MORE THAN MERE TIME!

Successful radio has outgrown the sale of mere time units that crowd rate cards. Their generally unknown value has been linked to a broadcasting skill that transforms the minutes and hours of radio time into action-packed units of effective service to listeners and advertisers.

The six Fort Industry Stations are keyed by seasoned and intelligent management to a PLUS Service that makes mere radio time bow to the incessant drive of a severe taskmaster—CONSISTENT RESULTS!

There is much more than mere proof of performance behind a Fort Industry affidavit!

FORT INDUSTRY STATIONS—You Can Bank on Them!

WWVA
Wheeling, W. Va.

WHIZ
Zanesville, Ohio

WAGA
Atlanta, Ga.

WMMN
Fairmont, West Va.

WSPD
Toledo, Ohio

WLOK
Lima, Ohio
"M ost m ail I' ve s een c oming to 
O ne p lace s ince I w orked at WLS!"

We do get more mail than many stations ... probably more letters than most radio stations. Of course that makes us happy—as it does advertisers. For instance, we used 100 announcements in one month to offer listeners an invasion map of Europe for a dime . . . and we received 50,000 requests! This is only one of many success stories, one example to bear out our slogan: \(WLS \text{ Gets Results}\). We can show lots of further evidence. Just ask us . . . or ask any John Blair man.

We represent the Prairie Farmer Station.

890 Kilocycles
50,000 Watts
Blue Network

CHICAGO

Represented by John Blair & Company

Management Affiliated with KOY, Phoenix, and the Arizona Network - KOY Phoenix • KTUC Tucson • KSUN Bisbee-Lowell
A MESSAGE TO EVERY STATION MANAGER WHO WANTS TO INCREASE HIS BILLING

SESAC OFFERS STATIONS SIX PROVEN SALES PLANS PLUS THE ASSISTANCE OF THE SESAC STATION RELATIONS STAFF WITHOUT CHARGE

HERE are six sales ideas that have been originated and profitably used by stations throughout the country. Each plan is simple, applicable to any size station, clear channel, regional or local. In each case, where one of the plans has been used, increased revenue has resulted.

HERE is what some of the station managers say about these plans:

"For a long time I have been wanting to tell you what a swell job you are doing. I think it is grand of your organization to give stations so much of your time, thought, money and energy,"—Gen. Mgr. Regional Network.

"Your representative's visit was the first occasion that we have had anyone from a music licensing organization call on us with so many helpful ideas and an attempt to be of service to us as broadcasters."—Station Owner.

"Your representative's two-day visit and his assistance to our sales staff were very productive and greatly appreciated."—Station Mgr.

"My sincere appreciation for the efforts you put forth in our behalf this week. Sears Roebuck just called back to reserve the maximum number of periods."—Station Owner.

WHY DOES SESAC MAKE THIS OFFER? Because Sesac is a service organization—serving the broadcasting industry. Our station relations staff all have thorough broadcasting experience and personally call on every radio station throughout the year to assist station executives with their programs, sales and operating problems. These revenue producing ideas and assistance are offered to all broadcasters as another Sesac service to the industry. Get complete details on the six plans from your Sesac station relations representative, or write or wire: Sesac Program Service Dept.

SESAC

THE BEST MUSIC IN AMERICA

113 West 42nd St. New York 18, N. Y.
America's Rice Granary
— AROUND CROWLEY, LOUISIANA —

IS IN WWL-LAND

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

$15,000,000— that's the value of an average Louisiana rice crop! And Crowley, prosperous capital of Louisiana's rice land, represents still another Deep South market, completely covered by WWL. NOT JUST EVERY RADIO in New Orleans, or Louisiana, but every radio in the Deep South can bring home a WWL sales message! For hundreds of miles, no other station is even half as powerful!

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.
Several WSM advertisers who usually suspend their programs during the summer are continuing their schedules right through this year.

This is just MORE proof that with new industries and a growing population the booming Southern market has more money to spend now than ever before.
UNTIL Mr. Crossley came on to the scene some weeks ago, there was no complete statistical record of the listening habits of the radio families within the “Hudson Circle”—that prosperous, multicited region in Eastern New York and Western New England. At WGY’s request Mr. Crossley explored the region exhaustively, both in space (all the important cities) and time (around the clock). For a complete account of his adventures, write to WGY, Schenectady, N. Y. and ask for a copy of “Exploring with Crossley.”

LISTENING IN THE HUDSON CIRCLE

**Morning**
- Others: 6.5%
- WGY: 60.2%
- A: 33.3%

**Afternoon**
- Others: 3.3%
- WGY: 41.7%
- A: 19.3%

**Evening**
- Others: 3.8%
- WGY: 37.8%
- A: 14.6%

**Schenectady**
- **Morning**
  - Others: 6.5%
  - WGY: 60.2%
  - A: 33.3%

- **Afternoon**
  - Others: 3.3%
  - WGY: 41.7%
  - A: 19.3%

- **Evening**
  - Others: 3.8%
  - WGY: 37.8%
  - A: 14.6%

**Troy**
- **Morning**
  - Others: 5.2%
  - WGY: 37.6%
  - A: 23.3%

- **Afternoon**
  - Others: 1.8%
  - WGY: 32.0%
  - A: 33.0%

- **Evening**
  - Others: 3.4%
  - WGY: 43.0%
  - A: 20.6%
The Human Ear Learns Quickly!

The first time your ear ever heard somebody say Guadalcanal, you probably got nothing whatsoever out of it. But now you not only "get" it instantly, but your mind also flashes up a picture of jungles, gunfire and conquest.

Pardon us for being elementary, but it's the same way with Sonovox. The first time you hear a talking locomotive, or a singing violin, or whatever, your ear says "Thanks, but I guess we've not been introduced." You may not recognize the voice, or even understand the words. Okay—it was probably the same way when you first met your wife! But look how it is now!

Seriously—some advertisers have turned down perfectly swell Sonovox ideas because their ears didn't "get" the first audition—and then these same ideas have produced beautifully, later, for other advertisers... We just thought we'd tell you about that, and point out that the human ear learns quickly!

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Noble Buys Blue for 8 Millions in Cash

3 Outlets Included; Fly's Blessing Given Deal

SALE OF the Blue Network Co., to Edward J. Noble, owner of WMCA, New York, and chairman of Life Savers Corp., and former Undersecretary of Commerce, for $8,000,000 cash, subject to necessary approvals, was announced last Friday, July 30, by David Sarnoff, RCA president, as owner of the network.

Mr. Noble, it was stated, has agreed to sell WMCA as soon as a purchaser can be found, thus eliminating the only forseeable barrier to the transaction. Assurances were given that Mark Woods, Blue president, would remain operating head of the network, and that the entire staff would be retained. Mr. Noble paid $850,000 cash for WMCA in January, 1941, and will sell the station to conform with FCC requirements regarding multiple ownership of stations in the same community.

Closed Circuit Talk

Affiliates of the BLUE were told about the transaction in a closed circuit talk late Friday afternoon. Mr. Woods told the station heads about Mr. Noble, and the new owner in turn told of his plans as a practical business and advertising man, to make the BLUE preeminent in its field.

In announcing the transaction, Mr. Sarnoff said the move comes a year-and-a-half after the BLUE was organized as a separate entity in conformity with the new regulations of the FCC relating to ownership of more than one network by any single organization. RCA, he explained, remains the owner of NBC, which "will continue to operate the Red network."

The new ownership was said to be effective immediately, with the applications for the transfer of the three Blue-owned stations now being prepared. The transaction, of course, was viewed as contingent upon approval of these transfers, considered likely.

FCC Chairman James Lawrence Fly, in New York last Friday when he conferred with Messrs. Sarnoff and Noble, described the sale as "a significant example of industry and Government cooperation." He pointed out it was in accordance with "Government policy and at the same time Government never placed any immediate requirement on the company to make a sale. They have taken their time and made an orderly disposition of the properties, and I am hopeful that the result will be constructive for all concerned."

Mr. Woods, in his closed circuit talk introducing Mr. Noble as the new BLUE owner, pointed out that as first chairman of the Civil Aeronautics Authority and as president of the board of trustees of St. Lawrence U., Mr. Noble "is imbued with the fundamental concept of public service. He represents the type of forward-looking man that assures the continued operation of the BLUE Network in the public interest."

Spiking reports that immediately cropped up in New York, Edwin L. James, managing editor of the New York Times, said "the Times is neither buying nor bidding for WMCA."

The FCC legally will not pass upon sales of the BLUE itself, since networks are not licensed. But it will be called upon to approve the transfers of WZ, New York; KGO, San Francisco, and Chicago, owned by the BLUE, and which would change hands.

McGraw Withdrew

The contract with Mr. Noble represented an 11th hour modification. The original proposal, it was reported, made orally and presumably signed by IAA, represented a joint purchase plan by James H. McGraw Jr., president of McGraw-Hill Publishing Co., and Mr. Noble. Mr. McGraw's association with the publishing business, which, it was felt might fall within the purview of the FCC's pending order on newspaper ownership, was believed to be the primary factor in eliminating his participation. Mr. Woods reported that affiliate reaction was favorable.

Mr. Fly's presence in New York Friday was linked with the decision to eliminate the McGraw participation.

A hearing before the FCC on the station transfers was seen possible in some quarters because of the

(Continued on page 58)

Miller Remains as President of NAB

But Board Paves Way For His Successor; Lewis Praised

SUCCESSFULLY resisting the third effort in the last year to force a change in industry leadership, Neville Miller was continued as NAB president with full powers by action of the board of directors at an extraordinary meeting in Chicago last Friday called by petition of the members of the legislative committee also serving on the board.

Lewis Not Candidate

The board's action, however, paved the way for nomination of a new president prior to the expiration of Mr. Miller's term July 1, 1944. William B. Lewis, former CBS vice-president and until recently OWI assistant director, had been proposed as Mr. Miller's successor, but the day before the board meeting withdrew his name from consideration on the ground that the industry's greatest need is for "unity of purpose and action."

The board adopted a resolution asserting that the purpose of the meeting was "misrepresented to some sections of the industry as bearing on the termination of the contract of the incumbent as president before the termination thereof." It stated the board "emphatically declares" this was not the purpose of the meeting and it "did not form any part of its deliberation."

Tribute was paid Mr. Lewis in another resolution. The board said it sincerely desired to consider him for the post but since Mr. Lewis found it necessary to withdraw his name (in a telegram to Don S. Elias, WWNC, Asheville, N. C., leader of the group espousing his candidacy) it expressed its regret that "extenuating circumstances intervened to preclude Mr. Lewis' availability."

Under another resolution, the board named a nominating committee of six of its membership, instructed to present to the board recommendations for presidency of the NAB upon expiration of Mr. Miller's contract. The committee is to report at its next regular board meeting, or a special meeting called for that purpose. Named as members of this committee were Mr. Elias; G. Richard Shafio, WJS, Columbus, S. C.; John J. Gillin Jr., WOW, Omaha; J. D. McCall,
Business Depending On Ingredient Supply
Situation
CANDY ADVERTISING is holding up well despite restricted supplies of sugar and shipping prospects improve. Some foundation for such a prediction can be found in the report that the sugar supply outlook is the best it has been in months, with the strong possibility that September-October carlots for industrial users will be increased from the current 70% level.

On the other hand, sugar may have to pinch-hit for decreased supplies of corn syrup and dextrose, important candy ingredients likely to be rationed due to corn shortage.

Summing up, if the ingredient picture improves, it is a virtual certainty that candy advertising will increase materially, just as coffee advertising jumped when the supply increased.

N. Y. Agency Reports
Headed the list of candy industry sponsors, The Council on Candy as Food in the War Effort, cooperating with the National Confectioners Assn., has completed its program, Washington Reports on Rationing, effective Aug. 15. Ernest K. Lindley, Washington chief for Newsweek, is the commentator on the Sunday program (EWT) over 48 stations. Many prominent Government officials have made guest appearances.

A check of New York advertising agencies shows that whereas a few candy brands stepped up advertising during the year, most companies maintained the previous level of appropriations.

Sweets Co., New York, makers of Tootsie Rolls, is among those which have expanded during the first year of sugar rationing. After using limited spot radio for a number of years, the firm entered network radio last March with Captain Marvel, children's serial, on the BLUE, later shifting to Dick Tracy.

Sweets Co. will introduce a new product, Tootsie V-M, with a radio test campaign in Connecticut. Product is described as a milk forter, containing various diet supplements including several vitamins and malt, and having a flavor similar to the Tootsie Roll candy. To promote Tootsie V-M, Sweets Co., in resuming in the fall sponsorship of Dick Tracy on the BLUE, Monday, Tuesday and Friday, 4:15 to 5:30 p.m. for Tootsie Rolls, will add Tuesday and Thursday programs, using only Connecticut stations carrying the program.

Also in March of this year, Charma Candy Co., Bloomfield, N. J., started a spot campaign for Tasteaest Candy Bar on two stations, later adding four in New York. No further expansion is indicated at present.

One of the largest spot advertisers is the candy world, American Candy Co., L. I. City, continuing unabated its schedule of announcements for chowchows on between 150 and 155 stations throughout the country. Peter Paul Inc., Naugatuck, Conn., is likewise continuing present schedules, which include spot announcements in 20-30 major markets, and sponsorship of a three-weekly five-minute news period on the CBS Pacific Coast Network. Paul products include Walnettos, Mounds, and Charcoal Gum.

Panny Farmer Candy Shop's spot campaign started towards the end of last year, remains unchanged. Schedule includes participations on the New England Regional Network and on 12 additional stations.

Returning to the BLUE with double the network formerly used, D. L. Clark Co., Pittsburgh, started its first day program, Where We Stand on 110 BLUE stations last February, and renewed the series in May.

Midwest Picture
While some Midwest candy manufacturers have radio plans for the future, "hidden difficulties from shortages in manpower and ingredients" are overcome, others are expanding their present time. Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey), is now sponsoring two weekly quarter-hour programs. Hyde & Co., on 18 NBC stations, scheduled to begin Saturday, July 24, and a quarter-hour drama program, Coronet Little Shop, has gone on 44 NBC stations from 1:45-2 p.m., which started July 11. Stations carrying the latter program, which originates out of WBBM, Chicago, will be KOVU KZL WGS in WROW WBBM KRNT WHAS WWL KKWH WABI WGAN WEEI WLAW WMS J WRC WCCO KMBC KMOX WNKE WBT WLWO KMA WHP WJAS WSW WSNP WAAX KSL KNX WSKW WHIT WHAM WAGN WAGC WJSN WJMU WKNR KMBC.

Curtis Candy Co., Chicago, at present has a network program and two local shows on the air, all placed through C. L. Miller Adv. Co., Chicago. On 114 CBS stations, sponsors Engine "Bedtime" and five-minute news program (Butterfingers) at 12:12:05 p.m., Sat.-Sun., originating out of WABC, New York; on WN, Chicago, Curtis sponsors Greets from Your Boy, (Babu) a weekly service camp letter program, heard Sundays at 11-11:25 a.m.; and on KMBC, Kansas City, Mo., Curtis (Butterfingers) sponsors five-minute announcements on Tues.-Thurs.-Sat.

Bunte Brothers, Chicago (Tango, MI Choice, hard candies), began a campaign over 19 NBC stations June 6, World Front, which in view of shortages is devoting most of its copy to promoting the war effort. Heard at 12 noon, Sundays, is carried by the following NBC stations: WMAQ WWJ WTAM WSPD WAVE KRSK WDAF WWJ WBT WMCA GGL WLW, WSPM HBBL KNN BIBO KOA and KSTP. Agency is Presba, Fellers & Presba, Chicago.

Mars, Inc., Chicago (Milky Way), sponsors a half-hour drama program, Father over WLW, Cincinnati, at 6-6:30 p.m. Sundays. Agency is Grant Adv., Chicago.

Oh Henry Dramas
Williamson Candy Co., Chicago (Oh Henry), sponsors Famous Jury Trials, now in its third year, on 71 BLUE stations. Originating out of New York, it is heard from 9 to 9:30 p.m. Tuesdays. Agency is Aubrey, Moore & Wallace, Chicago. Peter & Paul, Inc., Chicago (Mounds), sponsors three quarter-hour programs Tuesday to 6 p.m. on WMAQ, Chicago. Agency is Platt-Forbes, New York.

While many candy sponsors see the need to continue institutional advertising and also are using radio as a war work copy, others have not decided on further air time until supplies of corn syrup and powdered milk, as well as manpower, are available to them.

New York FCC Probe Slated With Dual Sessions Likely
*Gestapo* Tactics Used by FCC in Foreign Language Field to Be Probed by House Committee

WITH THE scheduled opening of hearings in New York Tuesday (Aug. 3) on the so-called *Gesta-*po activities of the FCC in the foreign language station field, reports were current that the House select committee investigating the FCC shortly would hold hearings on two fronts simultaneously.

The Washington hearings have been recessed until Aug. 9 and if the New York sessions are not completed by that time, the two subcommittees will continue that phase of the inquiry. Chairman Cox (D-Ga.), Rep. Miller (R-Mo.), and possibly Rep. Magnuson (D-Wash.), who has been absent since the initial hearing July 2, will sit at the Washington proceedings. The New York hearings before Reps. Hart (D-N.Y.), chairman, and Wigglesworth (R-Mass.) have been called for 10 a.m. at the Federal Bldg., Foley Square, in Room 110.

Sensational developments were predicted at the New York inquiry, which will cover alleged use of improper tactics by the FCC in the regulation of a number of stations in New York handling foreign language programs. Emphasis, if it is reported, will be on Italian language stations and on purported hiring and firing of announcers and "commentators" at the direction of Government authorities, including Washington, the FCC and the OWI foreign language branch. Stations named by Mr. Garey were WBNX, WOV, and WHOM.

A clash of jurisdiction between the U. S. Office of Censorship and the other Government agencies is expected to be bared. Circumstances surrounding alleged use of violence in certain instances also may be revealed. Eugene L. Garey, general counsel of the committee, reported that some 100 protest copies of war work copy, others have not decided on further air time until supplies of corn syrup and powdered milk, as well as manpower, are available to them.

Mr. Garey will conduct the examination. His chief assistant will be Ambrose V. McCall, a member of his staff, who will carry on if Mr. Garey returns to Washington for the main proceedings.

Italian Incident
Evidently tiring directly into one aspect of the *Gestapo* inquiry were published reports last Thursday that a Congressional source authorized release of a report on purported Communist penetration in the OWI. This dealt primarily with the OWI broadcast in which King Victor Emmanuel of Italy was called a "moron" and Marshal Badoglio a "Fascist." President Roosevelt earlier had replicated the OWI was severely taxed by that task.

The report, prepared for a Congressional committee, dealt largely with the foreign language field of OWI, which allegedly indicated Communist party line leanings. Mentioned specifically were Alan Cranston, chief of the foreign division; Lee Falk, radio specialist, who were said to have attempted to compel Italian-Americans to aid (Continued on page 59)
A GROUP of men were climbing a rugged mountain peak out West; coming to a piling halt, they sat down for a rest and that second wind necessary for the last and steepest leg in a long morning’s effort. Around the bend up ahead they noticed three men descending, and as they approached, one of the party in the group went up asked: “How far is it to the top?” “Five hose lengths,” replied one of the three. “What do you mean, hose lengths?” asked the first man. “Well,” said the other, “we’re firemen and we measure in hose lengths.”

Unknown Quantity

By this time they had made the next turn and disappeared from sight leaving behind what Elizabeth Drew, the critic, has described as “. . . words without communication”. Since no one in the first party knew the number of feet in a hose length, the distance to the top of the peak was still an unknown quantity.

Measurements of advertising values quite often suffer from this kind of semantic confusion. Competitiveness enthusiasm seems to bring about an intensity of subjective analysis which blinds the individual to objective reality. While in this state, apples look like oranges because both are round, and decimal points, like flyspecks, are dropped wherever they chance to fall. Flies, we presume, get some relief, but the same cannot be said for the readers of such comparisons.

Several statements recently given wide circulation are typical of the dangers inherent in comparisons of one medium with another when actually both differ completely in their method of idea communication, yet are measured with a mathematical scale, which in itself, does not have measurements common to the objects to be measured. However, let us examine one or two specific statements in mind:

Recent Coverage Comparisons Found To Be Replete with Faulty Data

By CHARLES B. BROWN
Director of Advertising & Promotion National Broadcasting Co.

MEN WHO know their data best were upset at a recent set of arguments advanced in ‘Editor & Publisher’ on behalf of the selling power of newspapers. Titled ‘Are Daily Newspapers Today the Third-Rate Medium?’ an article by Wm. J. Swagerman set out to show that money spent on newspapers could do a much more effective job than money spent on radio. All-out war is under way in the advertising field, the article stated. Because radio came out second best in some of the claims made in the article, ‘Broadcasting’ asked Mr. Brown, a recognized expert in the media field, to tell the other side.

With a grand total of 18,052,400 circulation (based on ABC reports of March, 1942), the daily papers proposed for inclusion in the NNO (National Newspaper Organization) plan will afford an overall coverage of 60% of the 30,000,000 family units of the entire country.

No radio network, no group of radio stations, can furnish such a saturation or market coverage. In fact, all radio stations combined cannot do so. Surveys of radio listening indicate that in the best listening months of the year, morning or evening, all radio stations fail to reach most of the market. According to a CAB report, covering the months for the year 1940, January and February were the peak listening months for both day and evening programs. In those months, a high average of 19.9% of sets were tuned to evening programs, while a high average of 34.5% of sets were tuned to evening programs. Thus, all radio stations miss 80% of the homes in the morning, and 64.5% of the homes in the evening.

Here we find a number of interesting fallacies. Radio ownership is 92% of all urban, and 82.5% of all homes, against the 60% distribution for the newspaper group in question. But the comparison above is drawn between the overall coverage figures for the NNO papers (60%) and the average of radio sets-in-use figures for half-hour periods, morning and evening. If we compare the over-all newspaper coverage figure of 60% with similar figures for radio; namely, figures representing sets-in-use at some time during broad periods of the day, we find a quite different picture.

Sets-in-Use—Any Radio—Total U. S.

<table>
<thead>
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<th>Annual Average Mon.-Fri. Fall 1938-1939</th>
<th>Average Week 1938-1939</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning (6 a.m.-12 noon)</td>
<td>59.3 48.3</td>
<td>84.4 83.7</td>
</tr>
<tr>
<td>Evening (6 p.m.-mid.)</td>
<td>76.4 75.1</td>
<td>84.4 83.7</td>
</tr>
<tr>
<td>All Day (6 a.m.-mid.)</td>
<td>64.4 63.7</td>
<td>84.4 83.7</td>
</tr>
</tbody>
</table>

Winter 1938-1939

<table>
<thead>
<tr>
<th></th>
<th>Morning (6 a.m.-12 noon)</th>
<th>63.1 61.2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evening (6 p.m.-mid.)</td>
<td>82.9 82.0</td>
<td>82.9 82.0</td>
</tr>
<tr>
<td>All Day (6 a.m.-mid.)</td>
<td>86.0 85.7</td>
<td>86.0 85.7</td>
</tr>
</tbody>
</table>


And since we are talking of actual usage, let us not forget that each one of these radios was actually turned on at some time; thus even here we limit radio to actual use while counting newspaper circulation as total delivered, but not checked as papers actually opened or in use.

