HENRY OUTLAND, Illinois-born, Harvard-educated journalist, knew the European countries and their people from actual experience during his years of residence there. Mr. Outland's broadcasts, developed on KLZ with the cooperation of the Rocky Mountain Radio Council, first were heard as a once-weekly sustaining feature. Their acceptance by listeners was immediate and the program is now commercially sponsored five times a week.

KLZ Denver
5,000 WATTS—560 Kc.
Mr. Time-Buyer:

WOW

590 K.C.

5000 WATTS

NBC

Alone

EFFECTIVELY COVERS

OMAHA

PLUS

333 COUNTIES

in NEBRASKA, WESTERN IOWA, KANSAS, SOUTH DAKOTA, MINNESOTA, AND MISSOURI

RADIO STATION WOW, INC.
OMAHA

John J. Gillin, Jr., President
JOHN BLAIR & COMPANY, REPRESENTATIVE
In War, as in Peace, RADIO MEANS MOST TO THE FARMER

WSM is constantly conscious of this obligation

NASHVILLE, TENN
HARRY L. STONE, Genl. Mgr.
The Famed
"Evangeline Country"
IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states

EVANGELINE AND GABRIEL, Longfellow's immortal lovers, never got a chance to hear WWL, but their descendants in Acadia, Louisiana, certainly do!

5 TIMES as strong as any station for hundreds of miles, WWL's 50,000 watts simply dominate Deep South radio dials. If you want to sell this prosperous slice of America, you want—

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
This is
The WEST VIRGINIA NETWORK

Parkersburg
WPAR
CBS
250 on 1450

Clarksburg
WBLK
NBC
250 on 1400

Huntington
WSAZ
BLUE
1000 on 930

Charleston
WCHS
CBS
5000 on 580

THE WEST VIRGINIA NETWORK
JOHN A. KENNEDY
PRESIDENT
HOWARD L. CHERNOFF
MANAGING DIRECTOR

National Representatives, THE BRANHAM COMPANY
A message to
Advertisers
Advertising Agencies
Broadcasters
from LEONARDO
(1452-1519)

Time
Stays Long Enough
For Those Who Use It

Your message gets a friendly reception in three of the most prosperous broadcast markets in these United States when it goes out over the
PACIFIC NORTHWEST GROUP
KXL
KFPY
Z NET
Joseph H. McGillivray
The Katz Agency
The Walker Company
Write for booklet
WNEW vs. Soap Operas

Some people say daytime serials upset people's nerves and things. Maybe so, but we don't believe it.

But we do know there are more people in New York who don't listen to soap operas than there are people who do. It's not so much their nerves—they just like music.

From 10 a.m. to 6 p.m. when soap opera heroines are coming to grips with life on the two big networks, here's what's happening on the other New York stations:* 

**WNEW** has a 23% larger total audience than the next nearest network station.

**WNEW** has a 31% larger total audience than the second nearest network station.

**WNEW** has an 80% larger total audience than the next nearest independent station.

And with the others, there's no contest.


When you’re buying New York, buy the biggest audience for the least amount of money—buy WNEW.

501 MADISON AVENUE  •  NEW YORK, N. Y.
Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

J. C. Rapp

Station Manager, KMA, Shenandoah, Iowa

1916 Operated amateur station 9AKM
1919-20 Operated amateur station 9BAH
1921-23 School of Electrical Engineering, Des Moines University
1923-25 Operations Manager, KFIZ, Atlantic, Iowa
1925 Installed original equipment for KMA, Shenandoah, Iowa; became Chief Engineer
1926 Founded Radio Station KSOO, Sioux Falls, S. D.
1927 Operations Manager, KMA, Shenandoah
1935 Station Manager, KMA, Shenandoah

It's not very often in this wicked world that a fellow who installs the technical equipment in a radio station returns later to become its manager. Certainly that's at least very rare where the station is so merchandising-minded as to be known as one of the most spectacular mail-pullers in the U. S. ! But that's what happened with "Cy" Rapp at KMA, and quite a feather in his cap, if you ask us!

Speaking of "asking us"—have you ever discovered how much time you can save by asking us about some of the dozens of market and station situations that you have to dig out when making up a station list?

Of course we don't mind it when you simply hand us your orders on a silver platter—but on the other hand, we've got a rather amazing accumulation of general and specific information in each of our offices, and it's yours for the asking. We've spent lots of dough to accumulate it, and we really like to show you what we can do. . .

Also, we've got teletypes to all "our" stations, and to all our other offices. So if and when you want any kind of dope, no matter what, you'll get it quickly from us. That's another way we "strive to please!", here in this pioneer group of radio-station representatives.

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

BUFFALO: WGR, WKBW
CINCINNATI: WCKY
DULUTH: KDAL
FARGO: WDAY
INDIANAPOLIS: WISH, WZIZ
GRAND RAPIDS: WZZO, WKLZ
HOUSTON: WMHO
KANSAS CITY: KMBC
LOUISVILLE: WLCX
MINNEAPOLIS-ST. PAUL: WCCO, WCCO-FM
Peoria: WPRO
ST. LOUIS: WFSB
SYRACUSE: WSEB, WRGB

IOWA:

WHO: WOC, KMA

DE Soto: WOC, KMA

IOWA:

DAVENPORT: WOC, KMA

SOUTH EAST:

CHARLESTON: WJBC

COLUMBIA: WCSC

RALEIGH: WITF

ROANOKE: WDAR

PACIFIC COAST:

LOUISIANA: KBO, KOMA

OKLAHOMA CITY: KTUL

TULSA: KCH, KOKO

SEATTLE: KIRO

SAN FRANCISCO: KECA, KRON

ATLANTA: 322 Palmer Bldg.

BROADCASTING • Broadcast Advertising
Spot Sales Boom; May Top 1942 Record

Some Stations Sold Out on Minute Schedules

By DORIS HILLMAN
New York Bureau

ALTHOUGH no one in the radio or advertising agency field was willing to hazard a guess last January as to the 1943 outlook for spot radio, even the blackest pessimist at that time would have to admit now that spot is more than holding its own this summer, with prospects of bettering last year's all-time high.

Active Categories

The general consensus among agency executives contacted by Broadcasting is that spot is definitely “good” this year—and getting better as fall budgets enter the consideration stage. Several agencies reported their spot business at a peak, complaining only that availabilities for one-minute announcements are poor.

Some larger network affiliated stations are sold out on such schedules, although they have open ample amount of five-minute and quarter-hour strips, timebuyers report, adding that this situation seems to be reversed at smaller non-network outlets.

The only agencies reporting a curtailment or “dropping off” of spot schedules seem to be those with an abundance of accounts whose products have been seriously affected by the war—whether through shortages, transportation difficulties, rationing, or complete conversion to war work, as in the automotive field.

However, even these agencies can usually cite new advertisers entering the spot picture for the first time, or regular spot users who have expanded past schedules or are breaking precedent by continuing last winter's campaigns through the warm months.

Classifying generally the various types of spot advertising, the most active as well as “new to radio” groups this summer seem to be proprietaries, especially vitamins and other health products; cereals and breads; beverages; cosmetics, with particular emphasis on the new liquid makeups to replace hos- iery; amusements, including most of the large motion picture companies, and publishers of inexpen-

sive guides for spare time necessitates, house- time interests as home nursing and victory gardening.

The boom in vitamin concentrate sales, which last year reached an all-time high of $156,895,000 according to a survey by Drug Top-

ics, has brought new business to spot as well as to network radio. Outstanding advertisers in this classification are leading radio advertisers in the food, soap and pharmaceutical field, who have added new vitamin products to their lines within the last year and a half. Most recent newcomer in the vitamin field is Standard Brands, which recently expanded the campaign area for Stamm to 26 Mid-Central states.

S-B introduced another vitamin, Stan-B on 29 West Coast stations in May. Bexel, a McKesson & Rob-

bins product, is currently promoted on about 80 stations. Others active in the field include Lever Bros. (Vimms); Grove Labs; and Block Drug Co. In many cases advertisers are summering the networked programs to supplement spot with cut-ins and trailers for their vitamins.

Vitamin Market

Expanding the market for vitaminas are such factors as food rationing, the highly publicized government nutrition program, with its emphasis on vitamin values and increasingly conscious of health in relation to the war effort. Awareness of vitamin appeal to the consumer is apparent in the trade as well as in broadcast advertising with vitamin content. Two potent spot advertisers in this field are Nutri-Cola Co., for its Vitamin B-1 beverage, and Sweets Co., for a new milk fortifier, Tootsie V-M. Elway Food Products' Vitamalt, introduced earlier this year, recently expanded its original campaign to 120 stations.

Aside from companies promoting vitamin products as a means of keeping health in these trying war days, many manufacturers of cold remedies are foregoing their usual summer hiatus periods, as for instance the makers of Luden's Cough Drops, who for the first time in years of winter spot radio advertising, are continuing on about 31 outlets in major markets, aiming copy at hayfever and summer cold sufferers. Other such advertisers who are active this summer are Grove Laboratories and Vick Chemical (for its nose drops). At the same time plans for the fall campaigns for Musterole and Pertussin cough medicine are already well under way. Also abandoning (Continued on page 50)

Spot Activity at High Level in Midwest

New, Renewal Business
Both Running Heavy,
Survey Shows

By JAMES J. MCGUINN
Chicago Bureau

MIDWEST Spot advertising expenditures for the coming fall and winter are likely to show gains of 20 to 30% over the same period last year, with old accounts holding or increasing previous commitments, and heavy renewal and new business expected.

A roundup of opinions gathered from leading station representatives, advertising agency executives and station managers, revealed last week.

The optimism was due in large part to advertisers having adjusted themselves to the price and priority difficulties experienced last year. Station managers in general see an increase of business, with practically every old advertiser returning to the air and with the previously occasional radio advertisers buying up that little available time is left.

In some cases station men feel that many new radio advertisers will break into the medium and that there will be a pioneering of new accounts using new avenues in commercial.

Sponsors of everything from watches and tobacco to soap, shoes, bread, wine and insurance, are expected to spend a large amount of their increasing incomes for radio.

News Shows Sought

Station representatives queried say the old standbys are returning in great strength and that, as well, many who stayed on the air during the summer were expected a rundown of opinions gathered from leading station representatives, advertising agency executives and station managers, revealed last week.

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In some cases station men feel that many new radio advertisers will break into the medium and that there will be a pioneering of new accounts using new avenues in commercial.
New War Ad Drive Gets Under Way

Leaders Ask Advertisers For Half-Billion of Time and Space

THOUSANDS of the nation’s leading businessmen gathered before radio in studios, conference rooms and at special banquets in hundreds of communities throughout the country July 14 to hear a special War Advertising Council broadcast in which Government leaders of the war effort appealed for $500,000,000 in advertising to help the war information job, twice the amount contributed by industry last year.

The broadcast, heard nationwide over NBC, sparked the campaign of the WAC to get “A War Message in Every Ad.” It included talks by Elmer Davis, director of OWI; Judge Fred M. Vinson, director of Economic Stabilization; Donald M. Nelson, chairman of the WPB; Judge Marvin Jones, War Food Administrator, and Chester J. LaRoche, chairman of the WAC.

Davis Opens Appeal

Mr. Davis opened the broadcast by appealing for a performance on the front line to match the achievements of our men on the fighting fronts. Asserting that the people will respond “if they know what is expected of them, and why, and believe it makes sense,” the OWI chief said the stimulus of advertising is needed.

Mr. Davis explained that the Government had decided to rely on privately controlled advertising because American advertising men were specialists in its use, and because any Government advertising scheme, regardless of tremendous cost, couldn’t do the job as well. He praised advertisers in general for their cooperation, particularly radio, which he said “has made a tremendous contribution.” He also praised the work of WAC, commenting that it had functioned “unsafely almost since the day of Pearl Harbor.”

After an introduction by Mr. Davis each of the other Government leaders explained specific problems of their organizations, and told businessmen how war advertising could make the job easier.

LaRoche Explains Need

Mr. LaRoche explained WAC’s plan of “A War Message in Every Ad.” Emphasizing that the Council “has no special grudge” and that “it represents no political party and no pressure group” he asked that $500,000,000 in advertising, one third of all advertising expenditures go for war purposes. The total contribution of the entire advertising field in the past 12 months was at least $250,000,000, he said. “And now twice that amount, or $500-

000,000 worth of space and time is needed. Twice as much because the job is twice as big.”

Mr. LaRoche described a two-fold one-third of all advertising space devoted exclusively to war, and a war message in every ad. “As an advertiser,” he told the businessmen listening in, “this space should be devoted entirely to war messages, and all of your space should contain a war message. Because your ad devotes most of its space to a product, no reason why a war message cannot be included,” he declared.

The WAC chairman urged media and local businessmen to arrange pools of space or money to do the job on the local level. Citing experiments in Houston, Cleveland, Louisville, Portland and Hartford, he asked that the pools cover advertising needs for the next six months. “No community in this country can fairly say that it is doing its war job until it is similarly organized,” he said.

Must Arouse Public

Mr. LaRoche said war advertising involved more than a picture of a plane or tank or gun, and that it told more than the story of how a company’s product was helping win the war.

(Continued on page 54)

WLB Considering Disc Hearing Data

Further Testimony Possible In Case Against Petrillo

THE RECORD of AFM President James Caesar Petrillo’s hearing before the War Labor Board was under study last week while members sought to decide whether or not the tribunal should intervene in the impasse between Mr. Petrillo and seven firms making transcriptions.

With a decision expected daily, possibility that the board would order further hearings to determine the issues in Mr. Petrillo’s strike gained credence. These hearings, tantamount to board acceptance of jurisdiction, would probably result in a determined effort by the WLB to settle the case.

Possible Action

If the board wished to avoid further hearings, it could accept jurisdiction, and order Mr. Petrillo to resume transcription making pending settlement of the strike. On the other hand, the board could yield to the arguments of Mr. Padway, AFM counsel, and refuse to consider the case.

Most observers believed, however, that the board would accept jurisdiction, and schedule further hearings in the matter. Although Mr. Padway had argued extensively before AFM victories were declared hearing decisions before Judge Barnes in Federal court in Chicago, there was feeling that he had not fully convinced the WLB that Mr. Petrillo and the transcription companies were not involved in a labor dispute. Mr. Padway and Mr. Petrillo had argued before the WLB July 9 that the union had stopped working for transcription companies and that it was unwilling to work under any conditions. Thus, the AFM claimed, there was no strike, but a complete severance of relationship [BROADCASTING, July 12].

Fla. Citrus Projects

FLORIDA CITRUS COMMISSION, Lakeland, Fla., has appropriated $7,000 for a program of advertising, sales promotion, and publicity for Florida limes. With a spot radio campaign in view, the Commission reports the results of a recent three-week test of the effectiveness of the media in promoting canned grapefruit juice in South Florida [BROADCASTING, May 31]. The sum of $49,000 has been allocated for advertising citrus fruits, and for other projects leading to a development of the industry in Davenport, Lakeland-Sample-Hummert, New York.

Agash May Expand

AGASH REFINING Corp., Brooklyn, through its recently appointed agency, Diener & Dorink, New York, ran an advertising campaign for Royal Cook edible oil. Radio is confined to participations on WOR, New York, for the present but expansion will be considered about Aug. 1.

Page 10 • July 19, 1943

BROADCASTING • Broadcast Advertising

MBS Volume Discount Plan Revises Rates, Shifts Markets

A REVISION of the Mutual volume discount plan, embodying reductions in maximum discounts on stations in “B” and “C” markets and a shift from the present frequency system to a dollar volume plan, was announced by Miller McClintock, President of MBS, following a meeting of the network’s board and shareholders in New York last week. Mr. McClintock also announced a change in the network’s option time schedule, making 8 1/2 hours of network time on weekdays and 5 1/2 hours on Sundays available to MBS advertisers. On the basis of current network sales, he predicted gross billings of $14,000,000 for MBS in 1943.

“The new plan,” Mr. McClintock explained, “reducing as it does the discounts on our stations in hometown markets, is in line with several Mutual research studies conducted in the past six months for individual Mutual shows which have uncovered increases of from 100% to 379% in audiences compared to the more regularly surveyed centers.” He added that 14 MBS clients are now using the full network plan and that in 1943 six clients have increased their Mutual hook-ups to “take advantage of Mutual’s growing audiences in the important hometown markets of America.”

In Line With Others

Switch from a frequency to a dollar volume discount system will put MBS in line with the current practices of the other major networks. Under the present set-up an advertiser taking 13 quarter-hour daytime periods receives the same rate of discount as another client taking 13 full evening hours, (Continued on page 59)
FDR Home-Front Warning Hits Fly Attacks

In his blanket letter, the President called attention to a previous letter of Aug. 21, 1942 in which he stated that it is the government's standpoint that there can be only one opinion as to fact or policy should not be publicly aired, but are to be submitted to me by the appropriate heads of the conflicting agencies. Now, with these positive instructions, he added, "disagreements between agencies have been publicly aired on several occasions."

"I realize the nervous strain under which Government officials are living and I feel that I do not overlook any further violations of my instructions," the President said. "By this letter I do not place any restrictions upon your furnishing me with all Congressional inquiries. But if you have disagreements with another agency as to fact or policy, instead of submitting it to me or suspending it in apparent disagreement, you should start Mobilization for settlement under the terms of the [Executive] Order creating that office, you feel you should submit it to the press, I ask that you give me the statement for publication, you send me to a letter of resignation."

Duff Petition

"If any subordinate of yours violates my instructions in this regard, I shall expect you to ask for his immediate resignation."

All as possible affected by the President's warning are the efforts of Commissioner C. J. Durr to have Chairman E. E. Cox, of the investigating committee, removed. He petitioned Speaker Ray-Boone on May 15 to have Judge Durr disqualified on grounds of "bias." The petition is pending before the House Judiciary Committee, which failed to act prior to the recess a few weeks ago.

Meanwhile, the House Committee has adopted the new strategy of withholding names of witnesses until they appear, evidently because of past experiences. Hearings resume today (July 19), to run the entire week.

The Committee, it is understood, will pursue the military phase of its inquiry, which was unceremoniously blocked last week, with the disclosure that President Roosevelt himself had stepped in to prevent delivery of files relating to the recommended transfer of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service to the Army. Other evidence developed by Committee General Counsel Eugene L. Garey and his staff, will be offered in evidence, with a number of witnesses to be subpoenaed.

The running fight of FCC Chairman Fly with the Committee and its counsel continued unabated last week, with Mr. Fly challenging the Committee every inch of the way.


during a two-hour grilling by Mr. Garey, to testify on the "secret" trial of Neville Miller, NAB president, of his "disclosures of his communications of which Mr. Fly also is chairman, led to speculation about possible contempt of Congress proceedings against the FCC-WBC chairman.

Under Instruction

Mr. Fly declined to discuss the Miller trial (which resulted in the NAB President's exoneration on the assignment of his Watchdog position on the ground that he was under instruction by the five-man BWC not to release any information because it might "adversely affect the national interest or injure the national prestige"). Mr. Garey held that no secret information was sought and recited that the charges were brought in an effort by Mr. Cox to "make a non-political move against the industry "confidential" data relating to the critical employment situation in the broadcasting industry as essential to the war effort and evolution of public creation of a broadcast equipment pool, which would have been administered by the FCC.

Contempt of Congress proceedings, a rare but not unprecedented action, have not been formally considered by the Committee, but the matter has been discussed. Mr. Garey added that at the time he and others were preparing a report on the statutes covering refusal of witnesses to testify before Congressional committees, but that the decision lay with the Committee. It was assumed that no action would be taken until Congress reconvenes Sept. 14. The maximum penalty for contempt, under the United States code, is not more than $1,000 nor less than $100 and imprisonment "in a common jail for not less than one month nor more than 12 months."

Whether any action would be taken by the Committee in the light of the refusal of the President to permit the Army, Navy or Budget Bureau to present files of the FCC activities was not disclosed. Chairman Cox said following the July 9 hearing that the Committee would not press this matter for the present but that if directed to do so by "the President "he would go "capped", it would feel called upon to refer the matter back to the House for action. As to all other witnesses and testimony, however, Mr. Cox said the Committee would insist on testimony and production of requested documents.

Plan for Week

Acting Secretary of War Patterson and Acting Secretary of the Navy MacInnes simultaneously, and based on the views of the President, refused to permit some two dozen officers to testify before the Committee in connection with the recommendation of the Joint Chiefs of Staff that the FCC's so-called war activities be transferred to the Army.

Presumably this week's testimony will be given over almost entirely to the war activities matter, and to the development of data procured by the Committee in five months of preliminary investigation of the FCC. The recital of more than 50 "charges" against the FCC and Chairman Fly pertaining to national defense activities, it is expected, will be covered.

The New Miller matter, it is assumed, will be covered in other ways. While no word came from the Committee, it would not surprise observers to see Mr. Miller himself and J. Russell, NBC (Continued on page 58)
THE PRINCIPLE of continuing discount—that is, if a commercial order is continued without interruption beyond the maximum discount period, that discount shall continue to apply—was unanimously approved by the NAB Sales Managers Committee at a meeting held last Wednesday at the Hotel Roosevelt, New York. Meeting was held under the chairmanship of Dietrich Dirks, KTRI, Sioux City, Ia., recently appointed as chairman of both this group and of the NAB Sales Managers Committee.

Group also approved a resolution introduced by John M. Outler of WJZ, Baltimore, Maryland, calling for more practical use of cow-catcher and hitch-hike announcements on both network and spot programs, which was referred to the NAB board of directors for action.

Praise for Promotion

A proposal that an arbitration clause be included in the standard contract form, calling for the settlement of controversies over any part of the contract through the machinery of the American Arbitration Assn., was voted down.

The committee reviewed recent releases of the NAB Dept. of Broadcast Advertising and commended Lewis H. Avery, director of that department, for the creation and production of these industrious promotion pieces. Committee also instructed Mr. Avery to prepare a sales manual on local radio accounts, to be used as a sort of prefix for the philosophy book on the use of radio by department stores. This latter work is already under way under Mr. Avery's supervision and the two books will probably be issued simultaneously.

Group discussed and condemned the practice of certain advertisers and advertising agencies in releasing to the trade press stories of new radio campaigns together with lists of stations supposedly carrying the business when in fact it has been rejected by many stations on the list, as being unacceptable.

Committee also condemned a number of five-minute commercial programs now on the air, which, in the opinion of the committee, are practically a carry-over of programs in station practice in direct violation of the NAB Code which limits the amount of commercial copy on five-minute programs to two minutes in the daytime and one minute 45 seconds at night.

Although the Code does not impose any set limitations of commercial time for participating programs, the committee discussed the practice of many stations in overlooking such programs. It was pointed out that a 60-minute announcement may vary from less than 100 to nearly 200 words and that some sort of standard is necessary.

Following the luncheon session, at which the committee listened to program of the War Advertising the NBC broadcast of the special Council, Mr. Dirks proposed a resolution commending and endorsing the WAC move to promote the contribution of more space and time by advertisers to Government wartime messages, and urging all broadcasters to lend their support and end with the other media in their communities. This resolution was unanimously adopted, as was a companion resolution offering the full cooperation of the Sales Managers Executive Committee to the radio advisory committee of the WAC.

