Of the dealers who responded to these five surveys, 76.6% said that radio helps sell the most goods for them, as against 12.6% for newspapers, 10.2% for farm papers, and 0.6% for billboards!

So—most Iowa dealers want you to use radio. But what station? . . . Of the dealers who voted for radio, 54.9% chose Station WHO—8.4% chose Station B—2.8% chose Station C!

(Note how closely this dealer preference parallels consumers' attitude, as shown in the 1943 Iowa Radio Audience Survey . . . in which Station WHO was voted "Listened-to-most" by 54.3% of the daytime audience, by 57% of the nighttime audience—Station B receiving 9.3% and 8.8%.)

Full details on all these five surveys are yours for the asking. Write us, or Free & Peters.

**FIVE IMPORTANT DEALER SURVEYS BOOST W-H-O!**

During the past seven months, five important surveys have established and re-established the unequivocal fact that WHO is the one really preferred merchandising medium in Iowa.

Each of the five surveys was complete in that it covered practically every important unit in the State. The five categories were:

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<th>Category</th>
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<td>Grocers and Meat Dealers</td>
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<td>Feed Dealers</td>
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<td>Druggists</td>
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<td>Hatchery Men</td>
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<td>Grain Dealers</td>
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**WHO**

**for IOWA PLUS!**

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
BACKGROUND for RESULTS from

Spot Advertising in WOW-land

Users of Spot Advertising will easily recognize that the combination of leading network programs plus excellent wave-length plus adequate power plus efficient management inevitably makes WOW the best Spot-Advertising medium in the rich — and getting richer — Omaha trade territory.

Link Your Product With

The Parade of Stars on WOW

It's too late for you to hire Bergen & McCarthy or Fibber & Molly or Dinah Shore but there's still TIME for you to profit from the audiences of such universally popular programs by placing your advertising on WOW. Write us for availabilities for quarter hours or choice spots.

* Omaha + 333 counties

WOW

OMAHA, NEBRASKA

John J. Gillin, Jr., President
John Blair & Co., Representative
A REPORT TO BROADCASTERS

USO-CAMP SHOW TALENT AVAILABLE FOR WAR BOND BROADCASTS

As a result of its participation in the National Entertainment Industry Council, SESAC has secured the cooperation of USO-Camp Shows with the broadcasting industry and the Treasury Department in the Third War Loan Drive. All of the talent in the USO Camp Show units will be made available without charge for Special War Bond broadcasts by 400 stations near the Army camps and naval bases. This type of top entertainment will materially aid local stations in creating outstanding live talent programs during the Third War Loan Drive. Details of each unit including itinerary, personnel, and playing dates will be made available to all stations through the SESAC station relations staff and the SESAC Program Service Department.

TREASURY-SESAC CONFERENCE ACCOMPLISHMENTS

The SESAC station relations staff was called to the Treasury Department in Washington last week for consultation on plans for the Third War Loan Drive. As a result of the meeting:

1. The Treasury and the SESAC station relations staff will give broadcasters full details of three commercial War Bond programs. Each of these programs have already been commercially sponsored on over 100 stations through SESAC efforts.

2. The Treasury, through O. W. I., will make available to stations for commercial sponsorship two fifteen minute transcribed shows, one featuring Joe E. Brown and Dennis Day and the second John Nesbitt and John Charles Thomas.

3. The SESAC stations relations staff will continue its liaison work for the Treasury and will personally visit 300 key stations during the Third War Loan Drive to assist broadcasters with the various details of the huge campaign.

NAB ENDORSES SESAC SALES PLANS

The National Association of Broadcasters is issuing to its member stations a special bulletin concerning the SESAC Proven Sales Plans. The N. A. B. Bulletin describes in detail the sales plans which have been used successfully by every type of station from coast to coast. Also included are sample scripts of the "Local and County News" sales plan, of the "Stamp A Day for the Boy Who's Away" program and of the "Victory Mothers" program as well as complete descriptions of such revenue producing shows as "Army Hour", "Telegram Time", "Victory Bond Auction" and the "Farm Service Program".
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!

KOIL is the most economical buy in OMAHA

For Outstate Nebraska - KFAB

KOIL
NEW ORLEANS

50,000 WATTSCLEAR CHANNEL

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate — Not 1 Representatives, The Katz Agency, Inc.

This unusual photograph was made during presentation of the film in WSM's Air Castle Studio where Dinah Shore started her singing career. The producers, together with Harry Stone, WSM's general manager, were hosts to a score or more of the singer's home town friends and WSM staff members who worked with her during her radio debut.
Island—1943 Style

Illustrated for you on these pages is a modern Treasure Island; certainly more wealthy and probably more colorful than any of which Stevenson ever dreamed. Here minute after minute, and day after day, WOR’s power-full 50,000 watts poke their way pleasantly into the homes of hundreds of thousands of families with radios. And what WOR persuades the people in these homes to do, has a wonderfully encouraging way of making cash change hands, of moving goods across counters, of opening markets for new products, and maintaining goodwill and acceptance for commodities which have gone to war. It’s little wonder that WOR can do the things it does, for this is an island of rare treasures: Enticingly concentrated on it are 16 of America’s most war-active cities of more than 100,000 people each. From throbbing Hartford in the north to Wilmington in the south, WOR has produced—is producing—the kind of action that advertisers and their agencies want—quick. What WOR is doing for the makers of things to sell in this Treasure Island of today, it can probably do for you. Ten years ago WOR might have considered this a vain statement. But it’s made now with one eye on a bright green cabinet which contains more than 100 sponsor-approved success stories. They tell—much more emphatically than anything we might write—how economically and quickly WOR can make people do the things you would like to have them do. Our telephone number is PE 6-8600.

THAT POWER-FULL STATION AT 1440 BROADWAY, IN NEW YORK
CUBA has contributed a lot to the United States. Among the good things to come from our neighbors to the south is Alfred V. Bamford. He was born in Havana in 1909 and, as you may suspect, spoke fluent Spanish at an early age! But when "Bam" learned English, Cuba lost. Now after ten years in radio, only three of which have been spent on the West Coast, this up-and-coming man has become a leading figure in Pacific radio circles.

While we're talking about speaking English, we'd like to mention another aspect of spot-broadcasting which seems kind of apropos right here. "English" is almost too broad a word to cover all the dozens of dialects that are spoken in various sections of the U.S. And among thousands of people in every section, the accents and inflections from any other section sound "affected", and as annoying as a buzz saw at the base of the cranium. . . Roll your R's, and you'll sell less goods in the South. Don't roll them and you'll sell less goods in the North. You see what we mean!

One more word. When it comes to spot-broadcasting, we believe there's no other outfit in America that speaks the Esperanto of results quite so well as this pioneer group of radio-station representatives.
NAB Hires Bob Bartley as War Director

Retains Karl Smith
As Legal Aide
To Miller

By SOL TAISHOFF

CONSISTENT with plans to bolster the NAB's war activities on the Washington front, Robert T. Bartley, vice president of the Yankee Network and a former official of the FCC, has been retained by NAB President Neville Miller in an executive capacity.

While no formal announcement has been made, Broadcasting learned authoritatively that Mr. Bartley accepted an offer of the new post, effective next month, and had already resigned from the Yankee Network. It is expected he will become director of coordinator of war activities of the trade association and will be second man in the organization.

Smith Made Counsel

Simultaneously, it was learned that Mr. Miller, pursuant to authority given him by the Board and the Legislative Committee, had retained Karl A. Smith, of the law firm of Hogan & Hartson in Washington, to act as legislative counsel. Mr. Smith, who was an attorney with the Old Radio Commission before entering private practice just a decade ago, will assist President Miller in the handling of legislative matters incident to efforts toward writing of a new communications law at the forthcoming session of Congress.

Mr. Bartley, who is 24, is no stranger to Washington. Originally from Texas, he was assistant to Walter M. W. Splawn, special counsel to the House Committee on Interstate and Foreign Commerce in 1932-33 when the Communications Act of 1934 was being written. His uncle, Speaker Sam Rayburn of Texas, was then chairman of the Committee.

Joined Yankee in 1939

Mr. Bartley, upon formation of the FCC in 1934, served as the first and only director of its Telegraph Division. In 1937, when the division system was abolished by the then Chairman Frank R. McNinch, Mr. Bartley left the FCC. Afterward, he became senior securities analyst with the Securities & Ex-

Mutual to Launch Rebroadcast Plan

Will Air Night Shows
3-5 p.m. Time Free
For Experiment

By DORIS HILLMAN

H OW WILL nighttime radio be affected if advertisers with current evening network shows repeat recorded versions of those programs in the daytime hours? What will the sponsor gain from such a policy, definitely a departure from standard commercial practices? Will the long-established audience.for the daytime soap operas, made up of thousands of housewife listeners, be harmfully affected by such a move?

These and other questions which have arisen in the minds of advertisers and their agencies ever since the idea was first proposed a year or so ago, Mutual is prepared to answer, according to Allen J. De Castro, MBS executive, who told Broadcasting last week that, starting the day after the last World's series broadcast in October, Mutual is setting aside 3-5 p.m. Monday through Friday for advertisers interested in experimenting with the idea.

Experiments Cited

To combat the possible objection that a program's nighttime audience will suffer if the same show is rebroadcast during the daytime hours, Mr. De Castro pointed to the experiment made by General Foods Corp., New York, from March to July of 1942, when the company recorded its NBC evening half-hour program The Aldrich Family, and presented it in 11 test cities—Philadelphia, Boston, Cleveland, Peoria, Des Moines, Topeka, South Bend, Richmond, Oklahoma City, Dallas and Seattle. The network program's high Hooper rating during the five-month period was not affected in the least, and the only reason G-F discontinued the experiment was the ban on recorded music by the American Federation of Musicians, Mr. De Castro stated.