Another Example

Let us examine still another typical statement:

“Take, for example, the case of a grocery product advertiser who used a network of 57 stations to promote a low-priced staple. His program ran for 15 minutes each evening, five days a week. His program was ‘rated’ at less than 10% for January-February 1942. He spent nearly $1,250,000 for time alone; another $400,000 for talent. Twenty-three states were represented in the network used, with a total count of 15,550,000 radio homes.

On the basis of its time cost only, this particular program offers the following comparison of values as between radio and newspapers. Assuming its rating to be 10% (which is actually higher than it was), and contrasting the effectiveness of radio with that of one daily paper in each of the 57 markers of the network, we have the following:

<table>
<thead>
<tr>
<th></th>
<th>Radio Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time and Space</td>
<td>68 hours 80,800 lines</td>
</tr>
<tr>
<td>Coverage</td>
<td>5 a.m., w/kly</td>
</tr>
<tr>
<td>Aver. Audience</td>
<td>1,855,600</td>
</tr>
<tr>
<td>Impressions</td>
<td>9,278,000</td>
</tr>
<tr>
<td>Yearly</td>
<td>482,458,000 2,746,328,000</td>
</tr>
</tbody>
</table>

For his time investment alone, this advertiser could have been by long odds the most important single product advertiser in the newspapers of America. His 80,000-line schedule would have been the largest grocery product campaign ever to appear in newspapers. He could have obtained market saturation through newspapers instead of 10% coverage through radio. He could have enjoyed over two billion additional advertising impressions through newspapers in contrast with radio.

The statement then contrasts the effectiveness of radio and newspaper advertising. The writer assumes that if this same advertiser had placed a 325-line advertisement in each of 57 daily newspapers, five days a week, and assuming no newspaper coverages of one of these 15,550,000 radio homes, the newspaper advertising schedule would result in 52,814,000 impressions per week, or 2,746,328,000 per year—on an advantage of two billion impressions per year over radio!

Obvious Fallacy

The fallacy in this last statement is again that of measuring 10% actual radio use with 60% coverage of newspapers. This figure, of course, in no way represents readership of a specific advertisement. Newspaper advertising readership figures, which are most nearly comparable to the radio listening percentage or rating, run a good deal lower than 60%. As a matter of fact, according to figures of the Advertising Research Foundation, the median readership of a 325-line food advertisement is

(Continued on page 88)
Summer Good, Fall Net Prospects Bright

Most Big Programs Will Come Back On the Air

PREDICTIONS made at the end of last year by leading radio executives that "radio is destined to hold its own as a medium during the second year of war" are certainly proving true, according to a survey by Broadcasting of all the major networks currently sponsored on the networks in the evening hours as well as an overall outlook on the network picture for this fall and winter.

When the few network advertisers who took advantage of summer hiatus periods this summer return to the air in September and October, along with the new fall shows, which have been gradually taking shape the past few weeks, there will be little choice evening time open to late buyers, a large group of whom already are juggling lists for time on NBC and CBS. This optimistic outlook for the major networks follows out the current and future boom in spot radio, surveyed in Broadcasting, July 19.

NBC Evenings Full

Evening hours after 7 p.m. on NBC are already sold solid through 11 p.m. across the board, except for a few quarter-hours between 7:3 p.m., the quarter-hour 10:45-11 p.m. Friday nights, and Saturday.

DON IOSET LEAVES FT. INDUSTRY JOB

AFTER TEN YEARS identification with The Fort Industry Co., Don Ioset, former managing director of WAGA Atlanta, has resigned, effective Aug. 14.

During the decade, he managed three of Fort Industry's six stations, not simultaneously, but soon after each was acquired by the company. Those under his management were old WALK of Zanesville, Ohio, now carrying call letters WHIZ; WLOK Lima, Ohio, and WAGA Atlanta, Ga.

Mr. Ioset was relieved of the management of WAGA in Nov., 1942, when he was given an assignment to follow through on certain Cuban matters for the company. He made two trips to Cuba in that activity, the latter visit necessitating his staying in that country for three months, and returning to the United States in July of this year.

Prior to association with the Fort Industry Co., Mr. Ioset was director of advertising for firms in Toledo and Buffalo; and was a sales manager for firms in Cincinnati and Buffalo. Previous to that activity he operated his own advertising agency.

He has not announced his immediate plans but indicates he will continue in radio broadcasting, perhaps acquiring a small interest in some station.

7-7:30 p.m. Because of this situation, NBC so far has no new shows scheduled to start in the fall. Its regular programs, which have had substitutes this summer, returning as usual, include Information Please, Fibber McGee & Molly, Bob Hope, Rea Skelton, Evergreen, The Aldrich Family, Tommy Riggs & Betty Lou (unless Riggs is drafted), Abie's Irish Rose, Truth Or Consequences, The Great Gildersleeve, Jack Benny, and Edgar Bergen-Charlie McCarthy.

CBS is sold solid Monday through Sunday between 8 and 10 p.m., and the majority of its 7-8, and 10-11 p.m. time is taken as well. The network recently sold its sustaining program Report to the Nation, heard Tuesdays 9:30-10 p.m., to a group of Electric Companies, and R. J. Reynolds Tobacco Co. in keeping its option on the Saturday 7:30-8 p.m. spot, which Thanks to the Yankees occupied before its shift to Saturdays at 10 p.m.

BLUE Bookings

Elgin Watch Co. will again sponsor The Man Behind the Gun series this fall. BS having presented the program on a sustaining basis this summer, 7-7:30 p.m. Saturday. Kate Smith will resume her Friday evening spot for General Foods Corp., and a Texas Co. is expected back on the air Sunday evenings, although it is practically definite that Fred Allen will not be on the show until later in the year, due to his health.

With three new evening programs starting in September on the BLUE and a fourth in August, that network is gradually filling in its fall line up. BS having presented the program on a sustaining basis this summer, 7-7:30 p.m. Saturday. Kate Smith will resume her Friday evening spot for General Foods Corp., and a Texas Co. is expected back on the air Sunday evenings, although it is practically definite that Fred Allen will not be on the show until later in the year, due to his health.

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Mr. Ioset was relieved of the management of WAGA in Nov., 1942, when he was given an assignment to follow through on certain Cuban matters for the company. He made two trips to Cuba in that activity, the latter visit necessitating his staying in that country for three months, and returning to the United States in July of this year.

Prior to association with the Fort Industry Co., Mr. Ioset was director of advertising for firms in Toledo and Buffalo; and was a sales manager for firms in Cincinnati and Buffalo. Previous to that activity he operated his own advertising agency.

He has not announced his immediate plans but indicates he will continue in radio broadcasting, perhaps acquiring a small interest in some station.

FIRST AMERICAN FAMILY with father, mother and son as commissioned officers is a radio family—the Reillys of Phoenix, Ariz. [BROADCASTING, Nov. 2, 1942]. Pinning second lieutenant's bars on her son, Lt. John A. Reilly Jr., is Capt. Lillian W. Reilly, WAC. Capt. John A. Reilly Sr. (manager of ROY, Phoenix, on leave) of the Army Military Police, watches. Ceremonies took place at the Tank Destroyer Office Candidate School, Camp Hood, Tex. Lt. Reilly headed the class.

September by Trimont Clothing Co. Sundays 7:15-7:30 p.m. Other shows now being lined up for the BLUE will be sponsored by Dell Publishing Co., Friday, 8:30-9 p.m., and Revlon Products Corp., Thursday, 10:30-11 p.m.

Turning to Mutual, the fall outlook is very similar to that on the BLUE, with MBS announcing in the past several weeks the following new fall shows: Gracie Fields for American Cigarette & Cigar Co., Oct. 11, Monday through Friday, 9:15-9:30 p.m.; Employers' Group, Cedric Foster, Aug. 6, Friday 10-10:15 p.m.; Frank W. Lee Hats, Dale Carnegie, mid-August, Thursday.

Oldest

KRBA's candidate for one of the oldest lady commentators is Rose A. Fraser, M.D., aged 83. As economist of the Lufkin, Tex., station, Dr. Fraser broadcasts two morning programs each week.

BOB HOPE PRAISED

According to an article in the New York Herald Tribune by John Steinbeck, Comedian Bob Hope deserves recognition for his service in the war effort.

Mr. Steinbeck says Hope has become a symbol to servicemen and must live a symbol life, as he has become a symbol by bringing cheer and laughter to all who need it. According to the Steinbeck article, laughter is a good medicine for the wounded men.

Mr. Hope is on the go continually, says Mr. Steinbeck, and does as many as four or five shows a day at a post, as well as preparing new shows while jogging on to the next post. The man simply will not tire out.

High war department officials may come and go—practically unnoticed—but the appearance of Bob Hope is long anticipated and will longer remembered—with a smile—by servicemen everywhere.

McClintock Talks to Chicago Admen

SOME 200 Chicago advertising representatives were guests of Miller McClintock, president of MBS, Thursday, at the Drake Hotel in Chicago, where Kodachrome slide-films of the network's "main street coverage" utilization were shown.

Mr. McClintock was introduced to the gathering by W. E. Macfadden, president and manager, Chicago Tribune and executive chairman of MBS, as the man who has best networked the Tribune in his six month tenure in office from nine to 14 million dollars.

Mr. McClintock told his audience that in the "new kind of network radio" it needed more than mere selling goods at a price.

Other MBS executives present included Ed Wood, sales manager; Jack Latham, assistant sales manager; Adelbert, western sales manager; and Miles Lamphear, auditor.

New Hampshire Plans

NEW HAMPSHIRE State Planning & Development Commission, Concord, N. H., has named Charles W. Hoyt Co., New York, as agency. Use of spot radio, alone with other media, featuring fall foliage as an attraction, is contemplated for promotion of gasoline rationing situation.

WORLD PREMIERE

NEW YORK July 28 of the motion picture version of Irving Berlin's "This Is The Army" was broadcast exclusively by WMCA, New York from 8:15-8:45 p.m.
Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.

( ) Large Daily Newspapers....Which one? __________________________________________
( ) Radio Stations....Which one? __________________________________________
( ) Outdoor Billboards....Which company? __________________________________________
( ) Farm Papers....Which one? __________________________________________

YOUR NAME __________________________________________
ADDRESS __________________________________________
CITY __________________________________________ IOWA
(You need not sign unless you wish to)

HATCHERY MEN, TOO.

PREFER WHO!

This is one of a series of advertisements in which we’ve told about three Surveys in which Iowa Grocers Druggists Feed Dealers have voted their preferences as to various advertising media in this State.

Now we have the results of a similar Survey made among HATCHERY men. . . . Asked what general type of medium they preferred, their votes totaled as follows:

Prefer Billboards ___________ 0.0%
Prefer Newspapers ___________ 7.7%
Prefer Farm Papers ___________ 32.7%
Prefer Radio ___________ 59.6%

Of those who voted for radio, 67.7% named WHO as their preferred station—and the second station got only one-seventh as many votes as WHO! The third station got less than one-tenth as many votes, and the fourth station got one twenty-first!

It all adds up to the same answer we believe you’ll get, no matter what State-wide Iowa audience you question: WHO is the favorite advertising medium—the favorite consumer medium—for most of the people in Iowa.

Write for the complete data on these Surveys—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
ANNOUNCEMENT last Tuesday by James C. Petrillo, president of the American Federation of Musicians, of plans for a series of concerts to be put on by major symphony orchestras in small cities throughout the country, to bring good music to those usually unable to hear it, was described as “unequalled for hypocrisy” in a comment issued on Wednesday by Neville Miller, NAB president.

Mr. Petrillo stated that the AFM had appropriated $500,000 for the project, which he estimated would cover the cost of 570 concerts. Mr. Miller retorted, “If Mr. Petrillo were serious in the welfare of symphonic music, he could, by lifting his ban [on recordings], permit the equivalent, not of 500, but of hundreds of thousands of times 570 concerts.”

‘Transparent Gesture’

Mr. Miller declared that by “this transparent gesture, Mr. Petrillo drops the last vestige of justification for his ban. He has contended that records commercially used in the smaller cities deprive local musicians of employment opportunities. Yet, when the union sets aside $500,000 to bring some music to the American people it does not employ local musicians, but instead spends it on bringing into the communities the performances of fully employed musicians who have always made recordings.”

Declaring that Mr. Petrillo “has done more to prevent symphonic music in the United States than any other man in the history of our country,” Mr. Miller stated that before the union leader halted the making of records a year ago “the great orchestras could reach all of our people through phonograph records. Records so made were available for the home, schools, broadcasting stations and for all of our citizens wherever situated and whenever they wanted to hear symphonic music, not merely once each in communities handpicked by the union.”

Mr. Miller pointed out that all symphony organizations are non-profit institutions which derive a substantial part of their revenue from royalties on phonograph records and that the individual musicians in these orchestras, as well as the orchestras themselves, have been deprived of this source of income by the ban on recording. On the proposition that the AFM is allowing $500,000 to conferences, Mr. Miller stated, “At his own figures, Mr. Petrillo is allotting less than $10 a man per concert to cover salary, railroad fares, hotels, meals, baggage, car for instruments, cartage of instruments and music stands to place of performance and incidental expenses. It is obvious that Mr. Petrillo proposes to pay the men no compensation or only nominal compensation.”

“The essence of Mr. Petrillo’s gesture, therefore, is that he is going to compel the recorders to render free services and the orchestral societies to lend their names and reputations to his enterprise so that he may take unto himself the credit for their services.”

The idea originated with the President of the United States, Mr. Petrillo said, explaining that he met with President Roosevelt last Dec. 29 at the White House at the President’s invitation. “The President,” Mr. Petrillo said, “was very much concerned that the people in the smaller cities in the United States are not getting enough first class concert music, especially during wartime.”

He pointed out to me that in many foreign countries, concert orchestras are sent from city to city so that the people who are not in a financial position to travel to the big cities to hear the larger orchestras could hear the finest music free of charge. He was wondering whether or not the AFM could do something along the same lines. I told the President that I would be very happy to take this matter up with the international executive board of the AFM and I felt sure something could be done about it.

Questioned concerning the President’s ideas on the matter, Secretary Stephen Early at the White House confirmed Mr. Petrillo’s statement. He said that the plan fulfilled an idea which the President has had in mind for a number of years. According to Mr. Early, Mr. Roosevelt suggested, when the work relief program was started, that musicians organize symphony orchestras which would play in communities never visited by larger musical groups. Last December he passed the idea along to the labor leader.

$250,000 Appropriated

At the board meeting in Chicago on June 7, Mr. Petrillo said, an appropriation of $250,000 was approved for this purpose, with Mr. Miller expressing the view that if it is found necessary. No charge will be made for admission to the concerts, he said, nor will the AFM locals be asked to share in the expenses, the national union paying scale to all musicians who participate in the concerts and also paying all expenses. Orchestras will be notified

WLB Expected to Name Panel To Hear AFM Strike Claims

APPOINTMENT of a three-man panel to hear arguments on the year-old AFM transcription-reecording controversy is expected this week by the War Labor Board, coincident with the release of its order and decision accepting jurisdiction. It will mark the first time that WLB has named a panel on the merits, with a so-called “strike” still in progress.

Announcement was expected last week of the Board’s order and decision indicating the scope and area of acceptance of jurisdiction. The disclosure that WLB had accepted jurisdiction without ordering musicians back to work brought criticism from transcription company representatives [BROADCASTING, July 26].

It was learned on high authority that the Board panel of three members will comprise one of the most prominent industrialists in the country as the industry member. The labor member is expected to be the president of an AFL international union (AFM is affiliated with AFL). The chairman of the group will be the public member, who also is understood tentatively to have been selected.

It was thought likely the order of WLB, to be announced by Chairman William H. Davis, will authorize the panel at any time during its proceedings to petition the Board to order AFM members back to work. The board departed from its usual custom when it took no action to force resumption of work coincident with its assumption of jurisdiction. It is expected that the proceedings will be held in New York, particularly if the participants request it. Two and probably all three of the panel members will be New Yorkers.

MARGARINE OUTPUT TO BE INCREASED

WAR FOOD Administration has announced that the next 12 months production of about 27 per cent more oleomargarine will be permitted, thereby lending support to the view that advertising of leading brands of the product will at least be maintained at current levels, if not increased. WFA states that the ensuing year will also see a reduction of about 20 per cent in butter available for civilians. Normally the ratio of butter to margarine is about four to one, with margarine output exceeding two billion pounds.

A 10% total cut in all edible fats and oils is in prospect, giving civilians about 46 lb. per capita.

Among leading brands of margarine, and their producers, are: Nueca, The Best Foods Inc., New York; Kraft Cheese Co., Chicago; Good Luck, John F. Kelke Co., Chicago; All-Sweet, Swift & Co., Chicago; Standard Foods Products, Indianapolis; Dixie, Capital City Products Co., Columbus; Durkee’s, Durkei Fa- mous, Chicago.

Already effecting an increase in advertising, as previously reported, are Beautiful Butter. Supply of oleomargarine has finally justed complete removal of rationing restrictions. The WFA announcement came out after the President broke the news in his fireside chat of July 28.

Hoyt Closed Talk

PALMER HOYT, director of the O.W.I.’s domestic bureau, will explain the plan to drive to retailers in a closed circuit talk on NBC Aug. 10, 1:15-1:30 p.m.

through their local unions of the concerts allocated to them, he said, the AFM has authorized to double the sum if it is found necessary. No charge will be made for admission to the concerts, he said, nor will the AFM locals be asked to share in the expenses, the national union paying scale to all musicians who participate in the concerts and also paying all expenses.

O r c h e s t r a s will be notified

WJE] Names Rambeau

WJE] Names Rambeau

WJE] Names Rambeau, WJE], Hagerstown, Md., has appointed Wm. G. Rambeau Co. as its national representative.

Lockheed Change

WITH Aug. 8 shift of its CBS Ceil Umbined from a Monday quarter-hour to a Sunday half-hour, Lockheed Aircraft Corp., Burbank, Cal., is instituting a new format whereby some current American event of the week is dramatized on color, with Bob Hope, Don Cotten, actor, will be new m.c., with songs by Nan Wynn, and music by Wilbur Hatton’s orchestra. AGENCY is Fete, Cone & Belding, Los Angeles.
Maybe you think we're moon-struck. But a moon, 200 miles in diameter and rising till it touches Lake Michigan and Lake Erie, is roughly the size and shape of the WOWO Primary Area. It's just a simple device of ours to fix the WOWO Market in your mind geographically. ★ This WOWO "moon" shines on three states, 62 counties, and 2,000,000 people who divide fifty-fifty as city folk and farmers. Fort Wayne, the city, does not begin to give you the picture of the WOWO Market . . . not by a good 92%. There are 21 cities of 10,000 population and up reached by WOWO. ★ It is not entirely figurative to call this a "harvest" moon for advertisers. Plant your commercials on WOWO and you will reap a rich harvest.
Barnett Advanced By Free & Peters

Name Secretary - Treasurer Of Representative Firm

ELECTION of Sherman R. Barnett, Chicago attorney, as secretary and treasurer of Free & Peters Inc., radio station representatives, was announced last week following a board meeting of the corporation. Simultaneously, James L. Free was re-elected chairman of the board; H. Preston Peters, president; and Virginia Weber, assistant secretary and assistant treasurer.

Mr. Barnett, who has been attorney for Free & Peters and Wright-Sonovox Inc., is a member of the Free & Peters staff since last September. He received his B.S. from Dartmouth in 1925 and his law degree three years later from Northwestern.

He had been in active practice since 1928 and three years later joined the Chicago law firm of Cassels, Potter & Bentley and later had been a member of the law firm of Barnett & Truman, specializing in patents, trademarks and unfair competition, as well as in general law. He resided in Glencoe, Ill., with his wife and three daughters.

In his new post, according to Mr. Free, Mr. Barnett will devote his time exclusively to business management and legal affairs of the corporation. He will relieve other officers of these duties so their full time may be devoted to sales problems.

Ten New Shows Listed; Gain on Previous Month

TEN PROGRAMS have been added to the list of nationally sponsored week-day series since last year, bringing the total to 65, according to the July daytime ratings by C. E. Hooper Inc. Significant gains over the preceding month are shown by 9.4% of the programs, as compared to the 2.3% figure for a similar period in 1942.

Significant losses at 30.2% last year, were reduced to 11.3% this year, according to the report.

Big Sister heads the list of “top 10” week-day programs, followed by Romance of Helen Trent and Kate Smith Speaks. The remainder of the list runs as follows: Our Gal Sunday, Ma Perkins, Life Can Be Beautiful, Stella Dallas, Whirlwind of Passion, Portia Faces a Life and Pepper Young’s Family. The top-ranking week-end daytime show not included in the week-day list are: First, World News Parade, and second, Pause That Refrehes.

East Coast Stations to Get All-Clear Signals From First Fighter Command

RADIO STATIONS will henceforth receive information on all-clear signals following real or test air raids from the First Fighter Command instead of from the Service Command, the Army announced last week.

The new order, which became effective at 12:01 a.m. July 28, is designed to “provide a uniform method of announcing the radio all-clear throughout the entire Eastern Defense Command,” comprising the Atlantic Coast from Maine to Florida, the announcement stated.

“Broadcasting stations in the blackout or test areas will receive their all-clear data from the information center of the particular Air Defense Wing or Region in their territory,” the announcement continued. “The information centers will transmit the all-clear authorization to certain key stations. These key stations will then send a signal tone (a 1,000-cycle note) to get the attention of the radio audience and immediately thereafter will broadcast a standard all-clear announcement.

Time Log Seen

“The message will contain a brief description of the territory affected. Following the announcements by key stations, other radio stations which monitor the key stations will rebroadcast the same message to insure that the information is widely disseminated.

“The radio announcement of the all-clear messages will not replace the recently approved audible all-clear signals which will be continued.”

Some broadcasters believe that the new system will fail to achieve the “uniformity” desired by the Army in anything but the wording of the all-clear announcements, and that it will probably result in an unending interval between the time of the first all-clear announcements made by the key stations and the times when these announcements are repeated by the other stations in the area.

Heretofore the time of the all-clear has been supplied to all stations in advance, with instructions to broadcast it at a specified time, which was always set at least 12 minutes before an actual raid to avoid causing any cooperating station to lose revenue by interrupting a commercial. While no broadcaster has objected to such an interruption, which would break only a few seconds duration, there will necessarily be a lag of several minutes between the announcements of the key stations and those of the rebroadcasting stations, which will cause confusion among the civilian population and the volunteer defense organizations when different groups receive the all-clear at the varying times. If the audible all-clear signals prove generally successful, the radio all-clears will not be so important however.