Meeting was attended by Mr. Dirks; Mr. Outler; C. K. Beaver, KARK, Little Rock; Sam H. Ben nett, KMBC, Kansas City; Arthur Hull Hayes, KQO; James A. Surrick, NBC; John E. Surrick, WFIL, Philadelphia; Mr. Avery, who acted as secretary for the meeting. Only absent member of the committee was W. B. Dellar, the Northwest.

Group completed its business meetings on Wednesday, but reconvened on Thursday for a preview of the Retail Promotion Plan and a joint luncheon session with the Retail Promotion Committee.

E. P. Hoyt To Name Nine Broadcasters To Advise OWI on Handling of News

Formation of a nine-man radio news and policy committee of OWI, to consult on matters pertaining to war news coverage and handling, was disclosed last Friday by E. Palmer Hoyt, recently appointed director of OWI's Domestic Branch. Mr. Hoyt is on leave from his post as editor and publisher of the Portland Oregonian (KGW-KEX).

Mr. Hoyt discussed the matter with NAB President Neville Miller, recently appointed NAB's assistant in charge of public relations, last week. The new committee will parallel the newspaper committee of nine which met with him earlier in the week.

The members of the membership of the new radio group, Mr. Hoyt asserted, will be made shortly. It will comprise nine broadcast executives, of whom four will represent individual stations. One member will be a non-NAB executive and one will represent a newspaper-owned station. Each of the four networks will be asked to designate an executive (presumably the president or general manager) to serve on the committee. Mr. Miller, as NAB head, will be the ninth member. The station membership will be selected geographically.

The committee, Mr. Hoyt said, will be an active one and will be called to consult with him on war news matters at intervals of two months or so. A committee representing the magazine field also is expected to be named shortly.

Study Field Needs

Mr. Hoyt's nine-man advisory committee of outstanding newspaper editors met in Washington last week, and issued a statement calling for recommenced flow of news on OWI field operations. In addition to promoting a study of the need for field services, the committee suggested that radio and press representatives of the news corps be called in by OWI for conferences.

The committee, which was formed while Congress was debating the

(Continued on page 52)
IOWA FEED DEALERS
ALSO PREFER WHO!

- We've already told you, in these pages, about the advertising-media Preference Surveys made in this State by the Iowa Retail Grocers and Meat Dealers Association, and the Iowa Pharmaceutical Association.

Now comes another similar Survey—made among Iowa FEED DEALERS.

Among those feed dealers who answered the questionnaire, the vote for various types of media was as follows:

- Prefer Billboards 0.0%
- Prefer Newspapers 6.7%
- Prefer Farm Papers 10.8%
- Prefer Radio 82.4%

Among the 82.4% who named Radio, WHO was preferred by 68.6% of the voters. No other single medium, in any category, was mentioned by more than 9.8% of the voters. WHO received nearly six times as many votes as the first farm paper—over seven times as many as the second-choice radio station—more than thirteen times as many as the leading newspaper!

Let us send you the complete Survey. Write—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
Collins-Baylor U. Get 50 kw. Station

Corpus Christi Outlet Goes to 1010 kc.; O'Daniels In

WHAT WAS viewed as a modification of the earlier freeze order of the FCC against licensing of new stations where expenditures for equipment or manpower are involved, developed last week with the FCC granting Bay University and Carr P. Collins, head of the Crazy Water Crystals Co., Mineral Wells, Tex., a new 50,000-watt daytime station at Corpus Christi, Tex. The application has been pending since early this year [BROADCASTING, Feb. 1]. Commissioner C. J. Durr dissented.

The Commission announced it had granted the construction permit to the Collins firm, with directional antenna operation specified on 1010 kc. The station would operate daytime to sunset at Little Rock, Ark., and KLRA is authorized to operate at the same frequency with 10,000 watts day and 5,000 watts night. KLRA has been operating regularly on the frequency since last March.

Two Recent Grants

While the FCC has made no formal announcement regarding renewals on WDSU, New Orleans, by Mr. Collins, direction of the FCC has been to advance by Mr. Collins, with directional antenna operation specified on 1010 kc. The station would operate daytime to sunset at Little Rock, Ark., and KLRA is authorized to operate at the same frequency with 10,000 watts day and 5,000 watts night. KLRA has been operating regularly on the frequency since last March.

The 1010 kc. channel is a Canadian 1-A. Cuba has a secondary outlet on it. The new transmitter, call letters for which have not yet been assigned, would be located northeast of Gregory, Tex.

FCC action came after drastic modification of the original plan for the station. Baylor, under the transaction, will acquire 50% of the capital stock of a new $150,000 corporation to be created, but with the management and control advanced by Mr. Collins. Two sons of W. Lee O'Daniel, Texas Senator, each will acquire 130 shares of the 1,500 shares issued. Crazy Water Co. also will hold a substantial interest.

The original application, which provided for Baylor as the licensee with a 25-year license arrangement to Collins, did not conform to the Commission's policy against management contracts. The subsequent amendments, however, in the judgment of the Commission, made the application conform. Moreover, while no formal statement was made, it is understood the Commission felt the grant would aid Mexican-U. S. relations, since XEAW, which was in the "border station" category and served listeners in the United States, under the grant will perform that job from United States territory.

The most recent amendment required the surrender of an additional construction permit for the creation of a corporation without side contracts or understandings. Under this arrangement, 750 shares would go to Baylor for $75,000, with the sum advanced by Collins as a loan to the university. He is a former member of its board. Directors of the corporation will be Pat M. Neff, president of Baylor and chairman of the board; Collins; and his brother, H. H. Collins:)

Fidelity Union Life Insurance Co., 140 shares (Carr Collins and the widow of Earl B. Smythe own 45% of the company)—a total of 750 shares.

Owners of the other 50% of the Crazy Water Co. are J. A. Pondron, Texarkana; J. A. Simons, of Texas; and J. L. Lancaster, president, Texas & Pacific Railroad Co.

The agreement also provides that Baylor shall reimburse Carr Collins for the $75,000 loan out of earnings of the station, but with the stock to be voted by Baylor. The stock may not be foreclosed within 10 years, whether or not payments are made. Interest is fixed at 5%.

While no mention was made of the April 27 freeze order, it was pointed out that the freeze order would not come from this country but from Mexico, where XEAW is located. Claim was made that adequate equipment is available for the installation, critical manpower would have to be used. The FCC may feel there is sufficient latitude in the freeze order to warrant the grant in view of the expenditures, time, and "good neighbor" factor involved.

Mr. Collins also is understood to have notified the FCC of his intention to move all of his radio equipment from Mexico and to terminate any interests he may have in stations outside this country. Under the original transaction, Mr. Collins was to move the XEAW equipment to Corpus Christi and pay all expenses. He then planned to make the facilities a "gift" to the university in return for a contract to manage and operate the station for 25 years. He was to buy the land and pay the university $25,000 a year rental. This was later revised to $5,000 a year. As approved by the FCC, however, all these aspects were eliminated and a straight corporate business deal covering the 50% licensee interests substituted.

Mr. Collins, whose operation at KDOW in the past has caused interference complaints in this country, long has sought a high-powered station. The original application for 1010 kc at Corpus Christi required full-time operation, which was subsequently modified to daytime. Last fall, following protest by this Government, the Mexican government ordered the XEAW transmitter, with claimed output of 100,000 watts, to cease operating on 1010 kc. It then went back to its regular assignment on 1570 kc., but subsequently was authorized temporarily to operate on 1050 kc., a Mexican 1-A channel. This frequency, however, afterward was reassigned to XEG at Monterrey, where it is being used with 50,000 watts by a Mexican corporation, with James A. Savage, of San Antonio, as its director.

The Collins application stated the proposed station would be the only one serving the entire Texas, Louisiana and Gulf Coast area with a primary signal. It was stated the station would not accept advertising of intoxicants, including beer. It was contended that removal of the facilities of XEAW would be in conformance with the Havana Treaty.

Formal Plea Is Filed for Sale Of WDSU; Weber Will Manage

FORMAL application for the sale of WDSU, New Orleans, by Joseph H. Uhalt to a new company in which Fred Weber, general manager of Mutual, will be a partner was filed last week with the FCC. Mr. Weber, upon Commission approval of the transaction, would become general manager of the BLUE Network outlet.

Confirming in every detail the previously published account [BROADCASTING, June 21], the application set forth that the transaction is for the benefit of Mutual. Buick dealer in New Orleans and a recent candidate for the Democratic nomination to the Senate, would acquire 50% of the stock for $100,000. H. G. (Bud) Wall, president of WIBC, Indianapolis, would acquire three-eighths for $75,000 and Mr. Weber one-eighth for $25,000. An option agreement whereby Mr. Weber can acquire an additional interest, up to one-third, is embodied in the contract.

WDSU, according to the application, had a gross of $70,000 for the first five months of 1942. The net profit was $28,000.

It is expected Mr. Weber will resign his Mutual post after the FCC approves the transfer and immediately take over his new duties. Mr. Uhalt is the founder of the station, which is generally not active in its management because of his health. The station operates on 1280 kc. with 1,000 watts. A new transmitting plant was installed last year.

WDSU has been under a six-month probationary license, which expires Oct. 21, because of purported violation of technical regulations. If no further violations regarding a technical regulation will be issued 'this fall.'

Mr. Weber has been general manager of MBS since 1936, joining it originally in 1934 as coordinator. Last January Miller McClellont became Mutual's first president.

New Air Raid Provision Put in Censorship Code

NEW clause covering mention of air raids on the air has been adopted by the Office of Censorship. Paragraph 3 of Clause (F), Section I (page 8) of the Code of Wartime Practices is amended to read as follows:

"Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurs or the War Department in Washington."

J. Harold Ryan, Assistant Director of Censorship for broadcasting, has informed broadcasters of War Dept. objection to "open par" programs during which listeners are urged to write to American soldiers overseas or in prison camps.
Advertising today is, more than ever, an investment—an investment in post-war as well as present markets.

Forward-looking executives will find this series of advertisements about Baltimore packed with well-documented, down-to-earth facts that clearly point the way to a shrewd investment of advertising dollars.

Write for your copy.

Edward Petry & Co., Inc., National Representative
Grade Label Dies: Maxon Quits Post, Bowles Appointed
Agency Official to Serve as General Manager of OPA

AN END to OPA grade labeling activity was promised by Price Administrator Prentiss M. Brown last week at a news conference called to counter Lou R. Maxon’s charges against the agency. At the same session, Mr. Bowles announced that Chester Bowles, of Benton & Bowles, was expected to accept a job as OPA general manager.

Mr. Bowles, Mr. Maxon, working at OPA as a dollar-a-year man loaded down from his Detroit agency, quit his Government post after asserting that OPA was so hopelessly tied up in red tape and legalistic snarls that it was impossible to keep the job. Specifically, he claimed that a strong clique was using the war to further its private economic theories.

Label Restrictions

Particularly, Mr. Maxon cited grade labeling regulations as an example of “radical and dangerous concepts.” He said “grade labeling in its sincerest simulation, represents the greatest threat to American industry and our way of life that ever existed, because it is without question the spearhead in a war to eliminate brandy, trade marks and eventually free enterprise.”

Although Mr. Brown failed to answer most the charges, he said Mr. Maxon and his opponents on grade labeling were trying to think the future of America depended on the policy OPA adopted on that subject. Commenting that Canada, “generally a more conservative country than this one” gets along all right under it, Mr. Brown added “I think we’ll get along right without it.” He said at any rate, grade labeling had been abolished by order of Congress and that he intended to obey the letter and spirit of the Congressional order.

In announcing that Chester Bowles had been offered the general manager spot, Mr. Brown said Mr. Bowles “would have all the power the title implies.” Mr. Bowles had been OPA administrator in Connecticut and was vacationing at his home when the announcement was made.

At their home, Mrs. Bowles said he would not be notified of the appointment until his vacation ended, about July 26. Friends said that when the offer was made some time ago, Mr. Bowles stipulated that he have full authority over all field offices and branches of OPA, and

Canada Independents Ask Clear Statement on Nationalization

Their Efforts to Expand Service Discouraged By Constant Threat of Government Ownership

CONSTANT threat of nationalization of broadcasting in Canada discourages expansion of service to the public by private broadcasting stations, Jos. Sedgwick, counsel to the Canadian Association of Broadcasters told the Parliamentary Committee on Broadcasting at Ottawa on July 13.

Private broadcasters were “distracted” by the action of the Parliamentary Committee supporting general nationalization of radio in Canada, he told the committee members. If the Committee were to do such a thing, he pointed out, “it would be the last nail in the coffin of Canadian broadcasting.”

Mr. Sedgwick said that the nationalized radio in Europe had been used for propaganda purposes and before the war the BBC did not have a monopoly in Britain because of continental commercial broadcasting stations operating exclusively.

Commercial programs, he reported from commercial surveys, lead in Canadian listeners.

Lost Channels

Appearing as a committee of the CAB at Ottawa with Jos. Sedgwick were George Chandler, CJOR, Vancouver; N. Thivierge, CHRC, Quebec; Philip G. Baily, CKAC, Montreal; Jack Cooke, CKGB, Timmins, Ont.; Senator Rupert Davies, CKWS, Kingston, Ont.; Harold Garner, CHEX, Peterborough, Ont.; G. B. Rideout, OM, Montreal, Alta.; A. A. Murphy, CFQG, Saskatoon; B. de B. Bailey, technical specialist, University of Toronto; Glen Bannerman, CAB president and general manager, Toronto.

Canada has already lost “perhaps permanently” much of the radio coverage given under the Havana arrangement and stands to lose further coverage unless advantage is taken of channels to which the Dominion now is entitled. B. de B. Bailey, University of Toronto radio technical expert, told the committee in the afternoon session. To retain channels which have been made available to Canada it will be necessary to use them before expiration of the agreement in 1946. Action to occupy these channels will require some time. “We should use the channels to which we are entitled and should spend the time in doing it,” Mr. Bailey declared. Questioned by a committee member, he stated that he was not expressing any opinion on who should occupy them. Bailey was the first to accept the CAB during the Havana agreement technical discussions at Washington.

The work of the private stations in the development of talent, educational programs and community service was given in detail to the

AFM Forces MBS To Cut Off WSAW

Pettrillo Threatened to Pull Music From All Network

At 4:05 THURSDAY afternoon, MBS discontinued musical program service to WSAW, Rochester, as “the only practical alternative” to an official order from the American Federation of Musicians forbidding all members from performing on Mutual programs.

Dispute between WSAW and the Rochester local of the AFM has been in progress since last fall, according to James C. Pettrillo, AFM president, who said the station had at that time rejected the union’s demand that it increase its musical programs, pointed out the American Federation of Musicians is not a party to the dispute between WSAW and AFM and has no power or authority to intervene in any manner in the issues involved. The action which we have taken is the only practical alternative under the circumstances.”

WLW Names Clark

See earlier story on page 58

GEORGE W. CLARK, for three years theatrical consultant for the Chicago office of WLB, Cincinnati, has been appointed manager of the Chicago office following the resignation of Dewey Long on July 14.

Committee in the afternoon session

The Committee sat only the one day to hear the independent stations—then adjourned to make its report. The hearings this year began on June 11, with sessions two days most weeks.
60 WORDS A MINUTE

Sixty words a minute now becomes the recognized standard speed for news transmission. INS led the way.

INS NEWS DISPATCHES HAVE BEEN SENT TO CLIENTS AT THE RATE OF 60 WORDS A MINUTE FOR THE PAST EIGHT YEARS.

INS alone insisted always that radio stations receive their news as fast as newspapers.

But high-speed service is only one of the factors that have long made INS the preferred news of radio stations.

INS will always set the pace in radio news leadership.

For Instance: Richard Tregaskis, Clark Lee, Pierre Huss and Bob Considine, four of the greatest names in journalism, are now abroad heading a staff of INS star reporters who are covering the invasion.

INTERNATIONAL NEWS SERVICE
CBS Testing New Program Analyzer

‘What Makes Listeners Listen?’ Subject Of Research

EFFECTIVENESS of a radio program depends, first, on being heard and, second, on evoking some kind of listener response. To measure the first, or quantitative factor, techniques have been established for sampling the radio audience at any given time and for determining local, regional or national program ratings, which show the relative audiences of different programs.

To determine the qualitative factor of listener reaction to different programs or to different portions of the same program, CBS for the past year or so has been conducting experiments with the Lazarsfeld-Stanton program analyzer, an instrument developed by Dr. Paul S. Lazarsfeld, director of the Office of Radio Research, Columbia U. and Dr. Frank N. Stanton, CBS vice-president.

Reactions Recorded
Announcements broadcast over WABC, CBS key station in New York, invite listeners to write in if they are interested in helping to test a radio program. Respondents are sent questionnaire postcards asking for name, address, sex, age, education and times at which they can participate in a program test. From these cards, typical audience groups, averaging 10 persons, are brought into a small studio which is equipped with a conference table, around which the subjects are seated; a turntable, for playing the test program, and the program analyzer.

Each subject finds at his place on the table two push-button, so mounted that one may be held easily in either hand with the thumb operating the button. The subjects are instructed—via a report card so that all persons receiving the instructions in exactly the same manner—that when they think a part of the program is good they are to push the green button held in the right hand, and when they think a part is poor, they are to push the red button, held in the left hand. When they are indifferent, they are not to push either button.

Each button is connected by wire with the analyzer, a box about two feet cubic, containing a tape marked with 20 horizontal lines on which rest 20 styli, 10 green and 10 red, and with vertical lines marking each second of the program. Tape is started simultaneously with the recording and as the subjects press the green and red buttons the styli record their reaction on the tape.

The conductor of the session, a trained psychologist, watches the tape during the program presentation, making notes on which to question the listeners following the completion of the program.

Playing of the test program is followed by an open discussion period, usually lasting approximately an hour, during which the participants are encouraged to explain their reactions and changes in reaction to the various parts of the program. A full stenographic record of the discussion is taken. At the end of the discussion period, the listeners are given a small gift, such as a leather billfold, in appreciation of their participation.

Reactions Combined
For each program being studied, a minimum of six group sessions are held, so that the psychologist has at least 60 individual reaction curves and the reports on at least six group interviews on which to base his report. Approximately a month is devoted to analyzing each test program and in compiling the report, which is then submitted to the program’s writers and producers. CBS has three psychologists assigned to this work: Dr. Edrita Fried, Tom Halloquist and Dr. G. D. Wiebe.

The report combines the individual listener reactions into a general audience reaction picture, which is described in detail and also illustrated by a “listener reaction profile” showing the average percentage of listeners expressing approval or disapproval during each unit of the program, bar charts showing “average attitude scores” for each part of the program, and a “listener reaction trend” line made up of the average attitude scores with connecting lines, supplemented with program descriptions.

While the pattern of the listener response naturally varies with the type and structure of the program, the following signs are generally favorable and their absence unfavorable for the program:

(a) A quick rise of approval and a low per cent of indifference and disapproval during the first few minutes of the show.
(b) A step-by-step build-up of approval to a climax at the very end of the show and an essentially upward trend throughout the program.
(c) An upward trend within each major episode or portion of the program.

Interest Problems

(d) A low percentage of sustained disapproval or indifference and a trend-line running at a level well above the zero-line.

(e) A stable trend of listener reaction activities, indicating that a basic mood was established and maintained throughout the program.

Hesitant about discussing reports on specific programs at this stage of development of the experimental technique, Oscar Katz, assistant research director of CBS, does point out, however, that certain general criteria have been developed which seem to hold true for all audience groups.

In a new program, for example, statistics, character development, program transitions may easily confuse rather than inform the listener, and confusion results in a loss of interest if not in definite displeasure.

In dramatic programs, listener disapproval frequently results from shifts in the locale of the action, flashbacks, or other dramatic devices which tend to break up the action. Foreign language, used to establish character, is also apt to be resented unless the quote is brief and followed by an immediate translation.

Of course, these devices may be used with great success by unusually skillful writers and producers, but as a general rule the curious of listener approval rises higher and maintains its steady increase if the dramatic sequence itself rises steadily and uninteruptedly to its climax, Mr. Katz explained.

Music also presents problems not always foreseen in advance. Musical bridges, for example, when used to separate dramatic sequences, must set the stage for the new action as well as conclude the old. If it is merely conclusive, interest falls off and several valuable minutes may be spent in bringing listener reaction back to its former level. Musical pieces often fail to make their point, as many listeners are not as familiar with the titles of popular songs as the script writers suppose them to be and may thus disapprove of the program, when it was used to set the scene for a flood, for instance, instead of making the expected mental tie-in with the title “River, Stay Way From My Door.”

Programs Tested
In variety programs, to definite conclusions to individual skits or tunes are apt to produce the feeling that the whole program has ended, again resulting in a loss of attention and a waste of time necessary to rebuild interest on the part of the listener. When a program winds up with a series of conclusions, listener interest definitely declines from the first one on down, the panel of radio experts report.

Documentary programs, frequently used in presenting wartime messages, also present difficulties to dramatic program builders. Voice montages, frequently used to inject interest into a list of statistics, are often found to produce confusion—and disapproval—rather than to aid understanding. Use of real people in such programs often places them at a disadvantage in contrast to the more perfect diegetic characters of radio actors or announcer to whom listeners are accustomed. This can be overcome by skillful handling, but the script writer and the program producer should be aware of it.

In fact, Mr. Katz concludes, that is the chief purpose of the whole testing laboratory, to enable writers and producers to see how their attempts to set a scene, produce a mood or develop a story succeeded or failed with a group of average listeners.
THE VOICE FROM HOME

Some V-mail dropped on our desk the other day. It had winged its way across the wide, wet Pacific to tell us how a familiar voice had warmed the hearts of a handful of American soldiers 'way out there. Coming off duty in the tropical evening, one of them had, quite by accident, tuned-in a Westinghouse station from a magic place called Home. In a mood to meditate . . . lonesome in a crowd . . . it had cheered him greatly, and he sat down and wrote us about it. It might not happen again in a month . . . what with weather and other conditions. That station and its sister stations in the Westinghouse group were not meant to reach so far on the regular bands. But each of them is a power in its own territory. No finer programs float through the air anywhere . . . no finer opportunities for firms with things to sell. When that soldier and his buddies come back, they will hear even better programs; for improvement is a Westinghouse watchword, if not a fetish.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
OWI to Open Local Clearance Offices

New Regional Facilities Under Radio Bureau To Serve Stations

TWELVE new station relations regional offices will be opened by the OWI Radio Bureau to handle program clearance on the local level, Don Stauffer, chief of the Radio Bureau, announced last week in a memorandum outlining the revised plans of his organization under the extensively reduced domestic branch budget. Congress allowed only $2,758,900 of OWI's $8,865,906 request for domestic operations.

These new offices, Mr. Stauffer explained, will take over work formerly performed by the now liquidated ORB correspondence cha-.

With the Radio Bureau's budget cut by one-third so other OWI branches can make ends meet, Mr. Stauffer said his agency will need even more radio time from the radio industry. He said regional voluntary committees of broadcasters like the Southern California Broadcasters Assn. of Los Angeles, can play a strengthening role, in intelligent use of radio facilities.