The potential audience for these recorded evening shows is tremendous, he added, remarking that "any possible loss of nighttime rating for a show will be dwarfed by the new listeners the program will be able to reach." Swing-shift war workers, numbering between four and five million persons, who are unable to hear the live shows in the evening hours, are most likely to be at home and awake during the late afternoon hours from 3-5. Also, the Mutual executive said, what's to keep people from listening to a radio show a second time in the same way one goes again to a particularly good motion picture?

Some advertisers have expressed the fear that their daytime plan of Mutual's, when it goes into ef-
Intestate Commerce Committee on the White-Wheeler Interstate convening sure has been introduced by Rep. Holmes (R-Mass.).

Also figuring in the legislative picture is the outcome of the Cox Select Committee inquiry into the FCC. The Committee expects to submit an interim report with the convening of Congress Sept. 14. Legislative recommendations are contemplated at that time, to extend the FCC's operations, probably accompanied by an interim bill to transfer the Commission's Radio Intelligence Division and Federal Broadcast Intelligence Service from the FCC to the military.

Mr. Bartley was in Ladonia, Tex., on May 20, 1969. He attended business college at Southern Methodist U., Dallas. He was married in 1936 to Ruth Adams of Washington. They have two children, Robert Jr. (Buck), 5, and Jane, 2.

When Mr. Splawn was appointed a member of the ICC, on which he now serves, in 1934, Mr. Bartley joined him as his assistant. With the formation of the FCC six months later, Mr. Bartley transferred there as a director of the Telegraph Division.

Interestingly, largely by virtue of Mr. Shepard's pioneering activities in that field, Mr. Bartley was made secretary-treasurer of FM Broadcasters Inc. upon its formation in 1939. He also became secretary-treasurer of American Network Inc., an organization formed with a view to creation of an FM network as soon as necessary outlets became available. Mr. Bartley has resigned both posts, along with his Yankee Network position, to accept the NAB assignment.

Ben Ludy Elevated

APPOINTMENT of Ben Ludy, general manager of WIBW Topeka, as general manager of both Capper stations, WIBW and KCKN Kansas City, Kansas was announced last week by Capper Publications Inc. Mr. Ludy has headed WIBW since 1938. Mr. Ludy said there will be no change in the policies of either station. Ellis Atteberry will continue as Kansas City manager of KCKN. The appointment was effective Aug. 29.

Brophy Resigns OWI Post

RESIGNATION of Murry Brophy, chief of the Bureau of Communication Facilities of the OWI Overseas Service of the OWI Overseas Service of the Office of War Information was announced last week. James O. Weldon, chief radio engineer for the OWI's Nuclear Service has been appointed his successor. Mr. Brophy, a former CBS West Coast official, became ill several months and was in the hospital for the past six months. Mr. Weldon has been with OWI about a year and was formerly a consultant on transmitter construction in Texas and Mexico.

With the knowledge and consent of the lampooners, were produce herewith a strip featuring E. Palmer (Ep) Bartley, former publisher of KGW-KEX, who last June took over as director of OWI's domestic branch, just as it was being buffeted about by Congress. He succeeded Gardner Des Moines to resume the comparative complicity of running the Register-Tribune, Iowa Broadcasting Co. and Look. Inspiration for the drawings was a belated but sparkling ink.

CIO Again Protests NAB Code In Petition on Blue Hearing

FROM THIS

"EPS IN THE COWLES HOLE"

TO THIS

"POOR SAP"

WITH the knowledge and consent of the lampooners, were produce herewith a strip featuring E. Palmer (Ep) Bartley, former publisher of KGW-KEX, who last June took over as director of OWI's domestic branch, just as it was being buffeted about by Congress. He succeeded Gardner Des Moines to resume the comparative complicity of running the Register-Tribune, Iowa Broadcasting Co. and Look. Inspiration for the drawings was a belated but sparkling ink.

CIO AGAIN PROTESTS NAB Code In Petition on Blue Hearing

Using the scheduled hearing on the transfer of the BLUE Network from RCA to Edward J. Noble's American Broadcasting System Inc. as the vehicle, CIO last Friday petitioned the FCC to consider the right of labor unions to buy time or receive free time on networks and stations to promote their causes.

Lee Pressman, CIO general counsel, filed with the Commission a formal petition to intervene in the case as necessary to protect the interests of these groups. The petition stated that the activities of the three owned stations of the BLUE Network to the Noble corporation. It was the first intervening petition filed and, as far as is known, the only parties to the hearings will be RCA as the seller, the BLUE Network Co., as the present licensee of WJZ, WNEW and KGKO, and Mr. Noble as the purchaser.

The CIO petition, it is expected, will be considered by the FCC at its meeting tomorrow (Aug. 31). If it is found that the organization has a proper legal or relevant interest, it is presumed the union will be authorized to participate.

NAB President Miller, in a prompt answer, said American labor is entitled to and has the same access to radio as any other individual or group. He said labor was given more than 100 broadcasts on the networks in 1942 and this was amply supported by any opposition to the use of broadcasting facilities in this country, and that Roger Baldwin, President of American Civil Liberties Union, concurred with the objections, especially the "speech recommended" in the NAB code. Mr. Miller observed that a public hearing would not only reveal radio's cooperation with labor throughout the United States but might also provide the education apparently most needed by the CIO.

Attacks Membership Ban

The BLUE hearing, the Pressman petition states, affords an opportunity to present certain problems of organized labor in relation to radio broadcasting both to the FCC and to the radio broadcasting industry. To achieve its greatest benefits, the petition said, organized labor "must use this medium and the radio industry in performing its role in the public interest must serve organized labor which forms so large a part of its listening audience."

Individual stations, the petition added, have for practical purposes uniformly held that labor programs are controversial. Last spring, it was pointed out, the code was further amended to provide that solicitations of membership in organizations are deemed to be unacceptable under the basic theory of the code, and therefore time should be neither sold nor given for this purpose. The major activity of labor organizations, Mr. Pressman held, is to extend their membership and the "benefits achieved by the (3) workers as yet unorganized". To the extent that stations and networks abide by this provision, labor organizations are "seriously crippled in one of their major activities".

Mr. Pressman contended that the effects of the code in restricting labor's use of the air points to "a serious defect in the control and operation of broadcast stations and networks". Operation of stations and networks in the public interest requires that the FCC and station managements recognize four specific factors, Mr. Pressman said. He enumerated these as follows:

1. That a larger proportion of free time should be made available to labor organizations in the form of organized weekly recurring sustaining programs.
2. That labor organizations should suffer no blanket restriction on their purchase of time on stations or on the networks.
3. That labor organizations should suffer no blanket restrictions on their solicitation of memberships or use of broadcasting programs in an organizing campaign.
4. That machinery should be promptly established for the relief necessary when labor organizations are not permitted to either buy or to receive free time to put their programs on the air.

Noble Says BLUE Plans Will Await FCC Action

EDWARD J. NOBLE, who will become owner of the BLUE Network if the transfer of licenses of the network's three owned and operated stations to him is approved by the FCC, has not as yet given any consideration to selection of a board chairman for the network, he told Broadcasting last week. In response to a specific query about reports that Chester LaRoche, head of the War Advertising Council and formerly chairman of the board of Young & Rubicam, would become chairman of the board of American Broadcasting System, company formed by Mr. Noble to purchase the BLUE network, Mr. Noble said:

"I haven't even begun to give any consideration to the administrative aspects of the BLUE network and I don't intend to until such time as my acquisition of the BLUE has been confirmed."
Metropolitan Area Population Increased 2.5% Since April, 1940

237 Counties and Independent Cities Counted In 42-Month Period to March 1, 1943

LATEST population figures for 237 counties and independent cities of the nation were released last week by the Census Bureau and are subjoined in a table prepared by the Census Bureau showing preliminary estimates of the civilian populations of each area listed under metropolitan cities in the United States for March 1, 1943, with figures for April 1, 1940, for comparison.

The civilian metropolitan population of the United States has increased about 1,690,000, or 2.5%, between April 1, 1940, and March 1, 1943, a period of three years and eight months, according to estimates by J. C. Cope, director of the Census Bureau.

The 237 counties and independent cities included in the district of Columbia, metropolitan areas, and units of most of the nation's metropolitan population.

Extensive migration of civilians to these centers in connection with the prosecution of the war, says the Census Bureau bulletin, more than offset a considerable loss of men to the armed forces. Following is the Bureau's analysis of the population shifts:

"Of the 137 areas which are single counties and 45 of which are combinations of counties or of counties and independent cities, 83 showed a gain in civilian population and 54 showed a loss. The combined increase for the 83 areas was about 2,970,000. The combined decrease for the remaining 54 was about 1,280,000.

"The proportional change for individual areas varied from a gain of 53.4 percent in the Mobile metropolitan county, to a loss of 28.9 percent in the Sioux City metropolitan area, and the change varied from a gain of about 262,000 in the Washington, D. C. metropolitan county to a loss of about 496,000 in the New York-Northeastern Ohio metropolitan counties.

"The estimates of civilian population for March 1, 1943, are based on registrations for War Ration Book Two, which just had the effect of slightly reducing each registration figure. For each area, an estimate of the population in institutions was added to the adjusted number of registrations, to give an estimate of the total civilian population.

"In order to take account of persons who registered after the close of the preliminary registration period, the present estimates were revised on the basis of new figures including delayed registrations for the month of March. The new estimates will not be uniformly larger than the preliminary, however, since it will be necessary to adjust a somewhat larger number of registrations to the same independent United States total.

"The revised estimates for areas in which there were few late registrations will therefore be somewhat smaller than the preliminary figures, while several major areas having a relatively large number of late registrations will be increased.