Another objection voiced by broadcasters is that it is not certain, because they received information concerning the times of all signals—the Blue alerting the public and the Red signifying planes overhead, as well as the All-clear—from a single source, but that now the earlier signals come from the Service Commands while the all-clear is broadcast by the First Fighter Command. Fear was expressed that this divided military authority would increase the chance of error in the transmission of information to broadcasters and to the public.

In answer to these criticisms it was pointed out that the Army’s aim is to familiarize the public with the procedure that will apply under actual raid conditions and that at such times there would be no advance notice of when the Blue and Red and all-clear signals will be sounded. The chief difference, instead, is that the rebroadcasting stations between simulated and actual raid conditions under the new set-up is that in a test the stations will continue to broadcast their normal programs, while in a real attack all stations in the area would be silenced to avoid their use as guide posts by enemy pilots.

Wildroot in New York

WILDBRUT Co., Buffalo, which uses sports and news programs in a few selected markets for its hair preparations and toiletries, will be featuring the New York market on WABC, CBS outlet. The company will sponsor Quincy Howe, news commentator, on Monday, Thursday, Friday, and Saturday 6:6:15 p.m. Agency is BBDO, New York.

NAVY OKAYS OWI’S WAVE RECRUITING

RADIO BUREAU of the Office of War Information said last week that the Present Bureau of Public Relations in full agreement with the way OWI handled its campaign to recruit Waves.

The OWI statement was made in reference to an article in the New York Times July 28 which stated that applications for induction were being misdirected to White Plains, N. Y., as a result of broadcasts attributed to OWI.

OWI stated it was informed by the Navy Dept. that it had no fault to find with the messages used in the campaign, which were written in a manner requested by the Navy. The messages directed listeners to the New York Waves Recruiting Office, for a booklet on the Waves and to make application for induction to their nearest recruiting station, it was explained.

“If some applications were sent to White Plains, it is an easy matter for the proper office to rectify,” OWI commented.

Big Wright Schedule

WRIGHT Aeronautical Corp., has launched an exceptionally heavy radio advertising campaign in New York market to relieve its serious manpower shortage. The entire promotional program is sponsored by the OWI, under a contract calling for seven 15-minute programs daily, Monday through Saturday, 13 weeks, making a total of 546 quarter hours for the period. This is a record piece of business for WINS and one of the largest handled by any single New York station in months. Wright is seeking personnel for its Paterson, N. J., plant. Trevor Adams handled the account for WINS.

Remedy Renewal

DR. HESS & CLARK Inc., Ashland, O., which has been sponsoring Smilin’ Ed McConnell five-minute transcriptions thrice-weekly since last August on 28 stations, mostly in the Midwest, is re-newing the campaign, at the same time replacing McConnell with New York host, Jack & Betty on WHO. The five-minute series featuring a quartet, will be heard on the same stations on a five times weekly basis for the sponsor’s poultry remedies. Agency is N. W. Ayer & Son, Chicago.

Vice Versa

THE TABLES were turned at WHO, Dayton, the other day. Instead of the station taking a sponsor to lunch, the advertiser invited the cast of his program and the sales manager to lunch at the Van Cleve Hotel. Liberal Markets, sponsoring Jack & Betty on WHO each day, was host to the station and the whole affair was designed to be so pleasant to all concerned with the daily broadcast which has pleased the sponsor as well as the rating board. The program deals in dramatic form with restrictions and rationing.
Attention
Time Buyers!

WCBM is proud to announce
the appointment of FREE & PETERS
as exclusive national sales representatives

John Elmer
President

George H. Roeder
Gen. Manager

WCBM
Baltimore’s
Blue Network
Outlet
Only West Gains Population
As Forces Grow, Says Census

Other Main Divisions Have Net Loss of Civilians
To West and To The Armed Services

ONLY THE WEST among the four principal geographical areas of the United States has increased in civilian population in the period since the 1940 Census, according to a preliminary estimate issued July 30 by the Bureau of the Census, U. S. Department of Commerce.

The report says that when their natural increase is taken into account, the Northeastern States, the North Central States and the South Central divisions, each lost more than 6,000,000 persons to the West and the Armed Forces, although their net loss in civilian population was only about 3,700,000.

Growth of all numbers to the regions of greatest war activity accounts for the population shift. Analysis shows that the gain in the West is largely concentrated in the Pacific Division and the numerical loss of other sections was chiefly in the Middle Atlantic and West North Central divisions. The only section except the Pacific to show an increase in civilian population was the South Atlantic, with a modest 0.1%.

War Activity Shown

To quote the report of Census Director C. J. Capt, the "differences among the states further reflect the localized intensity of war activity.

"Twelve states and the District of Columbia showed an increase in civilian population. In the West, all of the three Pacific States and three of the eight mountain states (Arizona, Utah, Nevada) had substantial proportional gains. East of the Mississippi river, three states (Florida, Maryland and Virginia) and the District of Columbia, all in the South Atlantic division, had appreciable increases. Three other states, Michigan, Connecticut and Delaware, had slight increases. Their lost mower was New York with a drop of about 650,000 in civilian population. A more detailed analysis will be possible when estimates for counties have been completed."

U. S. civilian population in total decreased approximately 3,100,000, or 2.4% between April 1, 1940, and March 1, 1944, according to the preliminary figures. This reflects the startling increase in the U. S. Armed Forces, which has stripped the natural population increment to such an extent as to cut the civilian population to 128,- 200,000 on March 1, 1945, as compared with 131,300,000 on April 1, 1940.

This year's population estimates were based on registration figures for War Ration Book Two and are believed to be considerably more accurate than projections of past trend.
SEA-GOING FIGHTING SHIPS!

A mile above sea level and 1000 miles from the nearest salt water, 40 Denver firms are manufacturing prefabricated parts for sub-killing destroyer escorts for later assembly at Mare Island navy yard.

But this is only one phase of the Denver Area at war. Up and down the eastern slope of the Rockies, steel mills, ammunition, chemical and rubber plants, mines, and farms are producing at top speed for victory.

The Denver Market last year delivered $305,252,060 in retail sales, ranking 29th among the nation's 187 trading areas. Colorado's sales through May this year were running 22% ahead of the first five months of 1943.

The Denver Market is delivering the goods . . . and it's delivering the sales. KLZ speeds this process for advertisers . . . delivers the Denver Market . . . delivers selling messages in quantities that count.

--- VITAL FOOD STUFFS!

An all-time record production of beans, barley, and rye is forecast. Shipments of fruits and vegetables during the first six months of 1943 were 85% ahead of the same period last year.

--- STRATEGIC MINERALS!

Iron ore, coal, molybdenum, vanadium, tungsten, and 35 other minerals from Colorado mines are going to war. Colorado ranks first in the nation in reserves of coal, oil shales, molybdenum, vanadium, uranium, and sulphur ores.

--- CUSTOMERS, SALES!

The Denver Market, ranking 29th in retail sales volume, merits equal importance in any selling plan . . . in any advertising schedule . . . of national or near-national scope.
Video Problems Political—Fortune

Magazine Sees Industry Threatened by Past Investment

MAJOR PROBLEMS in the post-war development of television are economic and political rather than technical, according to an article, "The Promise of Television", in the August issue of Fortune.

"Technically, Fortune states, "television has been ready to make a start for over five years—not in a perfect state, but improving rapidly as the war closed in... At the point that the war immobilized civilian television, the U. S. television picture was a flickerless, two-dimensional, 30 frames per second and 525-line definition, by authority of the Federal Communications Commission..."

"Clearly disposed to developing a technical school of the industry, is the attack on 'crystal-gazers' and a warning to the public not to expect new products to come into their homes at the rate that was the strictly status quo, with little research or patent stake in television..."

"Second, there is the school that says television should remain in its present position in the radio spectrum and at substantially the same technical standards as before the war. Its argument, supported heavily by the manufacturers, is that television is to get off to the fastest possible start to exert a maximum pull on potential employment. It argues that this would be a burdened with excessive changes. To shift higher in the spectrum, it contends, would mean only one to two and maybe more years of delay after the war, testing, re-designing, and training personnel in an unfamiliar part of the spectrum..."

"Vested Interests Threatened

Citing television's contribution to radar, which "undoubtedly will have some contributions in return," Fortune continues: "What can be so readily predicated upon the war is that all of this work in the ultra-high frequencies will advance television techniques, and particularly television relays..."

"In a brief review of television's recent past, Fortune points out that disagreement over standards, the FCC's "plain and fancy muddling," the opposition of "financial interests" to inventions in present forms of communications, threatened by technological change; and Hollywood, whose whole structure may be made over by television, may be an extension of FM, which found itself "in the anomalous position of being forced to fight television for space," combined to delay television's commercial debut most up to America's entry into the war..."

"Today, with the slate wiped clean by war, Fortune goes on, "there is a score of industry spokesmen who recognize that now is an excellent opportunity for revaluing all developments and soundly preparing for the future. But there are still the clawing factions..."

"In brief, the Fortune article points out that television, as an industry, has had its share of technical advancement but that it has been held back by a lack of planning. The article declares that television is being "plotted by some of the nation's greatest minds," and cites examples of "the promise of television..."

New Wrigley Series

WM. WIRGLEY JR. Co., Chicago (Spearmint gum), on Aug. 2 replaces the musical program, Keep the Home Fires Burning, with a dramatic series titled American Women on 119 CBS stations, 9:45-6 p.m., Mondays through Fridays. The new show, written by Doris and Frank Hursley, originates out of WJM, Chicago, and dramatizes the work of women in the war effort. The agency handling the Wrigley account is Arthur Meyer & Chicago. One station, WIND, Chicago, carries the new program, transmitted Monday through Friday evenings.

Ayer Video

RICHARD HUBBELL, until recently television consultant for Fortune magazine, is now the radio department of N. W. Ayer & Son. Mr. Hubbell has had a varied background in television, radio, motion pictures, theatre, and professional writing. He is author of 4000 Years of Television and non-technical history and explanation of television.

INTERNATIONAL CP's ARE ASKED BY CBS

FCC CONSTRUCTION permit for a new international broadcast station at Brentwood, N. J., was applied for last week by CBS New York. Two other 50 kw high-frequency transmitters are expected to be ready about Aug. 31 and Sept. 15 at the CBS Wayne, N. J., transmitter site [BROADCASTING, Aug. 15]. Transmissions are to be a part of the program of facilities expansion of the International Planning Committee of the FCC, OWI and CAA.

Already on hand at the CBS Brentwood site is the 10 kw WCDX, which was assigned to WBCE, and WCBX, 50 transmitters, which includes two rectifiers and modulators and one amplifier transmitter. This setup allows only two 50 kw channels, but the Government plans to add the equipment necessary to provide three 50 kw channels.

The new Brentwood facilities would be operated on 6060, 6120, 6170, 6230, 6290, 6350, 6410, 21520, 21570 kc, A3 emission. Time would be unlimited, except sharing on all frequencies with WCRX, WCBX and WCDA, and on 6060 with WKID and KWIX, San Francisco, owned by Associated Broadcasters Inc. KWIX is scheduled to go on the air about Aug. 15, according to James O. Weldon, acting chief of communications of the Overseas Branch of OWI.

U. S. Citizens Indicted For Enemy Broadcasting

EIGHT U. S. citizens who have been broadcasting from Germany and Italy have been indicted on treason charges by a Federal Grand Jury. The indictments were based on statements by OWI, aided by the FCC, which recorded the broadcasts.

Following are the indicted propagandists, and their one-time U. S. address: Frederick Wilhelm Kaltenbach, 48, Dubuque, Iowa; Robert Kupper, 51, New York; Ezra Pound, 57, New York; Douglas Chandler, 54, Baltimore; Edward Kass, 46, Ohi; Constance Drexel, 48, Philadelphia; Jane Anderson, 50, Atlanta; Max Oscar Otto Kielowitch, 41, New York.

All broadcast from Germany except Pound, who is heard on Radio Rome. WLS, Chicago, is credited with starting and popularizing radio bars, dances, and is the article by Geoffrey Bird, noted producer; Alistair Cooke, BBC special correspondent from America.

ALREADY AT HOME in Chicago, officials of BBC gathered at the recent opening of the new Chicago branch—Front row (1 to r): William Newton, manager of the BBC Chicago branch; S. L. Stevens, public-ity manager; Stephen Fry, producer; Geoffrey Bird, noted producer; Alistair Cooke, BBC special correspondent from America.

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BROADCASTING • Broadcast Advertising
NOW OPEN FOR LOCAL SALE:

"THE GREEN HORNET"
Currently BLUE Network 6:30—7 P.M. Sundays
Five Years Coast-to-Coast Build-up

"Ned Jordan - Federal Ace"
Broadcast Four Years
Coast-to-Coast over Mutual

KING-TRENDIE BROADCASTING CORP.
1700 Stroh Building—Detroit, Michigan
News of Mussolini Flashed by Radio
Duce Resignation Feature of Toscanini's NBC Concert

THE NEWS of Benito Mussolini's resignation as Premier of Italy, which reached this country via London at 5 p.m. on Sunday, July 25, went out over the major networks at various times within the ensuing quarter-hour in the form of flash bulletins.

Listeners to the NBC Symphony Sunday afternoon and members of the studio audience heard the news under probably the most dramatic circumstances, as they rushed Toscanini over the air with emotion when he learned that the man he had so long opposed had at last been ousted, conducting the latter half of an all-Italian concert, which he had selected by coincidence.

Following the ovation on his return to the podium after the intermission, the maestro conducted the third act of Rigoletto, brilliantly, and brought the BBC Corporation's commentator to a close amid cheers both for the news announcement and in tribute to his own fight against Fascism.

Break into Programs
Most stations broke into whatever programs they had on the air to bring the news to their audiences. Radio news services supplied frequent bulletins and background material during the evening.

After the first news flash on the BBC, at 6:25 p.m., the bulletin was rushed to John W. Vandercook and Leland Stowe, war correspondents and authors, who were in the midst of their Radio's Do We Stand Alone program.

Instead of the usual procedure of answering questions during the last quarter-hour of the show, the two commentators discussed the sensational developments in the declaration of war opinions as to the effect of Mussolini's resignation after 21 years as dictator of Italy.

Mussolini's broadcast went approximately 9:50 p.m. Seymour Korman, Mutual correspondent in Algiers, gave his report at 7:15 p.m. which was recorded and rebroadcast at 10:15 p.m. on the network.

Mr. Frank Singiser, Samuel Grafton, and Gabriel Heatter on their Sunday evening programs on WOR, New York outlet of Mutual, and also on Mutual, gave listeners their interpretations of the event, and WOR was able to point to the prediction July 24 by Sydney Moseley that “in the very near future Mussolini would attempt to flee the country.”

Flash Bulletins

Breaking into the Prudental Foundation Hour announcing the Mussolini resignation at 5:04 p.m., followed by more complete flash bulletins during its regular programs until 5:55 p.m. when Ned Calkins noted briefly in his introduction that WOR, the Mutual network, covered the news more fully. Other CBS news commentators covered the story on their programs later that evening.

The news also went out shortly after the witch hour on the CBS network as prepared by the coordinator of inter-American affairs, in Spanish and Portuguese, while at 9 p.m. the CIAA program Semana al Dia offered a dramatization in Spanish of the story for Latin American listeners.


WTAL ASSIGNED TO PHIPPS OWNERSHIP

THE FCC last week granted the application of Florida Capital Broadcasters Inc., Tallahassee, operator of WTAL, for voluntary assignment of its license to Capital City Broadcasting Corp. for $22,500. The license was renewed at the same time for the regular period.

Sole stockholder in the new corporation is J. H. Phips, major in the Army Air Forces. President is his wife, Elinor K. Phips; vice-president is Teresa Muers, two years advertising manager of the Tallahassee (Fla.) News Democrat; secretary is Lester C. Muers, treasurer and assistant secretary is J. F. Riley.

Mr. Phips, son of John S. Phips, is a grandson of Henry Phipps who was associated with Andrew Carnegie in founding the U. S. Steel Corp.

Effect of Baseball Loss

LOSS of major league baseball play is not necessarily destructive of audience, according to a survey made in the Cincinnati area by the World and the Cincinnati Enquirer, made public by Mortimer C. Watters, general manager of WCPO, that city. Mr. Watters says that although WCPO this year stopped its regular baseball broadcasts, the afternoon audience showed a marked increase over the same time last year.

Dyer Heads Partnership

Assigned WAIT License

WAIT, Chicago, has been granted permission by the FCC to assign its license to WAIT Inc., a partnership composed of the six corporate stockholders to do business as Radio Station WAIT. Interest in the partnership, which remains in the same proportion as in the former corporation is as follows: Gene C. Dyer, 15%; Thomas M. Ringwald, 35%; Elizabeth M. Hinman, 30%; Adele Moulds, 10%; Vivian Christof, 9%; William H. Dyer, 16%.

Mr. Dyer, president and director, is also vice-president and manager of Oak Leaves Broadcasting Station Inc., operating WGES, Chicago, and president and principal stockholder of WSBC Inc., Chicago. Elizabeth Hinman, wife, is also stockholder in WSBC Inc., his wife. Louis E. Moulds, treasurer and director, is also treasurer and director of Oak Leaves Broadcasting Station.

Mr. Dyer and associates are a corporation and Elizabeth Hinman, stockholder, is pianist employed by WCBD.

Heard by 100 Million

THE GREAT majority of the nation's 100 million listeners heard at least one message in the OWI "Eat More Potatoes" radio campaign, conducted during the period July 3 to July 25, OWI estimated last week. The campaign, requested by the Department of Agriculture because of an imminent surplus of new potatoes, resulted in an estimated 111,800,000 listener impressions, OWI reported. A total of 45 network sustaining programs, 19 special network assignments and 60 local assignment announcements were scheduled to carry the campaign message.

GE Price Contest

GENERAL ELECTRIC Co., will give prizes totaling more than $10,000 in a sweepstakes conducted on the company's NBC Hour of Charm program. Contest, which will get under way during the station's NBC TVB bond to the best essay on "Why I am Buying an Extra War Bond," with 100 others in smaller sums going to runners-up.

ESSO IS PRAISED
FOR NEWSCAST AID

CONGRATULATING Esso marketers for the eight years of its presentation of factual news, Corporal A. Smith, general manager of WRC, Washington, in a special talk on that station July 3 followed the first full network tie-in to wartime radio broadcasting of the Esso Reporter, pointed out that since Pearl Harbor the company has distributed 32% of its commercial time to war messages. These messages, Mr. Smith said, would not include "the many additional public service announcements, such as those for the American Legion, China relief, Boy and Girl Scouts, etc."

"In other words," he continued, "over one-third of the time ordinarily devoted to advertising is being devoted to news items, extremely worthwhile service message which would further our progress in the waging of a successful war against our enemies both from the battlefield and on the homefront... We of WRC are proud to have been one of the original stations on which the Esso Reporter started back in 1935, during the days of peace. And we will continue to carry the Esso Marketers for pioneering in this consistent, reliable public service campaign through the past eight years and look forward to the next eight years of clear accurate, unbiased news reports to our radio audience."

Fly Urges Shortwaves
For Post-War Culture

CHAIRMAN James Lawrence Fly of Shortwave Radio News-Note, creator of Mickey Mouse, and Francis S. Harmon, executive vice-president of the War Activities Committee of the motion picture industry last Saturday in a discussion of "The World of Sight and Sound" on the NBC post-war planning series For This We Fight, broadcast at 7 p.m. (EWT). The program is one of NBC's Inter-American University of the Air series.

Mr. Fly urged that nations should be urged as to how to fulfill themselves of the opportunities for greater mutual understanding through the exchange of ideas and cultural information which the war development of shortwave, FM broadcasting and the use of film for recording and rebroadcasting televised programs will make possible. It is the responsibility of all nations, he said, to provide intelligent direction in the use of communication facilities for promoting international goodwill.

Foundation Report

NATIONAL Foundation for In-
fantile Paralysis presented a report on its annual fund-raising drive. News 9, marking the first time radio has been used for this purpose. During the ten day period of the drive, the organization has reported on the final results of the drive primarily through the press. Neville Miller, President of the Board of the Foundation's 1943 national radio division, introduced Basil O'Connor, president, who gave the report.
FIRST
In the "Heart of America"

That's no dust storm you see 20 miles South of Kansas City. It's KMBC's farm department going to work on the new 400-acre KMBC farm—another FIRST in the "Heart of America". KMBC has been FIRST with a full-time farm editor, Phil Evans. KMBC has been the only station in this rich livestock and grain area authorized by livestock interests to broadcast official market reports direct from the Kansas City Livestock Exchange with Bob Riley, a full-time marketcaster.

Help KMBC Name Its New Farm!

Now, another FIRST is KMBC's developmental livestock farm! On this farm, just across the Missouri line in Kansas, KMBC is putting into practice, so all can observe, the things its farm experts recommend to their many listeners. Your suggestion of a name for this latest KMBC "FIRST in the Heart of America" may win a $100 War Bond. Remember though to send in your suggestions before August 15th.
Effect of Advertising Appeal Rulings
Involving Special Sales Is Explained

AMPLIFYING its July 15 request that textile retailers refrain from "buy now" advertising appeals, the War Production Board last week issued two further interpretations in response to inquiries from the trade.

Arthur D. Whiteside, vice-chairman for civilian requirements, announced that "dollar days" and similar special sales events are included in the WPB policy declaration since they are closely allied to the "buy now" forms of promotion. He also ruled that goods classed as "seconds" be labeled as such and advertised at a stated price without comparison to prices of standard merchandise in the same class.

To Avoid Rationing
The policy declaration, Mr. Whiteside explained, is an advertising and promotion code for textile retailers "designed to bring about orderly and adequate distribution of textiles" and is part of Chairman Donald M. Nelson's program to make clothes rationing unnecessary.

To its earlier request to retailers to eliminate "buy now" and "seconds" advertising of textiles WPB added rugs, floor coverings and draperies, luggage, upholstered furniture, mattresses and fur coats. "All of these products," Mr. Whiteside said, are "so closely allied to textiles as such that excessive promotion of a type contrary to the policy declaration would confuse the public and interfere with the success of the voluntary program."

The WPB program has caused some apprehension on the part of merchants, which has been reflect ed in plans for local radio advertising. The NAB cited, as an example, a telegram from a radio station manager who reported some of his clients as "extremely j ittery" regarding future promotion. The manager stated that one of his advertisers may cancel his program to conform with the WPB ruling.

Inquiries at WPB developed that it is the type of appeal rather than the volume of advertising that is affected by the textile policy declaration. The Government is exercising the cooperation of retailers in preventing unnecessary buying and to avoid rationing, it was explained.