How They Operate

Mr. Stauffer warned that the new regional offices, operating under John Hymes, station relations chief, and Elaine Ewing, assistant station relations chief, would not be able to furnish the same services formerly offered. They will, however, clear all new programs supplied by government field offices; they will be a central clearing point for requests direct from various govern- ment offices, and they will service requests from local stations for information and guidance.

In his memorandum, mailed to OWI consultants, station officials, and members of various committees working with the Radio Bureau, Mr. Stauffer renewed his assurance that the Network Allocation Plan would continue (Broad-casting June 25). Therefore, he said, "there will be no need for advertisers or networks to consider requests direct from various govern- ment agencies." He added that no change had been made in the organization of staff or the special assignment division.

Most services under the budget cut, according to Mr. Stauffer, will be OWI transcription activities. Plans for a new Uncle Sam series, to run on a sustaining basis, have already been abandoned and future transcription will deal only with specific local or regional problems. Mr. Stauffer said "We shall rely, as we have in the past, on the radio industry to prepare and broadcast material in behalf of the Government."

"Our function essentially will be to furnish the most complete and accurate information that we can assemble and distribute to the radio industry either directly or through the Station Relations Division," the memorandum explained. Speeches by Government officials and all special events will continue to be held through the Time Clearances Section, and requests for radio time by Government Li-sion Division and the OWI Sta- tion Relations staff.

The Radio Bureau will continue to operate its three offices, in New York, Hollywood and Chicago, Mr. Stauffer said, in addition to the station relations posts in those cities.

Stauffer Memorandum

The following is the full text of the memorandum from Mr. Stauffer to the Station Advisory Committee, the Radio Committee of the War Ad- vertising Council, the Government Radio Relations Planning Division and the OWI Domestic Branch.

As a result of the over-all cut in the OWI Domestic Branch, the budget of the Radio Bureau has been cut by one-third. This, in addition to the abolition by the Congress of the field service, necessitates a change in the Domestic Radio Bureau's operation. I think it might be helpful to you if we enumer- ate those services which we plan to continue operating on the same basis; those which will have been modified, and those which have been abolished.

Network Allocation Plan—Within our present budget we shall be able to continue this plan on exactly the same basis as we have in the past. Therefore there will be no need for advertisers or networks to consider requests direct from various govern- ment agencies. As in the past, we shall be able to function as the central clearance point for all requests for extension on net- work commercial and sustaining pro- grams.

Station Announcement Plan—There are sufficient funds in the budget to continue the Station Announcement Plan, insofar as the Washington end of the operation is concerned. One set of transcribed announcements will con-}

TADITION WAS SHATTERED when the Kellogg Co., Battle Creek, acquired a long-term lease on Miller Cereal Mills, Omaha, to place in operation a second Kellogg unit in the United States. Principles in the transaction last week were (1 to r): Max Miller, former executive vice-president of Miller Cereal Mills; W. H. Vanderploeg, Kellogg Co. president; Ed S. Miller, founder-president of Miller Mills; Earl Free- man, Kellogg vice-president; Eugene Miller, former production vice- president for Miller Cereal Mills.

Bill Henry's New Series

r BILL HENRY, recently appointed chief copy writer in Wash- ington, on July 16 started a series of weekly news commentaries on the "Bullets of Washington." Program is heard in the Friday evening 10:45-11 spot, broadcast weekly by Edw.-

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.

...Continued from page 16

...Pac.
Far from home a boy in uniform listens to "Songs My Mother Taught Me." On a USO sofa before the radio he sits motionless until the music ends. Abruptly he speaks to a lad near-by...

"Pop and Mom are hearing this. Maybe they're thinking of me."

The service rendered by broadcasting stations today is more important than ever before. Not only because it brings music, entertainment and inspiration to homes and training camps—and by short-wave to many places more distant, on land and sea. But because today broadcasting performs a special, added service—subtle, yet poignantly real—by forming an intangible link between men and women who are far away and those they love who are left behind.

RCA is proud of its part in creating that precious link, and is glad to help maintain it. Glad to furnish engineering service and equipment—subject to war's inexorable priority—to assist broadcasting stations with technical aid, supplies and replacements.
Eight years ago this month of July, WOR dug up, wrote, released one of its first comprehensive success stories.

Today one of the things we’re proudest of is a file of 101 sponsor-approved histories of extraordinary jobs WOR has done.

Scattered across the following pages is a representative list of them. They tell, better than anything we might say, how powerfully, how penetratingly, how successfully WOR has built— is building—one of the most impressive records in radio.
1936

WOR learns that it has increased the sale of one of the first vitamin concentrates 100% each year for 5 years. That WOR, and WOR alone, created such a demand for the product that complete distribution was obtained by the sponsor in the entire northeastern area.

1937

Using WOR only, the manufacturer of an automobile accessory jumped his always-below-par New York sales 25%; put the product on the shelves of leading eastern automobile accessory shops, department stores, chain stores.

1938

Using WOR only, the maker of a new and highly reputable drug product zoomed his sales from nothing to 2600 dozen tubes per month in approximately 8 months. In addition, established such a strong Philadelphia demand that sales soon totalled 25% of the phenomenal New York record.
Two days after a long-established New York restaurant chain began using WOR, its store traffic increased 6.1%. And, mind you, not in New York only, but in that chain's branch restaurants in New Haven, Philadelphia, Newark, Paterson, Trenton. Menu items mentioned on the WOR show jumped 4.3%.

A sponsor—still on WOR—writes voluntarily, "Our company has made effective use of WOR for the last 14 years. We are always glad to speak well of a station which has done so well for us."

The maker of a household polish gives WOR complete credit for putting the product in the hands of 33 new wholesaler and approximately 800 dealers. Finally, he reported that WOR increased the sales of the product 200% in the New York metropolitan area.
WOR now tackles the new task of establishing markets and sales for substitute products during a time of war. Reports the advertiser of a mending tape: "We thought our distribution was excellent, but you've put us in 43 great department stores. You've established us in such great war markets as Albany, Philadelphia, Baltimore, New Haven, etc."

The sale of an ice cream was limited because of war priorities. But the maker's quota permitted him to expand 25%. All other media used had not helped him reach that total. In four months WOR closed the 25% gap, and where the supply could not meet the demand, the WOR broadcasts built an enthusiastic post-war acceptance among wholesalers and dealers. In addition, taught thousands of listeners that this was the ice cream to ask for—now and after the war.
PARAMOUNT BUYING WLS BARN DANCE
PARAMOUNT PICTURES, New York, has reportedly paid $75,000 for an eight-week option effective July 7 to make a movie of The National Barn Dance program, heard for the past 10 years on WLS, Chicago, and on NBC. $10,000 was said to have been pa: WLS for use of the title.

Bernie Armstrong Presents,
with the
Page sketch radio
Network for
The
March of Time since
4:45
summaries
IN
and
change in peace
change is dropped.

Public service
To
uled
the cast.
Sisters and the Hoosier Hot
Arkie,
Brown, Chicago
stars
rector
hart,
$10,000
heard for the
for an eight

COOPERATION with the
same methods
Increase,
Service

for an eight

of
the

EMPOYESS SOLVE WHAS PROBLES
Through Operations Advisory Committee
-Started Two Months Ago-

IRONING OUT WHAS WRINKLES, the WHAS new operations advisory committee, composed of department representatives, meets in formal session. Standing (l. to r.): Jack Koch, traffic; Dick Wade, technical; Buddy Brock, announcer, and Jack Brooks, continuity. Seated (l. to r.): Dudley Musson, production; James Sills, sales, and W. Lee Coulson, general manager. The plan is proving quite a success.

UPLIFT for personnel relations at WHAS, Louisville, is the new formal operations advisory committee which replaces the old procedure of periodic staff meetings for informal discussion of ideas. Among station workers selected by fellow-employees of each department, one representing each activity, the committee works out station problems, and according to W. Lee Coulson, general manager, the plan has put new zest into the WHAS organization.

Mr. Coulson sits in as umpire, taking little part in deliberations and letting rank-and-file representatives of the departments bat out problems of the day. Instead of competition for improvement suggestions, the meeting is a thorough-going discussion of day-to-day questions of station and industry operation. Ideas crack and sparkle at the sessions, Mr. Coulson reports.

Holds Office for Year
Permanent chairman is elected and holds office for a year. Employees not on the committee have the right to walk into any session and listen in, state grievances or offer suggestions. In operation for two months, the plan has resulted in improvement all down the line.

Minutes of a recent meeting give an interesting sidelight on the new group's functioning. At this meeting, Mark Ethridge, publisher and general manager of the Courier-Journal and the Louisville Times, which owns and operates WHAS as a basic CBS outlet, sat in as observer. Noting that he was extremely interested in the plan, which looked like something he could apply to his organization, he advised that the group deal strictly with operational problems and avoid personalities.

JORDANS TO STAR IN TWO RKO FILMS
MARIAN and Jim Jordan, stars of NBC Flamenco, sponsored by E. C. Johnson & Sons, have been re-signed by RKO for two new starring films. The stars, Jack Whiteham, BLU musical director, and Oscar Levant, pianist featured on NBC Information Please, will portray themselves in the Warner Bros. film, "Rhapsody in Blue." Jack Halpy, recently added as co-star to the NBC Studio Test Program, has been signed as lead in Paramount's musical extravaganza, "Rhythm Ranch." Al Pearl will be starred in the Republic film, "Here Comes Elmer," now in production.

Gracie Fields has been signed to co-star with Jack Benny in a new Century-Fox film, "Two-Faced Quilligan." Production on that picture as well as Warner Bros. film, "The Devil Wears Prada," have been postponed until after the coming movie schedule of overseas camp tour. Titled the "Straw from the new RKO release has been changed to "So This Is Washington."

MG M has picked Oboler's dramatic story, "This Precious Freedom" and will make it into a two-reeler with Claude Raines starred. Original, from which film version was adapted, was listed as the best radio drama of 1941.

Treasury Dept. Adopts New War Bond Slogan
OFFICIAL slogan adopted for the Third War Loan campaign, to begin July 15. Continuing for three weeks, will be "Back the Attack With War Bonds," it was announced last week by the War Finance Division of the Treasury Dept.

Plans were being formulated last week for radio's part in the drive. Among of these was be the use of stations affiliated with networks and OWI for arrangements of broadcasts on Radio Day (Aug. 9) and for the coming drive [BROADCASTING, July 12].

‘Dead Set’ Warning
ALARMED over the diminishing supply of radio tubes for home sets, the Philadelphia Radio Service men's Assn. has made an appeal to the listeners to write to their Congressmen asking for papers calling attention to their dead radio sets. The plea was voiced during the Sunday night broadcast sponsored by WJFL, Philadelphia, by the association.

WEMP Basic Blue
WEMP, Milwaukee, effective Aug. 1, changes status as a basic supplier to the Army to basic BLUE, to a basic BLUE station. Milwaukee Broadcasting Co., operates station, with 250 watts on 1340 kc.

Two Join CBS
WHOP, Hopkinsville, Ky., and WPAID, Paducah, on July 18 joined CBS as special basic supplementary stations. Both outlets operate full-time on 550 watts, with WHOPI operating on 1230 kc. and WPAID on 1460 kc. Both are owned by the Paducah Broadcasting Co.

Lewis Honored
FULTON LEWIS JR., MBS news analyst, has been elected to the Sigma Delta Chi Journalistic Fraternity as winner of the 1942 radio newsmen's award for his series of reports on the synthetic rubber situa-

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BROADCASTING • Broadcast Advertising
"outstanding public services rendered by Radio Station KXOK"

In line with KXOK's policy of presenting outstanding public service programs, KXOK recently completed a spectacular series of broadcasts direct from the scene of Missouri's worst flood in a century.

KXOK presents important public service programs on a regular basis, adhering to its policy of having a KXOK microphone on the scene whenever there is an event of importance in or around St. Louis. KXOK's alertness in presenting its listeners the type of programs they like, makes for a responsive audience in the Mid-Mississippi Valley market, and an opportunity for advertisers to do an excellent selling job.

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Canada Prepares Post-War Finance Reserve of $150,000 Started For Improved Equipment CANADIAN Broadcasting Corp. has started a reserve fund of $150,000 for the purpose of paying heavy expenditures that will be necessary to take advantage of improved equipment, Dr. Augustin Frigon, CBC solicitor and general manager, reported to the Parliamentary Committee on Broadcasting at Ottawa.

Marked changes in the transmission of broadcasts may be expected after the war, Dr. Frigon told the committee in explaining technical developments, especially FM. He expected that an international conference would be necessary to allot wavelengths and take up matters of interference across international borders.

Reporting on finances, the Dept. of Transport told the committee that the CBC had received during the fiscal year ending March 31, 1943, the sum of $3,067,340 from the sale of $7,258,560 during last year, an increase of $215,158 over the last fiscal year. The CBC also received $34,550 in fees from private commercial broadcasting stations, bringing the CBC total from all licenses up to $3,701,690 as compared to $3,485,332 in 1941-42.

Licensed Stations

The number of broadcasting stations licensed this year in Canada is: CBC, 27 (including five short-wave licenses and 12 repeater licenses); university (educational) station licenses at a cost of $50, two; and privately owned commercial stations, 85 (including eight short-wave licenses).

Information was filed with the committee by the CBC showing that the corporation paid $787,000 to private stations last year for commercial advertising programs which this year carries. The average paid by individual stations ranged from $2,000 to $1,400.

In granting an outlet to the Mutual Broadcasting System in Toronto last August, Dr. Frigon said he did not think the CBC had given Mutual any "vested interests" because it did not own the station and the outlet would be obtained by individual stations ranged from $2,000 to $1,400.

W7SC On Full Time

FM STATION W7SC, operated by the Moody Bible Institute, Chicago, has received its provisional license and is now on the air from 11 a.m. to 9:30 p.m. Its present Sunday schedule is from 8 a.m. to local sunset. While listening power up to 1,000 watts power, W7SC expects to become a 50,000-watt station after the war. Despite its low power, however, it claims a record for long-range reception, based upon a report from a listener in Greenville, R. I., who writes that he receives the station's programs with considerable regularity.

With Microphone Plugs damaged by wear and shell replacements unobtainable, Freddy Friedenthal, chief of audio transmissions for WJR, Detroit, has developed a repair tool which smooths out the dents and returns a battered plug to service. It is unnecessary to remove the plug from the cord, he says, and the repair job can be done in a few minutes.

Wire Service

LITTLE MISS LOUCKS

GETS HER ANSWER FROM

MARK WOODS

JUVENILE public relations for the BLUE Network, it became known last week, is being handled by Mark Woods, the proxy himself, Wood's daughter of Philip G. Loucks, Washington attorney and former N.B.C. management director, wrote the network about the summer vacation of Captain Midnight, following an appeal by her 13-year-old brother Mike (who aspires to the fearless Captain's role), Mr. Woods last Monday wrote to June: "If you are somewhat concerned that Captain Midnight is off the air for the summer. As you know, a number of radio shows do close for the summer, and come back again in the fall. I want to assure you that this will also be the case with Blue. Captain Midnight. It starts again on the same station, same time, on Sept. 8, 8:45. I am glad that you like this program and I hope that you also listen to some of the other programs of the Blue Network.

Then this P. S.: "I know your Daddy very well, and I think he is a grand chap."

'SATEVEPOST' ON FREE RADIO

EDITOR'S NOTE: The "Saturday Evening Post" 8½ million readers were acquainted with the broadcasting industry's regulatory problem as a result of the historic Frankfurter opinion of the Supreme Court in the FCC hearings on "Who Owns the Air." The Post was available last Wednesday. The editorial, third to be published on radio in three successive issues, carries the unvarnished head "Do We Want Government-Controlled Radio?"

The question of the "freedom of the air"—what it is, who is to protect it and how it is to be regulated to fit the limitations of radio as a medium of communication—has been passed back to Congress. According to the majority of the Supreme Court, in an opinion written by Justice Frankfurter, the Federal Communications Commission derives from the Communications Act of 1934 powers broad enough to include regulation of financial and contractual practices of radio stations, the conditions upon which programs are determined by networks and, in Justice Frankfurter's interesting phrase, the "composition of the traffic over the air waves."

Justice Murphy, in a memorable dissent, did not agree. He wrote: "If Congress had intended to cover the subject of network control and affiliations, it would not have left it to dubious implications from general clauses lifted out of their context." But for the moment the Communications Commission is free to exercise the "not negligible but expansive power" conferred upon it by the majority's interpretation of the statute.

At a time like the present, there is always the risk that debates on these matters will generate more heat than light. The debate in Congress sometimes exceeded the bounds of reason. Never before has it seemed so reasonable to say that before any Government commission is to determine the "composition of the traffic" over the ether of news, entertainment and opinion, Congress should make its own declaration on the issue.

Justice Murphy and Justice Roberts agree that the Supreme Court has exceeded its competence and that we are "regulated to the limits upon an agency power which the Congress has not granted." But the majority agrees with Justice Frankfurter that, although the Communications Act does "not explicitly say that the commission shall have power to deal with network control and practice," the public interest, nevertheless, the commission must ignore any "dumping construction" of the Act.

Since it is the intent of Congress which is being debated, there can be no objection to asking Congress whether it agrees with Commissioner Fly and the Supreme Court majority or with the radio industry, a considerable portion of the listening public—"which thinks that radio broadcasting is pretty good, and the court's minority"?

The alternative to a new determination by Congress upon its actual intentions is to hand over the airwaves to controllers who seriously threaten freedom of expression on the air. The issue is not whether a broadcast station should continue to operate free time at the disposal of a network or whether a network should withdraw from competing stations programs which have been rejected by a network station.

There are various opinions as to whether or not this or that of the commission's regulations would improve broadcasting or wreck it. The primary issue is not the merit of the right of the commission to promulgate and enforce regulations which make fundamental changes in radio. What Congress is now concerned with is what becomes of free broadcasting if a Government commission has power to limit or curtail the composition of the traffic."

In less critical times, we might be accused of taking an alarmist attitude in attempting to put to the public too little to dispel alarm on the subject of free communication. The President's frequent gibes at the Press and the criticism against the Associated Press, the continual preoccupation of Government spokesmen with the supposedly venal and gridironed men of such media: all this conspires to build up in the public mind a new fear, one which we supposed had been dispelled for all time—namely, that the heavy and unimaginative hand of bureaucracy is grooping for control of the news and information in the United States.

The social and economic views of many policy makers in the administration do not dissipate this fear. There is in the administrative agencies too much agreement with the opinion expressed by Abraham Freeman, assistant solicitor for the Securities & Exchange Commission, who said in response to a question by Rep. Boren, of the House Committee on Interstate Commerce, "I believe any law of Congress or any rule of the Securities & Exchange Commission which conflicts with a law of a state, supersedes that law."

According to the Constitution and a long history of judicial decisions, the situation is not quite so cut and dried. But if Mr. Freeman represents the legal philosophy of many circles, the revolt in Congress is not surprising. Precision in the delegation of powers to agencies is the miniature of the preservation of the survival of our system of government. As applied to radio, we predict that Congress will take the initiative to define agency boundaries. Congress is qualified to decide what shall be the "composition of the traffic," in so far as that means control over the ideas and information which Americans shall be permitted to hear.

Bottle Collection

EASTERN STATES Bottle Collection is a drive in the New York area July 12 to urge the return of "lost" beer, milk and soft drink deposit bottles, estimated at 45,000,000. A possible shortage of bottles in this region prompted the drive. While a fund of $25,000 has been provided for the three industries involved for paid space, there was no need to purchase special radio time as a number of radio stations and some of the dairy product firms already have programs on the air which are being utilized for this purpose. The drive will be included in broadcasts for one month, duration of the campaign. Brewers and Bottlers of Trade is cooperating on the project. Agency is Young & Rubicam, New York.
Obviously the 6th largest city in the country will be in your plans. And that’s why you should know about WFBR’s ability to cut down sales costs. WFBR is one station that gives you facts to justify its selection in any budget . . . not just power alone.

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

In Baltimore . . . it all adds up to this: In Baltimore . . . WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage . . . and not just power that’s costlier and too often wasteful.
Sicily News Aired in 33 Seconds

After Africa Flashes `Stand By'

Networks Prepared For Invasion News, With CBS First to Carry, NBC Close Second

FULLY PREPARED weeks in advance for flash news of each invasion step made by the Allies in the Mediterranean area, the shortwave departments of the major networks were ready at 12:05 a.m. (EWT) on July 10 when the news of the Sicilian invasion was sent around the world by Allied Force Headquarters in Africa.

Exactly 33 seconds after the signal came through from Africa to "stand by for special announcement", CBS put the news on the air, giving America the first word of the major step towards actual invasion of the Italian mainland. At 12:18, CBS brought in Bill Henry, CBS correspondent in Washington, for a summary of what the War Dept. had to say on the invasion, after which the network interrupted and put on the air here a broadcast by Robert Dunnett from Algiers to the BBC. Winston Burdett, CBS correspondent in North Africa, broadcast from Algiers at 12:27 and until 12:43 CBS presented Bill Henry again as well as Major George Fielding Elliot. Further news of the invasion came over the network in the early morning news programs and continued at close intervals during the day and into early Sunday morning.

One Minute

NBC flashed the news about Sicily at 12:06 a.m. July 10 one minute after Radio Algiers gave the first news, Grant Putnam read the bulletins, after which NBC switched to Washington for the War Dept. reaction; to Algiers for highlights from Ralph Howard, NBC Correspondent in North Africa; to New York for further background, and back to Washington for reports from Richard Hness and Robert McCormick.

Mutual carried the news from its overseas reporter in Algiers, Seymour Korman, at 12:15 a.m., and since then Korman has been presenting Korman on a twice-daily basis at 10:30 a.m. and at 6:30 p.m. on the Overseas News Report. Jack Thompson, Mutual's "parachuting reporter", who fled his first invasion story for newspapers, biled "with American Parachute Troops Bound For Sicily," is planning to broadcast his own participation in the invasion as soon as he can find broadcasting facilities.

First bulletin on the BLUE came at 1 a.m. with George Hayes giving the news just as the BLUE's all-night program Say It With Music went into high gear. Regular news bulletins on that program every hour on the hour highlighted the invasion, and at 8:30 a.m. on the United Nations News Review program, the BLUE gave its listeners a complete roundup from its correspondents at different points around the globe.

Under an emergency agreement set up between the OWI and the Coordinator of Inter-American Affairs, OWI began broadcasting in this country fed Spanish broadcasts to South and Central America, and Portuguese news reports to Brazil from invasion reports throughout the day. During the newly allocated daytime hour schedule, the CIAA, in cooperation with United States shortwave broadcasters, including NBC and CBS, presented various Latin American commentators speaking on all phases of the invasion July 10.

OWI Airings

OWI's Overseas Branch put the news on the air at 12:08, concentrating on France and Italy, but broadcasting continually on all other networks and in shortwave languages. For the first few hours, OWI broadcast the announcement of the landings, and the text of Gen. Eisenhower's first communique.