"The metropolitan districts of the 1940 census are composed of the densely populated minor civil divisions in and around cities of 50,000 or more inhabitants. Their boundaries do not coincide with those of either the entire state or the county. Because registration data were compiled by counties, however, it was not possible to secure figures for the metropolitan districts.

"Instead, those counties which had at least half their population in a metropolitan district in 1940 were designated as metropolitan counties. This definition gives the closest approximation to the metropolitan district that was possible under the circumstances.

"Estimates are not presented separately for all metropolitan counties because of the probability that, in large metropolitan areas which contain two or more counties, many persons living in one county might be working in another, and thus to some extent invalidate the estimate for any one county."
Garey Says "Gestapo" Charges Justified

New York Phase Of Cox Inquiry Concluded

By BRUCE ROBERTSON

ACCUSATIONS made by the House Select Committee investigating the FCC "that the Committee had set up a Gestapo which under the guise of lawful and proper investigation was violating the constitutional rights of individuals," has been amply justified and supported by the evidence adduced in New York during the past month, Eugene L. Garey, general counsel of the Committee, declared last Friday as the New York proceedings adjourned.

In his closing statement, Mr. Garey said the testimony developed a "shameful picture" that adds "a sordid and black page to our American history." He previously had alluded to the story of Lido Belli, which he had branded as a "shameful" case.

"Deplorable and heart-sickening as these activities of the Commission and its allies in the illegal seizure and usurpation of power and governmental functions have been discovered to date," Mr. Garey said, "they represent a small phase of this Committee's work. The results of the investigation into other phases of the Commission's activities will be made public at subsequent hearings to be held in Washington.

"We know now that it can happen here because it has happened here. We have had related to us stories depicting a Gestapo-like group acting unlawfully under the FCC and OWI. Constitutional rights accorded to every American have been flagrantly violated by a Gestapo-like group, shamingful power and running amuck.

"The letters which I have read into the record today indicate that the Committee's labors are bearing some fruit and that the Commission is evidencing an intention to sin no more, in certain respects, at least. I cannot refrain from expressing the hope that the reformation, belated though it is, is permanent."

Mr. Garey also presented to the Committee, represented by its Chairman, Rep. E. E. Cox (D.-Ga.), further evidence in support of its charges that Office of War Information executives had taken an unauthorized and excessive interest in the personnel of foreign language stations, despite the fact that the Office of Censorship is the only government agency empowered to rule any individual off the air.

One of the witnesses, an alien and a former member of the Fascist party, testified he had been employed at a broadcasting station at the "suggestion" of OWI officials, taking over the duties of a man who had been ousted at the suggestions of some of these same officials. Commenting on the approach of the OWI for putting non-citizens on the air, Mr. Garey said that the OWI itself currently has more than 400 aliens on its payroll, citing the Congressional record as authority for that statement.

Congress Action Sought

With the completion of this phase of the Committee's investigation, hearings will be resumed in Washington Monday on FCC draft deferments with Rep. Louis E. Miller (R.-Mo.) presiding. These will consume two or three days. Then the Committee proposes to draft its interim report, along with legislative recommendations. The hearings will then be presented with the reconvening of Congress Sept. 14. It is regarded as a foregone conclusion that the Committee will ask Congress to transfer the surveillance activities of the FCC, covering operations of the Radio Intelligence Division and Federal Broadcast Intelligence Service to the military. Such a transfer had been recommended to President Roosevelt by the joint chiefs of staff in a proposed executive order drafted last February. Mr. Garey has been executed. This disclosure proved the highlight of the proceedings, which opened July 2.

First day's hearings were devoted to the testimony of Mr. Belli and to material on him in the FCC files, which combined to show that the OWI's unproved charges against him had been sufficient to prevent him from conducting his program as a time broker for some nine months, resulting in loss to him of more than $90,000. On the following day, Renzo Nissim, hired Mr. Belli to operate his broadcasting under the OWI, told of his failure to find any support for the accusations that Mr. Belli was a Fascist and of his efforts to restore to Mr. Belli the conduct of his own business.

War Spirit Admitted

Another development of the week was the evidence of Duceio Tabt, an alien and an ex-member of the Fascist party employed as censor and translator at WOV, who admitted himself so imbued with the war spirit that he had not even allowed a Christmas religious program to refer to the Christian doctrine of forgiveness for fear that some listener might think he should forgive the Nazis and Fascists.

Mr. Garey entered into the record the testimony of a number of foreign language announcers, censors, monitors and other station employees, taken privately and sworn to by them, to save the time of putting them all on the stand, so that the hearings on this phase of the committee's investigation could be concluded. He also is a former assistant of WOV, and William I. Moore, assistant manager of WBNX, briefly on the stand to complete the testimony on matters previously developed. Mr. Moore's testimony was based mainly on the analysis made by the Foreign Broadcast Intelligence Service of the FCC and the testimony of Mr. Belli. Mr. Moore prepared before Edward J. Ennis, director, AECU, Mr. Belli on Aug. 27, 1942, agreed to "temporarily cease all radio broadcasting activity. This includes the preparation or control of any material used in radio broadcasting or the engaging by me [Belli] in any way of any activity relating to radio broadcasting."

OWI Renewed Charges

Until he was finally released from this prohibition in May of this year, Mr. Belli testified, his secretary, Mr. Belli, handled his financial affairs for him. Mr. Garey read into the record memoranda from E. K. Jett, chief engineer of the Commission, to FCC Chairman Willard W. Straight, which monitored reports of Italian language programs on WBNX, totaling at that time about 132 hours a month.

"An analysis of the Sunday after-noon Italian Variety show, made in March, revealed that the news all came from United Nations sources and that the program was harmless."

In May, however, after Mr. Falk had written to Nathan David, FCC assistant general attorney, that "quick action is necessary," Mr. Belli gave assurance that the public to believe that the Axis powers may not fare so badly. All but three of the 18 broadcasts studied included an "ominous note for the Allies," the report stated. Both of these programs were announced by Mr. Belli and his assistant Hugo Neri, the report said, adding that Gaetano Sal ventini, professor of Italian history at Harvard, had charged Mr. Neri with Fascist tendencies.

WORD OF PRAISE

For Broadcasting's Coverage of Cox Investigation

EDITOR, BROADCASTING:

As chairman of the Public Relations Committee of the Foreign Language Radio Wartime Control and on behalf of the Committee, I wish to take this opportunity to congratulate BROADCASTING Magazine on the very capable and factual manner in which it is handling the report of the investigation of the Cox Committee, particularly as relating to the foreign language broadcasts and recordings. I will note that I say it is capable and factual, and I believe it calls for commendation as a significant contribution to broadcasting in general.

JULIUS LANG
Chairman
Public Relations

NEW YORK
AUG. 19, 1943

BROADCASTING • Broadcast Advertising

Page 12 • August 30, 1943

(Continued on page 56)
RADIO'S NEWEST SENSATION

THE LUCKY DOLLAR CLUB

RATING 3.8 with 20.8% of listeners

ACCORDING TO HOOPER SURVEY JULY, 1943

FOR SALE FOR LESS THAN YOU THINK POSSIBLE

ANOTHER SUCCESS STORY

WCP BOSTON
FM Stations to Get Four Letter Calls

New Designations From List of 4000 Become Effective Nov. 1

ELIMINATION of the existing letter-numeral calls for stations and substitution of regular four-letter calls used for standard broadcast stations, effective Nov. 1, was approved last Tuesday by the FCC to overcome complexities encountered under the existing method.

Urged by FM Broadcasters Inc., which had petitioned the Commission for a change, the new procedure will immediately affect some 45 FM stations now in operation, as well as all future licensees. Existing licensees have been instructed to select their new calls prior to Oct. 1 from the list available at the FCC of some 4000-letter unassigned calls.

Standard Call Option

Where the licensee of an FM station also operates a standard broadcast station in the same city, he is given the option of retaining his standard call letter assignment followed by the suffix "FM" to designate transmission on the FM channel. If he desires a separate set of call letters, the selection may be made from the list available at the FCC.

A breakdown of the 4000 four-letter calls available shows approximately 2900 "K" calls and 1100 "W" calls still unassigned. This number, the Commission said, appears to be adequate to supply calls for all additional standard, FM, commercial, television and non-broadcast classes for the foreseeable future. All three-letter calls already have been assigned. Call letters beginning with "W" are east of the Mississippi and those beginning with "K" are west of the Mississippi and in the territories.

The principal objection to the letter-numeral calls, it has been found, was failure of general public acceptance. Moreover, since the system involved the frequency designation of the station, a change in station assignment would automatically entail the change of call letters. Thus, the good will built up in call letter designation would be lost.

Change Timely

Allocation changes are regarded as imminent in the post-war era, and it was felt that with only 45 stations licensed under the old system, the change now can be effected with minimum confusion to the listening public. Moreover, with transmission construction frozen for the war's duration, the change-over comes at a propitious time.

Under the existing system, the first letter was "K" or "W", indicating the geographical position of the station; the number designation indicates the frequency on which the station operates and the last letter or letters are designed to indicate the city. Confusion was anticipated on the last designation because of possible duplications in city designations.

FM stations are to be given preference in the use of letter-numeral calls and the desirability of making the change at this time. Approximately 45 high frequency assigned calls are available. But all future licensees of such stations are affected.

FCC's decision plan provides that four-letter calls be used for FM stations, except in cases where the license of an FM station is also the license of a standard broadcast station and both stations are located in the same city the call letters of the standard broadcast station followed by the suffix "FM" will be retained for the FM station. No new three-letter calls will be assigned to FM stations. In order that the change in station calls may be carried out in an orderly manner all FM stations are required to begin using the new calls on November 1, 1943, and in all cases where a request for call letters has not been received by the Commission on or before October 1, 1943, the four-letter calls will be assigned at the discretion of the Commission.