Carl A. Avery, NAB director of broadcast advertising, stated the new policy declaration presents a sales problem to the small stations which calls for ingenuity and enterprise. He saw it by an opportunity for development of new ideas in institutional and other forms of promotion.

Disc Package Schedule
Devised for Piel Series

DESPTTE last week's reports of a beer shortage, Piel Bros., Brooklyn, which is not affected by transporta tion problems to name distributors over large areas, is starting the most elaborate radio schedule in its history. Starting this week, the brewery will air a five-weekly-five-minute program of live music by the Korn Kollectors, a novelty band, on WIZ, New York, and three-quarter-hourly weekly by the same talent on four Eastern stations—WABC, WNEW, WCAP, WOR.

The sponsor has worked out the equivalent of a pre-ban transcribed package musical program. Each station has a set of recordings of pre-ban releases with a separate set of commercials to be cued during each quarter-hour program. Series will run 20 weeks. Agency is Sherman K. Ellis & Co., New York.

Mitchell Named

EVERETT MITCHELL, pioneer farm commentator, has been named director of agriculture for the NBC Central Division. Mitchell currently is heard on the Voice of the Dairy Farmers, an NBC-Dairy Assn., Chicago, program. New York based, he will broadcast from the Farm and Dairy Assn., Chicago, heard on NBC at 1:45 p.m. each Sunday, and on NBC's Town & Farm program, Mondays through Saturdays at 7:15 a.m.

PISCATORIAL PROWESS and an 83-pound wall-eye were displayed by E. A. Josekelyn, general manager, WCCO, Minneapolis, during the annual fishing trip of KDAL, Duluth, at Kabegomga Lake. Other members of the party were A. J. Root, K. C. Titus and King Painter, Knox Reeves Adv., Minneapolis; Elmer Hanson, KILO, Grand Forks, N. D.; Dalton Le Masurier and Odin S. Ramland, KDAL.

Bank Renews
CONTINUING its campaign against hoarding and needless spending of money, Savings Banks of New York State has renewed participations on women's programs and musical clocks on seven of the New York State stations on which the drive started early this year, having dropped two up-state outlets. During the savings campaign through purchase of War Bonds or the deposits in Savings Banks, Agency is Ruthrauff & Ryan, New York.

Convocation by Air
RADIO will be the means by which the National Assn. of Foremen will hold its convention in September, according to Frank H. Ireland, vice-president. This is one of many instances in which the medium has been employed since the Institute of Radio Engineers met two years ago via airwaves. Use of radio for the NAF convention is prompted by war demands on transportation, hotel accommodations, and time. Precedents will be limited to one hour, broadcast over a nationwide network, not yet selected, with member clubs holding local meetings at which the broadcast is heard and discussions held.

Effect of Advertising Appeal Rulings
Involving Special Sales Is Explained

ARThUR KRON, secretary, treasurer, and head of radio time and talent division, New York, NAB, has been elected president of the Assn. of Radio Advertising Agencies. Other officers are Irwin A. Vladimir, president, Irwin Vladimir & Co., vice-president, and Joseph Palmer, executive vice-president. Foreign Advertising Service Bureau, secretary and treasurer. Thomas M. Quinn was named honorary president.

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SELF-CENSORSHIP
At KVVO Is Aimed By
Poster Warnings

KVVO Tulsa, in an effort to maintain a high standard of self-censorship in the interest of national security, has posted a notice in its studios and waiting room to guard against improper release of information which might prove helpful to listening ears.

The poster warning, according to Wm. B. Way, general manager of KVVO, is primarily concerned with ad lib slips which might pose a danger to public safety. He promised full cooperation in audience participation programs.

Weather conditions, past, present or future; any information regarding the movements of the President of the United States; any such information as regards military maneuvers or defenses, are typical taboos on the list.

Record Marker
NEEDLE PLACING on records and transcriptions is made easier with a new marking device called the "Spot-O-Graph". In 10, 12, 16-inch sizes, it is a product of Hero service, 46 W. 45th St., New York City. Designed in the form of a record, the marking disc bears a minutely graded scale which facilitates picking up the desired music, announcement or sound effect without risk of injury to the record.

EVANS FUR CO., Chicago, has added a new quarter-hour Sunday morning program of music and monologue with Johnny Betts on WMAQ, Chicago. Contract is for 12 weeks. Agency is State Ad. Agency, Chicago.

GREGOR ZIEMER, WJW Cinncinati, has written the words to a new song "The Sentry's Prayer" accepted by Carl Fischer, New York, for early publication. Music is by Anton Nilloit, former European concert pianist.

Bowles in Office;
To Fight Pressure

New OPA Official to Use Air
In Resisting Such Groups

CHESTER BOWLES, radio minded Deputy Administrator of the OPA, will take the air to secure public support against pressure groups seeking to manipulate advantages which would wreck OPA's effectiveness for the general public good.

Mr. Bowles, former partner of William Benton in the New York firm of Benton & Bowles, gave up the job of head of a Connecticut State OPA to come to Washington as assistant to Prentiss Brown with powers of a general manager [BROADCASTING, July 19]. He succeeds Lou Maxon, head of the Detroit agency bearing his name, who left as OPA's chief executive officer two weeks ago with a blast at OPA for being hampered by "red tape" and "bureaucrats".

Reminding that he had frequently spoken out on the subject in his "own little neck of the woods", Mr. Bowles said he learned to the theory of "self-regulation by control of prices was a better method than concentrating control over a few basic items. He said he would sit in with Mr. Brown in shaping OPA policy. He will study responsibility to examine and, if necessary, to reorganize each division of the organization," he declared.

Seeks New Talent

People have been too hard on the "professors", he asserted. One thing he learned from 20 months work in the Connecticut OPA, said Mr. Bowles, is that no one group has a monopoly on ability, and he declared his intention to get outstanding people from among farm and labor leaders, lawyers, economists.

Other lessons learned on his Connecticut job, he said, are that people cheerfully accept wartime regulations if they understand the need. He promised to use all available channels to educate the public on reasons for various OPA regulations and to make the regulations themselves as simple as possible. On organization, Mr. Bowles has concluded that further decentralization is in order and promised to give local boards the help and authority they need.

Most people are honest, he declared, and promised to justify public respect for the OPA by taking vigorous action against black markets and other abuses.
Ever stop to think how you tie your shoe? You don’t think about it. The habit is so strong you do it automatically—unconsciously.

To people in Southern New England, tuning in to WTIC is a habit as firmly fixed as tying their shoes. Because WTIC has been the leading station in this market for more than 18 years.

The importance of this to advertisers is obvious. Your message over WTIC enjoys the added power of being associated with an established listening habit. In this rich area it reaches more people—more quickly—and at lower cost per thousand. What is more, the income of WTIC’s listeners is far above the national average. They have the buying power to translate sales suggestions into sales action. The best way to cover one of America’s best markets is to use WTIC.

WTIC gratefully acknowledges an award from THE BILLBOARD in recognition of “an amazingly thorough job of public service programming that blanketed every phase of civic effort and war activity.”

IN SOUTHERN NEW ENGLAND

PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
3% for men and 13% for women, not 60% as used in the comparison.

The correct comparison then should be 60% coverage with 82.9% sets in use sometime during the evenings at that period of the year, (5 times weekly), as was found in the previous table. Thus, even though we give the papers the advantage of papers distributed as against actual set-in-use sometime during this period, we still find the following comparative picture:

<table>
<thead>
<tr>
<th>Radio</th>
<th>Newspapers</th>
</tr>
</thead>
<tbody>
<tr>
<td>18,564,000</td>
<td>18,564,000</td>
</tr>
<tr>
<td>82.9% Coverage</td>
<td>60%</td>
</tr>
<tr>
<td>15,582,938</td>
<td>10,582,938</td>
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</tbody>
</table>

Radio offers 44.6% more coverage.

Consideration is not given, of course, to the comparison of relative competition within each respective medium, i.e., the total number of advertisements vs. total number of radio programs available. Certainly the number of competitive messages in the newspapers is many times that of similar competition in radio.

And so, we could go on and on into pointless decimal points. We must recall, however, that sales effectiveness per dollar spent is not an inconsiderable measurement in evaluating advertising investment. Certainly radio can stand up under any comparative analysis on this basis. Aside from all dollar cost comparisons, radio enjoys a number of truly amazing achievements. Just to list a few facts:

One hundred and one million radio receivers have been purchased in the past 20 years. This is over 5 billion dollars worth.

There are as many (figures in millions) radio sets as the combined ownership of electric irons, washing machines and toasters.

Nine out of ten homes have radios.

In every sales effectiveness test, listeners reveal that they buy more of the products radio advertised than do non-listeners. And the same studies reveal that

3. The more they listen, the more they buy.

National advertisers know the character of return they get from their advertising dollar. The chart shows reveals their expenditures for national advertising during the years 1937 to 1942. Need more be said?

Time after time, radio reveals its peculiar and personal character in American family life—one advertiser, for example, receives an average of almost a quarter of a million returns on premium offers. The Grand Ole Opry of Purina Mills recently offered a free picture of the cast of the program on only two broadcasts, yet 263,820 requests poured in. Small wonder Fred Allen recently quipped that a sneeze over the network brought in thousands of postcards with the words, “Gesundheit,” written across each card.

Statistical Static

Yes, radio can defend itself in or out of the clinches. However, we feel that we do a disservice to the whole structure of advertising when we confuse the buyer and arouse doubt and misgiving through statistical static.

Far-sighted newspapers know full well that newspapers need neither apology nor decimal point equivocation, they have far too much to offer. In these days there is need for solidarity and unity in the whole business of advertising; there can be no place for doubt, uncertainty, confusion or delusion. Granting always, of course, that forthright, clear-sighted factual competition is a legitimate cog in the machine called democracy.
OR WHY ONLY WOOD
CAN DELIVER THE WESTERN MICHIGAN MARKET

POPULATION . . . PROGRAMS . . . POWER . . . these are the measure of a station’s audience.
Apply the “Rule of 3 P’s” to Michigan’s second market and you will see why WOOD — and only WOOD — can do the job for you in this high wage territory of over a million listeners.

Grand Rapids is Michigan’s second city — second only to Detroit. Grand Rapids is larger than Kalamazoo, Muskegon and Battle Creek combined. WOOD is in the very center of this populous metropolitan and 25 county area. No station on the fringe of this market can possibly deliver this audience. Take a tip from local advertisers, who are on the ground and know. The majority, by a wide margin, use WOOD exclusively.

WOOD is the only NBC station in the Grand Rapids-Kalamazoo-Western Michigan area. Naturally the voice of WOOD dominates this rich outstate market, because it delivers the programs “most people listen to most” — 9 of the top 10 — 17 of the top 25 (in a recent poll). Surveys show that WOOD is vastly preferred in this industrial-agricultural section. Its audience is THREE times that of the other local station. And in Grand Rapids, Michigan’s second largest city, WOOD has a better than 18 to 1 listener preference over the next Western Michigan station.

WOOD is a 5000 watt station, second to none outside Detroit. Its voice of unequalled power from the very heart of the outstate Michigan market, broadcasting a full schedule of NBC programs, is why WOOD is the HOME STATION of this prosperous territory — why WOOD is the Western Michigan station “most people listen to most.”

GRAND RAPIDS . . . NBC . . . 5000 WATTS
Outstate Michigan’s Greatest Station
W A R-M INDEDNESS of the CBS Vox Pop program is emphasized in "The Story of Vox Pop," a blue-covered brochure prepared by Voices Inc., publicity agent, which highlights the program's war contributions, listing some of the 100 or more schools, defense plants and military centers from which broadcasts have originated during the last two years. A U.S. map showing locations of CBS outlets is included. Emerson Drug Co., Baltimore, is sponsor.

Kate Smith Facts

PHENOMENAL FACTS about Kate Smith and her meteoric rise in radio since May 1931 when she first went on the air have been compiled by CBS in a booklet titled "Portrait of a Great American.

Mammy

MAMMY doll head, done up in big earrings and red shawl and made from a pecan nut, is attached to a promotion piece issued by WWL, New Orleans to draw attention to its coverage and sales ability.

WAGA

CONTACTING agencies, advertisers and listeners, a new house organ, WGA Gazette, published by WAGA Atlanta, Ga., derives its name from the station's call letters.

Wisconsin Network

WISCONSIN NETWORK file folder of Wisconsin Network Inc. contains a map showing coverage of the eight network stations and other detailed market information.

Merchandising & Promotion

Kate Facts—Mammy—Billboard & Clock
Pin-Up Card—Enthuser—Gazette

Masterworks

COLUMBIA RECORDING Corp., New York, featuring with its August issue of Cola, describes the important Columbia Masterworks Records to be played each month to sound the national program. A total of 56 stations are listed as carrying half-hour programs, the majority on a five-weekly basis, representing approximately 358,000 listeners.

Pin-Up Card

PIN-UP card sent as an enclosure with a list of all products advertised on the Z-Bar Net, Montana, went to all retail dealers in the network's coverage area. In heavy blue script on a gray background, the card says, "You will never get anywhere in business if you wait for authority to come to you. Real people assume authority; only the dunces wait to have it conferred."

Enthuser

NEWS sheet of WCSC, Charleston, S.C., originated by Roland Weeks, commercial manager, is to give copy writers and announcers a shot in the arm by showing some of the tangible results of their work, including that for advertisers. The sheet also carries station gossip to its men and women in the service.

Billboard & Clock

SIX new billboards on busy cross sections of the city have been purchased by WHK, Cleveland, each topped by a large clock. Brilliantly colored, a banner carries the legend "Every Hour on The Hour News... World Wide... Every Hour... On The Hour... 1420 on your dial." A big microphone and world globe are grouped with the banner.

Keystone Net

KEYSTONE BROADCASTING SYSTEM is mailing a broadside to agencies and advertisers on the theme, "Major national advertisers are opening a second front via Keystone." The piece is printed on a broadsheet on news stock, carries a news headline and includes reprints of ads on KBS sponsors that appeared in the trade press.

New WAGA Tieup

WITH affiliation of WAGA, Atlanta, with the Atlanta Constitution, morning paper, the newspapering facilities of the Constitution are identified with the WAGA News Service. The paper is also sponsoring a daily news broadcast announcement, a weekly Turn Back the Pages feature, and has started a daily radio column.

Three-In-One

CIAT, Trail, B.C., in connection with the showing of the motion picture, "Desert Victory" at Trail, teamed with the theatre and did a wartime actuality and recruiting drive. The station arranged a parade, with program director Frank Fleming using a short-wave transmitter; armaments displayed in front of the theatre were explained by Vic Gray, and a recruiting interview was held with the officer of the Home Guard of the city.

By Postal

NEW MOTHERS in the Cincinnati area get a government postcard from Miss Brett Howard, promotion director of WSAI, Cincinnati, with a message of congratulations under a drawing of a baby ready for his bath, and recommending that the mother listen to the Heinz Co. Baby Institute program on WSAI.

News Schedule

KEEPING listeners tuned in on KGKO newscasts in the function of a schedule listing all the station's news periods. More than 50,000 copies have been distributed. Newscast list is on one side and the message of a station advertiser on the other.

Enzing America

KMYR, Denver, is mailing 5,000 copies of a broadside titled "Arm- ing America" to clients, agencies and prospects, featuring a recent address before the Denver Chamber of Commerce by Ralph W. Carney of the Coleman Lamp and Stove Co., Wichita, Kan.

NO COMPETITION HERE. Hooper found 63.8% of the families listening to WSPA. And our CBS schedule has skyrocketed since. 22 county-3 state—primary. 1,032,320 population; (75% white). It's an all-time boom market.

WSPA Serving the Textile South from Spartanburg, S.C. 5000 watts day, 1000 watts night, 950 kc. Represented by Hollingbery. CBS
Are Your Customers Like Little Nell?

Alas... Little Nell — out in the cold... her only sin... she lived in one of the many markets on the Pacific Coast surrounded by mountains; thrown out in the cold by advertisers who try to completely cover the Pacific Coast by long-range broadcasting. She's a customer of yours, bring her back... embrace her to your bosom. Use the network that leaves no customer out in the cold... Don Lee. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station. Don Lee doesn't have to burrow through mountains to get to all the markets. Don Lee is in the markets. So are you when you use Don Lee. If your message is important to all the radio families on the Pacific Coast, use the only network with enough stations to do the job... Don Lee.

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prez., General Mgr.
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

THE NATION'S GREATEST REGIONAL NETWORK
**Bulova Interests In Control of WELI**

WNBC Hartford Also Involved With Boston Station

CONTROL of WELI, New Haven and WNBC, Hartford, last week passed with FCC approval from Patrick J. Goode and William J. Sanders, respectively, to Arde Bulova, principal owner of the Arde Bulova Stations which comprise WOV and WNEW, New York; WCOP and WORL, Boston; WPEN, Philadelphia, before acquisition of controlling interest in WELI and WNBC. Amount involved was $2,200 for Mr. Sanders' 2,200 shares of WNBC common stock (53%), and $2,150 for Mr. Goode's 2,150 shares of WELI common stock (53%).

Both Mr. Sanders and Mr. Goode informed the Commission in their petitions for transfer of control that the stations had not proved a profitable investment and that a need for cash prompted withdrawal of a part of the investment.

Mr. Bulova, previously a minority stockholder in both stations, now owns 1,950 shares (26%) common and 400 shares (80%) of WNBC's preferred stock, and of WELI's stock, 1,250 shares common (25%) and 430 shares preferred (80%).

The new WELI stock setup is: Harold A. Lafount, 1,000 shares common (20%); 70 shares preferred (14%); Herman Stutz 50 shares common (1%); F. V. Goldstein, 50 shares common (1%).

Remaining WNBC stock setup is: Patrick J. Goode, 50 shares common (1%); Harold A. Lafount, 1,000 shares common (20%), 100 shares preferred (20%); Rosalyn Ordman, 50 shares common (1%).

"Victory Time" Renewed
LARGEST production of its kind originating in Cleveland, Victory Time, on WHK, has been renewed by its sponsor, Thompson Products Inc., for another 13 weeks, according to Lee Clegg, executive president of Thompson Products. Victory Time is a half-hour Tuesday evening program.

**New Engineering Book**

A "RADIO ENGINEERS' Handbook" [McGraw-Hill Book Co., New York, $6] is the most recent work by Frederick Emmons Terman, Sc.D., professor of electrical engineering and executive head, Electrical Dept., Stanford U. Some 2,000 technical articles were reviewed in preparing the manuscript for this summarization of the body of engineering knowledge comprising the basis of radio and electronics. The well documented text makes further study on a particular topic easier for the reader as practically all pertinent literature in English on that particular topic is referred to, eliminating needless thumbing through various indexes.

**RADIO** premiere of "Bullfrogs and Marines", new war song published by Associated Music Publishers, will occur today on the Carnation Contested Hour on NBC. Written by Clarissa L. Aiken and Dorothy Wayman, the song was inspired by the huge bullfrogs infesting the Solomon Islands.

**Radio Branch Is Formed By Hillman Periodicals**

HILLMAN PERIODICALS Inc., New York, has set up a publicity and radio relations department to channel its story material on the air, allowing for the first time radio dramatization of its material. The firm is negotiating with stations and networks for programs and regular radio series based on features and characters appearing in Hillman publications. Firm publisher in the comic, romantic and mystery field.

Hillman's attitude towards radio is that it is supplementary to and does not compete with the comic field as a source of entertainment. Publisher is entering into this cooperative venture with broadcasting, with a view to building post-war insurance for circulation rather than to stimulate immediate sales.

Richard H. Roffman, New York newspaperman, heads the department with Kenneth Joy as advertising director. Publications to be covered include Real Romance, Real Story and Real Confession, in the women's group; two comic books; Sensation, Real Detective and Crime Confession in the men's mystery category.

**Radio Comrics Formed**

M. L. J. MAGAZINES Inc., New York, publishers of comic books, is entering the radio field with formation of Radio Comics Inc., a production company handling radio and film versions of syndicated comic-strip characters. Publishing firm has already two network programs on the air -- Archie Andrews on the Blue, and The Black Hood on Mutual. The first centers around a teen-age youngster, and the second is a mystery with a policeman as the central character. John L. Goldwater, editor-in-chief of the magazine company, is president of the radio group.

**Instruments for Army**

IN A CAMPAIGN to obtain musical instruments to be used at Army camps throughout the United States, WABC, CBS outlet in New York, has been running a series of announcements urging listeners to mail in smaller instruments such as ocarinas, harmonicas, ukuleles, etc. Those wishing to give pianos, harps, bass fiddles and such can notify the station who will collect them upon request. A similar appeal on WMCA, New York, made by Lilian Okun recently in Citizen Defense News brought in a total of 51 pianos and half a dozen radios. Also an assortment of chairs and sofas with the explanation "something for the boys to sit in while listening".

**Cosmetic Placements**

IRENE WIGTON Co., Hollywood (leg cosmetics), new to radio, in a 13-week campaign started July 26 is sponsoring broadcasts in programs on KFNF, Shenandoah, Ia., and WDZ, Tuscola, Ill. Firm is also using daily five-minute spots on KWJJ, Portland, and KUJ, Walla Walla. Other stations are being added by Clarence B. Juneau Agencies, Los Angeles, has the account.
A RUNNER ONCE COVERED 95 MILES A DAY FOR 59 DAYS —

BUT — NO CHICAGO OR DETROIT RADIO STATION EVER COVERED THE GRAND RAPIDS-KALAMAZOO AREA!

Please note that word cover. It means a good deal to both you and us. It means that the radio audience in Western Michigan simply doesn't tune to broadcasts that have to come through over 150 miles of bad "fading" terrain. It means that WKZO has the Grand Rapids-Kalamazoo area "sewed up". We like that word "cover"

WKZO has no distance or fading conditions to combat. We broadcast to this section, from this section. We're heard all the time — day and night. Naturally, we're the favorite station hereabouts.

The Grand Rapids-Kalamazoo area is a million-plus market ... the second-richest market in Michigan. If you want coverage here, you want WKZO!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

*Absolutely! If you want to know his name, etc., drop us a line!
The Battle's

RICHARD TREGASKIS

CLARK LEE

PIERRE HUSS

GRAHAM HOVEY
North Africa

LEE VAN ATTA
Gen. MacArthur's Hqrs.

JOHN JARRELL
Chungking

JACK MAHON
The Solomons

ART COHN
New Guinea

THOMAS WATSON
London

JAMES E. BROWN
India

JOHN LEE
British Home Fleet

LEO DOLAN
London

PAT ROBINSON
South Pacific

LOWELL BENNETT
London

MICHAEL CHINGO
Sicily

HOWARD HANDLEMAN
Alaska

JOHN HENRY
South Pacific

RICHARD HALLER
Honolulu

AND MANY OTHERS
And I.N.S. Is Out In Front

With the Big 4 of Journalism

And a Brilliant Staff of War Reporters

For All-Star War Coverage
I.N.S. Is Indispensable

International News Service
Freeze Leak

THAT PLAINTIVE wail heard the other day from many of the country's broadcasters was prompted by the FCC decision authorizing a new 50,000-watt daytime station at Corpus Christi, Tex., to Carr P. Collins, of Crazy Water Crystals fame, and Baylor U. It has the industry wondering whether the April 27, 1942 “freeze order” is a device simply to annoint the favored or whether it was intended to speed the war effort by conserving equipment and critical manpower.

