist.

The colleges of America are offering today, as they will continue to do, a vast reservoir of talent for the radio industry. It's theirs for the taking. It isn't necessary to tell many of these young men and women to get experience on a small station. A large percentage of them are turning to radio by doing. They have been either working in university stations, or in laboratory studios possessing first class equipment. They have been writing their own scripts, acting in them, directing them. They know their way around.

These young people have a keen interest in the American system of broadcasting, a strong determination to maintain that system. American radio will be making a grave mistake by not giving them every possible chance.

During the present emergency the question of manpower in radio is not one to be ignored. But here again the colleges can offer real aid. This spring will see hundreds of young women available, acting for radio jobs. Radio will be taking little chance in giving them their chance. As for Mr. Paul's concern about post-war talent, I think he has little to worry about.

**Fitch Summer Sub**

SUMMER FORMAT for the Fitch-Bandwagon program on NBC goes into effect from Tom Reddy, of WHO, Des Moines, replacing Tobe Reed as m.c., and Freddy Martin's orchestra heard regularly, instead of the parade of up-and-coming dance bands formerly preferred. W. T. Such Co., Des Moines. Other innovations include interviews with guest song writers, and a five-minute news summary by Alan Poreier, NBC commentator. Program will revert to its regular format in the fall.

F. W. Schenepen, La., handles the account.

Leonard D. Callahan, of SESAC, who commented: "Your block system, especially the clearance dilemma is a ten strike—like the Rumi plan, it's probably too simple and sensible to gain official approval."

Lee Little, KTUG, Tucson, reported that he had discussed the plan with his entire staff and that "everyone here approved it." Florence M. Gardner, KTFI, Twin Falls, Idaho, wrote Mr. Mosby: "I think we would like to try it. At the same time, we added she assumed it would have to develop gradually over a period of years "if the networks are conducive."

Hugh Feltis, manager of KOLL, Omaha, asserted the plan had been roundly discussed in New York, where he had been located in the BLUE Network station relations department prior to taking the Omaha post last month.

Congressman Mansfield (D.-Texas) wrote Mr. Mosby that the plan appeared to him to be work-able. "I certainly feel that the affiliates should be given every possible help because they are a far greater influence in moulding public opinion than a great many people think."

Whence Post-War Talent?" by Lt. Howard M. Paul, public relations officer, Navy Pier, Chicago. Some of his statements have been challenged by Raymond W. Tyson of the faculty of Pennsylvania State College whose reply to Lt. Paul's interesting article is presented here.

WHERE will the radio industry obtain its future talent? What provisions have been made to train specialized personnel? Are present training facilities adequate? These questions were raised in a provocative Guestitorial in the May 24 'Broadcasting' by Lt. Howard M. Paul, public relations officer, Navy Pier, Chicago. Some of his statements have been challenged by Raymond W. Tyson of the faculty of Pennsylvania State College whose reply to Lt. Paul's interesting article is presented here.

**Mosby Plan to Divide Network Time Regarded Favorably in Many Quarters**

HIGHLY favorable reactions to his proposed plan of time division or option between affiliated stations and their networks, originally proposed last spring, is reported by Art J. Mosby, general manager of KGVO, Missoula, Mont.

The plan proposed that the first 45 minutes of every hour between 6 p.m. and midnight be optioned to the network and that the first 30 minutes of every hour between 6 a.m. and 6 p.m. be thus optioned. Thus, Mr. Mosby contended, national spot advertisers can be guar-anteed a desirable period at the most suitable time in each locality. Ample time likewise would be reserved for local advertisers.

**Fly Impressed**

FCC Chairman James Lawrence Fly wrote Mr. Mosby that the plan appealed to him "as an imaginative and thoughtful plan, which reconciles the convenience of business prac-tices with the aim of maximum service to the community." He said he was deeply interested in learning reactions of broadcasters and advertisers.

Lew Avery, director of broadcast advertising for the NAB, said there appeared to be a "great deal of merit in the allocation you propose." He said he thought it de-served serious study by the FCC, the networks and their affiliates.