The Commission may request several of the four-letter station calls available in the order preferred, and in all cases where the licensees are requested by two FM licenses the request for the call letters will have prior consideration. Presently unassigned four-letter call lists are not available for mailing, but such lists may be inspected at the offices of the Commission.

OWL "Policy" Group Considers Return of Elmer Davis to Air

ONE OF THE first missions of the OWL Radio News and Policy Committee named last week by E. Palmer Hoyt, Domestic Director, was to consider reversion to the OWL List by Elmer Davis, OWL Director, of his weekly broadcasts reporting on the war effort.

This became known last week in connection with current consideration given by Mr. Davis to his return to the air. He has expressed preference for Sunday nights, rather than Fridays.

Mr. Davis told reporters last week that he did not seek four networks combined for the Sunday broadcast and that two would be plenty or one might do.

Mr. Davis, a former Friday night series, interrupted when Mr. Davis went to London on a war mission, was carried Friday evening on NBC, CBS and ABC in a repeat on MBS Saturday afternoon. Don Stauffer, Director of the OWL Radio Bureau, declared that it was appreciated that Sunday evening time is valuable to the BBC and the British station.

Mr. Davis said that OWL had worked harmoniously with networks and stations and did not propose to "pressure" them on the OWL List or any other matters. The help and advice of the Advisory Committee would be sought on this matter, he added.

Reports were current that the networks were opposed to allocation of premium Sunday time for the Davis series. The previous series of broadcasts had stirred up interest among the national circles, notably among the Republicans, who contended that Mr. Davis as the "minister of propaganda" was "monopolizing" network air and forcing the public to listen to him.

Mr. Hoyt has not yet announced the first meeting date of the newly appointed News and Policy Committee. He is out of town for the War Food Conference campaign and it was felt the Committee would not meet until after Labor Day.

The OWL News correspondents are: William S. Paley, President, CBS; Niles Trammel, Director, NBC; Mark Woods, President, Blue; Miller Mcclintock, President, Mutual; Allen Welse, President and General Manager, Don Lee; Leo Fitzpatrick, Executive Vice-President and General Manager, WJR Detroit; Herbert L. Heatter, President and General Manager, WJW Columbus, O.; Martin B. Campbell, Managing Director, WFAA, WBAP, KGK Dallas- Ft. Worth; and Neville Miller, President, NAB.

FRANK GRAHAM, CBS narrator, was here last week to provide narrative for Abbe in the Columbia film cartoon series by that title.

FDR Ottawa Rating

PRESIDENT ROOSE- \nVELT, in his speech broadcast Wednesday, Aug. 25 on the four major networks, the CBC, was heard by 12,638,000 persons in the U.S. thus attaining 24.9 rating, according to C. E. Hooper Inc. survey. Canadian rating for the address was 40.1, as measured by Elliott-Haynes, Canadian firm using same methods as Hooper.

Winchell First in ‘National’ Ratings

FIRST PLACE in the list of "First 15" evening programs released in the Aug. 16th "National" Program Ratings Report goes to the Walter Winchell program, in which Fulton Oursler, Louella Parsons and Robert St. John are substituting for Mr. Winchell, Mr. District At- torney rates second, and the first-half-hour of Kay Kyser's program, third. Others among the top ten are: Your Hit Parade, Screen Guild Players, Take It or Leave It, The First Monday Night, and The Big Broadcast of the Garden. However, the currently high ratings for Your Hit Parade and Kay Kyser's program also are followed by Lowell Thomas in the list of programs measured during the second week of August.

The remainder of the list follows: Mr. District Attorney, Bing Crosby, Joan Davis-Jack Haley; Screen Guild Players, Take It or Leave It, Album of Familiar Music, Walter Winchell (substitute), One Man's Family, Jimmy Durante, Garry Moore, Ellery Queen, Phil Spitalny, and Vox Pop.

Tower Marking Rules

In Revised CAA Manual

A NEW edition of the Obstruction Marking Manual, revised to Aug. 15, 1942, by the Civil Aeronautics Administration of the Department of Commerce.

The edition, part of the regulations for the allocation of air navigation, sets forth regulations to be observed by broad- cast stations for marking radio towers for the protection of air navigation. Copies of the regulations can be procured from the Civil Aeronautics Administration, Department of Commerce, Washington, D. C.
Some National Accounts
Now On W-I-T-H

Atlantic Refining Co.
Foodex
Ward's Bread
American Chicle
Jests
Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Pepsi Cola
True Story
Supersuds
Bond Bread
Gold Medal Capsules

"HOLD THOSE WAR BONDS"

A banking company bought newspapers and one radio station—W-I-T-H—to tell people not to cash in their war bonds.

The radio allotment, in the beginning, was less than ten percent of the total appropriation.

But—W-I-T-H produced 40% of the returns!

Yes—the W-I-T-H radio budget was increased materially!

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Represented Nationally by Headley-Reed

Tom Tinsley, President
Gillin Hits ‘Surrender’ Plan
For Settlement of Disc Strike

WOW President Calls Fee Idea Wrong in Principle and Practice

A PLEA TO the industry not to follow the “total and unconditional surrender” recommendation of Samuel R. Rosenbaum, president of WFIL, in settling the Petrillo recording ban was made last week by John J. Gillin Jr., president and general manager of WOW Omaha.

In a letter circulated to the industry Aug. 24 through the NAB, Mr. Gillin attacked the plan of paying a percentage of the industry’s gross to musicians as wrong in principle and in practice. He took the battle to Mr. Rosenbaum, who earlier in the month reported for active duty as a lieutenant colonel in AMGOT. Col. Rosenbaum had suggested a plan of settlement based on royalties for the performance rights of the recording artists and predicted that the War Labor Board would wash his hands of the dispute when it gets the facts.

Pointing out that he had differed with Mr. Rosenbaum last January when he originally circularized his views on the Petrillo situation, Mr. Gillin said that, since Mr. Rosenbaum had seen fit to restate them, he wished again to join issue.

‘False Principle’

“Basically,” he said, “I do not see why any of us should accept Sam’s counsel of total and unconditional surrender to a principle which I know. I know that Sam is really suggesting an extension of the 1937 plan for which he, as Chairman, was largely responsible. The plan of paying a percentage of the industry’s gross to musicians was wrong in principle then and I think it has been proved wrong to the broadcasters, in practice, by subsequent events.”

Answering Col. Rosenbaum’s contentions chronologically, Mr. Gillin said the Philadelphia-based letter on the contention that the musician who performs for records has a right to the kind of protection. The musician who actually renders service in recording is not asking for any protection, Mr. Gillin contended. “The only complaint comes from Mr. Petrillo, speaking, presumably, on behalf of the musicians who do not play for recordings or for the reason of his proposal that broadcasters pay to the union a percentage of their gross income amounting to some ten million dollars a year is, presumably, for the benefit of those musicians whose services are not used by radio either in the form of recordings or in any other way.”

Mr. Gillin held that, if the right of the musician were recognized as proposed, there would be no end calls for a percentage of the gross income from stations. The argument that radio and recordings have displaced musicians is “sheer buncombe”.

Jingles Not Important

The record should be straight on “musical jingles on platters,” emphasized by both Col. Rosenbaum and Joseph A. Padway, AFM counsel, as involved in the case before WLB. “It is understandable that Petrillo should wish to confuse the issue by acting as though all transcriptions were one-minute spots, in order to prove to the WLB that the ban on transcriptions in WLB’s case was the war effort”, Mr. Gillin said.

“Sam knows that the musical jingles, to which he and Mr. Padway refer, are almost dependent on instrumental music and that they have been practically unaffected by Mr. Petrillo’s ban.

“Sam knows, even if Mr. Padway does not, that the dispute before the WLB involves library transcription service and the 15-minute commercial transcriptions—the very lifeblood of hundreds of broadcasting stations, particularly those in communities which cannot offer to the broadcaster the prosperity which Philadelphia offers to Sam’s own station.”

If the demands of the musicians were met, it should be just as logical that radio pay a percentage of its gross for the benefit of singers, writers and actors, all of whom are “as worthy of being encouraged as those who play piano music”, Mr. Gillin said. He said that if it were carried to its logical conclusion there would be no end to calls for a percentage of gross income from stations: “And the radio industry would be taking a step toward its own dissolution. The alternative would be to take the money out of the pockets of our customers. If Sam’s proposal were accepted, Sam’s proposal would then boil down to penalizing the citizens we serve for the use of the inventions which our industry was created to develop.”

‘Not Consistent’

Even if it were true that recorders have displaced musicians, the royalty proposal would make neither “economic nor social sense, either for our industry or for the public”, Mr. Gillin said.

Contending that Col. Rosenbaum was not consistent in his correspondence, Mr. Gillin recalled that in the fall of 1942, the Philadelphia daily newspapers criticized the industry for interesting itself in the fight, holding then that the musician’s battle is not against radio primarily, “but principally against the juke box barons and the record manufacturers”. Now he pointed out, Col. Rosenbaum has come around to the way of thinking that the fight is directed primarily against the publishers.

In the latest letter: “The musicians have no just complaint against the record publishers and manufacturers or against the transcribers.”

Answering the Rosenbaum contention that Petrillo has not yet been defeated and that the industry should deal with him, Mr. Gillin cited published reports that the AFM members have already lost $4,000,000 in fees and that they have gained nothing through “Mr. Petrillo’s unwise and uneconomic move to compensate for their loss of income”.