We haven't heard of any lack of coverage in the Texas-Louisiana area of the nature that might cause our wartime officials to certify need for a new high-power station. That was supposed to be the only basis upon which new facilities would be granted. We are aware of the contention that no critical material will be entailed because the present Collins border station, XEAW, at Reynosa, is to be moved. But the freeze order covers critical manpower, too, and we surmise that perhaps a strand or two of copper wire, and a replacement part here or there will be needed in re-assembling the 50,000-watt transmitter.

Moreover, it was made abundantly clear that the reason the FCC wouldn't license new stations, unless they were needed in the war effort, was because of the appalling shortage of technicians and personnel. In Mexico, the Collins' station, under Mexican law, had to employ a given percentage of Mexican nationals. At Corpus Christi it must draw upon our depleted personnel resources.

Some Strange Aspects

There are many other curious aspects of the grant. The presence of the two sons of Senator W. Lee O'Daniel as stockholders, for example, and the loan of half of the capital ($75,000) to Baylor by Mr. Collins, to be paid back out of anticipated earnings of the station. Then there's the question of placing another 50,000-watt station on 1010 kc, a Canadian I-A frequency.

But all that aside, there is one thing we can't fathom. There are literally dozens of applications pending before the FCC for modification of construction permits. Many of them do not entail critical materials. We know of several where all the equipment is in hand and where the station technical personnel is in position to make the installations. The only result of action by the FCC would be to improve the service to listeners and expand coverage.

Yet in these cases, the FCC has refused to act on the ground that the spirit, if not the letter of the April 27 “freeze order” would be violated. There is the added contention, we hear, that if such grants are made, they would encourage other broadcasters to acquire equipment in one way or another, and perhaps lead to something akin to “black market” purchases.

That to us, is the bunk. If a 50,000-watt station in Corpus Christi is justifiable in these times, and under rather unique auspices, certainly the FCC can authorize a broadcaster to activate equipment already in hand, and ready to go.

This most recent action has set many folks in radio wondering all over again whether something more than an application, duly and properly executed, is necessary to get a grant.

RADIO FOLKS figured they had done a reasonably respectable job in war advertising, with something like $100,000,000 in time and talent contributed during the last year. That turns out to be only half enough. Radio, along with other media, is called upon to double its contribution in the new campaign evolved by the War Advertising Council in cooperation with OWI, as unveiled a fortnight ago in an unprecedented broadcast over NBC to media men, business executives, and agencies congre-gated at listening centers. After the inspirational talks of the nation's home front battery of Nelson, Vinaon, Marvin Jones and Elmer Davis, buttressed by the appeal of LaRoche for the Council, it's a safe bet that the slogan, "A War Message in Every Ad" will be put over, and that advertising's contribution of $200,000,000 last year, will be doubled "as advertised".

The Real Job

DIGITS that dance from one advertising medium to another can be utilized in all sorts of ways by persons adept at the art of digit manipulation. The reason we employed recently to reveal radio as a costly medium that brings results far, far below those brought by newspapers.

Charles B. Brown, NBC Director of Advertising & Promotion, has just done a job on a recent bit of fancy figuring on behalf of newspapers (see page 11). The figures appeared in an article in Editor & Publisher.

It's all part of the lively competition among the various advertising media. The competition is healthy and nobody is going to suffer any fatal injuries if a set of figures is variously interpreted.

Fallacy behind much of the elastic reading of data is the fact that no common set of standards governs all media. Newspapers have their circulation and readership figures; radio has its percentage figures covering listening. But they can't be reduced to a common denominator because radio's percentage figures are based on individual programs, for the most part. Thus an effort to take a 10% Hooper or Crossley for a program and compare it with a newspaper figure fails to take into account the fact that the figure covers merely one small unit of the day.

Newspapers are following radio's lead in initiating promotion drives designed to sell retailers on medium advantages. In radio's case, the retail field has been neglected because most retail advertising men are space-minded and broadcasters have been so busy selling a comparatively new medium to the nation that they have neglected this particular field.

After the smoke clears, radio and newspaper alike should concentrate on a mutual task—that of inducing advertisers to increase their total appropriations. That being done, then the bars are down and may the best man win.

(Continued on page 36)
WHAT CAN'T RADIO SELL?

It's no dark secret that labor is 'tight' in Baltimore. It's a boom town if you ever saw one. If you've ever walked down Baltimore Street at high noon, you know you've seen one!

Can radio be used successfully to scrape the manpower barrel here? Can it 'sell' employment as it sells merchandise? Well, just ask BALTIMORE CONTRACTORS who have found by experience that Station WITH can get them carpenters, maintenance men and laborers.

How do they get 'em—by buying the station? No sir! Each time BALTIMORE CONTRACTORS WIN A NEW WAR CONSTRUCTION CONTRACT two or three spots daily is all that is necessary to produce the urgently needed manpower!

We mention this unique case of radio 'selling' because it is more corroborative evidence of this fact. You, like the other national 'names' shown in the border, can do a great job in Baltimore with WITH.

WITH
－the people's voice in－
BALTIMORE

ON THE AIR 24 HOURS A DAY—SEVEN DAYS A WEEK!

Tom Tinsley, President
Represented nationally by Headley-Reed
CALET ROBERTS, former western division news and special events director of NBC Hollywood, has been honorably discharged from the Army. Roberts, who has returned to the network and is assigned to the three-week-quarter-hour "BLUE Network Review." GEORGE VOLGER, assistant manager of NBC Radio Recording Division, Hollywood, is father of a girl.

STAINGUT May Run 
IRWIN STAINGUT, a member of the board of directors of WLW, Brooklyn, is being mentioned as a candidate for the Democratic nomination for lieutenant governor of New State, if an election is held to fill the office. Mr. Staingut had not indicated last week whether he would accept the nomination. Minority leader of the Assembly since 1930, with the exception of the one year when he served as Speaker, Mr. Staingut has represented the 18th Assembly District of Brooklyn over a decade.

Schuss Promoted 
NEW general manager at KEVR, Pittsburgh, is Edward Schuss, who has been associated with CBS network since 1928. Mr. Schuss was promoted to this position by Mr. J. A. McDonald, who is father of a girl.

PAUL HOLLISTER, vice-president in charge of advertising and sales promotion for Columbia in New York City, was recently the luncheon-conference guest of George Muscovitz, sales and production manager for KNX, Los Angeles, and the Columbia Pacific Network; Jack O'Mara, merchandise manager; Irwin, sales promotion chief; and James Cantwell, art director.

SOL. J. PAUL, assistant advertising manager for WRAD-CAMPO, and Allen Phillips, formerly of the Chicago office of Edward C. Michael, were married in New York Aug. 1.

WILLIAM E. FORBES, executive assistant of CBS New York, has returned after several days conferences with Hollywood officials.

NAT WOLFF, Hollywood deputy chief of Bureau, returns to his headquarters in early August following 10-day Washington, conferences on newswriting.

PAT O'HALLERAN, commercial manager of WLDS, Jacksonville, Ill., has been rejected by the armed forces because of a minor injury sustained in an automobile accident.

ALINE MOSBY, daughter of Art Mosby, general manager of KGVO, Missoula, Mont., and once a staff member of KGYO, is now on the staff of Time-Life-Fortune. She went to New York in June as guest editor-in-chief of the college issue of Madeleine.

KEN GIVEN, manager of WB)J, Bowing Green, Ky., is the father of a girl. Miss Given, who has been on the air for two years, is expected to return soon.

Our Respects to (Continued from page 34)

John McCarrerns Is Dead 
After Attack by Editor 
JOHN McCARRERN, 74, publisher of the Cleveland Plain Dealer (WHK-WCLE) who was shot three times in a former language editor and publisher, Herbert L. Kobrak, on July 22 (BROADCASTING, July 26) died in a Cleveland hospital two days after the shooting. Five blood transfusions and removal of a bullet from his abdomen failed to bring recovery.

His assailant, Herbert L. Kobrak, who had repeatedly sought Mr. McCarrerns' support in establishing a foreign picture newspaper, committed suicide immediately following the attack and died in an hour. The shooting occurred in Mr. McCarrerns' office after an argument between Mr. McCarrerns and Mr. Kobrak. Mr. Kobrak left notes which clearly showed he had been planning the murder for some time.

Mr. McCarrerns was director and twice president of the American Newspaper Publishers Assn.

G-E Names Cordiner 
RALPH J. CORDINER, who resigned in June as vice-chairman of the War Production Board, has been named chairman of the Board of General Electric Co., New York. Mr. Cordiner was former president of Schick Inc. Studebaker, manufacturer of the famous electric razor, was manager of the appliance and merchandise department of G-E.

WINX Staff Changes 
ADDITIONS to the announcing staff of WINX, Washington, are Alan Burke and Howard Tinley, from WBAL-Baltimore, and while Harold Gray is on a two-months' leave. The engineering staff has been augmented by Harry Katz, Henry Lee McNee and John W. Campbell. Gardner Francis, who succeeded Howard Stanley as director of production at publicly-owned WINX, is a former Baltimorean and was at one time managing director of the State Chamber of Commerce.

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GRACE WILCOX, former Hollywood columnist, is now news editor and commentator on KPBO, Riverside, Calif., where she has a former 

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Many men with a sound background in radio are looking forward to television as the next great industry to present outstanding opportunities.

For individuals with experience in radio, the operation and ownership of telecasting studios will open a whole new field of opportunity.

Farnsworth was a pioneer in the creation of electronic television...and Farnsworth continues to lead in developing both the technical and the commercial possibilities of the new science. Preparing the huge audience and the future sponsors is the primary job of all our advertising today.

Our current production goes 100% into precision devices that serve as the eyes and ears of our armed forces.

But when peace comes, we will be ready and uniquely fitted to discuss the whole subject of television transmission and maintenance, and equipment that will be the culmination of more than 17 years of improvement over our basic inventions.

Technically, television is ready. Peace will free it to the world— with boundless opportunities for those who choose to grasp them.

Have you read the current Farnsworth Television advertisement, appearing in July The Atlantic, July 19th Time, July 24th The New Yorker, July 26th Life and Newsweek?

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.
JIM BARRY, formerly of WCSC, Charleston, S. C., and WIOD, Miami, Fla., has joined WPDG, Jacksonville, as announcer and producer.

Weldon Robert Martin is the news editor of KGVO, Missoula, Mont., replacing Hal Moon, resigned.

Joseph Derbyshire, producer of KYW, Philadelphia, and Alice Beegle, vocalist, are to be married Aug. 2.

Edith Sharpe has joined the continuity department of CKWX, Vancouver, coming from CKMO, Covina.

Bill Bohack has been promoted to sales announcer of WPAF, Paterson, N. J.

Nate Egnor, formerly with WPJJ, Herrin, and WSOY, Decatur, Ill., has joined WLDS, Jacksonville, Ill., as announcer-salesman.

'Queenie' Bogat formerly with the Lowell Adv., Lowell, Mass., has joined Davis-Lieber, New York publicity firm, as assistant to Carl Post.

John Carey, CBS manager of local operations, is father of a baby boy.

Larry Smith, San Francisco commentator, has replaced Fleetwood Lawton as announcer for six weeks on the four-week NBC quarter-hour commentaries. Lawton was in the war theatres abroad, returns to series, sponsored by American Home Products Corp., on Sept. 18.

EtheL Shapiro, and Richard Sterne, both new to radio, have joined the music department, and the script-continuity department respectively of WLIB Brooklyn. Noreen Brown, of the ad department, is taking the job of continuity director until September, when Joe Sack, is expected to be replaced in the Illusions.

Joe O'Brien, announcer of WMCA New York, is the father of a baby boy.

Joan Mears, traffic department of CKPR, Fort William, Ont., has joined the Women's Auxiliary of the RCAF Air Force, and is stationed at Rockcliffe, N. Y. She is succeeded by Brena Garee.

Capt. FRED P. JohnSton, of the Canadian Broadcasting Corp., has been assigned to the Royal Australian Air Force, and is stationed at Rockcliffe, N. Y. She is succeeded by Brena Garee.

W. J. McPherson of the Canadian Broadcasting Corp. farm broadcasts department, Toronto, is father of a boy.

Pete de Lima, news analyst of KBKE, Richfield, Calif., during a six-week absence of Fleetwood Lawton, has taken over the daily quarter-hour commentary program on KDKA, under direction of McManus Furniture Co. Lawton, now in England, returns in early September.

Irving Zielinski, chemical engineering student attending the NBC-UCLA radio institute, has joined the network's Hollywood staff as junior announcer.

Art Green has shifted from WMCA to WINS, New York, where he continues to conduct his program The Magic Carpet. Other new announcers are Quentin Gulliver, of WLW, Cincinnati; JCV, Toronto, and WAC, Boston; Ted Mallie, of WPAT, Paterson; and Steve Garrett, of WGEM, Newark, Delaware. Mr. Green, news editor, has been inducted in the Army.

Don Kelley, sales promotion manager of WLS, Chicago, is the father of a girl.

CAUGHT BY CAMERA at the recent luncheon in Cincinnati for the 7th District meeting of the NAB were (1 to r): Neville Miller, NAB president; Rep. Brent Spence, (D-Ky.); Nathan Lord, WAVE, who presided; Rep. Brown (R-Ky.); James D. House, vice-president of the Crosley Corp.

CBS News Joan Lane

Joan Lane, CBS trade news editor for five months, has been named trade news editor for the network, according to George Crandall, CBS Director of the press information department. Joining CBS in May, 1942, as a member of the magazine division of the CBS publicity department, Miss Lane was formerly assistant to Ralph Gleason, CBS trade news editor, prior to his resignation to join the Overseas Branch of the OWI. Before joining CBS, Miss Lane was also a feature writer for Young America magazine.

 Crosley Staff Changes

Jack Bell, WLW announcer has been transferred to WLW Promotions Inc., where he manages the Boone County Jamboree units at county fairs during fair season.

Crosley Chief Engineer, Mr. Martin, has resigned to take a job in the University of Kentucky's radio department. Bob Ferguson has filled the gap, as a member of the Crosley staff. Miss bubles is on the air for the first time this week.

KORN Changes

LumiR Urban has replaced Jack Luther as general manager of KORN, Fremont, Neb., while Chester Dall has been appointed KORN chief engineer. Replacing Bill Baldwin, now in the Army. Other personnel additions include Richard Cofey, news and special events editor, H. S. Benedict, sales promotion, and Paul Robinson, engineer.

Book Spots

Kenmore Publishing Co., New York, last week started a two-weekly five-minute program on WOR, New York, to promote Mathematics Made Simple. Radio schedule may be expanded. Firm has concluded an extensive spot campaign on 100 stations for a test book for servicemen. New agency for Kenmore is Weiss & Geller, New York.

Ann Ford, former CBS Chicago publicity writer and later a reporter on the Chicago Sun-Times, has joined the advertising branch of the OWI in New York. Her husband, Lieut. (j.g.) Robert Doyle, now stationed at Port Royal, N. C., was a continuity writer at WGN, Chicago.

G-F Appropriates Funds For Birdseye Spot, Net

FROSTED FOODS Sales Corp., New York, subsidiary of General Foods, has appropriated $600,000 for a campaign to promote Birdseye ovenbaked beans, using some spot radio in New England, as well as extensive newspaper and magazine schedules. Agency is Young & Rubicam, New York.

Birdseye will sponsor a new weekly half-hour network variety show, to be called "The 30-Minute Show." Negotiations are under way with MGM for permission to let Judy Garland, vocalist-actor, head the program. She would be supported by a name orchestra and guest talent. Deal is being worked out by Y & R, New York, agency servicing the foods account.

T. O. Wiklund

T. O. Wiklund, 34, supervisor of actuality broadcasts for the Canadian Broadcasting Corp., died at his Toronto residence July 25 after a long illness. He had retired from radio in April. Born in Peterborough, Ont., he was a druggist by profession, studied to be an engineer, and was a versatile musician.

His first radio appearance was in Syracuse, when as a member of a dance orchestra he subbed for an announcer who failed to show up at an important meeting. He joined CKTR, St. Catherine's, Ont., as announcer in 1933, and went from there to CKOC, Hamilton, Ont. In 1939, CKOC was bought by CBC, and Wiklund, was appointed to the actuality broadcast staff in 1939, did actuality broadcasts for the tour of King George and Queen Elizabeth to Canada and the United States. He is survived by his widow, the former Helen Gray who was on the staff of CKOC and whom he married in June 1935.

Condiment Series

C. MATTELAGE SALES, New York, through its new agency, will promote You-All-Fresh Salad Dressing on WOR, New York, using participations on Pegan Prefers for 30 weeks.

Ten Years for Jack

Ten years of broadcasting were celebrated by the Jack Armstrong program with the July 30 episode on the Blue Network. The show sent its 2,200th script on that date. In addition, the show had three writers, the Talbot Mundy, novelist who wrote the scripts until his death in 1940; Colleen Moore, actress and novelist, who resigned recently to give fulltime to war duties, and Irving J. Crump, editor of the WAVY Scout, who is currently writing the shows.

New Arrangers Scale

PLAN FOR INCREASING wage scale of arrangers and copyists employed by New York music publishers has been agreed to by the New York local of American Federation of Musicians (802) and Music Publishers Protective Asn., the union reported.

Negotiations are under way on the scale now being prepared for signature. A compromise from the 15% demands of the union, the new scale calls for an immediate increase of 10% to become effective with the expiration of present contracts, and an additional increase of 5% to be given at the end of a year. Plan also provides that the wages set by the limiting wage scales should be discredited, the union can call for negotiations for further increases in scale.

Kate Smith Disc Repeat

KATE SMITH'S daytime program heretofore heard live on CBS, will be transcribed and aired at a later date on CBS outlets. General Foods, the sponsor, granted permission for the deferred broadcast after negotiations included in the recent expansion of the series to the full network could not be worked out. Agency is Young & Rubicam, New York.

Canadian Power Increase Tabled

POWER INCREASES for all Canadian broadcasting stations, safeguarding of Canadian channel rights under the Havana Treaty and a fair exercise of control over private broadcast stations by the Canadian Broadcasting Corp., recommended by a Parliamentary Committee on Radio Broadcasting, were tabled July 22 by chairman Dr. J. Macdonald in the House of Commons at Ottawa.

The committee also recommended more colorful and realistic news broadcasts, the strengthening of the CBC Board by appointing persons selected because of outstanding ability, genuine interest, and the continuation of forum type broadcasts.

The report referred to "the existing good relations between the CBC and the privately-owned stations" and pointed that the private stations function usefully.
KMPC
SOUTHERN CALIFORNIA'S LEADING INDEPENDENT! LOS ANGELES

in...
POPULARITY ... ask Hooper!
POWER ... 10,000 watts, full time!
SPORTS ... Exclusive Pacific Coast and Big League broadcasts
TRADE PROMOTION!
DIAL POSITION ... 710 kcs!

RADIO
IN SERVICE OF HOME AND NATION

G.A. Richards
PRESIDENT

WGCAR
CLEVELAND

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.
Code Provisions Cited
In Labor Union’s Discs

The NAB Code Compliance Committee has issued a statement classifying such broadcasts as a threat to the public interest and therefore subject to the code provisions on controversial issues. These provisions call for the allotment of free time to the opposing sides or opportunity for debate on forum programs which may be sponsored.

The transcriptions involved are those of the United Automobile Workers and the CIO, which are part of a drive announced by the organizations for the purpose of cultivating opinion favorable to union aims, in Congress and among the public.

In the NAB bulletin, dated July 23, Willard D. Egolf, assistant to the president and acting secretary to the Code Compliance Committee, wrote as follows:

"Manifestly any movement to influence public opinion on the subject of the actions of Congress is not "broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office in behalf of or against public proposal which is subject to ballot." Therefore broadcasts on that subject should not be classed as political under the Code, nor should they be presented on paid time.

Station management should accept the responsibility of considering this matter as a controversial issue and allot time to both sides or schedule it on a public forum broadcast, if consistent with the public interest."

Tiny Tube Study

DR. L. GRANT HECTOR has been appointed production consultant on miniature tubes in the Radio & Radar Division of the WPB to increase production and improve quality of these receiving tubes through coordinated efforts of manufacturers, it was announced last week by Ray C. Ellis, director of the Division. Dr. Hector was formerly chief engineer of the National Union Radio Engineering Co., Newark, N. J. Dr. Hector has asked manufacturers to study particular problems.

FULTON LEWIS Jr., returns to MBS Aug. 2 after a two-week vacation on his Maryland farm. Ray Henle, Pittsburgh Post-Gazette Washington correspondent, substituted during his absence.

G-E Names Gillen

W. B. GILLEN has been appointed manager of manufacturing of the tube division of General Electric Electronics Dept. and will be responsible for all G-E tube production at Buffalo, Cleveland, Lynn and Schenectady, it was announced last week by Dr. W. R. G. Baker, vice-president in charge of Electronics.

"Electronics at Work"

WESTINGHOUSE E. & M. Co., Pittsburgh, is using the title "Electronics at Work" for an educational motion picture recently released and also for a new 44-page booklet. The motion picture explains the six basic functions of electronic tubes and shows how each type of tube is used in some of the latest industrial and military applications. Illustrated and described in the new booklet are the electronic applications in industry, in war and in the home.
Casting the die of Precision

- Sylvania Radio Tube precision begins with the tool- and diemaker. A graduate from our own apprentice school, he magnifies the pattern of precision on his drill press 10 times by means of high-power spectacles.

All dies and machine tool heads for the production of Sylvania Radio Tube parts are made by specialist-toolmakers in our own tool shop.

The training of experts for this private shop—to service exclusive machines and tools designed by our engineers—is our best guarantee of the continuity of Sylvania precision quality.

From the toolmaker who patterns precision to the inspector who checks a radio tube for shipment—the same painstaking care of the specialist goes into every step of production.

This step-by-step specialization produces radio tubes of the highest quality. It is the reason why you can sell Sylvania Radio Tubes with confidence.

And anyone who holds a Sylvania franchise knows, from experience, that specialization also means good business.

**IT PAYS TO SELL SYLVANIA**

SYLVANIA ELECTRIC PRODUCTS INC.
Emporium, Pa.

Incandescent Lamps, Fluorescent Lamps, Fixtures and Accessories, Radio Tubes, Electronic Devices
Fruit Account Not Open, No Replacement of Show

RECORDING

PRE

he's with How?