The invasion announcement was aided by OWI on seven shortwave and mediumwave transmitters in North Africa, on all BBC units, and all shortwave transmitters in this country, on both the east and west coast. Officials reported that the Axis resort to the most determined jamming that it has used in the propaganda war. As a result, the news was read slowly, and listeners in Sicily reported reception was good.

Radio Rome announced the invasion at 1:20 in a broadcast for foreign consumption. The Axis in general did not learn the news from its own sources for 24 hours.

After the first announcement of the invasion, OWI stations advised the people of France to be calm, and to listen to the United Nations radio for further instructions.

WOW, one of New York's leading foreign language stations, which claims to reach 2,200,000 listeners among Americans, began special coverage of the Allied invasion of Sicily on Saturday, July 10. Keying its broadcasts to the loyalty and patriotism of Americans, WOW newscasters stressed the fact that "The Invasion of Italy from Fascist-Nazi yoke has begun ..." From 7 a.m. on through the day, news bulletins and special features were presented, including three well known Sicilian anti-Fascists who made an appeal to the Italian community here, for complete unity behind America and her Allies.

WOMEN TO ADVISE WOR WAR ACTIVITY

As a result of recent surveys disclosing WOR, New York, as the local station most helpful to women in their household work during war time, Alfred J. McCooller, president of WOR, last week called a special luncheon meeting at the Hotel Waldorf-Astoria to discuss with present War workers in various fields further means of aiding women listeners at home and in the war effort.

Guests were invited to become permanent members of the WOR Women's Advisory Panel, to advise the station on such questions as: How can WOR increase its aid to women in the war effort? What type of information not on WOR do women want? What is the group's opinion of the "soap-opera"?

Continuing Study

WOR was found to be the leading women's station in New York, suspecting WOR, the only one of women in the country, to have been not only of women by Crossley Inc. in the WOR-Crossley Continuing Study of the radio audience, Great WOR in New York, WOR led on the question "What New York station has programs that you feel give you the most help with household work?"

—While the second station mentioned was 1.7% behind WOR. The table was trailed by 4.8% and the fourth by 11.7%.

Third NBC Project Goes To Affiliates in August

Third in the series of program promotion projects generally titled "Parade of Stars" by NBC will be "The Invasion of Italy," to be aired in early August, with the triple objective of creating interest in network programs, strengthening the position of NBC affiliates in the communities they serve, and building audiences for sponsored broadcasts.

The new "Parade", contrary to its predecessors—the NBC "Fall Parade of Stars" in August 1942, and "The Invasion of Stars" in January 1943—supplies the stations with material usable on a more regular, rather than for specific periods. Recordings, specially made by more than 30 NBC's top-ranking features, are accompanied by scripts, announces, promotional material, photographs and novel ideas. Two announcers, three recorders, and a 25x14-inch portfolio holds the promotional material, and a series of programs that are grouped together, and managers a chance to combine the special transcriptions for broadcasts, with the cost of your exaggerated a minute to a half hour or longer.

Labor Recruited

Effectiveness of radio announcements in recruiting manpower has spread far and wide. A letter Board has prompted National Tool & Mfg. Co., Kenilworth, N. J., to renew its contract with WAAT, Jersey City. In the letter, Mr. M. J. O'Leary, AT&T national sales director, the company stated that "radio announcements have brought answers to our plant seeking employment than the combined number attracted by advertising in five leading newspapers in this area."

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Forceful Allied propaganda is today beamed to all the Axis world by G-E international short-wave transmitters.

G-E, pioneering in international short wave, began in 1923, led to the development of nine American international stations of varying outputs up to 75 kw. Recently, G-E added four more, two of them 100 kw, the highest signal output of any American-built stations of that type. G-E is now building three more giant 100-kw transmitters for the expanding American war needs.

General Electric is the only American manufacturer ever to have successfully designed and built international transmitters of such great power.

The G-E 100-kw and 50-kw transmitters for Station WGEO-WGEA, shown in the insert above, have their programs beamed by special panel-type antennae backed by ingenious dipole reflectors that step up the radiation efficiency.

In the main illustration is another G-E development, adding greatly to the flexibility and efficiency of international equipment. This antenna-feeder hook-up gives quick manual switching from one directional beam to another—from one overseas work area to another. Day and night, this powerful station is working for a shorter war, a better peace.

What G-E Leadership Means to You

Informed thinking today points to changes in post-war broadcasting. It looks for a big increase in local FM stations. It foresees fewer but more powerful AM stations, and that television will grow, becoming an important factor in consumer markets.

General Electric offers any broadcaster a complete service in all three fields of FM, AM, and television.

1. G-E's unmatched achievements in international transmitters are ample evidence of G-E ability to build new high-power AM transmitters and improved receivers after the war.

2. The fact that G.E. has built over a third of all FM broadcast transmitters and a large percentage of FM receivers is positive evidence of its continued leadership in the post-war FM field.

3. And four years of live-talent programming experience in its own non-commercial television station, WRGB, plus its full line of television transmitters, relay transmitters, studio apparatus, and receivers provide a sum total of television equipment and experience that will be of immense value to the post-war broadcasting industry.

... Electronics Department, General Electric, Schenectady, N. Y.

Time to "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 8:30 E. W. T. over CBS. On Sunday listen to "The Hour of Charm" at 10:06 P. M. E. W. T. on NBC.

... * * *

2,000 hours of international service and still going strong! As WGEO, a G-E mercury-vapor rectifier tube—Type 857-B—has given faultless service since 1931.

* * *
AN IDEA

that nails
551,000 families to their chairs!

A year ago an idea was born. A new program started in the West.

A low, sinister whistle pierced the blackness. Eerie music blended with the whistle...then a man's voice, low, apprehensive. For a half-hour listeners sat spell-bound.

*The Whistler* was on the air over Columbia Pacific!

Now, a year later, listeners still sit spell-bound, every Friday night at nine. 39.7% of all available radio families now listen to this program. That means a Hooper rating of 11.2. That means 551,000 families actively listening.

The story of *The Whistler* is the story of all Columbia Pacific origination. It's a story of ideas. Ideas are the power-force in radio. Ideas are the starting point of every Columbia Pacific campaign.

Ideas—projected by superlative execution—make programs on Columbia Pacific strikingly successful. *The Whistler*, for example: It was written by top Hollywood writers. Then it was cast with top Hollywood talent, and produced by the sure-footed staff of Columbia in the West...the staff responsible for so many of the great coast-to-coast CBS shows!

Columbia Pacific serves some five million Western families—five million families who have the will to buy and the cash to pay. Through Columbia Pacific you can reach these families—reach them with ideas...attention-arresting, action-impelling ideas—translated into radio programs that build West Coast audiences into a buying army for you.

Such programs as *The Whistler* are now available for sale on Columbia Pacific. Ask us or Radio Sales for details. Or ask us to create an idea for you...an idea planned to tell your story more dramatically than it's ever been told before.

**COLUMBIA Pacific NETWORK**

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM


Represented by Radio Sales, the SPOT Broadcasting Division of CBS.
End the Double-Talk

THERE'S lots of double-talk and confusion about the House Committee investigation of the FCC. For practically every piece of evidence put in by the Committee, Chairman Fly issues a press release, and talks about the Committee’s “bid for publicity” or the falsity of the allegations, or the unfairness of the proceedings.

Last Friday, Mr. Fly appeared before the Committee. For two hours he parried every question propounded by Committee Counsel Eugene L. Garey. It was a great exhibition of shadow-boxing.

Mr. Fly refused to divulge any information on the investigation of NAB President Neville Miller by the Law Committee of the Board of War Communications on grounds of alleged “breach of trust” in connection with activities of the Domestic Broadcasting Committee of BWC. Mr. Miller was exonerated. Mr. Fly said he was under instructions from the BWC not to release any data relating to the Miller “trial” because it would “adversely affect the national security or injure the national prestige”.

The Miller matter has been a sort of open secret in Washington for months. Mr. Fly’s dislike of the NAB head is practically historic. It goes back to the NAB convention in St. Louis in 1941 when the FCC Chairman alluded to the NAB as akin to a “dead mackerel in the moonlight—it both shines and stinks”.

Unlicensed by FCC

Mr. Miller is in the unique position of being the only broadcaster unlicensed by the FCC. He has no station affiliation. He has opposed Mr. Fly’s policies and activities. Mr. Fly, almost from the start of his tenure in 1939, has tried to destroy that opposition and effect an NAB reorganization—one that would be more pliable and perhaps “cooperative”.

The House Committee is under mandate from a branch of Congress to investigate the FCC. It has that duty. Mr. Fly doesn’t like the inquiry, and has sought from the start to block it. But Congress makes the laws.

The war interest is paramount. Under the war pressure we must accept at face value the judgment of the Commander-in-Chief. The President, as Commander-in-Chief, for reasons he deems adequate, has refused the Cox Committee certain files and data relating to the FCC’s war functions. The Army and Navy have disallowed testimony from their officers or officials for that reason.

The Committee is continuing its inquiry. It will get into many matters, we assume, which have no bearing on military operations. Nothing is to be gained by these violent outbursts and smoke-screens. An investigation has been overdue. The rising tide of Congressional complaint is answer enough. New legislation is needed—that’s admitted everywhere except by the FCC majorities.

So let’s have a thorough-going, lawyer-like investigation, without the carping and bickering and begging of issues at every turn.

Jimmy Emotes

JIMMY PETRILLO loves to talk. He talked for a couple of days before the Senate Interstate Commerce Subcommittee investigating his recording strike last January. Then he talked for a couple of hours before the War Labor Board sitting in on that same controversy 10 days ago.

But the stories didn’t jibe. Last January he wanted “more work” for unemployed musicians, a myth that was exploded shortly thereafter. Now, his musicians have simply “quit” because the transcription business is “peanuts”—a paltry $4,000,000 a year gross.

Jimmy insisted until he appeared before the Labor Board—that he had no quarrel with the broadcasters, and that he was being “smeared”. Now, it develops, he wants to force all stations—indispensable and networks alike—to hire fixed quotas of staff musicians. He wants the transcription companies to refuse to deliver recordings to stations declared “unfair”. He wants the record companies to stop recording—part of the “squeeze” he uses on networks when an affiliate doesn’t fall in line with an adequate staff orchestra (whether it performs or not).

That was evident last January—before negotiations even got under way. We said so in these columns. But he didn’t make the demand until May 11. And when that was rejected, he turned to his invention that his men simply had “quit” their jobs.

Jimmy has a monopoly. He draws a salary of $49,000 a year, aside from “allowances and contingent funds”, and along with a car and chauffeur in Chicago and another in New York. He told the Senate Committee he paid his income tax out of his Chicago Federation “fund”. AFM has a reserve fund of “about $2,500,000”. And Jimmy talks about “unemployment relief”.

Jimmy has gotten away with it so far because of all the cushy legislative benefits voted by Congress to protect the right of the honest working man. But Jimmy is a czar with a punch. Thanks to his inflated ego, he told the WLB his real purpose. He wants to flood the broadcasting industry for every possible dollar, and he wants to use the transcription companies as the device for getting at the non-network stations, many of which are already in red ink.

The WLB was told by Garrulous Jimmy in about so many words that he wants to create jobs to build his union. It had 148,000 members last January, and he claims 160,000 now. After the war he looks for a 200,000 membership. An NAB test survey last year revealed that only 35% of AFM’s members list themselves as musicians—the balance being engaged in other occupations, trades or businesses. But AFM gets the dues.

Mr. Petrillo runs a business, apparently on the ‘public’s educated’ philosophy. The public can be deprived of the technological improvements and pay the added costs. His tactics wouldn’t be countenanced in any other form of business. But he functions under the guise of a labor union.

It’s up to the WLB now. If it doesn’t give Jimmy the jolt he’s been inviting these many years, just watch an indigent public express its will through Congress next September. By that time, however, the transcription industry may be as dead as a dodo—if Jimmy gets away with it again.

Our Respects To—

Capt. Wilbur Eickelberg

OFF TO THE WARS again might informally describe, in these days, the activities of Capt. Wilbur Eickelberg, U. S. Marines, who until some ten months ago was general sales manager of Don Lee Broadcasting System, Hollywood. For during World War II, Wib, as he is known to his business associates, joined up with the Marines as a private and finished as a first lieutenant.

When the United States entered the present war, he dusted off his uniform and公式 called to be a consultant. Stationed at Camp Elliott, San Diego, Calif., he is Public Relations Officer in the Intelligence Section, Headquarters, Amphibious Corps, Pacific Fleet. His responsibilities were recently expanded to embrace the entire Fleet Marine Force in the San Diego area.

Born in Oak Park, Ill., March 14, 1897, Wib received his early education in the schools of that community. Lessons learned from hard knocks and a sturdy give and take, developed his critical acumen. More important, they laid the foundation for his characteristically sound judgments of human nature.

It was in the Spring of 1915 he joined the Western advertising office of Collier’s Weekly in Chicago. Wib remained with Collier’s until April 1917, when President Woodrow Wilson called for volunteers for World War I. Joining the 6th Marines as a private, Wib sailed for France September, 1917. He participated in the engagements at Belleau Woods, Soissons, St. Mihiel, Blanc Mont Ridge and the Meuse-Argonne, and won the Silver Star with Oak Leaf Cluster. Young Eickelberg advanced through the non-commissioned ranks, and in September, 1918, was commissioned a second lieutenant. Honorably discharged a first lieutenant in August, 1919 upon return to the United States from the Army of Occupation in Germany, he renewed his former business affiliation as an advertising solicitor. Two years later, he became representative for the American Legion Weekly, and was named Western manager in June, 1926.

Next move, in May, 1927, was to the Chicago advertising offices of True Story Magazine. He became western manager of Smart Set Magazine in August, 1928, and retained that post until its discontinuance in 1930. Thereafter Wib went to California and opened the San (Continued on page 86)
"Today, in business as in living, the essential things come first!"

A Needle...and the Washington Market

What has the Washington Market to do with a needle and thread? The answer is easy.

The American people know that a needle and thread are essential...or it might be back to leopard skin for all of us.

And American business men know that advertising in the right markets is essential, particularly today...or back they might go to swap and barter.

Washington is one of these right markets...and WRC is the essential station...because WRC, in Washington, the nation's listening post, covers a market where the population has doubled in two years...where retail sales have tripled...where the average family income is highest in the country...where morning, afternoon and night, more people listen to WRC than any other station in Washington.

WRC...WASHINGTON
One of Eleven Stations in Eleven Essential Markets
Represented by NBC Spot Sales

Eleven stations that broadcast the nation's most popular programs to 55% of the radio families in the United States...eleven essential stations where the buying power is 34.2% greater than the average for the whole country.

Yes, eleven stations as essential to American business for the maintenance and growth of war and peace time sales as a needle and thread are essential to the American people for the maintenance of their way of life.

WRC - WASHINGTON
WEAF - New York   KYW - Philadelphia
WMAQ - Chicago   KPO - San Francisco
KDKA - Pittsburgh  WBZA - Boston-Springfield
WTAM - Cleveland   WGY - Schenectady
KOA - Denver     WOWO-WGL - Fort Wayne

NBC SPOT SALES
One Sound Effect
They Gotta Have!

Retailers want action the very same day! The cash register bell is their sweet music. WITH carries more retail accounts in Baltimore because tempo programming rings that bell.

N.B. When you've got the leaders in both the national and the retail field, you've got something!

W-I-T-H—The People's Voice—BALTIMORE
On the air 24 hours a day—seven days a week
THOMAS TINSLEY, President
REPRESENTED NATIONALLY BY HEADLEY-REED

Our Respects to
(Continued from page 31)

FRANK QUINN, manager of ROB, Albuquerque, N. M., has been named OWI state consultant.
C. M. EVERSON, general manager of WHRC, Columbus, has been elected president of the Columbus Rotary Club.
VERNON BOYLINSON, manager of WHWW, Welch, W. Va., has been granted leave for overseas duty with the Red Cross. He reports to Alexandria, Va., July 19 for four weeks training.

WHY does it give listeners new thrills and make sponsors glad to pay the bills?

“The Weird Circle”

SEE PAGE 49
Jap submarine helps Uncle Sam
When the Jap suicide submarine, captured at Pearl Harbor, went to Worcester, Mass., on its Treasury Department tour, WTAG put on a real barrage of publicity. About 20% of Worcester's 200,000 people turned out to see the undersea craft—turning $430,000 for War Bonds and Stamps for a view of the interior. That should help to sink some more Japs!

WKY helps to pay for new cruiser
Oklahoma City is a long way from salt water, but her people want to be well represented on the sea. So there was quite a celebration over a four-station program, originating at WKY, when Oklahoma City topped $40,000,000 to underwrite construction of the new cruiser U.S.S. Oklahoma City.

Bonds for Bombers sold by WBIG
During the final week of the Second War Loan Drive, WBIG, Greensboro, N. C., played a leading role in the campaign to pay for a squadron of bombers for Guilford County and 28 fighter planes to escort the bombers. To assist in bond selling, WBIG sent its Bond Wagon and members of its staff to Greensboro schools—met with such an enthusiastic response that this service will be continued for the duration.

What's NEW with YOU?
If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 228, 126 Broadway, New York, N. Y. If suitable, we will use it in one of this series of War-Grams.

On the occasion of Hitler's birthday, a number of stations staged special bond selling celebrations.

WRVA, Terre Haute, Ind., held a party with "Most miserable returns of the day" as its theme.

KWFC, Hot Springs, Ark., sent Hitler a "bouquet of bombs" in the form of War Bond sales.

WCOC, Montgomery, Ala., raised $463,846 as a special token of dislike for Adolf on his birthday—then staged another successful party a few days later on Hirohito's natal day.

Everyone should be happy except the birthday boys themselves.

WINX gets truck drivers
Facing a manpower shortage, the American Trucking Association sponsored a call for drivers, broadcast seven times daily on WINX, Washington. Pointing out that driving trucks is an essential war job, these messages brought in so many men that the appeal was broadened to include freight checkers and truck helpers.

The principal objective of WRVA, Richmond, Va., is to contribute to military-civilian understanding in a state which today is host to thousands and thousands of service men. Naturally this objective takes in so much territory that it has been necessary for WRVA to develop many special series of programs.

Twice each week, casts of 30 entertainers are sent to camps in Virginia, where they stage non-broadcast entertainments. Following these shows, servicemen go on the air for 30 minutes.

From Camp Pickett comes "A Letter to Dad," in which soldiers dramatize a report-to-home about Army life. "Fort Eustis Open House" takes listeners into camp with music and interviews. "Conquer We Must" originates at Camp Lee, with a skilled dramatic cast to inspire civilians to greater effort in support of our armed forces. "Boots to Builders," from Camp Peary, gives WRVA listeners a clear picture of the Seabees—the Navy's Construction Battalions. For helping to enlist recruits in the Seabees, WRVA Program Service Manager Irvin Abeloff received an Award of Merit from the Navy.

"Navy Smoker" is a 30 minute radio visit to look in on a spectacular 3 hour show at the Norfolk Naval Training Station. "Victory Mothers" features the reading of real letters from boys in service. Mothers read letters in reply.

At the start of the Second War Loan Drive, WRVA staged a 2½ hour show in the 5000-seat Civic Center at which a capacity audience bought more than a quarter of a million dollars' worth of bonds.

And all this is just a sample of the splendid job being done by WRVA. Certainly, congratulations are in order!

Defense Day at WINS
On Civilian Defense Day, WINS, New York, turned over its entire broadcasting time to the local Civilian Defense Volunteer Office. While commercials were retained, all sponsored and sustaining programs were either devoted entirely to Civilian Defense appeals or carried spot announcements of the agency's needs for volunteers.

Be there...be safe!
A new program is now being aired seven times a week by WEBR, Buffalo, N. Y., to curb absenteeism and promote safety in the plants of 60 Niagara Frontier Industries. Live dramas, transcribed music and safety jingles, interviews with workers, talks by plant personnel people and union representatives are broadcast. The time of the broadcasts is varied in order to reach as varied an audience as possible with these important messages.

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

Voices and Ears for our fighters
Commanders of the Navy's deadly PT boats and sub-chasers give and receive orders over sturdy, sea-going radio telephone equipment. In fighting planes and tanks, radio is essential for coordination of attack and defense. Much of this equipment is being supplied today by Western Electric.

July 19, 1943 • Page 37
Gerald A. Kelleher
GERALD A. KELLEHER, 42, founder of the Empire Broadcasting Co., New York, has been elected secretary of the company, succeeding Harry B. Gilmore, who is retiring Sept. 1 after 41 years with W-E.

CAPT. RICHARD A. BOREL, former manager of WRNS, Columbus, Ohio, and now with the Services of Supply, Washington, is father of a boy.

KERN TIPS, manager of KPBC, Houston, has been appointed civilian defense director for Harris county by County Judge Roy Holfheinz, Mayor Otis Massey and the mayors of the 11 other municipalities in the county.

Gerald A. Kelleher
PRENTICE SALDE has joined the sales force of WINN, Louisville, Ky., and is to be appointed general manager of the CAB, Toronto, has been named a member of the Awards Jury of the American Advertisers, which will announce the winners for distinguished service to advertising later this summer.

SID FULLER, general manager of KGB, San Diego, Cal., has been appointed assistant program manager of Don Lee Broadcasting System, Hollywood, effective Aug. 1. Fran Ito, assistant manager of KGB, is to be appointed general manager, with William Evans, now station sales manager, taking over his vacancy.

CARLTON COVNEY, So., California manager of John Blair & Co., station representatives, is the father of a boy.

NEW IDEAS FOR MEDIA SELLING

"We never wait for prepared lists. We sell advertising with ideas."

"You mean copy themes from Printers' Ink?"

"Well, Printers' Ink is right, but the copy themes are only half the story. We use a lot more of the book than that. The point is, our budget information tells us how much an account is spending, or should spend in relation to its competition, and how much with us in relation to other media."

"Oh, I get it! You probably compare the analysis with the P. I. Industry Reports to find the weak spots and then..."

"Then, the rest is simple. Printers' Ink campaign articles indicate the trend and stimulate our thinking. We develop similar copy themes tailored to fit the need. When our P. I. files fail to reveal the right material, we simply write to their Readers' Service Department...it hasn't failed yet."

"What happens when the prospect reads the same articles? Most important advertisers do, you know!"

"That's what makes it easy to present. The average account has been pre-sold on the idea first. We make it a point to suggest these programs to the prospects developed through our own advertising in Printers' Ink. Boy, that book never lets us down."

Most advertising, management and sales-minded people read Printers' Ink to get this usage, the wealth of ideas and information that P. I. builds into all its articles. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, marketing, merchandising and selling provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.

DEWEY LONG QUITS WLW CHICAGO POST

DEWEY LONG has resigned as manager of the Chicago office of WLW, Cincinnati, it was announced July 13 by R. E. Dunville, vice-president of the Crosley Corp. and assistant general manager of WLW-WSAI. Disagreement over policy matters was given as the reason for resignation.