New Technique

Mr. Gillin concluded: “Sam at least has a battle on one thing. His cure for the present strike is a proposal to the union that we should urge Congress to change the copyright law. In other words, similarly to a bad principle, but we are to adopt a new technique in lobbying, the putting of pressure on Congress to change the law by means of depriving the citizens of the benefit of inventions until Congress does the will of the union.”

“Perhaps I have devoted too much time to Sam’s proposal because, he himself, points out how few and few people mention him. On the other hand, writing this letter affords me an opportunity of wishing Sam well in his military career, and this I do with all sincerity.”

Rosenbaum Performance

Mr. Rosenbaum, who has been back in the NAB’s Washington office since returning from service in AMGOT, had indicated that he would not appear in a broadcast from the Petrillo situation, but he has returned to do so this week.

Gilbert W. Fuller New Industry Rep
On WLB’s Petrillo Disc Strike Panel

THE WAR LABOR BOARD last week appointed Gilbert Edward Fuller, president of the Raymond-Whitcomb Travel agency, as industry member of the tripartite panel to hold hearings beginning Sept. 6 in New York in the Petrillo disc strike case. Mr. Fuller was appointed to fill the vacancy created by the resignation of Henry S. Woodbridge [BROADCASTING, Aug. 28].

Mr. Fuller has had mediation experience on panels of the Regional WLB in Boston. He has been with Raymond-Whitcomb for more than 50 years, having served successively as vice-president, managing director, chairman of the board, and as president since 1931.

The new member was born in Springfield, Mass., in 1882 and was graduated from Harvard in 1905. In the same year he joined the U.S. Mortgage and Trust Co. in New York, leaving it in 1906 to enter the publicity firm of Michaelis and Ellsworth. In 1908 he became connected with the financial department of American Express Co. and in 1910 he joined the firm he now heads.

Mr. Fuller is married and has a son and daughter. He is a member of various Boston and New York clubs and resides in Boston.

Other members of the panel are Arthur S. Meyer, Chairman of the New York State Board of Media- tion and an associate member of the Board of the American Federation of Musicians, and Max Zarin- sky, President of the United Hatters, Caps & Millinery Workers International Union, labor representa- tive. While the panel is scheduled to meet September 6 (Labor Day), there were reports that a postpone- ment might be sought because of the holiday.

Union Changes

CHARLES HURLBURT, studio engineer in New York of WHOM Jersey City, has resigned to become vice-president and executive head of Broadcast Local No. 1, A.C.A. union of engineers and announcers, with headquarters in Philadelphia. He succeeds Edward T. Shipp, engineer of WFIL Philadelphia, who resigned his union activities to handle war work while retaining his local presidency. Mr. Shipp, engineer of WPEN Philadelphia, has been appointed temporary secretary-treasurer of the union, succeeding Carter Roder, engineer of KYW Philadelphia who left to join the Army.

ASCAP Members Favor Renewal of Agreement

AMERICAN Society of Composers, Authors and Publishers, a group of publishers who last week that the proposal to extend the present membership agreements for an additional two years, or until Dec. 31, 1965, has been approved by about 86% of the writer-member group, the bas is of royalty distributions, and that most of the major publisher-members have also voiced their approval, al- though the 50% mark of this group has not yet been reached.

Practically no opposition has arisen against the proposal, ASCAP stated, which removes the con- tinuance of the Society’s present method of royalty distribution, with equal shares going to writers and publishers, and avoids the danger of a rupture which some members feared might result from a court decision on the BMI-Marks suit.

This action, scheduled to come to trial this fall, asks the court to determine whether publishers and composers whose works are recorded in the United States and abroad are due 50% of the royalties due them. ASCAP, represented by its counsel Patent Rights Corp., which licenses its music through BMI, is a party to the suit with BMI.

Broadcasting Advertising

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DAYTON, O. 
"Really has Something"

... IN STATION WING

A station that thoroughly penetrates a rich industrial market with Dayton as its nucleus. Buying power has been increased by the influx of 55,825 people in Dayton proper . . . payrolls have reached a new all time high with an estimated $410,000,000 for 1943. This is one of the nation's most lucrative markets. "Sell it" with consistent use of WING, the medium needed to cover Dayton and the rich Miami Valley.

BASIC BLUE NETWORK
5,000 WATTS

Ronald B. Woodyard, Executive Vice-President

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.

An outstanding market in normal times . . . a super market today!
Press-Radio Committee Fights Discrimination In Ownership

Steering Group Advocates Legislative Action To Allow Newspaper Ownership of Stations

PRESSURE will be brought to bear against current and future legislation to prevent any present or future newspaper ownership of radio stations, and definite steps will be taken to secure enactment of laws to prevent such discrimination, it was revealed in a resolution adopted last Wednesday by the steering committee of the Newspaper-Radio committee.

Text of the resolution, endorsed by the steering committee Aug. 25 at its first meeting since April 20, during the convention of the American Newspaper Publishers Assn. runs as follows:

"Resolved that the Newspaper-Radio committee should immediately advocate legislation which will make it impossible for there to be any present or future discrimination against the ownership of broadcasting stations, and that this advocacy should include the support of provisions intended to accomplish this end in the White-Heller bill, the Holmes bill, as well as other legislation relating to the subject."

Committee's Plans

Specific and immediate plans call for the appearance by members of the committee at hearings on the White-Heller and Holmes bills and the active support of any bills in Congress which would have a tendency to eliminate the possibility of discrimination against newspaper-radio ownership, according to Harold V. Hough, chairman of both the Newspaper-Radio committee and its steering committee since the formation of the group over a year ago. Hough is associated with the Fort Worth Star-Telegram, operator of WBAP and co-owner of KGKO.

Present at last week's meeting at NRC headquarters, 370 Lexington Ave., New York, were all members of the steering committee with the exception of Maj. E. M. Storer, general manager, Hearst Radio Inc. Committee members attending were: Walter J. Damm, Milwaukee Journal (WTMJ), vice-chairman; H. Dean Fitzner, Kansas City Star (WDAF), treasurer; Gardner Cowles Jr., Des Moines Register & Tribune (KSO KRNT WMT WMAX), John M. Person, Williamsport (Pa.) Sun (WRAK), A. H. Kirchofer, Buffalo Evening News (WBEN), Col. Harry M. Ayers, Anniston (Ala.) Star (WHMA), and Truman Green, Tampa (Fla.) Tribune (WFLA).

Also present were Martin B. Casaburi, Dallas Times (WPAA), E. E. Hill, Worcester Telegram (WTAG), J. Leonard Reinsch, Atlanta Journal (WSB), and NRC counsels A. M. Herman, Ft. Worth and Sydney Kaye, New York.

NAB District Asks New Law, Elimination of Hitch-Hikes

IN LINE WITH actions taken at each of the district meetings held since the so-called Frankfurter decision of the Supreme Court on May 10, concerning the FCC broad regulatory powers, broadcasters of New York and New Jersey at the Second NAB District Meeting in Syracuse last Tuesday adopted a strong resolution calling upon Congress to enact new legislation at its fall session.

The meeting, presided over by Kolin Hager, general manager of WGY and District Director, also adopted a resolution condemning hitch-hike and cow catcher announcements used on network programs and national spots, on the ground that they tend to lower broadcasting standards and are construed as being in violation of the public interest responsibility of station licensees. Similar resolutions have been adopted by groups of network affiliates, notably those on CBS, at recent meetings. The resolution authorized Mr. Hager to pursue the matter at the next NAB Board Meeting with a request that prompt steps be taken to eliminate them.

NAB President Neville Miller attended the meeting and discussed the legislative outlook as well as the general individual and group criteria. Clarence Hancock (R-N.Y.) was guest speaker and lauded radio and the American system of broadcasting. Resolutions follow:

Legislation

RESOLVED, that the broadcasters of New York and New Jersey, in meeting assembled at second district of NAB at Hotel Syracuse, Syracuse, N. Y. on Tuesday, August 24, 1943, call the attention of the Congress of the United States to the fact that the present radio law was enacted in 1927 and although amended in 1934 in substantially the same form, has not been revised in the past sixty years. That radio has made great progress since that date and is of greater significance in American life. That it is now time for the Congress to revise the radio law in the light of this progress made since the enactment of the present law, especially in view of the May 10 decision of the Supreme Court giving greater power to the Federal Communications Commission, and that early dates be set for the hearings so that they may be held before both Houses of Congress.

Hitch Hike Announcements

WHEREAS, the so-called hitchhike and cow catcher announcements presently used on network programs and local spots tend to lower the standards of broadcasting; and

WHEREAS such announcements are considered to be a violation of the responsibility placed upon radio station licensees to operate in the public interest and convenience and necessity; and

WHEREAS the use of such announce- ments was permitted without the consent of affilates save those spots sold on a national spot basis, now therefore, be it resolved that Kolin Hager, Chairman of the NAB second district

AFRA 10% RAISE APPROVED BY WLB

WAR LABOR Board last week notified the American Federation of Radio Artists that it had approved AFRA's application for adjustments in its commercial code, principally to accommodate a 10% wage raise, retroactive to March 8, 1943, as agreed upon by AFRA and the three national networks, with the approval of the advertising agencies [BROADCASTING, March 18].

In addition to the increase in the minimum commercial scale for actors, singers and announcers, the revisions also provided for a new contract for another year, until Nov. 1, 1944, and a cost-of-living clause that permits AFRA to reopen the contract any time after Nov. 1, 1943, if the Dept. of Labor cost-of-living index has risen 10% above the Labor Day, 1943 level.

Similar changes in the union's sustaining code had been agreed upon by the broadcasters and AFRA and earlier approved by the WLB. Negotiations for a revision of the union's transcription code broke down at earlier meetings and it was decided to await the termination of the present contract this fall for a complete revision.