Broadway and Main Street are delivered is We

damn well 42

for a lot of other things

grounds, Presto Equipment is

with Presto Recordings and

MacArthur, Eisenhower, August

“MAGIC!”

is their word for it

We damn well know it won't win the war... but if your boy is in there pitching it's encouraging to know the Hits of Broadway and Main Street are delivered right to his foxhole.

How? With Presto Recordings and Playbacks. Whether he's with MacArthur, Eisenhower, Spatz, or training on home grounds, Presto Equipment is bringing him the latest from Home—music, news, songs, entertainment... recorded while "live" and rebroadcast to him between battles. That goes for the Navy, too!

And when Presto Recordings and Playbacks are not dishing out the "jive" they're drilling in the facts of fighting—training troops, broadcasting orders, recording operational data, and a lot of other things we won't talk about.

"Magic!" is the word the boys have for it. But to you it's just plain Presto!... trade name of all that's finest and best in Sound Recording.

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KDKA, Pittsburgh, has put its Bondwagon on the trail for its second annual trek around the countryside to sell war bonds. First stop of the 1943 itinerary was in Monroe, Pa. Station Manager Joseph R. Hauling guides the Bondwagon on its tour. The Saturday night programs devoted to the cash sales (no pledges) of War Bonds will continue until the end of October.

WPIL, Philadelphia, has acquired the special AP radio news wire through Press Assn.

WOOD, Darien, came to the rescue of patients of the American Air Forces regional station hospital, Coral Gables, Fla., with a plan on the Steaming Krickboard program which produced 38 radio sets for the radio-hungry boys.

WPAT, Paterson, N. J., will move from its present headquarters at 115 Ellison St., Paterson, to larger offices and studios at Church and Broadway Sts., about Sept. 1. Building will be known as the WPAT Big. STUDIO AUDIENCE contributed over 5,000 records to the armed forces for admission to a broadcast of John Gambling's musical program on WOR, New York.

SIX CANADIAN stations have signed for The Stickey Money Man script recently produced by the Ont. New York. They are WINS WJHL WBBM WJDX KCIL CKWX.

WSAI Cincinnati donated time for play-by-play broadcast of a baseball game in Cincinnati July 28, receipts of which went to the Red Cross and charitable organizations. Game was between a picked team of major league players from the Boston Braves and Cincinnati Reds, and the Great Lakes Naval team.

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Dear Ted:

Haven't heard from you in a long while.

Now that I'm in New York I can do more things to help you out.

Seydel to Test


There are a lot of Victories parades who haven't the time, patience, equipment or knowledge to do their own planning. So here's what we're doing. We receivced an order to turn a certain auditorium into a coming center in cooperation with the County Farm agent. If you want coming instructions or help with a particular planning problem, you can come to WCHS and get it free. If you don't want to be bothered answering questions all the time, just bring your product to WCHS and we'll do it for you for a reasonable fee.

Best regards,

Ted

ALGY

WCHS

Charleston, W. VA.
THE BATTLE OF COMMUNICATIONS!

Mobile communications units assembled by Hallicrafters are helping to win the battle of communications on every fighting front. They are built to endure the rigors of modern warfare. The consistent performance of SCR-299 has been highly praised by leading members of our armed forces for its adaptability in meeting all the requirements of combat duty. A phrase best describing the SCR-299 was given when a leading military authority said, "It is to communications what the jeep is to transportation."

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF SHORT WAVE COMMUNICATIONS EQUIPMENT
Everywhere that the global war uses voice communication, universal products play a relatively important part. Meeting every U.S. Army Signal Corps Laboratory test, microphones, as well as plugs, jacks, switches, and cords, must pass rigid tests for ruggedness and durability, and are therefore the highest in perfection from a mechanical and engineering standpoint. Now available to prime and subcontractors for earliest possible deliveries.

Universal Microphone Co. Ltd. Inglewood, California Foreign Division, 301 Clay Street, San Francisco 11, California Canadian Division, 560 King Street W., Toronto 2, Ontario, Canada

Available in San Francisco

12:15 P.M. News Following Morton Downey

This six-days-a-week KGO news period is the only noontime news available on a network station in the San Francisco-Oakland area. Established six months, it follows the popular Coca-Cola Morton Downey show. See your Blue Spot Representative or wire us direct for details.

KGO San Francisco-Oakland
810 K.C. 7500 Watts
Blue Network Company, Inc.
BMI Scripts Sell Radio Time

"According To The Record"

... a fast, crisp, interest-compelling 5 Minute Script is clicking cash registers for stations across the country

Here’s Proof...

"Here’s one for the record ... the script was received Saturday afternoon and sold to the Adams Baking Company on Monday afternoon. That’s action. We’ve been trying to sell that particular account for over three years. It took only ten minutes to sell them ACCORDING TO THE RECORD."

Paul Wagner, Manager
WPAY, Portsmouth, Ohio

“We have sold your five minute script to Frankel’s Department Store starting July 1st.”

John L. Henry, Commercial Manager
WSAZ, Huntington, W. Va.

“I have received your ACCORDING TO THE RECORD program and I think it’s pretty swell. We will probably have it sold before the week is out.”

Edward C. Obrist, Program Manager

THIS SERIES IS BUT ONE OF 20 A WEEK (55 PROGRAM UNITS) THAT ARE BEING USED BY BMI LICENSEES

The scripts (5, 10, 15 and 30 minutes in length) employ BMI music that is to be found in your transcription library or on phonograph records. Many stations use the scripts with live music. They are all carefully timed and come to you ready to go on the air. In these days of manpower shortages they have been eagerly welcomed by stations of all sizes. If you are not completely informed on the scripts that are available to you as a BMI licensee you may get full information from us by return mail.

Address inquiries to
RUSSELL SANJEK
Director BMI Continuity Department

BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK
**KJH, Hollywood**


**WHO, Des Moines**


**KMPG, Beverly Hills**


**WPI, Philadelphia**


**KQW, San Francisco**


**WEAF, New York**

Griffin Mfg. Co., Brooklyn (shoe polish), 3 is weekly, thru Bracsher, Davis & Van Norden, San Francisco. BC Remedy Co., Durham, N. C. (head- aches, colds, etc.), 7 is weekly, Indestructible period, thru Harvey Mangasseco, Durham, N. C.

**KXN, Hollywood**

Sowby Food Products, Montevideo Park, Cal. (potato chips), 3 is weekly, thru Bracsher, Davis & Van Norden, Los Angeles. Hy- tond Corp., Los Angeles (tiller), 18 is weekly, thru Bracsher, Davis & Van Norden, Los Angeles. Adolph Milk Company, Los Angeles, 42 is weekly, thru Little & Co., Los Angeles.

**WMAQ, Chicago**


**KECA, Los Angeles**


**WOR, New York**

Barber Co., Indianapolis (shaving cream), weekly ap, 8 is weekly, thru Erwin, Wasey & Co., N. Y. 

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**Cigar Test**

GRABOSKY BROS, Philadelphia cigar manufacturers, will start a program Aug. 2 on WMAL, Washing- ton, for its Royal brand. Scheduled Mon.-Wed.-Fri., 10:15—10:30 p.m., received a rating of 17.9 by the Cooperative Analysis of Broadcasting, according to a ref- erent. Additionally, the CAB estimates that 65% of the total listening audience was tuned to the CBS broadcast, which began at 8:55 p.m. 

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**All-Star Game**

ALL-STAR baseball game, spon- sorized by Gillette Safety Razor Corp., Boston, on the full CBS net- work, was received a rating of 17.9 by the Cooperative Analysis of Broadcasting, according to a re- ferent. Additionally, the CAB estimates that 65% of the total listening audience was tuned to the CBS broadcast, which began at 8:55 p.m.

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**General Foods Up**

GENERAL FOODS CORP., New York, last week reported $5,879,003 net earnings for the first six months of 1943, an increase over the corresponding period last year, when the figure stood at $5,399,385. Sales for the first half of this year were $119,037,071 as compared to $110,098,929 for the first six months of 1942. Net earnings in the second quarter of the year were 44.7 cents a share, compared with 52.5 a share for a similar period last year.
Radio Advertisers

JIM BOURKE, director of publicity for the Hour of Charm program, sponsored by General Electric Co. on NBC and jointly handled by BBDO, New York, and Foster & Davies, Cleveland, is resigning for duty as a lieutenant (j.g.) in naval aviation. Replacing him will be Dudley Foster of the Cleveland agency.

HIAWATHA GIN Co., Columbus, Miss., is using radio for the first time to sponsor general election Aug. 3 returns.

GALVIN Mfg. Corp., Chicago (radio equipment), and Ponte Bros. Gear & Machine Corp., Chicago, have separately sponsored Wanda Yuh Symphony weekly half-hour show on WIND, Chicago. Agency for Galvin Corp. is Gourfain-Cobb, Chicago.

CROWN DOMINION OIL Co., Hamilton, Ont., has started spot announcements on a number of Ontario stations. Account was placed by E. W. Reynolds & Co., Toronto.


HARMON WATCH Co., New York, starts five newscasts weekly on WJZ, New York, Aug. 2, supplementing its schedules on WJNA, and WLIB. Agency is Moss Assoc., New York.

GROVE LABS., St. Louis (vitamins, cold tablets), as part of its national campaign, on Sept. 6 starts sponsoring a five-weekly quarter-hour early morning drive program, Chuck Collins & His Piano, on KNX Hollywood, and a daily late afternoon five-minute recorded program on KNX. In addition a twice-weekly quarter-hour recorded evening program will be used on that station starting Sept. 10. Contracts are for 26 weeks each. Agency is Russell M. Secco Co., Chicago.

DAILY half-hour participation program titled Harry Leffay Calling, on KFAC, Los Angeles, interpairs news with music and discussions available and the necessary qualifications. Listeners are also invited to submit job hunting problems. Sources include Douglas Aircraft Co., Santa Monica, Cal., thru Essig Co.; Harrison-Kaufman Co., Los Angeles (contractors), thru Allied Adv. Agencies; Bank of American National Trust & Savings Assn., San Francisco.

M-G-M WLW Series

METRO-GOLDYWIN-MAYFAIR Pictures Corp., New York, on Aug. 2 starts a quarter-hour program on WLW, Cincinnati, to promote current M-G-M pictures. The 22-week series will be presented Monday through Friday, 7:30-7:45 p.m., with chatter by Frazier Thomas.

Rodney E. Boone

RODNEY E. BOONE, 61, head of the Rodney E. Boone Organization, which handles all national advertising for the Hearst interests, on July 27 died of a heart attack at his home on Long Island. He leaves a widow, two sons, two sisters and two brothers.

Dean Reply

DEAN STUDIOS, Omaha, have replied to an FTC complaint that it has misrepresented the quality of various types of advertisements quoted in the complaint, but denying in general that the statements made are misleading.

Agency Appointments

NEW PELHAM Heath Inn, Pelham, N. Y., to Arthur Pine, New York, for a fall advertising and publicity campaign. Local spots may be used.

C. MATTIELAGE SALES, New York, to J. George & Keyes, New York, for All French Salads dressing. Participations on WOR, New York.

KENMORE PUBLISHING Co., New York, to Weiss & Geller, New York, for a four-week drive on WOR, New York—may expand radio.


AUGUST C. RAGNOW, advertising manager of Florsheim Shoe Co., Chicago, has been named account executive on the Pillsbury account for McCann-Erickson, Minneapolis. Martin P. Maher, who left the Florsheim Co. in March to become account executive of Grant Adv., Chicago, on the Old Dutch cleaner account, this week returns to his old position as advertising manager of Florsheim.

AMERICAN HOME PRODUCTS has acquired by merger the Gilliland Labs., Marietta, Pa., producer and distributor of serums, vaccines and antitoxins. Gilliland will continue its present management, headed by Dr. E. K. Tugley, president.

KRLD

DALLAS--FT. WORTH MARKET

SERVING THE GREAT

50,000 WATTS

Exclusively With
CBS PROGRAMS

CHICAGO TELEPHONE SUPPLY Co.,
Elkhart, Ind. (radio, electronic devices),
to Burton Browne Adv., Chicago.

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KRLD

THE TIMES HERALD STATION, DALLAS

50 The Branham Company 1080
K. W. EXCLUSIVE REPRESENTATIVES K. C.
Miller Retains Post at NAB

(Continued from page 9)

WHO, Des Moines; James D. Shouse, WLW, Cincinnati, and Paul W. Morency, WTIC, Hartford. The committee will select its own chairman. Of this group, Messrs. Elias, Shafto and Shouse are members of the legislative committee which was instrumental in calling the special meeting.

The board's action was regarded as in the nature of a rebuke to those who had "misrepresented" the purpose of the special meeting. The fact that a nominating committee is named means that Mr. Miller can be renominated or that Mr. Lewis or some other new name can be brought in.

The effort to provoke a change at this time was characterized by Miller proponents as a "rump movement". The board action also was viewed by some as a relief to those who have fostered what the opposition has described as an "apeassment" of FCC Chairman James Lawrence Fly, a vituperrative Miller opponent. Mr. Miller, on the other hand, has more than inferred that F. M. Russell, NBC vice-president, has been a leader in the effort to bring about his ouster.

By virtue of the action, it was thought possible that the NAB helm might shortly announce new additions to the staff to bolster legislative activity, particularly in the event of Congressmen Plans to rewrite the Communications Act at this session. Retention of a Washington law firm versed in radio and legislative activity as NAB special counsel has been indicated, along with a possible new appointment to the executive staff to coordinate that activity.

The board convened at 10 a.m. Friday, recessed for lunch about noon and returned about 1:15. Mr. Miller left the meeting about 3 o'clock and C. E. Arney Jr., secretary-treasurer, about an hour later. Both were called back at 5:30, after which the resolutions were drawn and the meeting adjourned.

There were only two absentees among the board members—Arthur Westlund, KRE Berkeley, Cal., who was on vacation; and Frank King, WBMR Jacksonville, Fla. In attendance, aside from the six members of the nominating committee, were Kolin Hager, WGY; Roy F. Thompson, WFBG; James W. Woodruff Jr., WRBL; Hoyt B. Witten, WQIC; National Lord, WAVE; John E. Fetzer, WKZO; Leslie C. Johnson, WHBF; E. L. Hayek, KATE; William B. Way, KVOO; Hugh A. L. Haif, WOAI; Ed Yocum, KGHL; Calvin J. Smith, KFAC; Harry R. Spence, KXRO; Barney J. Lavin, WDAY; Herbert Hollister, KANS; Paul W. Kesten, CBS; Paul M. Russell, NBC.

The resolutions adopted by the board follow:

WHEREAS the board of directors of the NAB met in Chicago on July 30 to consider proposals of its legislative committee, and

WHEREAS the purpose of this meeting was misrepresented to some sections of the industry as bearing on the termination of the contract of the incumbent as president before the termination thereof.

Therefore be it resolved that the board of directors of the NAB emphatically declares that such was not the purpose of the meeting nor did it form any part of its deliberation.

Third Attempt

The Chicago meeting marked the third open effort to unseat Mr. Miller. The first came at a board meeting in Chicago on July 15, 1942, and the second at a Chicago meeting last Oct. 15. Proponents of the change have insisted it was not premised on the Fly-Miller dispute, but rather on the desire to get an aggressive practical broadcaster handling the Washing-

In The Money!

At the race track, the payoff comes to those ticketholders who "have" the first three horses. Here in Ohio, the winning combination for smart radio timebuying finds WKBN in the money! In the "First Three" of Ohio's Market Areas . . . Cleveland, Cincinnati, and Youngstown.

In Youngstown, there's only one station that does a complete job of coverage. WKBN not only sends a powerful—and popular—signal into the homes of the 491,974 people in the Metropolitan Market but commands a potent Influence-Power among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania. Here is a rich, concentrated industrial area; a half-billion dollar retail market; and you get intensive coverage of the high income workers in the area with one station—WKBN.

This great centre of America's Steel production is hard at work...pouring out of its Bessemer converters and blast furnaces the tons and tons of Steel that go into tanks . . . guns . . . ships.

Columbia's powerful station in Ohio's Third Market can mean more sales, more influence for you now, and in the important postwar years when Youngstown will be turning out Steel for automobiles...railroad cars...untold numbers of uses.

Represented by: Paul H. Rathey Company

PRAISED BY BOARD

W. B. LEWIS

WHEREAS the name of William B. Lewis was suggested to the board of directors of the NAB as a possible successor to Neville Miller at the expiration in 1944 of the latter's six-year incumbency in office, and

Whereas the board of directors sincerely desires to consider the name of Mr. Lewis for this post, and

Whereas Mr. Lewis for reasons which the board respects and admires found it necessary to withdraw his name from such consideration.

Be it resolved that the board expresses its regret that extenuating circumstances intervened to preclude Mr. Lewis' availability.

"RESOLVED that a nominating committee of six be elected to present to the board its recommendations for presidential elections of the NAB, and that at the expiration of the incumbent's contract; the committee to report to the board at its next regular meeting or a special meeting called for that purpose."

Under the direction of President Russell, an outstanding effort was made by the federal government to set up a situation in which the broadcast industry could develop a program to secure the maximum of coverage of the general public. The Cooper Institute is praised by the board for this.

Represented by: Paul H. Rathey Company

Ask ED CAHN OF THE GEO. MARTMAN AGENCY_ CHICAGO about WDGY

Established 1923 MINNEAPOLIS

He uses five quarter hours weekly for the Manchester Biscuit Co. (Waldorf Cuckoo). Total number of replies from Sept. 14 through July 15, 1942, or nearly 700,000.

Ask WDGY about its great new buy...the Northwest's Best Buy.

Page 48 • August 2, 1943

BROADCASTING • Broadcast Advertising
COLORS STILL FLY

NEVILLE MILLER

Kesten, CBS vice-president and general manager.

Mr. Miller immediately announced it was not his intention to leave the presidency or to take a back seat. Long distance telephone wires burned. The ouster group felt it had sufficient votes to make the Lewis appointment, irrespective of the Miller opposition.

Several alternative propositions had been mentioned for Mr. Miller. One was that he complete his tenure through July 1, 1944 as a sort of president emeritus, handling special assignments, with Mr. Lewis taking over at all regular functions. Another proposition, later advanced, was that Mr. Miller remain as president, with Mr. Lewis named as vice-president and general manager and as "heir apparent" upon expiration of Mr. Miller's contract. Mr. Miller has drawn $56,000 a year salary and $5,000 for allowances (which he hasn't always used) since 1940. During his first two years his salary was $25,000 plus $5,000 for allowances. The report current was that Mr. Lewis would be paid Mr. Miller's salary but that allowances for housing and entertainment be made which would make available to him an aggregate of $50,000, instead of the $40,000 allowed Mr. Miller.

Ethridge Stepped In

It was reported reliably that Mark Ethridge, publisher of the Courier Journal and Louisville Times, operating WHAS, Louisville, and Edwin W. Craig, directing head of WSM, Nashville, who in 1938 sponsored Mr. Miller's candidacy, promptly took up the cudgels in his defense. Mr. Ethridge had served as interim president of the NAB in 1938, preparatory to retention of Mr. Miller, as the industry's first paid president. He has also been a Chairman Fay too. In recent months, however, he has been relatively inactive in

LEWIS TELEGRAM TO ELIAS

IN A TELEGRAM to Don S. Elias, WWNC, Asheville, acting on behalf of the NAB board group sponsoring a change in the association's presidency, W. B. Lewis, former CBS vice-president in charge of broadcasting and until recently with the OWI headquarters staff in Washington, withdrew his name from consideration. His telegram follows in full text:

"I have read trade news reports linking my name with move to remove Neville Miller as president of the NAB and to elect me to this position. I have also received from presumably reliable sources word that these reports have created discussion among NAB members.

"It is my firm belief that at no time has there been a greater need for unity of purpose among the broadcasters in this country, and especially among their leaders. I feel strongly that it would be a disastrous to broadcasting to allow my name to be used in any way which stimulated division or controversy within the industry. Under these circumstances I must state that my name be withdrawn from any consideration it may be receiving."

DISTRICT MEETINGS SCHEDULED BY NAB

A SERIES of four district meetings of the NAB, to be held between Aug. 4 and Sept. 3, was announced last Friday by the NAB. C. E. Arney Jr., NAB secretary-treasurer, will attend the scheduled meetings in a swing across country. District 13 (Colorado, Idaho, Utah, Wyoming, Montana, the South Dakota counties excluded from District 11) meets at Salt Lake City Aug. 23. 31. Election of a district director to succeed Ed Yocum KGHL, Billings, Mont., is scheduled. District 4 (D. C., North Carolina, Virginia and West Virginia) meets in Asheville, N. C., Sept. 3. A district director to succeed G. Richard Shafto, WIS, Columbia, S. C., will be elected.

WABY Renewal Upset

SETTING aside its action of July 27 granting application of WABY, Albany, N. Y., for renewal of license on the regular basis, the FCC on July 28 placed the station on a temporary extension of license pending final disposition of the WOKO renewal application.

"Yes, s'uh! We BOTH gonna listen s'uh WFDF Flint, Michigan!"

BROADCASTING • Broadcast Advertising

August 2, 1943 • Page 49
OPA Acts to End Marking Grades
Amending 20 Regulations At Congress' Bidding
OFFICE of Price Administration announced last week it had revoked its requirement that retail grocers who buy in bulk and then repack before reselling must show the grade on their retail packages, if it had been shown on the original package.

This is the first action taken by OPA under the amendment to the Commodity Credit Corp. Act (HJ Res.-147) eliminating compulsory grade labeling and indicates that even where the retailer repackages he cannot be compelled to indicate the grade, OPA explained.

The OPA ruled, however, that retailers are still required to post with their selling prices the grades of eggs sold by them at the place in their store where they are sold. The revocation regarding repackaging is purely a blanket provision and does not apply to any particular commodities, it was stated.

Other Changes to Come
OPA, as was learned, is now preparing amendments to about 20 regulations which will remove whatever grade labeling or grade marking requirements conflict with the congressional ban. The majority of the amendments, it was pointed out, apply to wholesalers or producers rather than retailers.

In legislation continuing the Commodity Credit Corp. passed at the last session of Congress, the Emergency Price Control Act of 1942 was amended as follows:

Nothing in this Act shall be construed
(1) as authorizing the elimination of any representation of the name of the producer or grower of any cultivated or fished product or of any article of commerce which is otherwise specifically prohibited or regulated by any law or regulation of the United States Government or of the District of Columbia; or (2) as authorizing the Administrator to require the grade labeling of the articles of commerce which may be represented in the United States or the District of Columbia; or (3) as authorizing the Administrator to require the use of any provision that may be designated or published by his order, regulations, or specifications or standards that have been adopted as mandatory or that have been promulgated by the Administrator of the Federal Trade Commission, to the extent that such standards or specifications are prescribed or otherwise required by the Administrator of the Federal Trade Commission.

As explained in the conference report on the bill, clause (1) "prohibits any attempt to eliminate or restrict the use of trade and brand names, and clarifies the original Congressional intention on this subject."