Mr. Long came to the Crosley stations five years ago to manage WSAI and was placed in charge of the WLW Chicago office shortly after WLW took over its own sales representation. Before joining Cros- ley, he was sales manager of WBT and Radio Sales Inc. representative at Charlotte, N. C. Mr. Long has made no announcement of plans for the immediate future but stated he plans to continue in the broadcasting industry.

War Bond Tour

SUMMER War Bond tour of six cities by the H. J. Heinz Co. program Information Please has resulted in the sale of $275,178 worth of bonds, according to figures released by NBC. Originating in Boston, Hartford, Philadelphia, Cleveland, Chicago and San Francisco, the quiz program also accounted for additional dollars through the sale of blocks of admission tickets to large business organizations. The program is now off the air for the summer, returning to its Monday 10-10:30 p.m. spot on NBC Sept. 13.
"Beyond-Metropolitan" America will continue and expand its present all-time-high prosperity. Says distribution chief Nelson A. Miller, Dep't. of Commerce, "In the post-war competitive market . . . the small town and rural market must be brought into selling programs in a big way, fully in proportion to its size and improved quality."

ONLY Keystone affords radio advertisers exclusive network coverage in this indispensable sector of the nation.
THIS IS "BEYOND-METROPOLITAN" AMERICA

208 STATIONS COAST TO COAST!

STREAMLINED!

- ONE OPERATION INSTEAD OF 208
- ONE TIME ORDER
- ONE SCHEDULE
- ONE SOURCE FOR AFFIDAVITS
- ONE TIME CLEARANCE
- ONE MECHANICS OPERATION
- ONE INVOICE

Let the KBS representative tell you the complete story. KEYSTONE BROADCASTING SYSTEM, Inc.,
New York City 19, Chicago 2, Hollywood 28

KEYSTONE NETWORK
FCC figures show that about one-third of the nation—in small town and rich rural "Beyond-Metropolitan" areas—receives unsatisfactory coverage, or none at all, from major wired network stations. Therefore, these millions of listeners were lost to national advertisers—"national" in theory but not in fact. Then came KBS.
National advertisers now reach these lost millions via the Keystone transcription network. For Hooper surveys prove that the vast majority of people in the significant "Beyond-Metropolitan" areas surveyed listen predominantly to their own local Keystone stations. KBS delivers this huge NEW mass of audience at the lowest cost per actual listener in history. Join the leading national advertisers now extending their network programs to KBS markets.

"Detailed survey on request."
BEHIND the MIKE

MADELINE STEINGUT, daughter-in-law of Irvin Steingut, of the board of WLIR, Brooklyn, has joined the station as a script writer. While studying radio at Russell Sage College, Troy, N.Y., she wrote scripts for local stations. Joan Sac, continuity director, has been replaced during the summer leave, by Noretta Brown, of the script department.

JACK ANDERSON and Roger Stoner, formerly of KBIX, Muskogee, Okla., have joined KGFL, Shawnee, Okla., as announcers.

RAYMOND KAY and Harry Fleetwood, announcers of WIP, Philadelphia, report for induction shortly. F. Russell Gilbert, replaces Mr. Fleetwood as announcer on WABPH, WIP's FM station.

JOHN LEBAN, formerly of George Heidel, recording firm, has joined the announcing staff of WCAE, Pittsburgh.

CAROL HUGHES, formerly editor of Time-In, radio magazine, has joined NBC's press relations staff.

CAPT. RUTH MARY MORTON, formerly of WBOW, Terre Haute, now in the Wacs headquarters in Washington, was recently married to Maj. Donald Thompson, chief of the continental liaison branch, Bureau of Public Relations, War Dept.

LEE BENEDICT, formerly of MBS in New York, has joined the continuity department of WPIC, Sharon, Pa.

CHRIS MACK, farm director of WAXA, Yankton, S. D., has joined the Seebest and is stationed at Camp Perry. George B. Groom, WAXA's entertainer, has taken over Mack's duties, while Mack is on leave, including Man on the Farm interviews. The series is sponsored three times weekly by DeKalb Hybrid Corn, and is heard daily at 12:50, as part of the WAXA Dinner Bell Roundup.

DARRELL DONNELL, formerly with the domestic bureau of the OWI in San Francisco, has joined KJBS and KQW, that city, as newscaster.

GERRY MURRAY, formerly of WIBO, New York, and before that with Printers' Ink, has joined the BLUE sales promotion department as a copywriter.

ABRAM CHASINS, pianist, composer and commentator, has been named to the new post of musical consultant to WAXR, New York.

WARRIN L. ROBINSON, formerly of CFCII, North Bay, Ont., and CKGB, Timmins, Ont., has joined the announcing staff of CBNO, Ottawa.

BILL HERBERT, chief announcer and special events supervisor of the British Columbia region of the Canadian Broadcasting Corp., Vancouver, has joined the Canadian Army.

CHESTER GERLACH, formerly an assistant director in the CBS network operations department, is now a member of the music division. Clinton Johnston, production director of the CBS education division, will enter the Army July 22. Araby Gilmore, former assistant in the network's program analysis department, is now an assistant in the presentation division of the sales promotion department.

JACK GALE, formerly of 20th Century-Fox special services radio department, has joined Music Corp. of America, Beverly Hills, Calif., talent service, as radio contact.

“...My son and I,” says a California farmer, “hear your Farmer's Digest Program every morning from the givin' end of a cow. It's the best program of its kind...keep it up.” Letters like this are typical of the friendly response to KPO's Farmer's Digest. If you have something to tell (or sell) farm families in the wealthiest farm area in the U.S. get the facts...and you'll be on

*7 of the 10 top farm counties in the U.S. are served by KPO

REPRESENTED BY NBC SPOT SALES
NATIONAL BROADCASTING COMPANY RADIO CITY SAN FRANCISCO

Broadcast Advertising •  July 19, 1943 • Page 39
JOYCE NISSEN, of NBC Hollywood publicity department, and Harold Halley, Los Angeles freelance publicity worker, were married in June.

DON ROBERTS has been named traffic department head of KTMS, Santa Barbara, Calif., succeeding Jack McClaren, resigned.

JACK LYMAN, producer of NBC Hollywood, has been inducted into the Army, joined by friend Tim Warner, former sound effects department, assuming his production duties. George Volger, night program manager, has been named assistant manager of Hollywood recording division, with Bodel (Bud) Spender in charge of traffic department, taking over as night program manager.

HOWARD BRESLIN has joined writing staff of CBS Radio City, sponsored by Lever Bros. (Rinso). Jean Holloway, formerly assistant, joined New York staff of the Kate Smith Show.

GLORIA DURKIN, former traffic manager of KFBI, Wichita, Kan., has joined the continuity department of KROW, Oakland, Calif.

LAMONT JOHNSON, former general manager of WJMC, Rice Lake, Wis., has joined the announcing staff of WJZ, Los Angeles.

PETE GERTRUDE RICHMOND, formerly of the personnel department of WJMC, has joined the announcing staff of WJMC, Rice Lake, Wis.

LAMONT JOHNSON, former general manager of WJMC, Rice Lake, Wis., has joined the announcing staff of WJZ, Los Angeles.

GERTRUDE RICHMOND, formerly of the personnel department of WJMC, has joined the announcing staff of WJZ, Los Angeles.

LAMONT JOHNSON, former general manager of WJMC, Rice Lake, Wis., has joined the announcing staff of WJZ, Los Angeles.

JACK BERNARD NISON, of NBC Hollywood, has been named sound effects director of NBC Hollywood.

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KRGV

Weslaco, Texas 1,000 watts

THE TOTAL POPULATION OF THE LOWER RIO GRANDE VALLEY IS EQUIVALENT TO THE POPULATION OF 'TEXAS' 4th CITY.'

★ LISTENERS

KRVG is the only network station in The Rio Grande Valley and our recent surveys prove that 91% of the people consistently listen to this popular station. The populace in 40 cities and towns consider KRGV part of their community life.

★ DOLLARS

A war assignment to provide tons of food for the nation has brought the richest agricultural era to the Lower Rio Grande Valley of Texas in its history. In the year ending next September the growers will have received about $75,000,000 from the sale of citrus fruit, vegetables and cotton.

CENTRAL SALES OFFICE: 805-6 Tower Petroleum Bldg., Dallas, Texas.
Ken L. Sibson, General Sales Mngr.
Max Hill Joins WJZ

MAX HILL, chief of the Associated Press bureau in Tokyo until his internment by the Japanese following Pearl Harbor, has joined the news staff of WJZ, BLUE outlet in New York. In addition to a six times weekly five-minute morning news period on WJZ, Hill is substituting for Roy Porter in his 10:15-10:30 a.m. newscast Monday through Friday on the BLUE. Porter has taken a leave of absence from that period to handle the Ford Motor Co.'s Watch The World Go By news series on the BLUE, while Earl Godwin is on a three-week vacation.

WCLE, Cleveland, is now the key station for Kari Zomar's Scrapbook, presented Monday through Friday 11:15-11:30 over the Mutual network. Zomar selects his "down to earth" thoughts from his collection of more than 300,000 poems and quotations and presents them with a live orchestra background furnished by Helen Wyatt of the WHK-WCLE staff.

AN AUDITORIUM studio, replete with stage equipment and monitor booth, with a seating capacity of 200, has been completed for KGYO, Missoula, Mont.

KFI, Los Angeles, to promote interest in a pre-employment physical examination plan, has started a weekly quarter-hour educational series The Enemy Within. Bob Purcell, station special events director, is producer.

WIP, Philadelphia, has opened a School for Announcers under the direction of Edward Wallis, program director.

WTMJ, Milwaukee, put on a drive on Johnnie Olson's Rumpus Room for old records and the 25,000 pledged are being picked up in truckloads by the Red Cross. Olson's Rumpus Room will soon be taken over while he is on vacation by WTJN-WSPM announcers Bob Heiss, Don Stanley, Douglas Pledger and John Bandel.

WBZ, Boston, is broadcasting a description of blowing-in of the blast furnaces at the new Geneva Steel plant at Provo as one of a series of broadcasts describing steps in the actual production of steel.

CONTRACT FOR NOVEL interview-type program is signed by John Miller (right) on behalf of the William E. Miller Furniture Co., Washington, for broadcast on WWDC, Washington. Titled Talking Pictures, the first weekly series brings to the microphone men and women from military, diplomatic and Government service, who are interviewed—then record a message to be sent to a friend or relative. Specially made photo of the interviewee is pasted on the disc. Present as the contract was signed were: (1 to r) John Paul Jones, president; John Paul Jones Adv., Washington; Mrs. John Miller; Helen Moberly, of WWDC.
Clipp Outlines Philadelphia FM Plan

Cooperative Broadcast System Saves Men, Materials

By ROGER W. CLIPP
Vice-President, General Manager
WFL, Philadelphia

Because the Philadelphia FM plan of cooperative broadcasting has been a success, our city is suffering no blackout of dependable, high standard service to its FM listeners.

The wartime problems of replacement parts and personnel are too well known to Broadcasting readers to be detailed, and to FM operators they have seemed well-nigh insurmountable. But much more interesting and important is what has been done to overcome these difficulties, hence the significance of the Philadelphia plan.

Around the Table
First and most essential is the fact that the broadcasters decided to meet each other around the conference table. Eventually they evolved a program which they felt would serve to ease operating problems for each, for the duration.

Four of our five Philadelphia FM outlets agreed to cooperate — W49PH (WIP), W53PH (WFL), W69PH (WCAU), W73PH (WPEN). The Federal Communications Commission approved the plan for a 90-day period, after which the fifth station, W57PH (KYY), joined the group. FCC has now extended this any one day, for a minimum of 6 hours. Previously the minimum was 0 hours.

(2) Schedule. The broadcast month is 30 days, with each station operating seven days per month on a pre-arranged schedule. In practice, stations do not operate consecutive days — a different one being on the air each day of the week.

(3) Program Content. Each station has one representative on a Committee of Coordinators, one of whom assumes direction of the plan each month. Each of the other four receive a priority number for the month — 1, 2, 3 or 4. They make up their program schedule and circulate this material (indexed on cards) to stations having lower priority. Through this device, duplication is avoided — no selection being repeated during the broadcast month. Each station rates No. 1 priority once every five months. The coordinators also handle war service features so as to include a maximum number without duplication.

(4) Listeners Advised. All stations thought it important to advise listeners of the new plan and the reasons for its adoption. Each of the original group therefore sent letters to listeners, explaining the plan and the reasons for its adoption. Each of the original group therefore sent letters to listeners, explaining the plan and the reasons for its adoption.

(5) Advertising and Publicity. Each station runs a newspaper advertisement the day it is on the air, in one morning and one evening paper. Uniform in format, these ads give the day's program under the heading: "Today's FM Station —".

Listener reaction to the Philadelphia plan has been very favorable. Many have written to express appreciation for the stations' efforts to maintain high quality program material for the duration.

Here is what the plan has accomplished in saving of rationed materials and manpower:

Savings
1. The four combined stations saved approximately 10 kilowatt hours in power consumption each four-week period.
2. Nearly 500 manpower hours were saved per four-week period.
3. One station found it unnecessary to replace two technicians — one of whom is now serving with the Army Signal Corps, and the other working with radar equipment for the Navy.
4. At other stations, at least one first-class commercial radio operator was relieved for other duties.
5. Notable savings were effected in transcription material, filing, and clerical personnel and materials.

6. A spirit of mutual helpfulness has developed among the cooperating stations. When W35PH was unable to operate because of damage to a dual amplifier transmitter tube, W69PH stepped forward and supplied W35PH with the necessary tube. These tubes are impossible to replace. On another occasion, W35PH found itself unable, a few hours before broadcast time, to get its equipment functioning well enough to go on the air. The coordinator was notified, and, in a few minutes time, two other stations were willing and able to "pinch-hit". Fortunately, W35PH repaired the difficulty in time to operate on schedule, but the others were ready.

In short, the Philadelphia plan of cooperative FM broadcasting has successfully met the threats of war stringency. By means of the plan, the great advantages and promise of FM will be kept very much alive.
WFDF, Flint, Mich.

Allstate Insurance Co., Chicago, 28 as weekly; 4 weeks, thru Rutherfurd & Ryan, Chicago.


Diamond Crystal Salt Co., New York, 2 as and ca, thru Rutenberg & Bowles, N. Y.

General Foods Corp., New York, 15 as weekly, 24 weeks, thru Rutenberg & Bowles, N. Y.


Michigan Telephone Co. Detroit, 15 as weekly, 7 weeks, thru N. W. Ayer & Son, N. Y.

Pillsbury Mills, Minneapolis, Minn., 5 as weekly, thru McCann-Erickson, Minneapolis.

WOR, New York

Savings Banks Assn., New York, 5 as weekly, 2 weeks, thru Rutherfurd & Ryan, N. Y.


McKesson & Robbins, Bridgeton, Conn. (Platz-Forben, N. Y. general Mills, Minneapolis (Cheerios & Gold Medal flour), 263 ap thru Hackett-Sample-Homer, Minneapolis.

T. W. Burlson & Sons, Waseca, Minn. (home), 62 ap weekly, thru L. S. & B. Smith, Dallas.

Texas Gulf Sulphur Co., Houston, Texas, 30 fap weekly.


American Chicle Co., Long Island City (Adam's cube gum), 410 ap and ca, thru Buchanan, Patterson & Steward, N. Y.

McKesson & Robbins Bridgeton, Conn. (Cello tooth powder), 500 ap thru J. D. Tarcher & N. Y.

McKesson & Robbins, Chicago, 46 fap thru J. Walter Thompson Co., N. Y.

Pillsbury Mills Co., Minneapolis, Minn. (Tasty-Yeast), thru Field States Inc., N. Y.

Fireside Flakes, thru N. W. Ayer & Son, N. Y.

Peter Paul Inc., Neenah, Conn. (Mondays), 79 as thru Platt-Forese, N. Y.

McKesson & Robbins, Providence, R. I. (Tastee-Ying), thru N. W. Ayer & Son, N. Y.

Peter Paul Inc., Neenah, Conn. (Tasty-Veggi), thru Field States Inc., N. Y.

American Chicle Co., Long Island City (Adam's cube gum), 410 ap and ca, thru Buchanan, Patterson & Steward, N. Y.

Gamble & Barron, Philadelphia (Randolph Knit Hosey), thru 5 as, thru Buchanan, Patterson & Steward, N. Y.

Paramount Pictures, New York ("For What the Bell Tolls") thru 2 weeks, thru Buchanan & Co., N. Y.

Wade Adv., New York (Tip Tow Bread), thru 52 weeks, thru J. Walter Thompson Co., N. Y.

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Wade Adv., New York (Tip Tow Bread), thru 52 weeks, thru J. Walter Thompson Co., N. Y.

Wade Adv., New York (Tip Tow Bread), thru 52 weeks, thru J. Walter Thompson Co., N. Y.

General Foods Corp., New York, 15 as weekly, 10 weeks, thru J. Walter Thompson Co., N. Y.

WJJD, Chicago

Midland Auto Sales, Chicago (used cars), thru Field States Inc., N. Y., thru Chicago Daily American, Chicago.


Wayne School of Nursing, Chicago, 4 as weekly, thru Simmons & Simmons, Chicago.

Whitman Co., Chicago, 18 as thru McCann-Erickson, Chicago.

L. G. Redick Co., St. Louis (farm remedies), 3 as weekly, 13 weeks, thru Simmons & Simmons, Chicago.


WHO, Des Moines

Hamilton Hatcheries, Bancroft, Ia. (chickens), 2 as and ca, thru J. Walter Thompson Co., Chicago.

Rocke Feed Co., Des Moines, Iowa, 14 as thru Wallace Adv. Agency, Des Moines.

Crow's Hybrid Corn, Des Moines, Ia. 3 as weekly, thru Critchfield Co., Chicago.

Paramount Pictures, New York ("Five Go to Car") thru 8 as, thru Buchanan & Co., N. Y.

Carrer Salt Co., Huntington, Kan., 39 as thru J. Walter Thompson Co., Chicago.

California Fruit Growers, Los Angeles, (Sunkist), thru 40 as, thru Foote, Cone & Belding, Hollywood.

WHN, New York

Charms Candy Co., Bloomfield, N. J. (Tasty-Youth), thru 13 weeks, thru C. L. Miller Co., N. Y.

**BIG POPULATION SHIFTS REPORTED**

A GROWTH in metropolitan markets of nearly 2,600,000 people since the 1940 census has resulted from the migration of workers to war production centers, despite the loss of population from these cities to the armed forces, according to a population study made by J. Walter Thompson Co. and announced by Arno H. Johnson, director of media and research.

Report shows that outside metropolitan areas of the small cities, rural areas and farms have lost more than 5,600,000 people, due to migration to the cities and the draft.

Based on registrations for Radio Nation No. 2, the study shows a gain of 4,500,000 in total U.S. population; a 2,800,000 decrease in total civilian population, a 2,400,000 increase in 138 metropolitan markets of over 50,000, and a 5,600,000 decrease for the rest of the country since the 1940 census.

Increases are not divided equally among metropolitan centers, the report shows, with Mobile, Norfolk, Portsmouth and Newport News showing increases of 50% or more and Detroit and San Francisco leading in numerical increase, while New York and Boston have had substantial population losses.

**GENERAL ELECTRIC Co. orders during the first six months of 1943 totaled $941,220,000, an increase of 9% over the same period of last year, President Gerard Swope announced last week. Orders during the first quarter were $422,047,000, a gain of 41%, and during the second quarter $519,482,000, a decrease of 8%.

**CALIFORNIA COVERAGE**

**NOT ONLY WEALTHY BUT SMART!**

Not only is Sacramento the nation’s No. 1 spender but 21% of her citizens attend adult education classes. To talk to people like that you need

**KXBJ 10,000 Watts**

Sacramento

**McCLATCHY BROADCASTING COMPANY**

**BOYS WITH THE DOUGH ARE IN THE KNOW!**

Keenly competitive today is the bakery business in Houston... and the boys with the dough are promoting their bread brands most consistently and heavily over KXYZ. In fact, more bakers — national and local — are using more time over KXYZ than over the other two Houston stations combined. The reasons: excellent Hooper ratings, choice availabilities and attractive rates. Ask your Branham man for facts and a look-at the latest Hooper breakdown by quarter hours.

**Insurance Series**

**BENEFICIAL CASUALTY Co., Los Angeles (life insurance), is sponsoring a heavy schedule of transcribed and live newscasts and other programs on Pacific Coast stations. Schedule includes the transcribed five-minute program, News Behind the Headlines, 24 times weekly on KGJF; with 21 per week on KJX; five per week on KFIO, and one per week on KJRKOMO. Firms sponsor a three-weekly quarter-hour live newscast on KJRX, and daily participation in musical programs on KGO. In addition the transcribed quarter hour Captain Quiz is sponsored twice weekly on KJX; once weekly on KERA-KMRO. Agency is Hillman-Shane-Breyer, Los Angeles.**
Lincoln to Donahue & Coe

JOE LINCOLN, former assistant timebuyer of Erwin, Wasey & Co., New York, this week joins Donahue & Coe, New York, as spot timebuyer, working with Edward Fitzgerald, radio director, and former associate at Erwin, Wasey. Mr. Lincoln's timebuying activities have been assumed by George Schwieser of the agency's media department.

WILLIAM A. YOELL, formerly promotion director of Parade Publications, and previously director of research of M & M Ltd. has joined Young & Rubicam, New York, as a market research director.

CLEMEN'T E. BROOKS, has left the media department of N. W. Ayer & Son, Philadelphia, to enter the armed forces.

HUBERT CANDFIELD, formerly with Charles L. Runnill Co., Rochester, N. Y., has joined Lewis & Gilman Agency, Philadelphia.

ROBERT M. DILLET, copy chief of William Jenkins Agency, Philadelphia, has left to enter the Army.

MARION HULT, former assistant to Joseph T. Johnson, freelance producer, has joined the Chicago office of Compton Adv., to supervise the agency's daytime serials Vic & Bade and Road of Life, both sponsored by Procter & Gamble.

F. STANLEY NEWBERRY, former vice-president and director of research of Rutherford & Ryan, New York, has been promoted from the rank of captain to major in the Army Air Forces.

FRANCES GENTRY, formerly of the Sydney Nathan Adv. Co., Wilmington, Del., has joined the copy department of N. W. Ayer & Son, Philadelphia.

BUDA BAKER, publicity director in the New York headquarters of Maxon Inc., has six years, now with Harry A. Beck Inc., New York, as vice-president in charge of public relations.

ERNEST RANDALL, former account executive and copy writer of the Gerth-Pacific Agency, has joined KOA, Sandpoint, Idaho, in charge of the sales service department.

GORDON AUCHINCLOSS, former producer for Pooty, Cone & Belden, New York, has joined D'Arcy Adv. Co., New York, to produce Spotlight Bands, sponsored on the BLUE by Coca Cola Co., Atlantic.


WILLIAM R. FARRELL, vice-president of A. C. Nielsen Co., Chicago, a market research firm, will become vice-president and director of research and product development of Borden & Bowles, New York, in late July.