O. W. Myers, president of KOIN, Portland, Ore., asserted that at first glance the plan appeared "a good thing for the stations if the networks could operate under its conditions." He said it would make it "difficult for advertisers to buy large blocks of time and continu-ous programs" and that it would be a good thing for the stations and networks "although they probably would not admit it." On the other hand, Mr. Myers said, "your plan would chop up the network opera-tion pretty seriously, especially at night."

Gene Fulliam, WIRE, Indianapolis, said he thought the plan had possibilities and that it is "unique, interesting and challenges careful thought." Barron Howard, com-mercial manager of WHO, Des Moines, said he was "afraid that your plan is too beautiful, simple, logical and has too many good points about it to get anywhere." A similar view was expressed by

**June 21, 1943**

**Page 55**
JUNE 12 TO JUNE 18 INCLUSIVE

Decisions

JUNE 14

WLBZ, Bangor, Me.—Granted mod. CP as mod, authorization power increase, new equipment, etc., for extension completion date.

KIFR, Los Angeles—Continued to July 7, 1943, hearing on license renewal now set for Jun

WCP, Boston—Continued to July 14, 1943, hearing on license renewal now set for Jun

KNYC, New York—Granted leave to amend application for special service authorization.

JUNE 15

WJHL, Olean, N. Y.—Granted mod. license to move transmitter locally.

KCMO, Kansas City, Mo.—Designated for hearing application mod. license to increase N power 1 to 5 kw.

WGSA, Atlanta—Granted extension temp. license 30 days from June 21.

WISP, Springfield, Mass.—Granted license for new station on 48,100 kc. conditions.

JUNE 17

WALB, Albany, Ga.— Granted extension to July 17 for filling amended finding of applications for license renewal, CP and voluntary assignment of license; granted extension to July 6 for correction of testimony.

WCP, Boston—Continued action to July 4 on petition for order to take deposits.

Applications

JUNE 14

WCM, Camden, N. J.— Special service authorization operates hours of WCAP pending repairs to WCAP’s transmitter.

WJZ, New York—CP move main and auxiliary transmitters; new transmitter and associated power over 25 to 15 kw.

WBEZ, Chicago—License cover CP for new non-commercial educational station.

JUNE 17

WTAW, College Station, Texas—Mod. license change hours to daytime (requesting license for new CP).

WMTC, Ocala, Fla.—CP change transmitting equipment; increase power 100 to 250.

KWCP, Hot Springs, Ark.—Invol. assign. license to Clyde E. Wilson.

Tentative Calendar

JUNE 25.

NEW, Beauford H. Jester, et al., Waco, Tex. CP for 1320 kc., 250, unlimited (June 23).

WCP, Boston—CP for 1150 kc., 1 kw., DA-N, unlimited.

Network Accounts

All Time Eastern War Time unless indicated

New Business

LOS ANGELES SOAP CO., Los Angeles (Hutchgirl) June 22, 2 weeks renewal on 32 Don Lee Pacific stations, CP, with rpts. on KJZ KOY KTUC KXTJ KOU, etc. (Agency: Raymond R. Morgan, CP, Hollywood.)

W. M. WRIGHT JR., Chicago, June 4 started Wright’s Air Band on CFCC, Chicago. CEIB, CTBS, CCM, JRNL, RF, 9:30 p.m. Agency: J. Walt Thompson Co., Ltd., Chicago.

GENERAL MILLS Inc., Minneapolis (Cherrilote), June 14 resumed Hop Horizons on 15 Pacific Coast Blue stations, Mon. thru Fri., 9-11:30 a.m. Agency: Wally Cohn, Jr., Chicago.

O’CEDAR Corp., Chicago (mops and floor polish), Aug. 25 starts for 25 weeks a domestic product program Sun. 9:00 a.m. on 400 CB station. Agency: Aubrey, Moore & Wallace, Chicago.

Renewal Accounts

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C. (Coral cigarettes), July 8 renews for 2 weeks Jimmy Durante, Fats Waller, Jimmy Durante, and Asst. Captain on 228 NBC stations. Thurs., 10:00-11:30 p.m. Agency: Wm. Esty & Co., N. Y.