VARIETY SHOW FOR BIRDS-EYE BEANS

FROSTED FOODS Sales Corp., New York, subsidiary of General Foods Corp., to promote Birds-eye ovenbaked beans and other products, will start a new Hollywood variety program in late September. Although network and starting date have not been announced, Dinah Shore as featured vocalist and Cornelia Otis Skinner, monologist, will present a series of comedy sketches titled William and Mary. Other talent will also be added. Included will be a name act or a musical group, which has been handling script for the Army Special Service shortwave program. Centered on performance, a contract has been signed as writer of the food firm's new program. Hubbell Robinson, assistant radio director of the agency, currently is in Hollywood to complete details.

Eversharp May Expand

Eversharp INC, Chicago, which currently sponsors Take It Or Leave It Sunday evenings on CBS, is expected to start a second network show this fall, using the BLUE network. Time under consideration is Friday 7-7:30 p.m., with the program tentatively titled Hit of the Week. No details are available as yet, according to Bow Co., New York, agency in charge.

Test for Seymour

MALCOLM HOWARD, Chicago, has been appointed agency for the Seymour Products Co., Chicago, and has instituted a test campaign utilizing radio spots. The campaign will be for More All Purpose Cleaner and See-More Venetian Blind Cleaner. Plans are to extend the promotion nationally.

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BROADCASTING • Broadcast Advertising
"LOOKS MIGHTY GOOD
ON PAPER, MR. DINWIDDIE!"

How will it perform? That's the question to ask Mr. Dinwiddie whether his blueprint is of an airplane or of radio coverage.

It's easy to make blueprints; quite another matter to produce the finished product.

WKY's coverage, to be sure, looks mighty good on paper. It's bigger than that of any other Oklahoma City station. But that isn't all.

WKY's coverage has been developed far beyond the blueprint stage. It's a known quantity...something that's been built, tested, and proved beyond a shadow of a doubt.

Here's the result of the latest test...the June-July Hooper report: WKY continues to outperform all three other Oklahoma City stations with 44.3% of the morning audience in Oklahoma City; 58.1% of the afternoon audience; and 53.0% of the evening audience.

Yes, WKY looks mighty good on paper. It looks wonderful on the Hooper. It IS a remarkable station, doing big things for advertisers in the way they want them done.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Our Spots Paid Despite All Handicaps

California Firm Sells Heating Plant Service For June-July Delivery

BY R. V. HIATT

Advertising Manager
Payne Furnace & Supply Co., Beverly Hills

ALTHOUGH our much-expanded facilities are devoted entirely to war production, we are advertising now with a view to post-war selling and protecting the interests of our employees. Necessarily these efforts are limited largely to name and service promotion.

To keep our name before the trade, we are using national and regional business magazines. Our Factory Retail Sales Department, however, (since it still functions as manpower permits along pre-war lines) afforded an opportunity to make an "sumer" test of radio in Los Angeles and environs. As far as we know, this summer campaign was the first of its kind. It featured furnace inspection and repair during June and July only.

Notable for the handicaps imposed and the results achieved in spite of these "hurdles" this campaign was not only highly successful, but also surprising in its results.

Probably the last thing a home owner thinks about or wants to think about in mid-summer is his heating plant; therefore, we created a difficult problem in the very timing of the campaign. But we believed people could be made to realize that the shortage of skilled service men would grow worse and that they might be impossible to obtain repairs and parts, at least without long delay. And from our own viewpoint, it was of course desirable to secure as many orders as our remaining service men could handle during the quiet season and thus help to level off the fall and winter peaks, serious at any time but nearly insurmountable under war conditions.

Campaign Idea

We also felt that, in view of the Government's expressed desire to encourage maintenance of existing equipment, the campaign could be partially based upon a patriotic appeal; and further, that we ourselves would be performing a patriotic wartime service, in addition to benefiting home owners and ourselves, by undertaking it, even if it should turn out to be unprofitable. From the strictly selfish standpoint, moreover, we recognized the good-will value of such a program, even in the post-war years.

These thoughts led to the decision to offer free furnace inspection and a written report to the owner on the condition of his heating equipment. If the furnace needed no repairs, we would tell him so. If it needed cleaning, overhauling or repairs, we would recommend whatever was necessary, estimate the cost and solicit the order. It was also decided to include any make or model because we were out

to acquire new friends as well as possible future customers.

At this point we held a meeting with our advertising counsel, the Knollin Agency, and it was decided to make a radio test for the month of June, extending the campaign through July, if results justified. By the third week in June there was no doubt as to the advisability of going through with the two-months' schedule. (We did not consider August because during that month our men start their regular service calls on "contract" customers whom we serve by the year.)

The agency recommended half-minute or station-break "live" spot announcements for the following reasons: the offer was deemed so simple that it could be expressed in 50 words or less; and it was desired to economize in cost per spot, so as to obtain maximum frequency as well as to save the production cost of transcriptions, our budget for the test being limited.

The agency also recommended eliminating the major chain, or 50,000 watts station for obvious reasons: We required only local coverage, since our "outside" dealers were not participating in the plan. Moreover, in Los Angeles and vicinity there are a number of medium and low-powered stations, which, because of special features, have a large, loyal "hometown" following, especially at hours not competing with the more popular chain programs. After careful study of all spot availabilities, nine stations were selected, as follows: KMPC KJH KECA KFAS KKKW KFOX KGER and KVOR.

Time Chosen

To the extent possible, spots were carefully chosen for proximity to established programs, including newscasts, commentators and musical features with an established following. Many daytime, and some early morning spots were selected —again with a view to "stretching" our budget for maximum frequency by qualifying for low rates, and also to reach women as well as men —together with sufficient evening spots to provide all-day and evening coverage from 7:30 a.m. to 9:30 p.m. We had an average of about five announcements a day for the entire two-months—a total of 326 on all stations. Since our coverage was lighter on Saturdays and Sundays and on evenings with heavy chain competition, we had as many as 15 spots on some days.

What the agency did not anticipate in its original recommendations was the breaks were the qualifications we found necessary to impose on the free offer. Panning an avalanche of calls from owners of floor furnaces (very popular in Southern California) and other small "unit" heaters, it was decided to limit the offer to "base- ment or forced air furnaces" and further to stipulate that the free service applied only to equipment five years old or more.

Thus it became necessary to make clear in 60 words (or in some cases, by abbreviations) the nature of the offer, the fact that it applied to any make or model, the limitations aforementioned and where and how to obtain this service; a nice copy problem! At once it became apparent that in order to accomplish this, the usual "selling" approach, or sugar-coating, or even urge to act, would have to be surmounted.

The script devoted mostly to announcing the "bare bones" of our proposition.

More Handicaps

This decision had several negative effects upon potential results. Since basement and forced-air furnaces are generally outside the rule in our area (as compared to the vast numbers of floor furnaces) it was realized that we were reducing the "market" for our "deal" to a very small percentage of home owners; further, that the explanation would be difficult for listeners to understand. And, finally, it was agreed that we could not include the addresses or telephone numbers of our home office and various suburban branches, nor even segregate these addresses by stations, because of overlapping coverage. Our solution to the latter problem probably violated all the rules of radio, and of selling, generally. We merely said, "Call or write Payne Furnace Co., Beverly Hills, for nearest office listed in telephone directory."

Readers will surely agree that we provided just about all the hurdles that could be set up against our plan.

Naturally, we and the agency had misgivings. Together, we considered postponing the imminent start of the campaign long enough to change our one-mile radius spots and to produce transcriptions with sound effects and dialog. But eventually, with fingers crossed, we went ahead according to the original plan with the gratifying results I shall shortly enumerate.

To illustrate the copy limitations, a typical 50-word announcement, necessarily almost devoid of "sales appeal", follows:

Important to home-owners: Now, while skilled service available, Payne Furnace heating experts will inspect ANY MAKE OR MODEL of basement or forced-air furnace over five years old and furnish written report ... all FREE during this month. But hurry, please! Call or write P.A.-T.-N.E. ... Payne Furnace Company ... nearest office in telephone directory. When it came to 50-word sta-

(Continued on page 55)
Gas Cut Makes Shopping Service Hit

90% Of Spokane Store Mail Orders Come Via Program

By CHARLES W. CLAY

The Palace, Spokane

"HELLO AGAIN. This is Edna Perry speaking, your personal shopper at The Palace Store in Spokane." With these friendly words, Mrs. Edna Perry, a former Miss America, launched Spokane's newest store, "The Palace," last Monday through Friday at 9:30 a.m. on KHQ Spokane. This highly successful department store program is a development of gasoline curtailment, restricting the populace of the "Inland Empire" ( eastern Washington, Idaho, Oregon and Montana) from their customary shopping expeditions.

Born in the studios of KHQ and built around a "musical postman," the script was polished carefully before execution. Everyone in the store, Spokane's second largest, was invited to the audition. It clicked. Anticipating curtailment of travel, the Palace had been publishing monthly bulletins to promote shopping by mail, and while it is not a mail order house, the management quickly recognized the possibilities of a personalized radio shopping service.

Programs Gets Orders

Now in its eighth month (July) The Morning Mail has grown rapidly. Today, better than 90 percent of all mail orders received by the store are personally addressed to Mrs. Edna Perry, the personality voice of the broadcast.

The Morning Mail has but two characters, the "musical postman" who is also the announcer, and Mrs. Edna Perry. Frequent musical numbers by KHQ talent round out the program.

What makes this program tick? Let's take a peek back stage.