Clause (2) "prohibits any requirement for grade labeling of any commodity as that term is defined in section 302 of the Act. This definition encompasses all commodities and products, including hosiery and wearing apparel."

Clause (3) requires that before any commodity may be standardized, the Administrator must determine that no practicable alternative method exists for securing effective price control of the commodity."

Clause (4) "prohibits the tying of maximum prices to specifications or standards under any circumstances unless such specifications or grades have previously been in wide, general use in the affected industry, or have previously been lawfully required to be used in the sale of commodities by some other Government agency pursuant to Congressional authorization."

Barn Dance for Bonds
COMMISSIONED by the War Finance Committee of the Treasury Dept. of Illinois, to aid in the sale of war bonds and stamps, WLS Chicago is lending members of its Barn Dance show to the Treasury's Special Events Committee, according to Glenn Snyder, WLS general manager. George Ferguson, head of the WLS Artists' Bureau, said that the WLS talent was booked to play 161 fairs this summer and fall in Illinois, Indiana, Wisconsin, Iowa, Michigan and Minnesota.

Spot Gain Noted
BEARING OUT the optimistic picture for spot broadcasting this summer and in the fall, outlined in Broadcasting July 19, National Radio Records has announced that active national spot accounts totaled 261 during June as compared to 251 during May. NRR arrives at these figures through reports received from 114 advertising agencies as well as from 792 different stations.

WINN LOUISVILLE
with
WINN
Your BLUE NETWORK STATION in LOUISVILLE, KY.

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

It's A Pleasure To Be Blue!

Our Affiliation With The BLUE NETWORK ASSURES A LARGER AUDIENCE FOR YOUR SPOT CAMPAIGN IN ONE OF AMERICA'S GREATEST WAR PRODUCTION CENTERS.

THIS IS W R O K IN ROCKFORD

Owned by Rockford Consolidated Newspapers, Inc.

National Representatives: HEADLEY-REED CO.

Page 50 • August 2, 1943
Radar Again Is Closely Restricted
As Censorship Office States Position

PUBLIC discussion of radar has again come under close Government restriction following a period in which bans had been eased. Office of Censorship has taken steps to prevent unauthorized publication of material involving radar and its wartime application.

Byron Price, Director of the Office, last Thursday issued a statement explaining the Office’s position on radar discussion. Col. John K. Winterich, chief of the Review Branch, Bureau of Public Relations, Signal Corps, recently asked manufacturers to discontinue publication of Radar and advertising.

Need of Secrecy
Director Price’s notice to commentators and correspondents reads as follows:

“...the extent of current public discussion of radar is causing increasing concern to the Government.

“The principle of Radar is generally understood here and abroad and some limited disclosures have been made officially. New methods of applying the principle are being developed, however, and there is much the enemy does not know.

“The fact of prior publication should not be used to cover added description, discussion and deductions, or to support a theory or to draw a conclusion.

“Radar is a secret weapon within the meaning of the Code. Editors and broadcasters are especially requested to alert to every mention of radar and military electronic devices; to establish beyond all question that there is appropriate authority for every statement made; and to submit all material on the subject—other than that released by appropriate government authority—to the Office of Censorship for review in advance of publication or broadcast.

“...the winning of the war, the War Dept. has sent letters to manufacturers requesting that radar. This has not been conducive to cooperation at home and abroad—cooperation which is essential to the winning of the war.

“It is requested, therefore, that publicity and advertising featuring radar be discontinued. Your company’s cooperation in this matter will be a contribution in the national interest.”

Until the lifting of news on radar about three months ago by the War and Navy Depts., the word was in the category of a military secret [Broadcasting, April 26]. Government agencies have issued several articles on the subject since that time and voluminous publicity and advertising featuring radar has been circulated through press and radio.
Noble Buys Blue Network

(Continued from page 8)

stir provoked by Mr. Noble's acquisition of WMCA in 1941. This deal hung fire for several weeks after the expected transfer date. There have been repercussions on it in Congress, because of allegations by Donald Flamm, former owner, that he had been "forced" to sell.

One of the reports current was that Mr. Noble had already resold WMCA to Mr. Flamm but this was denied by the latter. He told Broadcasting that "whatever may happen in the future, there are no present negotiations in prospect."

Mr. Noble acquired WMCA for $950,000 cash, said to have been the largest cash payment for a station, although others have been sold for higher prices. Mr. Flamm since that time has acquired a substantial interest in WPAT, Paterson, N. J., and on several occasions has been reported as interested in regaining ownership of WMCA.

While no details of the sale beyond the formal announcement were divulged, it was reported the parties definitely agreed to retention of the present management and operating structure. Conversations were held, it is understood, regarding diversification of ownership so that affiliated stations,

MARK WOODS
BLUE network management and possibly the public could participate in ownership. Mr. Noble, however, would retain control. Under the permanent structure, it is expected such provisions will be considered. Many of the affiliated stations had sought to participate in the ownership and two separate proposals for purchase by a group of affiliates had been rejected.

It was logically assumed that the White House would be—or perhaps had been consulted. Under the network regulations, the BLUE was to have been sold promptly. White House intervention, it has been reliably reported, resulted in the action of the FCC in placing in its regulations the six-month clause to avoid a forced sale.

Management Unchanged

Assurances were given by Mr. Noble in the closed circuit talk, that the operating management of the BLUE would remain unchanged, with Mr. Woods continuing as president and Edgar Kobak, former official of McGraw-Hill, as executive vice-president. The tremendous strides made by the BLUE since it became a separate company last January augurs for retention of the present management, it was said.

The BLUE itself has no record of earnings except for the year 1942, since its books previously were kept in conjunction with NBC. The three M & O stations, however, are understood to have made sufficient money in 1942 to offset the net operating loss shown by the BLUE by some $30,000. Estimated earnings for 1943 are understood to be in the neighborhood of $800,000 or $1,000,000.

WJZ is a fulltime 50,000-watt station; KGO operates with 7,500 watts and is eligible for 50,000 watts, while WENR operates with 50,000 watts half time, sharing with WLS also on the BLUE but independently owned.

It has been contended that the three stations as individual operations could be sold for $5,000,000. Based on that arithmetic, an $8,000,000 selling price was expected.

BLUE OWNER

SOL E owner of WMCA, independent New York station, since he purchased it in January, 1941, from Donald Flamm, Edward J. Noble is also chairman of the board of Life Savers Corp., Port Chester, N. Y., as well as a stockholder in Sterling Drug Inc., New York, major radio advertiser.

Born in August, 1882, at Gouverneur, N. Y., Mr. Noble graduated from Yale with an A.B. degree in 1905 and during World War I, served as a major in the Ordnance Division of the Army. He became the first chairman of the Civil Aeronautics Authority in 1938 when he was appointed to that position by President Roosevelt at that time breaking off all other private business affiliations except his position with Life Savers Corp.

In 1939, Mr. Noble resigned from CAA to become Under-Secretary of Commerce, not returning to private business until August, 1940. He purchased WMCA in January, 1941 for a cash consideration of $850,000. Mr. Noble is head of the Edward J. Noble Foundation, a charitable organization, and president of the board of trustees of St. Lawrence U. He is married and the father of two girls, June and Sally.
Noble Planning No Change in Blue Set-up; Intends to Dispose of WMCA

FOLLOWING is the text of Mr. Noble's statement last Friday on purchase of the BLUE:

I have been tremendously impressed with the BLUE Network's record of public service, with the work of its management and personnel and particularly with its contributions to our nation's war effort.

There will be no change in the management. The officers and executives who have guided the destinies of the BLUE Network since its separation will continue at the helm. The entire personnel will be retained and the network will continue functioning as heretofore.

The policies and practices which have been responsible for the network's record of accomplishment will be continued. As a matter of fact the network officials plan to extend its services to listeners, advertisers and its affiliated stations.

I accept fully the responsibility of public service which ownership of the BLUE Network will place upon me. In fact, I regard this responsibility to the people much as an elected official sees his responsibility to the public. In every phase of broadcasting—public service, the all-important war service, news, information, entertainment—the BLUE will continue to serve its listeners and to increase its service to the nation.

The principle station of the BLUE Network, WJZ, is operated from New York City. In accordance with the current policies of the FCC I propose to dispose of all my interest in WMCA as soon as a suitable purchaser is found.

FDR Ratings

PRESIDENT ROOSEVELT'S radio address on the four major networks July 28 was heard by an audience of 42,704,000 persons according to a survey by C. E. Hooper Inc. and released by CBS. Hooper rating was 55.9. CAB rating was expected to be in the low 70s, according to partial returns.

The Texas Rangers

Selling Ice Cream on KGU

HONOLULU

also selling many other products on many other stations.

George E. Holley

TEXAS RANGERS LIBRARY

HOTEL PICKWICK • KANSAS CITY, MO.

A market not to miss!

Rated a Class A-1 city - one of America's six fastest growing cities with best prospects of retaining wartime growth - Corpus Christi is a zooming market you'll not want to miss.

Today, the city zone population of Corpus Christi is 101,400 (ABC) whereas in 1930, this city's population was only 27,741.

Such rapid growth, such greatly expanded purchasing power make this market well worth your while discussing with a Branham representative. You'll find that KRIS - the only major radio station dominating this rich market - offers you highly desirable availabilities and equally desirable rates.

SPOTLIGHT IDAHO'S RICH FARMLAND WITH KTFI TWIN FALLS, IDAHO - PULSE OF THE MAGIC VALLEY

Special Combination Buy-KRIS and KXYZ, Houston... Investigate!
State Dept. Is Seen Advising the O.W.I. 24-Hour Contact the Outcome Of ‘Moronic King’ Blunder

OWI’s overseas branch may escape the consequence of State Dept. control resulting from the blunder made last week when a broadcast beamed at England referred to Victor Emmanuel as Italy’s “moronic little king,” and Marshal Badoglio as a “leading fascist,” but is assured that much closer liaison will be maintained in the future.

After President Roosevelt blasted the diplomatic error of OWI employees, Robert E. Sherwood, head of the overseas branch, later had a friendly conference with Secretary of State Cordell Hull, from which he emerged saying: “We won’t get off the beam again.”

Mr. Sherwood said that Secretary Hull was cordial and helpful in outlining this country’s foreign policy. He said they “did not discuss the late unpleasantness at all. “The purpose was to get our policy on the beam, but in connection with Italy it is a little difficult because the situation in Italy is so uncertain.

On Thursday he told newsmen that the blunder occurred in part because proper State and War Dept. officials could not be reached on a “nice summer Sunday evening.” Mr. Sherwood stated that in the future contact between OWI and the State Dept. would be maintained “hour by hour, seven days a week, day and night.”

Eisenhower’s Statement

After President Roosevelt had lectured OWI for permitting a group of employees to attempt the creation of U. S. foreign policy at a time when difficult international negotiations and soldiers’ lives are at stake, it was indicated that there would be further investigation of the “blunder.” This was expected to result in a shake-up that would put OWI propaganda activities under the control of the State Department.

The acting OWI director, Milton S. Eisenhower, a brother of Gen. Dwight D. Eisenhower, directed attention to the fact that the offending broadcast had been beamed twice to England but not to Italy. He said:

“Prior to Sunday we attacked fascism on our broadcasts and all individuals connected with it. Since Sunday the tone and substance of the OWI broadcasts indicate that OWI policy is that any government, such as this one, which announces adherence to Hitler and continues to fight with him and against the forces of the United States, is an enemy of the United States and other United Nations forces.”

The OWI explanation indicated that the broadcast was intended to show the British that American public opinion is set against toleration of fascism or any relaxation of the demand for unconditional surrender.

Other explanations of OWI theory and policy underlying the broadcast were negated by the President’s declaration. He declared that the OWI foreign broadcasting division had not consulted him, or the Secretary of State, or its own director, Robert E. Sherwood, before going on the air with the offending script:

ROBERT PAUL SMITH, formerly a scriptwriter of CBS, who also handled several newscasts for that network from Mexico, is author of a book titled The Journey to be published Aug. 10 by Henry Holt, New York.

Blue’s Farm Coverage Has Big Increase

When KMA, Shenandoah, Iowa, increased its nighttime power from 1 to 5 thousand watts recently, it meant important new farm areas for Blue Network advertisers. “Our nighttime service area is now up 2 1/2 times,” KMA President Earl May reports, “and the increase is represented largely by the most prosperous Iowa counties—the western ones ranging north from Shenandoah to Fort Dodge and vicinity.”

Operating on 960 kilocycles with 5000 watts fulltime, KMA is considered one of the best regional stations for coverage to be found anywhere. According to Andy Ring, of the firm of Ring & Clark, Consulting Engineers, Washington, D. C., “KMA has an unusually large coverage. Its vertical radiator is of optimum height, and the directional array provides a very effective night time pattern. The conducitivity of the soil throughout most of the region served by KMA is equal to the best we have ever measured, which further explains the exceptional coverage of the station.”

KMA is now more than ever the No. 1 Farm Station of the No. 1 Farm Market, Earl May said. “Furthermore,” he continued, “KMA is the only fulltime Blue Network outlet serving the Omaha-Council Bluffs market—giving it a 5 milliwatt signal NIGHT as well as day”.

“If you want to know what that means,” Earl May smiled, “ask our friends in the Blue Network—or at Free & Peters—or let me tell you. I have a new Market Data Brochure coming off the press soon, and it’s free to all advertisers who want it!”

Cooperation

GEORGE SNELL, writer for KDYL, Salt Lake City, was having a hard time calming Bovd Park Jewelers after a KDYL announcer omitted the sponsor’s announcement during a spot for high grade watches. That is, he had trouble until two KDYL engineers wandered in to buy watches, followed by later by a country lad who had heard the announcement. “Gee,” remarked the sponsor, “radio does work, doesn’t it?” Sid Fox, KDYL manager, arranged a new contract, and the two engineers got bonuses for helping save the account.

Don Pryor on Tour

DON PRYOR, CBS news reporter, last week started off on the second and most extensive part of a tour of America to study at first hand how the average American feels about the war and his own prospects in the postwar world. Mr. Pryor, who covered the Middle Atlantic states on the first part of his trip, will visit key cities in the South, West and West, interviewing and observing, and reporting his conclusions on the CBS programs The World Today, Report to the Nation and World News Today.

WESTERN ASSN. of Broadcasters will hold its annual summer meeting Aug. 23-24 at Bauff, Alb. Dick Rice, CPRN, Edmonton, president of WAB, will preside.

AMERICA'S No. 1 LOCAL STATION WEMP

In America's 13th Market

MILWAUKEE, WISCONSIN

Basic Blue 24 Hour Operation

Is now represented nationally by

HOWARD H. WILSON CO.

New York Seattle Chicago San Francisco Hollywood
Talent Pool Sets Up Pledge System

Six Weeks War Work Yearly To Be Given by Members

NATIONAL Entertainment Industry Council last week set in motion plans for a “pool” of the talent and resources of the radio, film and theatre industry, through the distribution to its 47 member organizations of a war service pledge card.

The pledge, as approved by the Council’s coordinating committee last week, is to be signed by individual members of the cooperating organization, and will commit them to a minimum of six weeks of war effort work, or 36 performances, at the request of the Council. The signed pledges will be read at a rally of the entertainment world in New York, scheduled for Sept. 20.

Developments in the radio phases of the Council’s activities as worked out by the special projects committee of the American Federation of the Radio Artists, headed by Minerva Pious, of AFRA’s National Board, include plans for the production of eight programs offered through the OWI and special non-broadcast performances in connection with the Victory Loan drive. Following up the suggestion made by Walt Dennin, news chief of the NAB, that a script file be set up as a source for war effort broadcasts, it was announced that the Treasury Department had offered its Treasury Star Parade programs for this purpose.

Next meeting of the Council has been set for Sept. 1. Chief committee set up last week was the projects committee headed by Philip Loeb, Actors Equity, chairman, and Anita Graniss, AFRA vice-chairman, who has also been elected to the coordinating committee.

Kate Continues

KATE SMITH, CBS star, now in her 13th year on the air, will continue for at least three years more under her latest contract with General Foods Corp., New York, which carries Kate’s Variety Hour, heard Friday on CBS through 1945. The program returns to CBS in the fall, while Kate’s five-week daytime program on CBS has continued through the summer. Agency is Young & Rubicam, New York.

WHN to Broadcast N.Y. Giants Football; Other Plans Lag As Schools Drop Game

IN PREVIOUS seasons preliminary plans for football broadcasts were pretty well lined up by August. In this second summer of the war advance preparations have been slow in getting started, with many colleges reported abandoning football for the duration because of transportation difficulties and lack of coaches and players.

Plans Uncertain

One of the first stations to announce the acquisition of football broadcasts rights is WHN, New York, which last week reported it had arranged to broadcast all home and away games of the New York Giants during the 1943-44 season. The schedule will probably start in early October, but no details are yet available.

Other advertisers, such as Atlantic Refining Co. and P. Lorillard Co., which usually sponsor fall football, have not yet indicated their plans for this season.

Wartime restrictions on gasoline for civilians seem to have brought about a 100% increase in baseball listening on WHN over that of 1942, the station further reported last week on the basis of a five-day survey made in July. The station found that Saturday and Sunday baseball listening started approximately 50% below 1942 figures and gradually rose to a 50% increase in June over 1942, and 85% increase over July 1942.

The increase in listeners to Brooklyn Dodgers games on WHN is attributed by the station to the fact that it is the only major sta-

Satevepost to Resume CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post), after cancelling in late June the varied schedule of one-minute announcements started last February on 47 stations in eight major markets, goes back on the air Sept. 15 with approximately the same intensive campaign which began in February. Agency is MacFarland-Aveyard, Chicago.

ASSOCIATED LABS, Inc., Long Island City, N. Y., has been ordered by the Federal Trade Commission to cease and desist from misrepresenting the therapeutic properties of Kelp-A-Malt, which it advertises as a treatment for undermined and run-down conditions.

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MIDWEST FARMERS HONORED BY WNAX

"TALLEST radio tower" in the land at Yankton, S. D., will be dedicated Sept. 4 to "The Midwestern Farmer, Home Front Fighter," as a gesture of appreciation for his part in the war effort. Governors from the Dakotas, Nebraska, Iowa and Minnesota, members of the House and Senate and other Washington dignitaries will select the individual from among five candidates representing the five-state area served by WNAX, Yankton-Sioux City.

In Washington last week conferring with the Maritime Commission, which has agreed to participate in the celebration, were Phil Hoffman, WNAX general manager, Jack Page, promotion director, and James Allen of the Yankton Chamber of Commerce.

To recognize the importance of the farmer to the war effort, as typified by the Midwestern Farmer, the Maritime Commission is breaking a precedent by allowing WNAX to broadcast, about the middle of September, ceremonies in which the farmer selected on Sept. 4 will launch, via remote hook-up, a Victory ship at an unnamed port.

The five candidates from which the Homefront Fighter is to be chosen are to be selected from case histories of men sent to WNAX by bankers in the five states, who were asked to submit the names of men in their area doing, in their opinion, the best wartime job with the means available.

GRANT PARR, NBC correspondent, is the author of an article in Aug. 7 issue of Liberty Magazine on the exploits of the 78th Group of the U. S. Army Air Forces in the North African campaign.

Gregory Leaving WEAF For Schenley Radio Post

SHERMAN D. GREGORY, former manager of WEAF, New York, has been appointed radio director of Schenley Distillers Corp. and Schenley Import Corp., New York. Placed in charge of all radio activities of Schenley, Mr. Gregory will supervise the company's current network programs, including the Cresta Blanca Carnival for Cresta Blanca wines and the Roma Wine Comedy Show, both on CBS, and Alce Tempolone Time on the BLUE for Dubonnet wine. Roma and Dubonnet are both subsidiaries of Schenley.

Mr. Gregory resigned from WEAF in May of this year, having previously been manager of NBC's M & O stations, and prior to that with KDKA, Pittsburgh, when it was an NBC-sponsored station.

Meyer Quits FCC

DANIEL W. MEYER, employed in the litigation section of the FCC law department, resigned last Thursday because of ill health and is expected to go to New York for treatment. Mr. Meyer, a graduate of Harvard U., and Columbia law school, joined the FCC Aug. 25, 1941, and has since worked under Nathan David, assistant general counsel. He signed briefs for the Commission in the network litigation. His salary was $3,600 a year.

One a Minute

SEVENTEEN blood donors in 15 minutes was the round-up score for the first period of Blood Relativity, new show on KROY, Oakland, Cal. The program is broadcast Monday through Friday from the third floor of the John Breuner Co., and the main floor of J. Magnin Co., leading department stores which sponsor the effort in behalf of the Red Cross.

Grove's Campaign

GROVE LABS., St. Louis, starting Sept. 5 will intensify its radio, newspaper and magazine campaign for A.B. and D. vitamins, B Complex and Grove's cold tablets. Daily spot announcements on a varying schedule will be carried on 100 stations for A.B. and D. vitamins, and an additional 100 stations for B Complex, while daily spot announcements on 200 stations in the quarter-hour Reveille Roundup program on 72 NBC stations for the first month will be used for Grove's cold tablets. Campaign will continue to March 1.

Newark CP Denied

NEWARK BROADCASTING Corp.'s application for a new station on 620 kc, with 5 kw, unlimited time, using a directional antenna day and night, was denied last week by the FCC on the basis of its policy, adopted last April, of denying construction permits which would require the use of critical materials. Officers of the corporation are Arthur F. Egner, president; Ernst D. Griffith, vice-president; S. Stuart Hadden, secretary; 25; Arthur T. Van derbilt, treasurer, 30.

Margarine Schedule

B. S. PEARSELL BUTTER Co., Elgin, Ill. (Elgin Brand Margarine), now using a diversified schedule of home economics and participation programs, station breaks and one minute announcements in the East, Midwest and South, plans to increase its schedule in the Chicago area. Programs now are heard on WBZ, WEVR, WOR, WEA, WMUR, WCBS, WROK, KOMA, KTUL. Agency is Schwimmer & Scott, Chicago.

KECA OF LOS ANGELES

Earle C. Anthony, Inc.

RATING AT A \( \frac{4}{1} \) COST

That's the way a KECA advertiser described his Bargain Buy and trotted out reliable survey figures to prove it. It's the best dollar for dollar buy in the Nation's 3rd major market

BROADCASTING • Broadcast Advertising
**Video Group Plans Post-War Studies**

WHEN television comes into the parlor, motion pictures and theaters will go out of business, Ray Nelson, supervisor of daytime programs at WOR, New York, told the American Television Society last Thursday at its July meeting held at the Hotel Capitol, New York. Mr. Nelson is directing a series of experimental teletcasts presented by WOR each Tuesday on W2XGW, the Du Mont television station in New York.

Mr. Nelson said he is not at all impossible that Hollywood, ten years from now, may not be chiefly engaged in furnishing films to television stations in much the same way that transcription companies now supply radio stations with recorded entertainment.