JOHN J. LOUIS, vice-president of Needham, Louis & Broyer, Chicago, has been named in Washington as assistant national director of the war finance committee of the Treasury Department. As a dollar-a-year man, he will supervise advertising and promotion for the War Bond Drive, with immediate attention to the Third War Loan.

LT. HOMAN FAUST, on leave as vice-president and director of radio department of Mitchell-Faust Adv. Co., Chicago, has been promoted by the Navy to Lt. Com. He is attached to the Ninth Naval District headquarters, Great Lakes, Ill., as officer-in-charge of radio.

CHARLES J. NEUGEBAUER, for five years copy writer and assistant sales manager of the furniture division of Montgomery Ward Co., Chicago, has joined the copy staff of Needham, Louis & Broyer, Chicago.

REX DE LANY has joined the staff of Copley Adv. Agency, which has moved its offices to 6th floor of the Kicker Peabody Bldg., 105 Newbury St., Boston.

W. C. GRIFTH, account executive of the Glasser-Galley & Co., Los Angeles, has resigned to join a defense industry.

MACGREGOR ORMISTON, vice-president of the Federal Advertising Agency, New York, has been elected to the agency's board of directors.

LES L. FORMAN, former manager of the Forman Publicity Agency, St. Louis, has joined the press bureau of J. Walter Thompson Co., Chicago, as assistant to the president, closing his offices in St. Louis.

Dix on the Air

WDIX, non-commercial radio station at Fort Dix, N. J., Army base, went on the air last Friday afternoon, July 15. Sergeant George Stuck, station director, has been working for several weeks to round out a staff he believes comparable to that of any commercial outlet. More than 30 programs have been arranged for the station, which will operate from two specially-constructed studios at the camp.

Canada Rate Boosts

A NUMBER OF CANADIAN STATIONS increased their rates July 1. Included are CBRF, Edmonton, Alberta; WCEF, Sault Ste. Marie; WOLO, Binghamton, N. Y.; CFAC, Ottawa; & Co., Chicago, Berk Inc., New York, for Sunday, $1.00; said to be used radio.

SAINTE CHEMICAL, Co., New York, to Scranton, Pa., for Sunday, $1.00.


These rate increases in many cases were small, to conform to the standardized rate structure inaugurated by Canadian stations on that date. Increases were designed to bring the structure up to the standardized structure.

DOES IT HAVE ALL THESE FEATURES?

- Chills & Suspense? Thrills?
- Great stories? Superb acting?
- Expert direction and production?
- Will Listeners Like It?
- Will Sponsors Want to Buy It?

SEE PAGE 49 OF THIS ISSUE!
Farm labor shortage has been tackled by KXEL, Waterloo, Iowa, in an effort to help farm listeners in their all-out war job. Hugh Muncy, KXEL Farm Director, contacted the U. S. Employment Service, triple-A leaders, county agents and extension workers. Reports on labor outlook were requested from individual counties and as busy season approached, running reports were obtained. With this material, copy was prepared telling factory workers, women and high school youngsters how they can aid, and farmers are urged to make their labor needs known.

Station acts as a clearing house, referring inquiries to farm labor committees in each county.

Pan Americana
WDAY, Fargo, N. D., is planning a series titled Pan Americana, to be presented in the fall, based on researches in Mexico and Central America now being made by Prof. J. A. Holvik of Concordia College, Moorhead, Minn. The series will interpret dramatically the changes in Mexican industries due to the United Nations war effort, and present political and cultural aspects, including musical recordings, of our Southern neighbors.

Choosing Work
NEW Canadian Broadcasting Corp. weekly series for girls and young women starting in July from Winnipeg, on the prairie network, is Choosing Work in Wartime. Experts in girls' work and in various business and professional fields are contributing to the series.

Junior Commandos
U. S. JUNIOR Chamber of Commerce has adopted as its major war service project for the coming year, a "Junior Commando" scrap salvage campaign conducted by WBT, Charlotte, in cooperation with the local Chamber of Commerce. Junior Commandos are school children who salvage scrap and turn it over to school authorities. Organization is set up on military lines, with promotions in rank as they are earned.

Your Business
HELP WANTED program, aired twice daily, six times a week, on WTRY, Troy, N. Y., started off with all time sold to war industries. Show is scheduled for those free to listen during lunch and supper hours. Bob Movers of announcing staff puts the script together, chooses music and presents the program, Victory Is Your Business.

From Editorials
GREATLY enlarging the "distribution" of newspaper editorial pages, a new program on WCHS, Charleston, W. Va., quotes excerpts for the editorials of daily and weekly publications in the state. Five staff announcers produce the show, titled The Editor Speaks. Irv Levy writes the scripts.

Post War Panel
WINN, Louisville, has presented a series of five broadcasts called Planning for the Post War World, created and directed by Harry W. Schacter, president of a leading Louisville department store and active in NAM circles. Program was a panel of civic, educational, religious and industrial leaders in the community, with brief talks followed by a round-table discussion.

Add Ads
THE STORY of the world of tomorrow is the basis of a new weekly program, News in Advertising, which is broadcast each Sunday morning over KPO, San Francisco. News media public through radio, magazine, newspaper and other media is being used. Idea was conceived by John W. Elwood, KPO general manager.

Third Front
SPOTLIGHTING home front soldiers, The Third Front, a 15-minute weekly spot on WWRL, Woodside, N. Y., features civilians who do unusual defense work or otherwise distinguish themselves. Recently two Queens County employees who wrote a 17-foot letter to a service man appeared on the show. Irv Levy writes the scripts.

ALL THE GADGETS that a warker-upper needs for a morning of music and chatter were installed in Doctor's Hospital, Washington, while Arthur Godfrey, of WTOP, recovered from an appendectomy. Copy holder is his assistant, "Mug" Richardson (right). That apparatus apparently resting atop her head is not a therapeutic hat but merely a hospital bed light. Nurse at left is Ethel Eakin. Equipment includes (1 to r): Telephone, engineers clock, pack of Pineland cigarettes, glass of medicine, pipe (simulating toilet), gong, mike, earphones and continuity.

Pacific Story
FACTUAL series presenting background of the Japanese theatre of war titled The Pacific Story was started July 11 as a 13-week public service feature on NBC stations, Sunday, 11:30-12 p.m. Owen Lattimore, Pacific Operations director, Overseas Branch of OWI, is featured in a five-minute commentary at conclusion of each broadcast.

In our 22 County...
3 state...primary are a million people (75% white).
Hooper found 63.8% listening to WSPA in Spartanburg...
the heart of the Textile South.
**War Entertainment Council Is Formed**

Radio, Theatre, Film Groups Set Up Clearing House

DRAWN together by a common desire to do a top-notch job of entertainment and inspiration on the military and the home front, the nation's entertainment industry united July 14 under the name of the National Entertainment Industry Council.

Representatives of radio, theatrical and motion picture groups approved a resolution and declaration of principles setting up a consultative and advisory body to "function as a clearing house for increasing the effectiveness of the various member organizations in their war entertainment programs whether for the armed forces, the civilian or the production front."

Officers Named

As the Council held its first meetings at the Hotel Waldorf-Astoria, New York, July 14-15, 43 of the 60 groups invited to participate as members of the Council had pledged their support, with others signifying their intention of joining as soon as proper approval could be obtained.

George J. Schaefer, chairman, War Activities Committee of the Motion Picture Industry, who served as chairman of the meeting, was elected national chairman of the Council. Other officers elected were: Paul Dullizzi, Associated Actors & Artists of America, vice-chairman; Harry Brandt, Independent Theatre Owners Assn., treasurer; William Feinberg, Associated Musicians of Greater New York, Local 820, secretary. James E. Sauter, United Theatrical War Activities Committee; Kenneth Thomson, Hollywood Victory Committee, and Virginia Payne, American Federation of Radio Artists, were elected chairmen for New York, Los Angeles, and Chicago, respectively. George Fuller, AFRA, was named to head a Continuations Committee, which includes Walt Dennis, NAB, and Leonard Callahan, SESAC, and which is to carry out the work of the Council in the interim between meetings.

A Chance to Serve

"With the OWI's domestic operations curtailed by recent Congressional action, the National Entertainment Industry Council emerges at an opportune time to take on much of the heavy load of morale work which the Government must now pass back to the industry," council members were told by Elmer Davis, OWI chief, speaking at the afternoon session July 15.

The second day of the conference was given over largely to a discussion of specific projects which were referred to the Continuations Committee. Included is a "War Service Pledge" to be signed by individual members, leading to the creation of an industry pool of resources, facilities and services. Report prepared by a radio committee proposed that the council might serve to coordinate more closely the war work of performers, advertising agencies, stations and writers.

In a telegram to President Roosevelt, the council, speaking on behalf of 44 member organizations representing more than 600,000 persons, pledged its whole-hearted support in the prosecution of the war.

The council program will be put into motion at a meeting of the Continuations Committee July 20.

New Variety Program

SCHUTTER CANDY Co., Chicago, begins a new weekly quarter-hour variety program, Curt Mas- ney & Co. July 24 on 18 NBC stations originating out of WMAQ, Chicago. NBC stations carrying the program at 5:45-6 p.m. are: WMAQ WBBZ WBZA WBBN WJEW WTAM WWJ WTC WGOH WJAR WJAM WYDR WSPD WSAM KDKA. A repeat program will be heard at 6:30-6:45 on WTMJ KSTP WHO and WOW. Agency is Schimmer & Scott, Chicago.

**SUGAR RATIONING** didn't stop this sponsor-network-agency quartet from gathering for an informal Hollywood dinner before a recent broadcast of the evening CBS 'I Was There', half-hour personal experiences program. Spreckels Sugar Co., San Francisco, sponsors the series on Pacific network stations. Diners (1 to r) are Hal Eidson, network Pacific Coast program director; Ronald B. Hayes, merchandise manager of Spreckles Sugar Co.; Meredith Pratt, Los Angeles radio sales manager of CBS, and Harlan Smith, San Francisco account executive of J. Walter Thompson Co., agency servicing the sugar account.

**KRNT** Pushes Conkey Feed Sales Up 50 Percent**

... reports W. C. Fuller, Des Moines Distributor

"Last year, our sales of Conkey Feeds were good. This year, thanks to KRNT, our Conkey business is up 50 percent." So reports W. C. Fuller, general manager of the Des Moines Elevator, regional distributor for Conkey Feeds. The report continues:

"Last October, Conkey's took over the KRNT Sunday Noon Farm News, plus a series of daily announcements.

"From the first week, we noticed an increase in Conkey sales, in the 25 counties we serve. Today, despite delivery problems, our records show a virtual sell-out every month.

"We know this increase is largely due to KRNT, as this one station has carried the load for Conkey advertising in our area."

*Conkey also used Cowles Stations WMT and WNAX.*

**KSO BASIC BLUE and MUTUAL 5000 WATTS**

**KRNT BASIC COLUMBIA 5000 WATTS**

The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Kats Agency

**ANTS in his PLANTS!**

TINY CRYSTALS ARE HELPING DO IT

Every time a Nazi factory of war is blown sky high—every time that Hitler's tools of destruction are themselves reduced to scraps of rubble—tiny radio crystals had something to do with the job.

For communication is a vital part of warfare . . . and crystals ride with the raiders. To fulfill their responsibility, they must be perfect. Here at Scientific Radio Products, Inc., we're turning out perfect crystals . . . rapidly, skillfully, steadily for Hitler's destruction.

Our facilities are such that we may be able to serve you, too, in your efforts to bring destruction to the enemy.

Write us!

**Scientific RADIO PRODUCTS CO.**

735 W. 25th, Council Bluffs, Iowa

E. M. SHIDELER W9IF

LEO MEYERSON W9GFO

LEO MEYERSON W9GFO

E. M. SHIDELER W9IF

MANUFACTURERS OF PERFECT ELECTRIC CRYSTALS AND ASSOCIATED EQUIPMENT

**Broadcasting** • Broadcast Advertising

Page 48 • July 19, 1943
**Railroad Official Denies Discrimination Against Radio in Travel Advertising**

EDITOR BROADCASTING:

The June 14 issue of Broadcasting carries an item summarizing a letter from W. L. Gleeson, president of KPRO, Riverside, to Broadcasting and to Neville Miller of NAB, stating that railroads and bus companies are spending money for newspaper and billboard space to discourage travel, but get the radio job done free of charge through the efforts of the OWI.

While my railroad, the Southern Pacific, was not mentioned, I doubt Mr. Gleeson had us in mind because we are major advertisers in the West. We have not been using radio to any great extent at the present time, and we are using billboards and newspaper space for "Don’t Travel" messages and other advertising.

Factors Govern Media

We buy our advertising on an advertising basis and choose the media which seem best suited to our purpose at any time, based on the usual factors of locale of problem, area to be reached, circulation, cost, availability, suitability of media to the particular problem and type of message. We do not buy space in papers because of editorial support, nor do we discontinue advertising in a newspaper because editors are unfavorable.

At the present time our major advertising effort is in publications because we have felt that publication space suited our problems best.

We have used considerable radio in the past, and no doubt will again in the future. In 1940 and 1941 we spent approximately $50,000, a year in radio. And I might add that at that time radio efforts in behalf of the railroads were infrequent. We did not and will not use all radio stations, just as we are not able to place advertising in every publication.

I would point out that newspapers as well as radio have been cooperating wholeheartedly with the government in the "Don’t Travel" theme.

**Propaganda Report**

MATTHEW GORDON, CBS news editor now on leave with OWI, will appear weekly on This Is the Enemy, war information show on Mutual, 8:30-9 p.m. Thursdays for a three-minute report on enemy propaganda activities, the OWI Radio Bureau announced last week. Under the new This Is the Enemy format, Mr. Gordon will tie the dramatized stories in the program to the weeks' news, in a feature "Behind the Enemy Lines," telling what the Axis is currently saying to people at home, contrasted with what it tells abroad.

Mr. Gordon is chief of the OWI Foreign Service Division which collects and distributes reports on enemy propaganda activity.

**Radio's Newest, Most Exciting Mystery Program**

All America is hopping on the mystery band-wagon. Books, movies, plays, radio shows—if they’ve got mystery and suspense—they’ve got a ready-made audience!

Latest surveys show drama programs steadily climbing in popularity.

Here is a new radio mystery program that fits these trends, fills a need, satisfies a sponsor’s fondest dream!

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of weird, suspense-filled adventures! Stories by the greatest writers of all time: Poe, Bulwer-Lytton, de Maupassant, Balzac, Hugo, Collins and others. Superbly adapted for radio, acted by some of radio’s finest talent, perfectly produced at NBC to draw every moment of suspense from these great mystery tales—"The Weird Circle" is a sure-fire audience-builder, promises to be a certain success for every type of sponsor.

Write today for complete details and audition records of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!
original plans for summer hiatus periods are Pierce’s Proprietaries, promoting Gold Medal remedy on 92 stations, and Favorite Prescription on 69; Miles Laboratories, for Nervine and Anti-pain pills, continuing announcements on 124 Key- stone Broadcasting System affiliates, and Omega Chemical Oil Co., promoting their liniment for tired muscles, in special markets.

The bumper crop of babies during this wartime summer has brought two manufacturers of baby powder into spot radio—Cen- taur Co., for ZBT baby powder, in the New York market, and Johnson & Johnson’s baby powder on 93 stations.

Cereals & Bread
Agency executives offered several reasons for this intense activity of proprietary advertising—the fact that the shortage of doctors in many communities is making housewives and mothers more conscious of the need for home nursing. A general abandonment of the old-fashioned idea that winter is the chief time of year for head colds and coughs; and a possibility, suggested by some timebuyers, that companies are holding on to choice spot schedules all summer to insure good positions on their selected stations in the fall.

Always high up on the list of regular spot radio users, the cereal companies are taking advantage of a real boom in business, their products being unaffected by the war, as well as being essential substitutes for rationed foods. General Foods has consistently expanded its promotion for 40% Bran Flakes, Raisin Bran and Post Toasties, the present total being some 287 stations. Kellogg is using considerable spot in addition to network programs for Pep and All-Bran, and National Biscuit Co. is using about 40 stations for Shredded Wheat, and 50 for Shreddies. Another food which can make up for the current meat shortage is bread, also getting its full share of spot promotion this summer. Na- tional Biscuit is staying on the air this summer for the first time to promote Premium Crackers on 14 stations, and General Baking and Ward Baking are both active for their bread products.

Coffee & Cosmetics
Likewise in the bread category, Quality Bakers of America is using live and transcribed announcements on a cooperative basis to promote bread and Flavo-Range baking through 94 member bakeries. The campaign urges housewives and some 40,000 grocers to support the Government nutrition program.

As summarized in the July 5th issue of Broadcasting, the coffee industry, a consistent user of radio, both spot and network, until drastic coffee rationing went into effect, is returning to the air now that supplies are reaching this country and the individual ration has been eased. So interested in giving the consumer and the trade the truth about the availability of coffee is the Pan American Coffee Bureau that in conjunction with the Natl. Coffee Assn. it has begun a special drive in various media, including its current campaign of participations in women’s programs on 29 stations. Copy urges coffee lovers to take full advantage of the increased ration, as well as promoting iced coffee as a refresh- ing summer drink.

Dr. Pepper Bottling Co. for its soft drink of the same name uses spots on 144 stations throughout the country, and Canada Dry is using spot this summer to promote Spur.

A newcomer to the cosmetic in- dustry and still in the test stage for radio, is liquid hosiery. Biggest radio advertiser of the leg makeup is Elizabeth Arden, which started spots early this spring and by the end of June was using 75-100 stations. Others in the ever-growing list testing radio spots are Gold Medal Products’ Scheer liquid hos- iery; Harry D. Koenig’s Tique liquid hose and R. T. Reiser’s Veni- da makeup.

Amusements
In the amusement field, the group using the largest amount of spot advertising this summer seems to be the motion picture industry, which in the past two years has been experimenting with radio as a supplementary medium to newspapers in promoting the premieres, and local showings of various films. Early this spring RKO announced its arrangement with a group of key stations and regional networks extending from coast to coast, whereby three RKO pictures a year are being promoted on an exclusive sponsorship basis in the areas involved.

Distributive Pictures, rather than promoting specific films is experi- menting with special spots giving facts about one of their featured players—at the present time Roy Rodgers. Heretofore a sporadic user of radio, Republic is now defi- nitely testing the medium with an eye to regular use of radio. Para- mount Pictures, 20th Century Fox Films, Columbia Pictures, United Artists, Warner Bros., M-G-M, all have begun using spot radio for their current pictures, although this summer finds most of them more or less inactive in comparison with larger schedules used last winter.

To mention a few of the publishing companies which have in- creased their radio in the past year

**SELECTED by Veterans of Foreign Wars, Eugene C. Pulliam, president of WIRE, Indianapolis, and state chairman of the Indiana War Finance Committee, was chosen as one of Indiana’s outstanding citizens for his part in leading Indiana to her nationwide record of selling War Bonds. Carl Carey, National Council member of the Veterans of Foreign Wars, pins the Veterans of Foreign Wars highest award on Mr. Pulliam at a broadcast and dinner, held July 10 in Indianapolis.**

**for The JOHN SHILLITO Company**

For more than 100 years a department store leader . . . largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection . . . it is particularly significant that this Cincinnati leader uses WSAI exclusively for all three of its daily radio programs.

**WASHINGTON**

1st on the LIST

CINCINNATI

**for The JOHN SHILLITO Company**

For more than 100 years a department store leader . . . largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection . . . it is particularly significant that this Cincinnati leader uses WSAI exclusively for all three of its daily radio programs.

**PACIFIC COAST**

By DAVID Glickman

A CHECK of Pacific Coast broadcasters, sponsors, agency timebuy- ers and station representatives re- lated bright prospects for spot radio this fall and winter season. Esti- mates are that the 1943 total will equal and possibly exceed 1942 de- spite a slow-down during the first quarter in comparison with that period last year.

Although spot business bogged down during the last three months of 1942 and didn’t fully recover in the first quarter of 1943, the past 90 days have more than made up for that loss. Sales managers in the major markets are confident that business will continue at a stimu- lated pace for the next six months at least. Many a station manager in the secondary markets is also of that opinion. A few, of course, re- fuse to hazard a prediction.

The rose-colored prophecy is based on short-term new business
Reverse Order
REVERSING the usual order of things, KGKO, Fort Worth, has obtained an engineer from the armed services. He is Charles (Red) Lucas who has been given a medical discharge by the Navy after 20 months of service and who was at Pearl Harbor at the outbreak of war. Lucas was in charge of radio equipment for five years at the Baker Hotel in Dallas before entering the service.

Join NBC News Staff
REPLENISHING its news staff with personnel from the journalistic field, NBC has taken on three additional news writers and two shortwave monitors. Writers in clude Daniel O'Flaherty, Richmond News Leader; Robert Brown, assistant city editor of the Washington Daily News; Marshall Smith, of the Providence Journal. A former INS man, Arthur Wakelee, and Charlotte Huber, of Vogue, have been added to the shortwave division.

CDC Board to Meet
BOARD of Governors of the Canadian Broadcasting Corp. will hold its next meeting in Vancouver and Victoria, B. C., Aug. 16-13, spending one day in each city. It is understood that some of the board will then go to Prince Rupert, B. C., to visit CFFR, leased to the CBC for the duration, to supply service to this Pacific Coast defense zone. It is expected the board members will look into the necessity for more stations or repeaker stations in this area.

JAY C. FLIPPEN, nightclub m.c. and former vaudeville star, will replace Walter O'Keefe as m.c. of Battle of the Sexes on NBC effective July 27. Sponsor is Moline Co., Railway, N. J. Young & Rubicam, New York, handles the account.

problems still not solved, and other wartime factors involved, it is too early to discuss clients' advertising plans. Indications were that if and when campaigns are set, they will be short-termed and concentrated in selected areas.

Enjoying prosperity from other sources, a great percentage are now turning down per-inquiry business.

Insurance concerns, who for a time curtailed West Coast radio, are now resuming activity with new stations added to the list on long-term contracts. There is also increased activity in other accounts, such as tobacco products, dairy products, bread and other foods. Vitamin concerns too, are checking on available station time for Pacific coast campaigns.

There has been no indication of budget curtailment, according to station sleuths. To the contrary, agency people confide that advertisers are increasing appropriations with extensive fall campaigns in the making. However, there are some timebuyers who will refuse to prophesy. They opine that with manpower shortage, packaging

and renewals on hand, as well as known campaigns in the making.

The millions of dollars being poured into national defense industries on the West Coast has exerted an important influence on radio advertising, with sponsors in many instances concentrating special spot campaigns to the new and increasing buying power.

With good network time at a premium, agency timebuyers predict that several national advertisers who hitherto have passed up spot radio will concentrate fall budgets on that type of advertising.

Many advertisers with no product to sell will continue to keep track names before the public through war effort and morale-building spot announcement campaigns. Still others will use spot radio to advertise for additional manpower.

War plants as well as other business concerns on the West Coast have used spot radio for this purpose with great success. San Diego, Los Angeles, San Francisco and Seattle stations are currently reaping added revenue from such help wanted campaigns.