When the client signed, its shopping service was merely a lusty infant as yet unnamed. Choosing an appropriate name for the personal shopper whose invading voice and personality were to woo long-distance shoppers via the postal system, was of grave importance. It had to be simple, short and easy to pronounce; preferably euphonious with that of the sponsoring store. Ultimately, "Edna Perry of The Palace" was chosen. In spite of its apparent simplicity, many letters are received addressed to "Edna Barry," "Edna Parry," and similar variations. To suggest greater experience in shopping and a broader understanding of consumer requirements, the designation of "Mrs." was unanimously agreed upon; thus, Edna Perry became "Mrs. Edna Perry."

"..." Perry" fill incoming orders? This is almost inflexible; her time was needed for script preparation and other studio activities and she was not conversant with the store's merchandise. It was therefore imperative that another Edna Perry ... a dual personality ... be created within the store. It would be her province to fill orders, act as the customer's representative on shopping expeditions, attend to the correspondence or supervise it and when occasion necessitated, meet personally and shop with those out-of-town patrons who were fortunate enough to get to Spokane. She, of course, would have a copy of each daily script so as to be familiar with what her alter ego had said over the ether.

War Services

For both Perry roles it was extremely important to engage the services of a confidence-inspiring voice, an affable disposition and a general understanding of the average woman's shopping problems. Mrs. R. H. Eddy, who came to KHQ from Chicago, effectively tends to the preparation of the script and plays the radio role. To sustain interest she injects stories from the studio teletype, contrasts the good old days with modern times and interviews special guests on the war effort and other timely matters. For added flavor, lively vocal and instrumental music is an integral part of each quarter-hour.

A member of the local rating board talked on the subject of canning sugar on a recent broadcast. Recruiting officers for the Waves and Marines, Red Cross activities, VFW Poppy Day sponsors, civic officials presenting the critical need of rooms to rent in Spokane's housing crisis ... these are typical of The Morning Mail special guest list. Once every two weeks a five-minute skit entitled, "Mr. and Mrs. Watson," in the chatty style of Fibber Magee and Molly, is presented.

Aim to Fill All Orders

Fan mail of this strictly local program is usually of a confidential nature. Some correspondents bare their intimate personal problems, appealing to Mrs. Perry as a veritable Dorothy Dix-Beatrice Fairfax. More routine are such inquiries as one recently about a suitable wedding gift for a young couple who will not set up housekeeping until the end of the war. Another woman wrote, "The son of my husband's business partner was married to a girl back East whom I have never met. I know nothing of her likes or preferences. The gift should not be perishable, too weighty or too bulky." Another correspondent asked, "will you look after my daughter when she comes into your store later in the spring to select her graduation clothes? It will be impossible for me to come with her."

Since merchandise rationing, with its uncertainty in deliveries, The Palace has discontinued its mail order catalog. Its list of merchandise is entirely upon The Morning Mail for mail patronage and contact with rural customers. The shopping staff, now greatly augmented, makes a sincere effort to obtain for its patrons whatever article or service is desired from whatever source it may be acquired in Spokane. One such example was the request of a woman in Montana ordering a box of candy sent to her. The Palace does not carry candy but made the purchase elsewhere.

It so happens that Breakfast at Sardi's is on the air at 9:30 a.m. and provide competition for The Morning Mail in Northwest states. Nevertheless, The Palace Department Store is getting an excellent response and is a firm believer in radio advertising. In addition to its quarter-hour daily (except Saturday and Sunday), The Palace also uses spot announcements on two Spokane stations and one in Idaho.

GA GA CULT

In Commercials Draws Poetic Assault, and Defense

BABY TALK in radio commercials got a going over in recent Frank Colby column in the Tacoma (Wash.) News Tribune. Colby particularly went after the "badly overdone, cutesy, curly, cranky, thin air." and perhaps this is what drew the reburt from Marian Squire, the Miss America agreeble. Here's what Miss Squire wrote to Colby, with his reply:

Dear Colby, . . . the "commercial" writer . . . would like to know why he has been lighter.

We'd much prefer to be adult, . . . but don't know how.

And all our blues are based upon, sir, the discipline of the sponsor.

Our task is but to write the patter.

We have no voices in the matter.

I had to rush this. I'm shaving.

At owning to such infant gushin'!

A line to make your earphones pucker
About a "lovable, tubbable, seersucker"
We don't think that is what we're made for.

But, Dear Sir, that's what we've paid for!

MY REPLY

May Mariana, your plight is downhill. Why not take flight from this abysmal Ga-Ga culture? Again! Again! Again! Forsake the rattle—join the War, or Navy. Though the abonors rave—He'll dare not try to rule the Waves.

20th Century-Fox Lifts Ban on Air Appearances

BAN issued by 20th Century-Fox Film Corp, forbidding radio appearances of its contract players and stars on NBC sponsored programs has been lifted. Strained relations, in effect for almost one year, followed reference by Jimmy Fidler during the Sept. 20, 1942 broadcast of his program to Gene Tierney, 20th Century-Fox player, as smoking a cigar [BROADCASTING, Nov. 23, 1942].

When the network refused to make public retraction, the film studio cracked down with its ban. Protest by Sidney N. Strotz, NBC western operations vice-president, that the network was being unjustly penalized, as the BLUE was a separate department, was unheeded. Following a conference between Mr. Strotz and Lew Schreiber, executive vice-president to Darryl Zanuck, head of the film studio, the differences were ironed out Aug. 17. However, 20th Century-Fox announced retraction of Fidler's statement must be made.

BROADCASTING • Broadcast Advertising

August 30, 1943
Portrait of a great American

In the free land of leadership you will hear it said that leadership is inevitable.

--- and yet this individual, more listened to than any other American except the President, is a woman.

...then Kate, without causing in her stride, has confirmed again, the fact that CBS offers the largest daytime audience in radio.

...Stat, 0,00% tie cases and 0 was $° Ve...
A geographical accident gives KFYO, Lubbock, a near-monopoly of primary market listeners! For KFYO is more than 100 miles from any other station; and, for several reasons, no one of them gets into KFYOland appreciably.

Of the 49,885 dwelling units in KFYO's primary market in 1940, 74.54% had radio units. Now there are a lot more. For in Lubbock alone the July ration book total of 44,921 shows population has jumped 41% since the 1940 census.

Here is a very prosperous, fast-growing, radio-listening market you can blanket with its one station . . . . . but could hardly touch with a dozen others!
CBS in Compromise Petition On WNYC Night Operation Offers to Withdraw Opposition For Duration If FCC Rules Step Would End War

WITHDRAWAL of its opposition to nighttime operation by WNYC, New York municipally owned station, for the duration of the war, provided the Commission concludes such action would aid the war effort, was proposed in a petition filed last Tuesday by CBS with the FCC in behalf of WCCO, Minneapolis, dominant station on the 830 kc clear channel. The action, if approved by the FCC under the terms proposed, would eliminate the controversy waged for several years by New York's Mayor LaGuardia against the network until the war's end.

WNYC, which has operated nighttime on the 830 kc channel with 1000 watts, since 1935, would cease nighttime operation. The FCC originally denied the formal application of WNYC following hearing, but afterward granted what was termed "a temporary authorization" for evening time, based on "needed wartime services." The grant, however, was revoked by the FCC after CBS protested it and a hearing was ordered.

Basin War Aid

In its petition, filed by Kenneth L. Yourd, assistant director of CBS in Washington, and its Washington counsel, and Karl A. Smith and Lester Cohen, Washington attorneys, CBS set forth that it was its sincere wish to facilitate in any possible way the complete prosecution of the war and the proper defense of the people of this country. Asserting that it does not possess knowledge of sufficient facts to determine what additional services WNYC would assist in the prosecution of the war, it nevertheless stated that inasmuch as the FCC is the Governmental agency charged with the responsibility ultimately of determining such an issue, it must be assumed that it possesses the knowledge or can get it.

If, in the opinion of the Commission, the proposal to operate as services of WNYC will materially aid in the war effort, CBS said it had no desire to obstruct or hinder such service and that it accordingly would withdraw its opposition grant under certain conditions. These were that the authorization be issued for the duration of the current license of WNYC, or the duration of the license of WCCO, whichever period is the shorter; that it be issued solely to permit WNYC to render a special wartime service and that the additional broadcast time be devoted to broadasting in furtherance of the war effort; that maximum possible protection be afforded WCCO consistent with WNYC's nighttime operation, and that it be recognized that in taking this position, CBS is acting to facilitate establishment of a temporary emergency during the wartime emergency and that CBS does not waive its right to insist upon maintenance of 830 kc as a clear channel.

Reserves Right

CBS added that it does not admit that operation of WNYC during nighttime hours will not cause interference within the territory served by WCCO and that it specifically reserves the right to contest any application filed by or grant made to New York City for operation for nighttime hours other than as specified in the petition.

Efforts of WNYC during the past few years to procure fulltime operation, breaking down the clear channel for nighttime hours other than as specified in the petition.

FRIDAY THE 13TH comes again Oct. 13. What to do about it is shown by trio from WAAAT Newark, N. J., who got their picture taken Friday, Aug. 13, at a breakfast broadcast with 13 people at the table. Harry Murphy is getting the third light under ladder, from match held by Roland Trenczard, while m.c. Hal Tunius holds umbrella. A black cat was somewhere around. As Murphy, who is a deputy administrator of the N. J. War Finance Committee, remarked: "There's nothing superstitious about getting back four dollars for every three you invest in War Bonds! Similar program is planned Oct. 13.

Alaskan Station Builds New Transmitter Plant

CONSTRUCTION of the new 5000 watt transmitting plant at KINY Juneau, Alaska is now underway, with completion date set at Oct. 5, according to Edwin A. Kraft, Seattle radio advertising executive who owns KTKN Ketchikan and KINY. Transmitter and tower are located on the Alaska Juneau gold mining property, called the Young property, near Juneau. Studies will continue to be in the Decker Building in downtown Juneau.