**Chaplin’s 12th**

W. C. CHAPLIN has added a twelfth broadcast, Saturday, 5:45 p.m., to his weekly schedule of news programs on NBC. Mr. Chaplin, who joined NBC in January, after 11 years with International News Service, preceded by 11 years with Associated Press, is the author of a book to be published by Appleton-Century Co., in September, titled 70,000 Miles of War.

**Centaur’s Spots**

IRONIZED YEAST Co., Rahway, N. J., division of Centaur Co., on Aug. 2 will start a campaign of one-minute spot announcements to run 20 times weekly for eight weeks on a selected list of New England stations. Company also sponsors the half-hour mystery drama Lights Out on CBS. Agency is Ruthrauff & Ryan, New York.

**Algiers, North Africa**

NAIGERS, North Africa, has a new radiotelegraph station opened by Mackay Radio and Telegraph Co., T.A.T. associate, utilizing American equipment and personnel. According to the announcement by Admiral Luke McNamara, president, the new station was needed to facilitate the growing volume of military and press traffic between this country and Algiers.

**National Concert & Artists Corp.**

New York, has organized a special attractions department under the management of Robert E. Smith, to handle increased activities in the management of personal appearances of entertainers, particularly in the radio field.

**FM Directors Meet**

DIRECTORS of the board of FM Broadcasters Inc., who will meet Aug. 3 in Milwaukee’s Rad’io City, will have as their guests Dr. W. R. G. Baker, vice-president of General Electric Co., and director of the RMA Engineering Department, and Maj. Edwin H. Armstrong, according to Walter J. Dann, who is president of the organization and also heads WTMJ Milwaukee, and FM station W2XGW Milwaukee.

**Water System Series**

F. E. MEYERS & BROS. Co., Ashland, Ohio (water systems) on Sept. 13 will begin an early morning music and dialogue program thrice weekly on WLS, Chicago. Contract, which is for 10 weeks, was placed by Meldrum & Fe ever, Cleveland.

**Webb Coffee Back**

THOMAS J. WEBB Co., Chicago (coffee), on Aug. 2 returns to the air with five announcements during seven days a week on each of three Chicago area stations. The 55-week announcement campaign will be carried on WGN and WCFL, Chicago, and WIND, Gary. Announcements are in addition to their present quarter-hour program, Swing It, three times weekly on WGN. Agency is Schwimmer & Scott, Chicago.

**Goldman Enters Service**

SIMON GOLDMAN, manager of WJTN Jamestown, N. Y., has entered the Army signal corps and Dayton S. Wilkins, treasurer of WJTN, will act as manager of the station while Mr. Goldman is on leave with the Army.

**Here’s Vigorous Healthy Growth**

San Antonio’s civilian population increased 22.3% between April 1, 1940 and March 1, 1943. That’s vigorous growth!

It’s also healthy—for San Antonio is one of the six metropolitan counties in the Entire United States listed by the Census Bureau, in a survey released Jan. 15, 1943, as having the most rapid wartime growth and the best postwar prospects of retaining its growth!

The latest C. E. Hooper Listening Index (May-June) shows that more of the population, both old and new, listen regularly to WOAI than all other stations combined.

50,000 WATTS CLEAR CHANNEL member TON

The Powerful Advertising Influence of the Southwest

**Woodstock San Antonio**

Represented Nationally by EDWARD PETTY & CO.
Durr Says Engineers, Not Lawmakers Likely To Decide Who Shall Use Air

RADIO ENGINEERS rather than our lawmakers may ultimately answer the question of who shall use the air and how it shall be used, FCC Commissioner C. J. Durr told the Democratic National Women's Club in Washington last Monday. "New techniques for the use of frequencies are constantly being developed," he said. "Many remarkable developments now secret will doubtless come to light when the war is over. Some day we may have a frequency for everybody who wants to start a radio station, but that day isn't here yet."

Commissioner Durr's talk was on "Radio and Freedom of Speech". He observed that while nearly everyone agrees in principle with the simple words of the Constitution guaranteeing freedom of speech and of the press, it is often extremely difficult to agree on application of the principle to specific cases.

Network Rules

The chain broadcasting regulations were ciled as an example of two opposite views on the application of the principle of freedom of speech. "The Commission called its regulations a Magna Carta for the independent broadcaster," Mr. Durr said. "Today," said Mr. Durr, who was not a member of the Commission at the time the network regulations were adopted, "and claimed that it was extending a degree of free speech to a field where it had theretofore been restricted." Mr. Durr declared that he favored the regulations "in principle" and explained that his lack of knowledge of detailed testimony in the case prevented an endorsement in detail.

Another point raised by the network case is that the chief bar to free speech may be by action of private parties rather than the more traditional suppression by Government, he said. "Traditionally, the threat to free speech against which John Milton inveighed and from which the Founding Fathers sought to protect us was the threat of suppression by a powerful government. Today, free speech may also depend upon access or lack of access to privately controlled facilities for the dissemination of information—the press and radio. It may be as effectively curtailed by private economic sanctions as by the Government."

Pointing out that radio frequencies may not be privately owned because Congress has expressly reserved title in the people, Mr. Durr took issue with the right of private interests to "control" what goes on the air, mentioning specifically last year's Cooperative League case.

There isn't room on the air or time on the stations for all who want to have their say, and these physical limitations mean that someone must choose what shall and shall not be broadcast, said Mr. Durr. "Here arises the question as to whether or not Congress should lay down further standards and set up a Board of Review to pass upon complaints of unfair exclusion from the air."

"I won't give you the answer," he concluded, "because, frankly, I don't know what it should be." Mr. Durr then outlined several points for and against such a board of review.

ARMY RADIO CHAIN
Operated by War Dept. For Troops Overseas

A chain of 23 U. S. shortwave stations and 90 overseas longwave transmitters are operated by the Special Service Division of the Army Service Forces, War Dept. testimony at hearings before the House Appropriations Committee revealed. Facilities are used for the information and entertainment of troops.

"We found that the troops overseas need radios," said Gen. F. H. Osborn, SSD chief, "and they depend on radios for news and information, particularly in isolated areas. We found, for instance, that all through the Aleutians the stations in Russia did not reach the far Aleutian Islands and the only radio they were hearing was the Japanese radio, broadcasting in English, and they did not get any American news."

Gen. Osborn related that the War Dept. began to set up small stations, with a radius of only a few miles. Five are operating in the Aleutians, and nine more are going up. At present, the Special Service Division provides the stations with 34 programs a week. About $21,100,000 of the money requested for radio equipment for overseas forces would be used to buy small radio sets for servicemen during the next fiscal year, and about $800,000 to pay for broadcasting stations, the general said.
mit Communists to the organisation of “Victory Councils”.

The report also referred to the murder on Jan. 4 of Carlo Tresca, Italian editor and radio commentator and an opponent of Communism and Fascism. This, it was held, brought to light a controversy of long standing between the pro-Democratic Italians and the “Pro-Communist group in the OWI.”

All this data, it is understood, have come into the hands of the FCC investigating committee, along with allegations that OWI and the FCC’s former Division of Intelligence, handling foreign language matters, collaborated in the regulation of Italian language broadcasts. The Office of Censorship, Radio Branch, headed by J. Harold Ryan, is understood to have been on the other side of the fence.

No announcement was made last week regarding the phase of the hearings to be picked up Aug. 9 in Washington. The only aspect thus far covered has been the so-called war activities of the FCC, involving the Foreign Broadcast Intelligence Service and the Radio Intelligence Division. An interim report, it was learned, will be filed along with a bill proposing to transfer PBS and R&D to the military services or to other wartime Government agencies.

Fred R. Walker, District attorney, assistant general counsel of the committee, probably will take up examination of witnesses in Washington, Aug. 9. He has been covering specialized phases of the Commission’s activities with considerable attention devoted to the “secret” trial of Neville Miller, NAB president, by the Board of War Communications because of purported “breach of trust” in connection with certain matters handled by the Domestic Broadcasting Committee of BWC, of which he is chairman.

Chairman Fly, at his press conference last Monday, in commenting on the proceeding, said there had been “quite a bit of reaction from the industry” on the Cox Committee, particularly from small stations. Expressing satisfaction over these comments, he said he thought most of the stations “realize that the Commission has done more to protect them than anything else.” He cited another comment from a small broadcaster stating the Commission was the “small broadcaster’s best guarantee of fair treatment in the industry.”

Asked whether these expressions all came from small stations, Mr. Fly said there were comments from other groups, too. All this has been “rather encouraging,” he said.

Assails Committee

Maintaining his strafing attack upon the Cox committee, Mr. Fly said there had been “some backfire from stations that have been pressed by the staff of the committee to give evidence or make statements against the Commission when those stations were unwilling to do so.” He added there had been “a pretty broad circularization of the various stations by the committee’s counsel in an effort to get them to make statements against the Commission, and in certain cases where they have declined to make such statements, they received sharp reprimands from the counsel of the committee.”

Asked about the “nature of the backfire,” Mr. Fly refused comment but observed that “you can imagine about what that has been.”

Urges Record Copyright

SUGGESTED solution to the problem on record librarians, a suggestion by Norman, American Federation of Musicians was given prominence on the radio page of the July 25 New York Times, with Olin Downes devoting his music column entirely to the letter he had received from Sir Thomas Beecham, eminent British conductor. The conductor advised passage of a law for copyright of recordings.

SPENDING a whole week in Washington, Cliff Gray, farm service director of WSFA Spartanburg, S. C., conferred with high officials in order to gain a clear conception of the present farm picture and the Government’s food program.

Before leaving, director Gray announced to his listeners on the Piedmont Home Hour that he was going to Washington, and if there were any questions they wanted answered about the farm and food program to send them in. Mr. Gray arrived in Washington with a brief case, full of questions—so many that War Food Administrator Marvin Jones exclaimed that it would take his staff two weeks to answer all of them.

While in Washington, “Farmer” Gray made a series of transcribed interviews which he air expressed back to WSFA for use on his programs. Recorded talks with Senator Ellision D. Smith, chairman of the Senate Agriculture Committee; War Food Administrator Marvin Jones; certain Carolina members of Congress and a half-dozen officials of the Department of Agriculture, enabled Mr. Gray to present a well rounded Washington picture to his Piedmont farm listeners.

WASHINGTON, D., C.

WAVES present Glee Club, dance and military band music on a weekly half-hour program broadcast on WOR, New York, by members of U. S. Naval Training Station, Women’s Reserve.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 24 TO JULY 30 INCLUSIVE

Decisions . . .

JULY 27
WTAL, Tallahassee, Fla.—Granted con-
sent to assignment of license from WFLA, Capital
Broadcasters, Inc., to Capital City
Broadcasting Corp. for $22,500; renewal of license.
WAIT, Chicago—Granted consent to as-
signment of license from WAIT, Inc., to
partnership of Gene T. Dyer, Evelyn Ring-
wald, Elizabeth M. Himzam, Adie Moulde,
Vivian Christow and Wm. F. Moss d-b as
station WAIW.
WELI, New Haven—Granted consent to
transfer control from Patrick J. Goode to
Arbe Bolova.
WBNC, Hartford.—Granted license re-
newal, regular period.
KJUT, Pocatello, Idaho—Granted license re-
newal, regular period.

Tentative Calendar . . .

KFXM, San Bernardino—CP for unlim-
ited, 15,000 kc. (Aug. 3).
WOKO, Albany, N. Y.—License renewal,
further hearing (Aug. 3).

Network Accounts

All Time Eastern Wartime unless indicated

New Business
BANK OF AMERICA National Trust &
Savings Assn., San Francisco (institu-
tional), on Aug. 2, only. Talk by A. P.
Gianinni on 16 Don Lee California sta-
tions. Mon., 8:45-9:00 a.m. (PWT). Agency:
Charles R. Stuart, San Francisco.

AMERICAN DAIRY Assn., Chicago
(shuffled), on July 18 started for 12
weeks transcribed version of Voice of
the Dairy Farmers on 9 Don Lee Wash-
ington stations. Sun., 8:30-8:44 p.m. (PWT).
Agency: Campbell-Wilson, Chicago.

TRIMOUNT CLOTHING CO., Boston
(clipper craft clothes), on Sept. 19 or 20 re-
duced Thompson, commentators, on 70 blue
stations. Sun., 7:15-7:30 p.m. Agency:
January, Morris Co., N. Y.

EMPLOYERS GROUP, Boston (insur-
ance), on Aug. 6 started Cedric Foster, com-
ments in 19 NBC stations. Mon., 10:15-10:30 p.m.
Agency: H. C. Humphries, Boston.

Renewal Accounts
COUNCIL ON CANDY as food in the war
effort, Chicago, on Aug. 15 renewal Wash-
ington Report on Marketing on 48 NBC
stations. Sun., 3:30-3:35 p.m. Agency: BBDO,
Chicago.

STANDARD OIL Co., San Francisco, on
Sept. 26 renewal of 92 weeks, Standard
Pacific Area, on 5 NBC stations. (KFI KKO
KGG KKH KQV) Thu., 10:30-10:35 p.m. (PWT).
Agency: BBDO, San Francisco.

AMERICAN HOME PRODUCTS Corp.,
Jersey City (Old English products), on
Aug. 8 renewal of 67 weeks, Fleetwood
Wheaten, Wm. Apley, on 2 NBC Pacific
stations, Mon. 7:15-7:30 p.m., Wed., 7:15-
8:00 p.m. (PWT). Agency: J. Walter
Thompson Co., N. Y.

RICHFIELD OIL Co., Los Angeles, on
Aug. 8 renewals for 7 weeks, Richfield Re-
porter, Sun. thru Fri. on 6 NBC Pacific stations
(KFI KKO KGW KOMO KOH) 10:00-10:15 p.m. (PWT),
and 4 NBC stations. (KFI KGG KGW KKO) 10:15-10:30 p.m.
Angeles.

Network Changes
AMERICAN TOBACCO Co., New York
(Lucky Strike cigarettes), on Aug.
restarted Hour of Prime on 115 CBS sta-
tions, Sat., 9:45-9:45 p.m. (PWT). USD,
New York.

Radio Engineer—Permanent position with network station. Box 119, BROADCASTING.

Wanted—Experienced sound effects technicians. First Class Radiotelephone Operator—With background and experience in managing station. Box 120, BROADCASTING.

Announcer—SALESMAN—Permanent position with network station. Box 121, BROADCASTING.

SALESMAN—Fifteen years Station Management experience. Desires sales position in network station or station representative. Commission basis preferred. Box 122, BROADCASTING.

Announcer—Permanent position with regional station. Box 123, BROADCASTING.

Chief Engineer and Announcer—15 years' experience in Radio, with experience in announcing, sales, and national accounts. A graduate of Army School of Radio Engineers. Box 124, BROADCASTING.

Director-Teacher—Commercial Radio Engineers Field Intensity Surveys. Custom built equipment. SAINT PAUL, MINNESOTA.

Director-Teacher—New college radio courses. Desires position with college. Box 125, BROADCASTING.

Producer-Direct—15 years' experience in network and local radio. Desires change to southern California. Box 126, BROADCASTING.

Engineer—First Class license, experienced, responsible, permanent. Box 127, BROADCASTING.
KIBC TO HAVE OWN FARM
Twice-Daily Broadcasts to Originate From
400-Acre Project in Kansas

KIBC, Kansas City, has just com-
pleted preliminary plans to operate a
400-acre livestock farm in ser-
vice to the farmers of the "Heart of
América", according to Arthur J.
Church, KMBC president.

Located 20 miles from downtown
Kansas City, just across the Mis-
souri line in Kansas, the farm will
originate twice-daily broadcasts by
Phil Evans, KIBC farm editor,
preparing graphic on-the-scene re-
ports of farm problems with rec-
ommended solutions.

Mr. Church invited all interested to
send in suggestions of a name for
the new farm. A $100 War Bond
will be given the one whose
suggestion is selected as the of-
ficial name of this new KMBC
"first" in "the Heart of América".

Even a Lake

The new KMBC farm is no gen-
tleman farm, but one rather that
lends itself to everyday, down-to-
earth practices. Work has been
completed on modernizing the main
farmhouse including an acoustical-
lly treated office-broadcasting stu-
dio. The barns, silos and sheds show
fresh coats of brown and green
paint. A stock pond has been dug,
and plans are being put into
effect to provide the farm with a
lake to protect against a possible
serious drought.

"While it is the purpose of
KMBC to make this developmental
farm of maximum service to our
listeners, to be successful it must
be self-supporting and profitable,"
explained Mr. Church. "Located as
we are, serving the 'Heart of
América', the great grain and live-
stock area, we feel we can do a
lot of good by actually putting in
practice, so all can observe, the
tings our farm experts have been
recommending to KIBC farm lis-
teners.

"Careful development and plan-
ing have featured KMBC's farm
service. In view of the fact that
practically half of the listeners in
the Kansas City area reside on
farms, it is of primary importance
to maintain a close balance of pro-
gramming in service to both rural
and urban listeners.

"KMBC takes pride in that it is
the only station in the Kansas City
area with two fulltime farm men.
Bob Riley, the station's fulltime
marketcaster, recently started his
fifth consecutive year in the exclu-
sive broadcasting of official live-
stock reports direct from the larg-
est livestock exchange building in
America.

"The KMBC farm will maintain
a pure-bred herd of Angus cattle,
Berkeley and Hampshire hogs,
Hampshire sheep, New Hampshire
and Leghorn chickens, and a dairy
head of Guernsey cattle. Crops to
be raised include corn, sorghum,
weat, oats, soybeans and alf-
tafia, for just a few. The farm is
self-supporting in the sense of feed-
ing such grains produced to live-
stock.

"Phil Evans, farm authority,
will conduct his daily morning and
noon farmcasts direct from the
farm. It was felt that through
building up such a farm, a prac-
tical application of Evans' teach-
ings could be made, and listeners
will share his problems, learning
by first hand experience what
works out and what doesn't."

MARTIN GOSCH has resigned as
associate producer of 20th Century-
Fox, returning to William Esty &
Gos. as Hollywood producer of
Bad Day at Loa Costello Farm in the
fall. His contract permits him to
make outside film studio deals.

Lutheran Publicity
ESTIMATING some 17,000,000 chil-
dren are not receiving religious in-
struction, the American Lutheran
Publicity Bureau, New York, will
start a drive in September to in-
crease enrollment in Sunday schools
of all denominations, according to a
Bureau spokesman. The cooperation
of local stations and networks is be-
ing solicited. Bureau will use the fa-
cilities of the Evangelical Lutheran
Synod's St. Louis station, KFOS, and
Mutual's Lutheran Hour, spon-
sored by Lutheran Laymen's League,
with which the bureau is affiliated.

NEWCOMERS PICNIC
Co-Sponsored by KDYL and
Local Newspapers

OVER 50,000 persons turned out
for a giant "Newcomers Picnic" co-
sponsored July 27 by KDYL Salt
Lake City, and local newspapers.
An all-day and evening affair, the
huge celebration was promoted by
the combined efforts of press and
radio.

Myron Fox, KDYL promotion
manager, arranged ten hours of
continuous entertainment for the
affair and the KDYL orchestra was
joined by five military bands and
orchestras. Sgt. Emerson Smith,
former KDYL production director,
was mc for the show which had two
broadcasts over KDYL, including a
grand "singtime," and "opportunity
contest" which gave winning new-
comer appearance over NBC net-
work, originating at KDYL. The
Salt Lake Council of Women took
care of the registration at the park,
grouping the newcomers according
to their respective states.

Purple Heart Award

"... and in Recognition of Your 18 Months Continuous Service, I Present You With This Symbol of Our Appreciation!"

Drawn for Broadcasting by B. H. Hix

Page 62 • August 2, 1943 BROADCASTING • Broadcast Advertising
A TIME SAVER FOR Busy TIME BUYERS!

The new WLW FAXFILE

Account Executives and Time Buyers have said they want it... Advertising Managers have asked for it. So here it is—the new WLW Faxfile, a comprehensive collection of information on the Nation's Station in convenient file size.

The initial release, just now going out, contains a complete set of mail maps including "How Deep is Daytime?" our new daytime mail map. Included also are Hooper Indices for Morning, Afternoon, and Night. Very soon a complete reprint of WLW Listening Area Ratings for Mid-Winter, 1943, as reported by C. E. Hooper, Inc., will be released. And many other things are planned—all to fit the Faxfile.

We designed the Faxfile to save your valuable time—to give you the complete, current story of WLW's dominance and coverage in one handy form for split-second reference. We hope you will have occasion to use it often.

If for some reason or other you failed to receive your copy of the WLW Faxfile, please let us know. Write WLW, Crosley Square, 140 West Ninth Street, Cincinnati 2, Ohio. We'll dispatch your copy of the Faxfile P. D. Q.

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

RCA TUBE PRICES ARE DOWN!

NEW LOW PRICES ON THE VERY TYPES OF TUBES YOU NEED MOST

Here's one thing you can count on for sure—right now and in the days to come: wherever improved manufacturing efficiency makes lower tube production costs possible, RCA will pass the savings along to you in the form of lowered prices!

Take a look at these interesting examples among RCA's recently announced tube price reductions—in the face of generally rising commodity prices:

<table>
<thead>
<tr>
<th>Type</th>
<th>DESCRIPTION</th>
<th>Old Price*</th>
<th>Present Price</th>
<th>Here's What You Save</th>
</tr>
</thead>
<tbody>
<tr>
<td>803</td>
<td>R-f power amplifier pentode; plate dissipation, 125 watts; RCA's biggest pentode.</td>
<td>$28.50</td>
<td>$25.00</td>
<td>$3.50</td>
</tr>
<tr>
<td>807</td>
<td>Beam power amplifier; full power output with very low driving power.</td>
<td>3.50†</td>
<td>2.25</td>
<td>1.25</td>
</tr>
<tr>
<td>833-A</td>
<td>Amplifier and oscillator; one of RCA's most powerful glass-type triodes.</td>
<td>85.00</td>
<td>76.50</td>
<td>8.50</td>
</tr>
<tr>
<td>837</td>
<td>Heater-cathode type pentode r-f power amplifier, frequency-multiplier, oscillator; designed for exacting service.</td>
<td>7.50</td>
<td>2.80</td>
<td>4.70</td>
</tr>
<tr>
<td>872-A/872</td>
<td>Half-wave mercury-vapor rectifier; max. rating, 10,000 peak inverse volts.</td>
<td>11.00</td>
<td>7.50</td>
<td>3.50</td>
</tr>
</tbody>
</table>

*October, 1941. Between Oct. 14, '41, and Mar. 15, '42, food prices have increased 24% (U. S. Dept. of Commerce Bulletin). RCA Transmitter Tube prices, on the other hand, have been materially reduced — an example of RCA's policy of passing the benefit of production economies on to its customers.

† This price was reduced to $2.50 June 1, 1942

For complete information write for copy of latest RCA Tube Price List.