KRAFT CHEESE CO., Chicago, July 22 renew for 10 weeks Kraft Music Hall on 88 NBC stations, Thurs., 8-9:30 p.m. Agency: J. Walter Thompson Co., Chicago.

FARLEY'S INC., New York (Time Magazine), July 8 renews for 52 weeks March of Time on 51 NBC stations, Thurs., 10-12 a.m. and takes a summer hiatus July 8 thru Aug. 12. Agency: Young & Rubicam, N. Y.

Network Changes


CHUCK OSTLER, engineer of WLS, Chicago, is the father of a girl born June 19.

JOHN KLUG, transmitter supervisor of KSTP, Minneapolis, was elected president of IBEW Local 1210, Neal McQuinn was named secretary and Fred Debienau appointed to the executive board.

BROADCASTING • Broadcast Advertising
Help Wanted

Immediate Opportunity Open KTAR, Phoe-
nix, Arizona. Immediate opportunity for dependable announce-
copywriter. News experience preferred. In applying send voice transcription, draft status, salary desired, detailed qualifications, references and how soon available.

OPERATOR—First or second class. Draft status. At station in nonderefarming area, capable of best of equipment. Mail air references, draft status, salary expectations. KTPI, Twin Falls, Idaho.


Chief Engineer—First Class License. Midwest location. Must be experienced, competent. State minimum salary. Box 751, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more. Must be able to use Blue network with best news service, music and programming in noncompeting area, where man in nonderefarming community assuming post. Real deal for a producer. Give experience, draft status. etc. KTPI, Twin Falls, Idaho.

Control Engineer—Ability to announce not essential. Give complete information in first letter. Box 755, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communication, including minimum salary. WMSL, Des Moines, Iowa.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must be able to work, record and net dance bands, do all good work. Give experience, draft status, salary desired. Box 756, BROADCASTING.

Announcer—No experience necessary. Give personal data, draft status, etc. APPEX Box 756, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 754, BROADCASTING.

Station Manager—By regional network affiliate in southeast to place present program manager subject to draft. Write Box 757, BROADCASTING, giving experience, earnings, references, draft status. Salary desired. Our organization knows about this advertisement.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 754, BROADCASTING.

News Editor and Announcer—For one of the southwest’s most important network outlets. Must be draft deferred and fully experienced. Write, giving full details, to Box 752, BROADCASTING.

Southern Station—Live 250 watt; has good permanent position for First Class Operator. Give draft status, experience, and starting salary. Box 754, BROADCASTING.

Announcer-Assistant Program Director—Also announcer writing to learn engineering. Men or women. Network station. Box 753, BROADCASTING.

Assistant Account Executive—Immediate opportunity. Good school and good contacts. Salary minimum salary. Box 758, BROADCASTING.

SALES PROMOTION—PUBLICITY VACANCY

50 Kw Eastern Station

Man or woman to start about July 12th. Send complete details of experience, references, draft status, salary requirements, first letter. Photo desirable. Box 765, BROADCASTING.

John S. Haber

JOHN S. HABER, of New York, vice-president of Philco International Corp., died June 15 at Hav-
vana, Cuba, of peritonitis following an operation for appendicitis. He was born in Mexico City, and went from there to Havana where he was stricken shortly after he arrived. His wife buried to Hav-
vana and was there when he died. Mr. Haber was 46, a graduate of New York University, and he had risen to become vice-president of the American Steel Export Co. be-
f or joining Philco last March to direct sales outside the U.S.

WHKY Granted CP

WHKY, Hickory, N.C., was last week granted a license by the FCC to cover construction permit for installation of a new transmitter and directional antenna for night use, increase in power to 5 kw. to local sunset, and moving transmitter locally.

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Sales Promotion—Publicity Vacancy

50 Kw Eastern Station

Man or woman to start about July 12th. Send complete details of experience, references, draft status, salary requirements, first letter. Photo desirable. Box 765, Broadcasting.

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for joining Philco last March to direct sales outside the U.S.
Fathers May Gain More Draft Delays
All Single Men Under 25 Said To Face Early Induction

POSSIBILITY that a higher percentage of fathers than previously anticipated will be called up for military service and left home for front line service appeared in Washington last week when Chairman Paul H. McCarthy of the War Manpower Commission, as revealed in testimony released by the House Appropriations Committee.