There has been a sudden spurt in cleaning compound advertising on West Coast stations. Some brands are old standbys. Others are new. Beverage accounts, soft drinks and beer continue to be heavy users of West Coast spot broadcasting, with several conducting extensive schedules. The wine industry too, continues to use spot in selected markets. There has been an unprecedented increase in the use of broadcasting by Pacific Coast restaurants. Banks and investment concerns are turning to the medium with well directed types of quarter hour programs on local outlets. Despite gasoline and tire rationing, used car dealers have increased radio budgets, with several in the Southern California territory currently conducting extensive campaigns.

It was pointed out by timebuyers, and representatives too, that many national and regional advertisers are concentrating efforts on major markets only, thus passing up secondary areas. Representatives called attention to the fact that with West Coast stations currently eng
Theatre manager Collis was crisp when he said, "I don't think that the campaign was strong enough."

Among the newspapers mentioned were the New York Times and New York Herald Tribune. Both papers sent representatives to the meeting, and the reporters were impressed with the enthusiasm of the representatives from the various stations.

The committee was discussed, and it was agreed that O WI should be held in July. The committee also decided that the meeting should be open to the public.

The committee recommended that the meeting be held in Chicago, and that the meeting should be open to the public. The committee also recommended that the meeting should be held in July. The committee also decided that the meeting should be open to the public.

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Fred W. Swanson

Serving as acting Peruvian Consul for the Midwest is just one of the duties of Fred W. Swanson, timebuyer of the J. L. Stewart Agency, Chicago. A jaunt down to Lima, Peru, during college days at Northwestern U., acquainted him with personalities who later rose high in Peruvian diplomacy, and gave him an enduring enthusiasm for things Latin-American. He has been active in Peruvian promotion for more than a decade.

After attending Northwestern, where he made his spare time worthwhile working on student publications, Mr. Swanson opened his own publishers' representative organization in Chicago, which he continued from 1927 to 1933. In 1939 he took over sales duties in the Ahrens Publications offices, Chicago, where he remained for the next four years.

In 1937 he became sales manager of the American Wine Co., St. Louis, but resigned at the end of a year to return to Chicago. Advertising pulled him back into its own field, and he later became an account executive in the Vanden Adv. Agency, Chicago, where handled practically no radio. In 1939 he joined the J. L. Stewart Agency. Little radio had been used by the Stewart company until Mr. Swanson organized the radio department for the agency. He built the department on the theory that since radio itself has emotional appeal, it can be utilized to advertise intangibles, such as insurance, as well as tangible. The radio department of J. L. Stewart now handles about a dozen different insurance accounts, some of which are competitors. Mr. Swanson forestalls the obvious query about the difficulty of keeping various accounts in one kind of business equally well spotlighted by saying, "It is better for these companies to have us handle their radio advertising than for them to go to a competitor agency. Our clients know that we feel our responsibility toward each of them individually even more strongly perhaps than we might if we had only one or two such accounts, and that we will give each in turn the same break."

The Stewart Agency has had many mail order accounts for years, but it has been only since the beginning of the Swanson era that radio has been extensively used as an advertising medium. Rural radio is used almost exclusively, and a careful eye is kept on wishes of farm folks. Hill-billy and western shows have the best drawing power, according to Mr. Swanson, and of course the use of local talent popularizes the programs. "We are probably the world's worst time buyers." Mr. Swanson said, laughing. "We do not always buy time on the basis of coverage maps or surveys. We buy largely on the station's ability to pull mail. We, the agency, is the only sure way of measuring our audience."

Mr. Swanson is married, has a high school-age son, John, and lives in Park Ridge, Ill. Hobbies, when his work gives him time to follow them, are, besides Latin American relations, gardening and fishing.

Herb Plambeck Abroad

Hern M. PLAMBECK, farm editor of the Chicago Tribune, is visiting the United Kingdom as an agricultural observer as the guest of the British Ministry of Agriculture. In addition to the inspection of the State and Agriculture Departments while abroad, he will also observe American Red Cross activities, and, as a member of the Iowa State Mr. Plambeck Guard, will deliver letters from the American Embassy to and from the Iowa State Mr. Plambeck Guard and to and from the American Embassy. Mr. Plambeck will be one of the most successful of the trip.

Philco Promotes Craig

PALMER M. CRAIG has been named chief engineer of the radio division of Philco Corp., after two years as chief engineer in charge of radar and radio communications equipment development and engineering. After serving as an engineer for Philco research laboratories in 1933 as a research engineer, he was promoted in developing high fidelity reception, automobile radios and remote control receiving sets, and before Pearl Harbor he was a leader in the development of radar equipment. Mr. Craig was graduated from Delaware U. in 1927 with a B.S. degree in electrical engineering, and was with farm with Westinghouse Electric & Mfg. Co.

Berg Suit Dismissed

DR. LOUIS BERG's suit against Printers Ink for an allegedly libelous article attacking his analysis of serials has been dismissed with costs as "not libelous and does not exceed the bounds of fair criticism and comment." Motion for dismissal was handed down July 14 in the Southern District Court of New York by U.S. District Judge John Bright.

IRE, RMA Agree

AGREEMENT on details of an industry technical planning association appears likely when IRE and RMA representatives meet in New York shortly to work out detailed plans for the organization. The two organizations agreed on general plans at a meeting in Washington several weeks ago, and committees have been formed in detail. The New York meeting may be held this week.

Am. Dairy Assn. Testing Weekly Farm Newspapers

AMERICAN DAIRY ASSN., Chicago (dairy products), has placed a 13-week contract for a quarter hour weekly program, The Voice of the Dairy Farmer, on 30 NBC stations beginning Sunday, July 18, 1:45 p.m. (CST). U. S. Dairy Editor Everett Utley, news analyst, and Everett Mitchell, farm commentator, the program will be devoted to dairy news by Utley and discussions of pertinent farm information by Mitchell. List of NBC stations includes WWJ KSTP KYSM KROC KFAM KFYR WDAY KSEO WIBA WLOL WHO WWGR WIRE WOW WOOD WWJ WSAW KSD KBGX WDAF KANS KOAM KARK WRC KGLH KIDO KGRF KBAM KCPA. It also will be transmitted for airing on 20 other Midwest and Pacific Coast stations. Agency is Campbell-Mithun, Chicago.

W2PHL, FM adjunct of KYW, Philadelphia, has received permission from the FCC to join the operational pool set up by the four other FM stations in Philadelphia several months ago as a means of conserving manpower and critical equipment.
the war. "By war advertising," he said, "we mean that which induces the people through information, understanding or persuasion, to take certain actions necessary to the speedy winning of the war.

Mr. LaRoche promised that the WAC and OWI were ready and eager to assist advertisers in developing war theme advertising. "War advertising follows agreed-on themes," he explained. "As every advertising man knows, best results are achieved when all advertising on a given subject adopts the same approach, tells more or less the same story, makes more or less the same appeals."

"The official campaigns are all things that virtually anyone would agree need doing. They have nothing to do with politics; they have a lot to do with winning the war."

Vinson Urges Unity

Assuming that the nation had not yet won the battle of inflation, Judge Fred M. Vinson, Director of Economic Stabilization, described himself "as a special pleader" and asserted that "unless we all stand together, there will be little or nothing for any of us."

In a large measure, he said, it is up to advertising to explain to the people why they must buy bonds; why they must pay higher taxes, abolish black markets, buy only at ceiling prices, and not demand higher prices, higher wages or greater profits. "Advertising is not a charitable institution," he pointed out, "it is the handmaiden of business. And there is no business in this nation so strong that inflation will not work havoc and ruin upon it."

"I am making a special plea that you businessmen everywhere work with the WAC and OWI to inform every individual in America how he can help fight inflation," Judge Vinson said. "As advertisers, each of you can, like Paul Revere, warn the nation is coming unless the American people take up arms against it."

Mr. Nelson declared that although production is now "at a very high level," we fell a half billion behind our goal just last month and are not currently meeting our goals from month to month. He said manpower, absenteeism, strikes and a dangerous feeling that "the war is in the bag" is responsible for this falling off and that "in order to tap our reserves of power we need to have a clear understanding by every American of his personal responsibilities in war production."

Advertising has always been an inspirational force for the nation at war, Mr. Nelson said, but this is no longer enough. "More than inspiration is needed," he declared. "The American home front needs detailed and continuing information and instruction on every phase of its responsibilities."

Hailing "a great opportunity under guidance of the WAC to convert industry's advertising to the common cause, and use more fully in the war effort the ingenuity and skilled craftsmanship for which American advertising is justly famed, Mr. Nelson predicted that a war message in every ad "can do much to bring about another great upsurge of energy in this country—a surge that will enable us to turn out more of the stuff that our fighting men need to battle the Axis into early surrender."

Judge Marvin Jones, making his first radio appearance since taking over the Food Administration Job, promised the public would be kept fully informed on the food situation. Explaining that an informed public was essential to his program, he said "asking citizens to adopt the wartime food code is a job on which every one's assistance will be needed. We have asked the assistance of business; they have been asked through their advertising to put a war message in every ad."

By working together, he said, "It is not too much to say we will be shortening the war."

The July 14 broadcast was preceded by a closed circuit talk over NBC July 6, in which Mr. LaRoche and Frank E. Mullen, NBC vice-president and general manager out-lined plans for local meetings to tune in on the big program. [Broadcasting, July 12]. More than 400 attended the New York session; 300 a luncheon sponsored by the Chicago Federated Advertising Club; 250 in Boston, while meetings were scheduled in scores of other cities.
PRESIDENT SCORES DISMISSAL RIDER

THE FATE of two employees of the FCC whose tenure was limited by the Urgent Deficiency Appropriation Bill, took on air of mystery last week as President Roosevelt signed the legislation, but at the same time denounced the measure as "unconstitutional, unwarranted and discriminatory."

In an unusual procedure before his news conference Tuesday, Mr. Roosevelt summarized a message he would send to the Congress when it reconvenes in September, notifying the legislators he would have vetoed the objectionable rider if he could have done so without delaying vital war operations. The Urgent Deficiencies Bill, containing the President's $89 million contingency fund, and overtime pay for government workers, carried a rider calling for dismissal of Dr. Goodwin Watson and William E. Dodd, both of the FCC's Foreign Broadcast Intelligence Service, and Dr. Robert Morsa Lovett, government secretary of the Virgin Islands, on Dies Committee charges of subversive activity.

As finally approved by the Senate, after being rejected five times, the rider provides that the men shall leave the Government before Nov. 15 unless nominated for office by the President and approved by the Senate. Mr. Roosevelt in his message commented that there was no suggestion that the men had not been fulfilling competently their duties. Then, refusing to reveal whether he would nominate them for office, he said he did not believe the rider was binding on either the judiciary or the executive, thus giving rise to the belief that the men might be continued in office for a subsequent legal test of the provision. The rider originated in the House, and was accepted on insistence of that body.

SUZANNE BURCE, 14-year-old vocal star of KION, Portland, Ore., has been signed for a seven-year Hollywood contract by Metro-Goldwyn-Mayer, after winning top honors for her performance in the Hollywood Showcase program. The "Singing Victory Girl" of Oregon, credited to the Treasury with a million dollars in War Bond sales last year, will continue with KION until the fall when she reports to the movies. Suzanne wears the good luck floral horsehoe on first broadcast after a whirlwind Hollywood visit.

GREEK WAR RELIEF DUES

GREEK WAR RELIEF ASSN., Chicago, is presenting the quarterly, hour, weekly dramatic reading of Voice of the Underground over 178 stations. Recordings are furnished gratis to interested stations, the majority of which donate the time to the cause of Greek relief. The programs, based on documented accounts of Greek underground activity, are recorded at World Broadcasting System, Chicago, and financed by the Pan-Hellenic Federation of America. Carl E. Rubiet Jr. is writer-producer and Mel Galliart director.

VICK KNIGHT, Hollywood vice-president in charge of radio for Foote, Cone & Belding, and Johnny Richards, musical director, are collaborators on "The Moment We Met", theme song of the weekly CBS New York Carrousel Show. Tune was purchased for publication by Robbins Music Corp.

AFM Sets Class A Rate On Video Performance

UNION musicians appearing on television programs must be paid union scale for Class A stations, according to the New York Local No. 802 of the American Federation of Musicians, which for several weeks has been investigating conditions prevailing at W2XWV, Du Mont television station in New York. This scale is $32 an hour per man, with $3 for each additional quarter-hour and $6 an hour for rehearsal time.

Sam Cuff, radio and television news commentator who has charge of the Wednesday evening experimental telecasts produced by W2XWV in cooperation with New York advertising agencies, said musicians, like other artists, have been glad of a chance to gain experience in the new medium and have not generally asked for union scale. APRA has not established a scale for television.

Selling Bread on KTUC

...also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK - KANSAS CITY, MO.

IN SCALING THE HEIGHTS A WELL TRAINED CLIMBER DOES BEST

To Give the Utmost in Service Each of Our Men is Thoroughly Trained for His Job

capable

AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK - BOSTON - CHICAGO - DETROIT
SAN FRANCISCO - HOLLYWOOD

 Heads Agency Board

JOHN E. WILEY, a vice-president and manager of the New York office of Fuller & Smith & Ross Inc., has been elected to the newly created position of chairman of the board, it was announced last week by Allen L. Billingsley, president. Edwin L. Andrew, a vice-president, and manager of the firm's Cleveland organization, has been named executive vice-president.

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vice-president in charge of Washington activities, called in connection with this incident. Mr. Carey had sought to substantiate the report that Mr. Russell, as a member of the Domestic Broadcasting Committee, had originally complained against Mr. Miller to BWC.

Thus far, the Committee's public hearings have covered only the R.I.D. and FBIS activities, which entail some 6 million dollars of the FCC's 8 million dollar appropriation. In documents originally placed in the record over the protest of Mr. Fly on grounds of being "secret" matter, the combined Chiefs of Staff recommended that the President execute an Executive Order transferring these activities to the Army. Accompanying documents cited these activities by the FCC as a hindrance to the war effort [Broadcasting, July 5-12].

Two Revelations

Mr. Fly's initial appearance before the Committee, which he protested as unfair, covered only the Neville Miller phase. It was indicated he will be called as often as may be necessary in connection with other FCC and BWC matters. Other members of the FCC also will be called. Expected to be a key witness, because of his consistent opposition to Mr. Fly's policies, is T. A. M. Craven, veteran engineer and a former Naval officer.

In continuing his battle of words with the committee, Mr. Fly declared at his regular press conference last Monday that he had abandoned hope of getting a hearing before the committee and that he felt "they've done their worst." He asserted "the most startling question that could be put have already been published as seemingly the conclusions of the Committee. A hearing for me to disprove the charges would be too anti-climactic to interest the Committee."

The sessions thus far held, according to observers, reveal two things—(1) that the FCC through Chairman Fly had intruded upon military communications activities against the will and judgment of the Army and Navy; and (2) that the executive branch, for reasons of its own, was seeking to impede the FCC Committee inquiry through refusal to produce records which the Committee contended had no bearing on secret military operations.

Mr. Fly lost no time in meeting the last FCC committee thrust—release of the memorandum of Rear Adm. S. C. Hooper, retired Naval communications expert, to the Secretary of the Navy, opposing Mr. Fly's chairmanship of the BWC as against the best war interests, along with an Army memorandum picking up most of Admiral Hooper's contentions [Broadcasting, July 12].

The FCC chairman, in a press release for Sunday morning papers, at which time the Cox Committee data also was released, contended the documents "are but irresponsible charges which the Cox committee has handed out in a bid for publicity."

"We are still waiting for a public hearing," he continued. "Meanwhile, as to the charge that I oppose using the war as an excuse for monopolies to extend their hold on the country, I plead guilty. I also plead guilty to the charge of believing that the CIO, along with the AFL and the other unions of this country are not disloyal, but are composed of patriotic a group of citizens as can be found anywhere and that their counsel and advice is a valuable contribution to our war effort.

Calls It Punitive

"As to the remainder of the charges collected by the Committee's staff in star chamber sessions, the public should know that these are utterly without foundation. If such a Committee can be depended upon to give us an opportunity, we will prove each of them false."

At his press conference last Monday, Mr. Fly continued his condemnation of the Committee in the same vein. At times he read from prepared notes—an innovation at his press conferences.

Mr. Fly told his well-attended conference that the investigation was "punitive and irresponsible in its origin" and that the procedures and proceedings have "smeared the pattern of the original attitudes."

Everybody, he thought, "must be shocked by the conduct, methods and processes of the Committee. At the same time, I don't see how any of us can assert that we are surprised."

Mr. Fly said he was not going to answer Adm. Hooper's charges in detail, but that if the committee were to "give me a hearing I would take up each and every one of those statements and deal with them in turn. I do not expect that opportunity, however."

Declaring he did not want to direct any criticism at Adm. Hooper, he said the retired Naval officer "has rendered some valuable services" but that he now "is retired for reasons of health and I can only express my sincere regard for him and my sympathetic interest in his welfare."

Asked whether the admiral was retired for "reasons of health" when he prepared the memorandum, Mr. Fly said he did not know the precise date. "What do you think of Mr. Carey as a lawyer?" asked a reporter. "I think he serves the purpose of this Committee very well," the chairman replied.

In his final statement of the week, Chairman Fly last Thursday issued a press release again attacking the committee, this time in connection with a report published in the Drew Pearson syndicated column of the same day. The Pearson column, which has consistently attacked the Cox inquiry, quoted a memorandum Mr. Carey outlined to the committee, said to have been prepared by Robert Humphreys, of International News Service, "acting as advisor to Mr. Carey, committee.

The alleged Humphreys memo said, to cover suggestions as to procedure from the publicity standpoint, was appended to Mr. Fly's two-page statement in text.

'No Results'

Without mentioning the Pearson column, Mr. Fly said the "published reports" of the committee's plan for the conduct of the hearing in relation to newspaper publicity revealed "the real character of the 'impartial and wholly constructive' investigation which Chairman Cox at the opening hearing publicly assured the Commission, the Congress and the people."

Alluding again to Mr. Carey as the "Wall Street counsel," Mr. Fly said the memo to the committee "merely confirms and formalizes the plan adopted by the committee in assembled meeting on July 6."

The "principles," he said, are designed to accomplish two results—

DOUBLE IN BRASS, this 22-year-old announcer-traffic manager-publicity director on WDIX, Jackson, Miss. Elsie Holmes, newcomer to the station, used to air her own show as the "Cooed Commentator" while a member of Texas U.'s broadcasting staff. She also studied radio dramas at NBC-Northern Radio Institute, and was assistant in the radio arts department at U. of Alabama.
CONVERTED from telegraph operating to a radio engineer—that's the story of Margaret Lowe, one of the nation's few women engineers, now at WWVA, Wheeling. Miss Lowe got her engineering lessons from members of the WWVA staff. It's an idea for stations seeking operators.

"the seizure of the headlines" and effectuation of the principle that "by adroit use of the gavel, the the committee must keep the Commission's side of the case from reaching the public."

Mr. Fly expressed doubt that the House ever intended to authorize its committee to follow the procedures outlined in the purported memo. He quoted copiously from the "memorandum" to buttress his contention that there is "nothing new in the procedures for creating publicity with scandalous and unsupportable charges and then promptly shutting off any possible opportunity for the Commission to be heard on those charges, or even to present its case to the press."

Ultimately, he said, the greater injury must be to the committee itself "when Congressman Cox and his Wall Street counsel have the temerity to adopt procedures which abuse the great Congressional power of investigation by a calculated bid for headlines and by a deliberate plan to avoid any hearing on the charges until after a startling publicity has taken its toll."

Citing the "unhappy auspices under which this so-called investigation was given birth," Mr. Fly said he "cannot believe that the House was ever sufficiently understood what its committee is doing in star chamber proceedings, in the secret eliciting of 'testimony' in the downtown hotels of Washington and in the open publicity conducted under principles governing its conduct of public hearings."

Attached to the Fly statement were the "suggestions" together with a memorandum "E. L. G." stating that the "suggestions" were written by Mr. Humphreys. The "suggestions" were quoted by Mr. Fly as follows:

1. Decide what you want the newspapers to hit hardest and then shape each hearing so that the main point becomes the vortex of the testimony. Once that vortex is reached, adjourn.

2. A handling press releases, first put a release date on them, reading something like this: "For release at 10 A.M., EWT July 6th, etc. If you do this, you can give releases out as much as 24 hours in advance, thus enabling reporters to study them and write better stories.

3. Limit the number of people permitted to attend for the committee, to give out press releases or to provide the press with information to the nearest number possible. It plugs leaks and helps preserve the concentration of interest.

4. Do not permit distractions to occur, such as extraneous fuses with witnesses, which might provide news that would bury the testimony which you want featured.

5. Do not allow hearings more than 24 hours or 48 hours apart when on the same subject. This gives the opposition too much opportunity to make all kinds of counter-charges and counter-adjournments without issuing statements to the newspapers.

6. Don't even be afraid to reschedule hearings, even for a few minutes, so that you keep the proceedings completely in control so far as creating news is concerned.

7. And this is most important: direct that hearing or the examiner descend to the plane of personal fight between the Committee Chairman and the counsel of the agency being investigated. The high plane of a duly authorized Committee of the House of Representatives examining the operations of an Agency of the Executive Branch for constructive purposes should be maintained at all costs.

Two Courses Open

If the Cox committee should decide to pursue contempt of Congress proceedings against Chairman Fly or any other recalcitrant witnesses, it could do so, according to Committee spokesmen, by following either of two courses. One would be to ask the House and Senate to vote proceedings, under the United States Code. The second would be to have the Speaker certify the case to the United States attorney. Neither the Speaker nor the district attorney, in the latter instance, has any discretion to delay proceedings. The House may not nullify the Speaker's decision, he being mandatory for them to expedite the case to the grand jury.

There was little likelihood of action until Congress convenes. And whether the Committee succeeds to proceed at that time will depend upon the status of the inquiry, it is expected.

Both Chairman Fly and Harold

Date of WNYC Hearing Transferred to Sept. 13

HEARING on the application of WNYC, New York, for a special service authorization, which would in effect give it fulltime, set for last Monday, has been postponed to Sept. 13 by agreement of WNYC and the FCC. The Commission acting in accord with a Supreme Court mandate in the WNYC case, had granted a petition by Columbia-owned WCCO, Minneapolis, for a rehearing against grant of the special service authorization to WNYC [BROADCASTING, June 7].

At a pre-trial conference before Commissioner Durk on June 28 between the parties concerned, it was agreed that CBS would make certain airplane measurements to determine the vertical pattern of the proposed WNYC operation and report to the Commission within 60 days, or, if the measurements are completed or CBS reports it cannot make them. It was further stipulated that CBS would consent to any request WNYC may file for a special temporary authorization, pursuant to FCC rules, to operate till 10 P.M. (EWT), the authorization to end 30 days after the hearing.