In the House testimony, which was taken in April, Gen. Hershey predicted that more than half of the nation's 6,000,000 draft-age fathers would face induction, beginning about August 1. However, Sources disclosed that a new policy which may delay induction of fathers in quantity, at least until fall.

October Lifted

According to instructions sent out last week, fathers are not to be included on replacement schedules until this weekend, officials said that fathers in essential industries will probably be safe until then. At the same time, Selective Service authorities announced that fatherhood of almost all single men under 25 within the next six months.

Part of the same instructions which lifted October drafting for fathers said that no man under 25 will be deferred for more than six months unless the war becomes vital. Officials said very few would be considered in that class.

With higher school graduates filing out the June quotas, and a reduction in the number of rejections as a result of changes in the physical standards, 250,000 was adopted and the 10,000,000 goal of the services may be less than previously anticipated, which was being estimated that only a million fathers will be needed. Meanwhile another new source of volunteerism is being scanned, the millions of 4Fs, many of whom are capable of passing the revised physical examination.

Campaign on 103 Begins
For Permanent Wave Kit
STARTING a new nationwide radio campaign to promote the sale of Movie Wave (permanent wave home application kit), Hassenstein Co., Hollywood, starts this week using a list of 102 stations. Five and fifteen minute announcements 6 and 12 times weekly are being scheduled. Northwest Radio Adv.

Campaign.

ESSO NEWS AIDS UNCLE SAM
Tabulation by Sponsor Reveals 32.8% of "Esso Reporter"
—Devoted to War Effort Since Pearl Harbor

OF THE 60,168 Esso Reporter news programs broadcast on 35 stations since Dec. 7, 1941, approximately 32.8% of the time on the air has been devoted to a total of 22,719 "Government cooperation commercials" according to a tabulation made by J. A. Miller, advertising manager of Esso Marketers, sponsor of the broadcasts. These war effort announcements comprise more than a score of different subjects, including blackout precautions, victory garden and book campaigns, recruiting, tire inspection, salvage drives, etc.

Starting on WJZ, New York, in 1945, the Esso Reporter program has been placed on an increasing number of stations each year, the last addition being WSJS, Winston-Salem, N. C., in May of this year.

Five of the original stations carrying the news series, which utilizes United Press news, completed 400 consecutive weeks on June 13, Mr. Miller reported, while total broadcasts on all 35 stations is more than 250,000. Agency is Marschalk & Pratt, New York.

Blue Network's Story
Is Told in New Booklet
AFTER 16 months of independent operation the Blue Network has written the story of its growth in a small 42-page booklet titled "The BLUE Network Today", to give its employees and to be sent out to 3,500 advertisers and agencies.

Written by Jesse Thompson of the BLUE sales promotion department, the booklet follows the general outline used by Edgar Kobak, executive vice-president of the network, in the informal talks he has given at dinners for BLUE employed.

CBS Staff Changes
MARIAN GOSGROVE, until recently assistant in the radio department of Humcey Jones Co., New York, and formerly continuity and sales promotion writer for KDAL, Duluth, has joined CBS as assistant in the program promotion department. Bob Stevenson, CBS staff announcer on Major Hoins Amateurs, Madeleine Carroll Heads and Broadway Bandbox, joins the Army June 22. A certificate of merit has been awarded to Jack Hoins, station KBEC, Duluth, for his service in the United States Army, by the Huntingdon Post of the American Legion for his service in the "furthering the preinduction military training of members of the community and instruction of the Victory Corps."

FM Station on Air
AFTER TESTING for several months, Chicago's fifth and newest FM station, W75C, operated by Moody Bible Institute, went on the air June 13. The Institute also operates WMBI, Chicago, W75C has a construction permit for 50,000 watts, but at present is using 1,000, and is on the air from 11 a.m.-9:30 p.m. daily, and from 8 a.m. to 9:30 p.m. Sunday. The broadcasts of W75C duplicate for the most part those of WMBI, which consist of religious, musical, and news programs, except for one morning and afternoon recorded symphonic hour program daily. Since the transmitter is located 20 miles from the studio, to give better coverage to residential and suburban listeners, a booster transmitter is used at the studio.

FCC Approves Attorneys
MERL A. LINDBLOOM and Hugh M. Gray have been granted power of attorney as attorneys in fact to John L. Booth, with FCC approval, in so far as it relates to FM station W49D, which is licensed to John L. Booth, and WJLB, Dearborn, Mich., for which Booth is president, a director, and owner of all outstanding stock.

CIRCUS USES SPOT ROTATION IN N. Y.
RINGLING Bros., Barnum & Bailey Combined Shows, is promoting the circus this summer by "dovetailing," a one-ring show combining the best acts of the company's spring and fall seasons, in a dovetailed spot announcement schedule on New York's major stations. System is to be used in conjunction with other east coast stations, and will be overlapped by station in some instances.

Promotion for the circus, which opens June 16, is following the weekend of June 7 on WINS, followed by a five-day drive on WABC, starting June 10, and will be used on WJZ and WOR in each of the designation spots. Contract on WJZ runs from June 23-July 2.

NAB Meeting to Discuss Supreme Court Decision
THE SUPREME COURT decision in the network case will come in for discussion at the meeting of the public relations committee of the NAB to be held June 23-24 at the Palmer House, Chicago. The Court ruling will be the principal topic at the meeting, scheduled for the second day of the meeting.

"Public Relations of the Broadcasting Industry," was chosen as the subject of an address to be delivered at a luncheon June 23 by James W. Irwin, assistant to the president, Monsanto Chemical Co., St. Louis.

Muelle Miller, NAB president, and Walt Dennis, NAB news bureau chief, will attend the meetings.

Members of the public relations committee are: John L. McDonald, KFOX, Long Beach; Craig Lawren, WJZ, Baltimore; Fred Irwin, WJZ, New York; John F. Watt, WJZ, Cleveland; Leslie W. Joy, Koch, Chicago; Major Edgar H. Twamley, WBEN, Buffalo; Frank M. Russell, NBC; Dr. Frank Stanton, CBS; and Willard Egolf, NAB secretary.

Change in History
Ascribed to Radar
AT ARMY-Navy "E" presentation to RCA Laboratories at Princeton, June 8, an distinguished Adm. Harold G. Bowen said that "radar had changed the course of history, with the British winning the Battle of Britain, and because they used radio detecting and ranging equipment to prevent Germans from surprising British planes on the ground.

Adm. Bowen spoke on the program with Gov. Charles Edison of New Jersey; Gen. James G. Har-
ONCE UPON A TIME — it was in early 1943 — a Salesmanager was trying to stretch his Sales Force so that one Salesman could do the work formerly done by three. His Sales Force had been cut by War, crippling his Field Operation, curtailing Dealer Contacts . . .

SPECIALTY SALES helped this Salesmanager to "stretch" his permanent Sales Force economically and effectively.

SPECIALTY SALES offers the short-term services of experienced, high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky and West Virginia. It does not conflict with established sales organizations, brokers or agents. SPECIALTY SALES is independent, but has full access to all WLW Research and Merchandising material.

SPECIALTY SALES can be bought on per call or per week basis; helps you keep men in the field at a fraction of the usual cost. Let us give you the helpful facts.

Write or wire Lou E. Sargeant, Specialty Sales,
140 West 9th Street, Cincinnati, Ohio.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all night-time radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer — climax by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.

WLW
THE NATION'S MOST MERCHANISCE-ABLE STATION
DIVISION OF THE CROSLEY CORPORATION
AGENCIES! SPONSORS!
HERE'S BIG NEWS

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on...

IF THE NETWORK THEY ARE ON CANNOT FURNISH COVERAGE HERE

$54 Per 1/4 Hour
(26 Time Night Rate)

Until Now Many of your programs could not be brought to this Major Market due to Network policies, prohibiting your program being fed to stations not affiliated with your network.

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THE THIRD LARGEST MARKET IN THE COUNTRY'S GREATEST STATE

FCC Rule 3.102 Territorial exclusivity—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.