Republic Pix Will Buy
Half-Hour Show on Net

REPUBLIC Pictures, New York, will purchase a half-hour network period for a studio-talent show, it was announced last week at the conclusion of aassigning in New York. Decision on the network to be used, and starting date is expected to be made within 10 days. With a number of its stars already familiar with radio through last performances, Republic will build the program around talent from current or past programs such as "The Lone Ranger," "The Fighting Seabees," "Man From Frisco," "Atlantic City," "Gay Blades," and 'The Old West.' The firm has been disinterestedly maintained only within the last month or so, engaging in extensive desultory driving of a "Serenity" member, and for Roy Rogers, singing cowboy [BROADCASTING, June 14, 1943] Agency is Donahue & Co., New York.

Reed Myers Honored

REED MYERS, time salesman of WGN, Chicago, credited with bringing $3,000,000 worth of local billing to the station, was honored at a luncheon July 16 given by co-workers and agency executives at the Kungsholm. He completed his 15th year with WGN.

D. Smith, director of the Bureau of the Budget, who declined at the July 9 hearing to give evidence regarding matters which they held to be secret may be liable for contempt proceedings. In the case of Mr. Smith, the Committee authorized him to discuss with counsel the advisability of providing the evidence despite making secret service. Mr. Fly, however, felt that he was bound by the instructions of BWC not to divulge the information in connection with the Neville Miller case in the county. It is assumed that these factors will be considered by the committee in determining whether or not contempt proceedings will be instituted.

NEWS ABOUT HOME FOLKS IS MOST INTERESTING and that's why ATLANTA-MARKET LISTENERS keep tuned for WAGA's 24 news periods each day. Plenty of news about home folks—and world news edited with a Georgia slant, makes WAGA's news more interesting than listening in on a party line!
WKY Sales Stunt Features Fashions

Marjorie Howard to Assist Oklahoma City Promotion

IN AN intensive retail promotion WKY, Oklahoma City, is bringing Marjorie Howard, well-known New York fashion specialist and former Paris fashion editor of Vogue and Harper's Bazaar, to Oklahoma City for a series of broadcasts on fashion to start Aug. 4.

Miss Howard, a well-known authority in her field and fashion counselor to the New York School of Applied Design, will broadcast a quarter-hour program three times a day Monday through Friday; a morning fashion commentary, a late evening fashion program for employed women, and a women's news program in the late afternoon.

Although the programs will not be offered for sale, the promotion is intended to familiarize Oklahoma City retailers with use of radio as a medium for advertising their merchandise.

As part of the general promotion, Miss Howard will conduct a fashion clinic in the WKY studios once a week which will not be broadcast. She is also scheduled to make personal appearances before women's groups and to make guest appearances on department store radio programs. Miss Howard will be introduced to the merchants of Oklahoma City at a special luncheon on Aug. 3 arranged by J. I. Meyer, WKY promotion manager.

KGW-KEK Staff Changes

EDWARD ANTHONY BROWNE has returned to KGW-KEK, Portland, Ore., as continuity chief, after being honorably discharged from the Army. While in the Army, Browne edited the Camp Adair Station publication of the new monument near Corvallis, Ore. Patricia Daly of Vancouver, Washington, has joined the program department in Portland, and Allan Sheppard, news editor, has left to become the replacement chief of the Portland office of the OWI, replaces Sheppard.

RCA Special Show

AS A GOODWILL gesture to war workers in all the United Nations, RCA on July 23 only is sponsoring a half-hour broadcast on the full BLUE Network, with pictures from Moscow, London, Sydney and Chungking. Titled Warworkers Salute, the program will feature the launching of a victory ship, constructed by the Mobile Drydock & Shipbuilding Corp. by winners of a Don't Miss the Boat suggestion contest conducted among five plants of the RCA Victor Division of RCA.

A&P Film Televised

FILM produced by the Great Atlantic and Pacific Tea Co., New York, will show the part bread plays in providing balanced nutrition was presented recently on NBC's television station, WJZ. Titled "More Power to You," the 20-minute film dramatizes the discovery of a story behind the nutritive value of bread.

A BROADWAY WELCOME to Oklahoma was accorded Marjorie Howard (second from left), who has joined WKY, Oklahoma City, as fashion counselor. J. I. Meyer (left), program manager of the station, arranged for Miss Howard, who had been in Paris for the past 50 years as fashion consultant for women's magazines, to get her first glimpse of Oklahoma, backstage at the St. James Theater in New York, with Joan Roberts, Alfred Drake, and Celeste Holm, all of whom are stars of the Broadway musical comedy hit, "Oklahoma!"
OWI Budget Bill Approved by FDR

Domestic Fund $2,750,000; $27,000,000 for Overseas

OWI's REDUCED appropriation for domestic operations became law last Monday when President Roosevelt signed the War Agencies Appropriation Bill, providing funds for Elmer Davis' organization and 17 other agencies, including the Office of Censorship, WPB, OPA and CIIA.

As finally enacted by the runaway Congress, the OWI appropriation bill provided $2,750,000 for domestic activities, instead of $8,906,000 asked by Mr. Davis. The OWI Overseas Branch, directed by Robert Sherwood, received $27,000,000, approximately all it asked.

WPB, CIIA and Censorship likewise escaped from the Congressional revolt, WPB getting $88,000,000, CIIA $30,000,000 and Censorship $28,000,000. OPA was granted $185,000,000, $22,000,000 less than the budget bureau estimate.

Congress specifically forbade OPA setting up any standardization or grade labeling programs, and withheld funds for hiring additional investigators. In an amendment to the resolution extending the Commodity Credit Corporation, Congress reconsidered its provisions on grade labeling, still forbidding OPA to establish standardization programs, but giving the agency permission to set grade prices on standards established by other agencies, or generally accepted in industry.

Black Market Expose

As a CONTINUATION of their pioneering efforts in the field of documentary broadcasting, Dave Driscoll and John Whitmore of the war services and news division of WOR, New York, last week presented on WOR and later on Mutual a half-hour expose of black market operations in New York and New Jersey. In preparation for over three months, the program entitled The Black Market was the result of over 20 hours of recordings, primarily authenticated through the cooperation of the Enforcement Division of the OPA in New Jersey.

MBS Revises Discounts

(Continued from page 10)

whereas the new method of discounts will give additional credit to the additional expenditures of the evening advertiser. Richard Connor, MBS station relations executive, will shortly leave on a tour of MBS stations, at which time the details of the new plan will be fully explained to the network's affiliates.

They received their first announce- ment of the plan from Mr. McClintock, speaking on the network's conference call to its affiliates last Thursday.

Mr. McClintock based his prediction of a $14,000,000 total for Mutual billings this year on current contracts which indicate billings of $13,000,000 without taking new sales into account. MBS billings in 1942 totaled $8,656,122.

New option time schedule, which goes into effect Aug. 1, 1943, follows, with hours shown in local times for each time zone:

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<tr>
<th>Time Zone</th>
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Executive committee meeting on July 13 was presided over by W. E. MacFarlane, WGN, Chicago. Attending were: Alfred J. McCosker, Theodore C. Streibert, WOR; New York; H. K. Carpenter, WHK - WCLE, Cleveland; Leonard Allen, Allen Weiss Broadcasting System; John Sheppard Jr., Yankee Network; Mr. McClintock.

Mr. McCosker presided at the board and shareholders meeting the following day. In addition to those attending the executive committee session, the following were present: J. E. Canumo, CKLW, Detroit; Harry B. Root, WPIL, Philadelphia; Leonard R. Lardner, WCAE, Pittsburgh; K enneth Church, WRC, Cleveland; MBS attorney Louis Caldwell and George Haggard; Miles Lampierce, auditor; Robert A. Schmid, promotion and research manager; Richard Connor, station relations executive; Ed Wood Jr., sales manager; Adolph Opfinger, program manager.

RADIO'S GREAT ARMY

Its Home Front Victories

Described by NAB

FACTS and figures showing radio's outstanding contributions to the war on the home front were strikingly presented in a brochure issued last week by the NAB in collaboration with the Commonwealth and Mutual networks. Titled "This Is an Army Hitler Forgot", the brochure tells how $100,000,000 worth of talent and time were employed by stations and advertisers to reach the public.

The radio army is fighting on many fronts, employing its medium so effectively, according to NAB, that every listener in the country hears at least four vital war messages a week. Under the network allocation plan alone, it is stated, 202 coast-to-coast programs, sponsored by 120 advertisers, reach 300,000,000 listeners a week.

Under the station announcement plan, 891 stations broadcast over 8,000 messages a day; under the feature series plan 100,000,000 listeners per week are reached through network war shows and Mutual's inaugurate public service guidance, according to the brochure.

Listing a few of the campaigns won by the radio army, the brochure cites radio's combat in filling every glider school in the country in a 2-week campaign after previous efforts had failed, the recruitment of women for nurse training, the swelling of victory gardens by 8,000,000, the help in decreasing holiday travel, the procuring of 104,000 applications for non-combat pilot training.

N. Y. FM Plans

NORRIS WEST, director of W69PH, FM adjunct of WCAU, Philadelphia, has been invited to serve as advisor for FM stations in New York interested in setting up a pooling arrangement. Mr. West met with the directors of the New York FM stations July 13.

SPECIALTY SALES, WLW, Cincinnati, has added the Cleveland district to its national service territory, with Jack V. Donner as representative there.

KVRK, Rock Springs, Wy., has acquired the special AP radio news service from Press Axon.

Buy LISTENERS

Buy WFMJ

covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.

Blue Network

Headley-Reed, Rep.

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**LEW CHILDRE in person**
Available for participates or exclusive sponsorship
THE SOUTH'S MOST KNOWN HILBILY SINGLE
PLUS ... WIDEST COVERAGE ON WSGN

**PORTLAND, OREGON**
**KEY TO THE GREAT WEST**
5,000 Watts — 620 Kilocycles

**NBC RED NETWORK**
Represented Nationally by EDWARD PETRY & Co., Inc.

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**LEWIS J. DUDLEY BUCK**

**LEWIS J. DUDLEY BUCK**

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**KWH**

**CSO 50 KW**

**The Selling Power in the Buying Market**
A Shreveport Times Station SHREVEPORT, LA.

**The Brannon Company**

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**GROSS, Taylor Buy KFMB, San Diego**

**SALE of KFMB, San Diego, to Jack O. Gross, general manager of the station, and O. L. (Ted) Taylor, president and general manager of KGNC, Amarillo, Texas, and president of the Taylor-Howe-Snowden group, subject to FCC approval, was reported last week. Amount involved was said to be about $95,000, depending upon terms of the contract not yet determined.**

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The FCC last week approved an amended application of the Worcesters Broadcasting Corp., licensee of KFMB, for voluntary transfer of control to First National Trust & Savings Bank of San Diego as trustee. The grant included renewal of license and limited to one year the tenures of the trust company as licensee, instead of the indefinite period requested in the original application. This change, the amended application stated, was to facilitate the effort of the trust company to find a satisfactory purchaser for the corporation.

Mr. Gross and Mr. Taylor would own the station on a 50-50 basis. Mr. Taylor is head of KTSF, San Antonio, KRVG, Weliaco, and KSFV, all of which as KGNC, and a director of the Globe-News Publishing Co., Amarillo. Mr. Gross became general manager of KFMB last January with option to buy, subject to FCC approval, once identified with the former owners.

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**Third Bowen in Service**
THE THREE sons of the late Scott Howe Bowen, pioneer spot radio sales executive and owner of WIBX, Utica, are now serving in the armed forces. The latest to leave for training is Frederic C. Bowen who is now at Air Corps Training Center, St. Joseph, Mo. Roger C. Bowen, Air Corps, is at Fort Kitchen, West Virginia U., and Sgt. Scott Howe Bowen is serving in the Amphibian Command, California. Mrs. Scott Howe Bowen, his sister, Jack Potter, is with the 629th Bomb Squadron, Meridian, Miss.

Two more announcers from WIBX have recently entered the Army, making a total of 13 members of the staff now on active duty. Hal Smith (Pop Martin) and Jack Hagopian are now with the Air Corps.

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**ROBERT E. LERSCH, U. of Wisconsin student engineer, joined the staff of WTJW-WSPM, Milwaukee. Paul Lake has joined the maintenance staff.**

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**WIBX**

**THE Voice of Kansas**

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**BROADCASTING • Broadcast Advertising**

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**Canada Licenses Up**

An increase in the number of radio receiving licenses issued in Canada, at $2.50 each, was revealed in a report of the Dept. of Transport at Ottawa before the Parliamentary Committee on Broadcasting, from 1,623,489 in the fiscal year ending March 31, 1942, to 1,728,880 in the year ending March 31, 1943. Gross revenue from licenses in the 1942-43 fiscal year was $4,187,667, and after deducting commissions of 17.18 cents per license (down from 17.25 cents the year before), and administration costs, the balance of $3,567,340 was handed to the Canadian Broadcasting Corp. Checkups from returns made by dealers in radios and motor cars equipped with radios indicated 18,785 new licenses being issued.

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**Midwest Local—Needs good announcer who knows football and basketball. This is a position with a future, and a family man would be preferred. Send information to yourself to Box 846, BROADCASTING.**

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent career positions with 50,000 watt station in South. Excellent opportunity for right man. Applications held in confidence. Give full details. First letter to Box 846, BROADCASTING.

**Salesmen—** Good station with growing business, good organization, good volume of established accounts. Contact J. M. Smiddy, Commercial Manager, WCMR, Ashland, Kentucky.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain kw, network station. Box 858, BROADCASTING.

**Wanted at Once—** First class engineer. Draft exempt. Tell all first communications, including minimum salary. WMSL, Decatur, Alabama.

**Anouncer—** Permanent position with 5 kw regional network station for draft deferred or exempted man. Box 857, BROADCASTING.

**Executive-General Manager—** 17 years experience. Newspaper publishing, radio, broadcasting. Excellent ability. Contact in confidence. Box 854, BROADCASTING.

**Writer-Producer—** New heading copy department, important 60 kw key-outlet. Executive ability. Contact in confidence. Can you offer responsibility with commercial duties? Draft. Contact J. M. Smiddy, female. Details by return mail. Box 863, BROADCASTING.

**Radio-Engineer—** Desires connection as chief engineer with a network station preferably in midwest. Electrical engineering degree. Excellent ability covering engineering construction and maintenance. Draft status 3A4. Box 842, BROADCASTING.

**Midwestern Colored Boy—** With excellent voice wants job either announcing or operating. First class license. Draft 4F. Available at once. Box 866, BROADCASTING.

**ANNOUNCING—** Woman director with solid experience in all type commercial and service programs wishes position with bright future. Excellent voice for news, commercials. Transcription available. Box 841, BROADCASTING.

**ANNOUNCER—** Excellent 5F-46 voice, newspaper and radio. Professional experience. Willing to give draft. Send letter Box 864, BROADCASTING.

**Editor—** Excellent voice, broad experience, with preference in midwest. Draft 3X. Box 859, BROADCASTING.

**Director Engineering—** Desires position with northern network. Must have first class license. Draft deferment. Box 865, BROADCASTING.

**Studio Manager—** Excellent ability. Experience in midwest. Awarded draft deferment. Box 866, BROADCASTING.

**ANNOUNCER—** Desire position. One year experience in midwest with first class license. Draft status 3A3. Box 845, BROADCASTING.

**ANNOUNCER—** Exempted during war.愿望 position in midwest. Letter to Box 868, BROADCASTING.

**ANNOUNCER—** Seventh year experience in midwest. First class license. Draft exempted. Also desires engineering position in midwest. Box 869, BROADCASTING.

**Director-Announcer—** Eight years experience in midwest. First class license. Draft exempted. Box 867, BROADCASTING.

**Director-Announcer—** Excellent voice, first class license, three years professional experience, exempted. Box 868, BROADCASTING.

**Director-Announcer—** Experienced announcer. Box 850, BROADCASTING.

**Director-Announcer—** Experienced announcer, first class license. Box 851, BROADCASTING.

**Director-Announcer—** Excellent voice, first class license. Box 852, BROADCASTING.

**Director-Announcer—** Experienced announcer. First class license. Box 853, BROADCASTING.

**Director-Announcer—** Experienced announcer. First class license. Box 854, BROADCASTING.

**Director-Announcer—** Experienced announcer. First class license. Box 855, BROADCASTING.

**Director-Announcer—** Experienced announcer. First class license. Box 856, BROADCASTING.

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**Shaw From Pacific**

JACK SHAW, American Red Cross Representative in Australia, who conducts Your Red Cross Reporter, has been assigned to cover the Southwest Pacific battle area from New Guinea. Using Port Moresby as his base of operations, Mr. Shaw will record battle action in this area with portable recording equipment supplied by Australian Broadcasting Commission. Discs will be flown by courier plane to Brisbane, and then to Melbourne and will be shortened from that point to New York. First broadcast on Mutual will be heard July 31.

Dave Biever named Director of war services and news division of WOR, Mutual's New York outlet, has been assigned to similar documentary work in North Africa.
WITH celebration last week of the first anniversary of CBS’ full network discount plan, the network announced there are now 33 CBS advertisers using 49 different shows, or 95 separate program periods weekly, taking advantage of the plan. On July 15, 1942, when the discount went into effect, nine CBS advertisers using 19 separate program periods weekly increased their contracts to the full CBS network.

To adopt the full network facilities, 36 CBS programs, representing 68 individual program periods weekly, increased their stations. Thirteen clients scheduled the full network with the beginning of broadcast of their programs and are not included in that breakdown.

Recent Increases

The most recent advertisers to schedule the full CBS are Campbell Soup Co., increasing the station lineup by 50 for Radio Reader's Digest, effective July 18; and Ironized Yeast Co., which on July 20 will take the full net for Lights Out, as will Bayer Co. for American Melody Hour.

Following is the complete list of 33 advertisers and their 49 programs now on the full CBS network.

Dell Screen Show Plans Snagged by AFRA Rule

PLANS by Lennen & Mitchell, New York, for a half-hour program featuring stars to go on the BLUE in August for Dell Publishing Co., New York, have run into a snag on the West Coast through the invocation of “Rule 15” by the national board of the American Federation of Radio Artists.

This rule in the AFRA by-laws prevents AFRA members from appearing on a commercial radio program for less than their regular salaries. Lennen & Mitchell had planned to pay the performers the AFRA minimum when they appeared on the series in an exploitation tie-up between Modern Screen magazine and its writeups of the stars latest films.

With the AFRA objection to the plan, the appropriation for the program will now have to be reapportioned. James Andrews, L&M radio director, is on the West Coast straightening out the matter with AFRA, probably returning to New York the beginning of next week.

Hosiey Test

J. W. LANDENBERGER Co., Philadelphia, has started a test campaign on WEAF, New York, for its Randolph Knit Hosiey. Contract calls for participations in Mary Margaret McBride’s five-weekly program for a period of eight weeks, and represents the firm’s first use of radio. Agency in LaPorte & Austin, New York.

33 Sponsors Take Discount Plan By Using Full Network

Advantage of CBS May Determine ‘Results’ Of Radio Advertising

Robust AM.

IMPORTANCE of station participation in tests conducted by clients to determine results of radio advertising has been brought to light in an experience related to Broadcasting last week by T. J. McMahon, account executive for WAGE, Syracuse.

When a local station repeatedly reported that its radio announcements for war workers had failed to bring results, Mr. McMahon was prompted to investigate the matter, in view of the fact that on previous occasions excellent results in this field had been secured. He learned that applicants interviewed at the plant’s personnel office were asked the following question:

“Did you read our ad in the newspaper?”

If the applicant answered in the affirmative, he was asked “what paper?” If he answered in the negative, he was asked: “then how did you happen to come in?”

Following this discovery of the “test” used in his plant to measure results of radio advertising, the client decided to reconsider his previously announced decision to discontinue announcements on the air. Mr. McMahon points out that station executives handling accounts must anticipate the weakness of tests employed by local firms and make sure that some accepted system of measurement reaches the hands of the client before a test is made.

RUNYON IS NAMED KRLD’S PRESIDENT

PROMOTION of John W. Runyon, who is vice-president and managing director of KRLD, Dallas, to the post of president of the KRLD Radio Corp. and first vice-president of the KRLD Broadcasting Corp., was announced last week by Tom C. Gooch, president of the newspaper and president of the Board of Directors of the radio corporation.

Simultaneously, Clyde W. Rembert, station and commercial manager of KRLD, was promoted to manager of the station, succeeding Mr. Runyon. The promotion was the recent death of Albert Swinsky Jr., vice-president and general manager of the newspaper and president of KRLD Broadcasting Corp.

Mr. Runyon, a veteran employee and executive of the newspaper company, has been vice-president and managing director of KRLD since July, 1935. He was formerly advertising manager of the newspaper. Mr. Rembert has been with KRLD for 17 years, starting as a salesman.

D. A. Greenwell was named second vice-president and secretary-treasurer of the Times Herald and vice-president and treasurer of KRLD. Allen Merrimac became director of both the Times Herald and KRLD, and Clyde A. Taber was named secretary of KRLD.

Named Walker Aide

DR. WALTER B. EMMERY, a former assistant to Rep. Mike Monroney, Oklahoma, in favor of huge speech at Ohio U., 1940-1943, has been appointed secretary and legal assistant to FCC Commissioner Paul A. Walker. He succeeds the late Edward F. McKay. Dr. Emery received an LLB degree from Oklahoma U. and Ph. D. from U. of Wisconsin, with special graduate studies in public administration and university regulation and administration of WNA, U. of Oklahoma, and later professor of radio law and speech at the university. In the summer of 1937 Dr. Emery was an associate attorney with the FCC and in 1943 was ap pointed personnel counselor for Convair Co., Zelienpoole, Ohio. He is a member of the Oklahoma Bar Assn. and Ph Alpha Delta legal fraternity.

Orrin E. Dunlap, Jr., manager of the department of information at RCA and author of numerous book on radio, is now at work on Radio’s 100 Pioneers in Science, to be published early in 1944 by Harper & Bros. He is a collective biography of radio scientists, built around the evolution of radio.
WMW COMMUNITIES AROUND THEM

Plus 218 Rural

Kenton, Ohio

Indianapolis, Ind.

Wabash, Ind.

Columbus, Ohio

Dayton, Ohio

Lima, Ohio

Mansfield, Ohio

Newark, Ohio

Muncie, Ind.

Antwerp, Ohio

Lexington, Ky.

Anchorage, N.C.

Bloomington, Ind.

Mt. Sterling, Ohio

Springfield, Ohio

Springfield, Va.

Richmond, Ind.

Elizabeth, Mich.

Portsmouth, Ohio

Parkersburg, W. Va.

Spencer, Ind.

Bluefield, W. Va.


Allentown, Pa.

Buffalo, N.Y.

Boston, Mass.

New York, N.Y.

Chicago, Ill.

St. Louis, Mo.

Detroit, Mich.

Stamford, Conn.

Boston, Mass.


New York, N.Y.

This dominance is in a market whose 12 million people buy more drug and grocery products than are sold in New York's five boroughs and the City of Chicago combined.

WMW delivers 41.4% of all morning listening in 32 cities of its primary area, and in 218 rural communities around them.
These, too, are fighting flags of freedom... In ever-increasing numbers, flags like these fly over an America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today... they are won by the energy and skill that will build a better world tomorrow.

Radio Corporation of America