A full sixteen hour schedule, supervised and largely programmed by the War Dept. will be broadcast for troops and civilians in the territory. In addition, the Army Special Services Division is transcribing top-ranking chain shows and flying them to Alaska as soon as possible after they are originally released in the States. Chief engineer Vincent L. Kraft is in charge of the transmitter station, assisted by resident engineer David Jeffries and a crew of radio technicians who made the trip north to complete the project.

Press-On for Television

LOOKING AHEAD to post-war development of commercial television, Press-On Inc., N. Y. manufacturer of Press-On mending tape, has begun a series of weekly experimental telecasts on the Allen B. DuMont station, WZWW N. Y. Presented Wednesday evenings as quarter-hour entertainment skits, the commercials create lifelike home situations with realistic dialogue and demonstrative actual mending of fabrics with the tape and a hot iron. Arthur H. Abbott, manager of the firm directs the series and supervises improvements after each program. Reiss Agency Inc., agency in charge of Press-On, which has tested radio in the N. Y. area during the last year.

Canada Power Increases Asked by Western Assn.

REQUEST for power increase permits for all Canadian stations to the limit of their classification under the Havana treaty (recommended by the Canadian Parliamentary Committee in a recent report) was asked to be made of the Canadian Broadcasting Corp. by the Canadian Association of Broadcasters, at the annual meeting of the Western Association of Broadcasters, CAB affiliate, held at Banff, Alberta, Aug. 23 and 24.

Other important topics discussed at the meeting were the possibilities of establishing a second network to operate across Canada, public relations, and the government's recently announced ban on ownership of more than one station. Alex Sherwood of Standard Radio and John C. Treacy of NBC's recording division gave developments on the transcription controversy.

Officers elected were: G. R. A. Rice, CFRN Edmonton, president; F. H. Elphicke, CKWX Vancouver, Bert Cairns, CFAC, Calgary, Roy Herbert, CFCA, Moncton; and Roy Wright, CFAR Flin Flon, directors. Nominated for election as western directors of the CAB were G. R. A. Rice, Edmonton; A. A. Murphy, Saskatoon; Gerry Gazet, Winnipeg; and Ralph White, Kamloops.

Dinner speaker was Capt. Freeman C. Bishop, chief of the U. S. Public Broadcasting Commission, Northwest Service Command, U. S. Army, speaking on the Alaskan highway.

PRAISE FROM BBC

War Dept. Shows impress — English Listeners

RADIO programs produced by the War Dept. for distribution to the fighting forces are proving instrumental in promoting Anglo-American understanding. Director general of the BBC, has informed Brig. Gen. Frederick H. Osborn, director of the Special Services Division. Speaking for BBC listeners, both civilians and service forces, Mr. Finch of more than one born appreciation for broadcasts in the Command Performance and Mail Call series which paid tribute to the British army and the British people.

BBC, he cabled, is "sincerely appreciative of programs produced by Special Services for broadcasting by BBC domestically and overseas. Particularly grateful for Command Performance and Mail Call produced for Army Week and special Mail Call for Workers Gala Night and your message for general overseas service. All these much enjoyed by listeners and effective in achieving Anglo-American cordiality."

Special Service Division programs are not heard within continental Europe. They are recorded and beamed by standard band and short-wave to United Nations fighting forces.
It's a trick to balance three peas on a knife. You have to balance from dead center, not from the edge. Apply "The Rule of 3 P's" and you will see why WOOD — and only WOOD — can do the real job in the Western Michigan Market.

**WOOD**

Grand Rapids is Michigan's second market, and is larger than the combined population of the next three Western Michigan cities: Kalamazoo, Muskegon and Battle Creek. WOOD broadcasts from the very center of this high wage territory of over a million listeners. No station on the fringe of this rich market can possibly deliver this audience.

WOOD is the only NBC station between Detroit and Chicago. WOOD pulls listeners because it delivers the programs "most people listen to most". In Grand Rapids, listeners prefer WOOD 14 to 1 over any other 5000 watt station in Michigan.

Power second to none in outstate Michigan has WOOD. It is the only 5000 watt station transmitting from Grand Rapids — in the heart of the Western Michigan Market — not 50 miles away on the fringe. WOOD delivers the listeners which advertisers must have to do a thorough job in Michigan's second market.
Uncle Sam Keeps Interior Studio Busy

Thousands of Programs Transcribed or Sent Over Shortwaves

FOCAL point of Government radio programs, the Interior Dept. stations, among the best equipped in the United States, have been operating at near capacity as various Federal agencies use the facilities for domestic and foreign broadcasts.

Operating 24 hours a day, seven days a week, Interior studios present a steady procession of Washington officials, diplomats, interpreters, news commentators, musicians and dramatists who participate in programs sent to all parts of the world.

During a recent six-month period, according to a report by Shannon Allen, chief of the Radio Section, the studios produced 717 programs, both live and transcribed, and cut recordings from which 32,229 pressings were made by various agencies.

OWI Main User

Largest user of the Interior facilities is the Office of War Information which calls for practically every type of radio and transcription program. The bulk of OWI work is rebroadcast by shortwave. An example of the broadcasts sent out by this agency is a series of daily news programs in the Thai language at the time of the occupation of Siam by the Japanese. The material was transcribed and flown to San Francisco for shortwave broadcast.

Another series for OWI was made in connection with the International Student Assembly in Washington. Programs were made in all the native languages for shortwave broadcast to the various countries and included Dutch, Egyptian, Greek, Flemish, Chinese, Mandarin, Persian and Czech.

Another important user of the studios is the military which frequently calls for services in connection with training programs. The Radio Section, during the period, made 220 master records for the Bureau of Aeronautics of the Navy for the teaching of all forms of code transmission. This is believed to be the largest single electrical transmission job in the history of the industry.

For the Bureau of Ships of the Navy, the studios transcribed 20 special 15-minute training programs and for the Bureau of Navigation a series of six special musical programs used in connection with cadet training.

A total of 76 programs were completed for the Industrial Services Division of the War Dept. which involved recorded messages from war heroes and military officials used in helping to keep the morale in war production plants. Another series of morale programs was produced for the Office of the Quartermaster General for distribution to all Army camps.

The Interior studios produce many of the programs of the Coordinator of Inter-American Affairs, including the series The United Nations Speak, for distribution by transcription throughout South and Central America, featuring various Latin-American diplomatic representatives. Various news broadcasts in Spanish and Portuguese are sent out by the CIAA from the studios.

The studios feed nightly to shortwave transmitters a CIAA program of news and comment in Spanish for South American audiences. This program is beamed from WRUL WCQD WLW0 WRX WCRC and other shortwave stations.

Once a week a program of military comment is fed to San Francisco where it is recorded and sent via shortwave a few hours later to South America. This program, which is in English, employs well-known military analysts. A Spanish version of this show is fed to New York twice a week for recording and rebroadcast to South America.

Treasury Discs

The Radio Section produced a series of eight transcribed programs for the Treasury Dept. to aid the sale of War Stamps. Pressings were made from these transcriptions for distribution to stations throughout the country.

The studios have produced programs on Victory Food Specials for the Dept. of Agriculture, conservation programs for the Solid Fuels Administration, programs for the War Manpower Commission, Federal Security Agency, various bureaus of the Dept. of the Interior, and other agencies.

The main studio of the Radio Section is completely equipped for dramatic productions and has been used to present such dramatic shows as An American Prayer, a half-hour documentary produced for the Interior Dept. which is broadcast every Thanksgiving through one of the networks. This program draws a wide response from all over the country.

Professional talent, including both actors and musicians, are drawn from Washington and vicinity for the various programs and the studio has the aid of a special department to assist Government agencies in the preparation of broadcasts.

WNEW Revamping Program Policy

Supplements Recordings with Variety, News and Drama

THOUGH MAINTAINING its standing as "the record station," WNEW New York, has embarked on a policy of greater scope and variety in programming and Sunday, Aug. 29, put into effect an extensively revamped schedule for that day. Station is adopting the policy recommended by independent stations' trend towards better programming as a means of competing against concurrent network shows.

Change in Sunday schedule consists of removal of a number of straight recorded music shows, substituting disc programs with special frames and interring news, variety and drama. A total of more than four hours within the 11 to 11 a.m. period are involved in the new programming.

Recreates Past

One of the half hour record programs with special feature frames is The Time Machine, 25-minute show 4:35 p.m. Central idea is return to the past aided by an imaginary Time Machine. Wax recordings are used to recreate events such as King George of England's abdication speech, or Helen Morgan singing a torch song of the '20s. Music now banned in Axis-controlled countries is presented on Music in Exile, the station's own hourly broadcast. Lady of the Evening brings a different songstress to the microphone each week.

News programs added include a quartet-hour broadcast by Ken Cushing and Around the World in 30 Minutes which combines wire news, a London pickup, a Washington news commentary and sketch of a prominent international figure.

Drama and variety are supplied by The Weird Circle, mystery series sponsored by Howard Clothes replacing Mary on Monday; and Stars and Stripes in Britain, BBC feature which shifts to a later Sunday afternoon period.

Conkey Sponsoring

G. E. CONKEY Co., Cleveland (Conkey's Y-O Feeds), on Oct 23 takes over sponsorship of a 30-minute hour Sunday morning newcast on WLS Chicago. Contract is for 62 weeks. The company is also placing a variety schedule of announcements and quarter-hour programs on 20 midwest and eastern stations. Conkey is handled by Rogers & Smith, Chicago.
To the tune of 221 sponsored quarter-hour programs a week:

SPONSORS

Words than louder speak

WOV

NEW YORK

Joseph Hershey McGill, Jr., National Executive Director

Ralph N. Woy, General Manager
Only M. I. D. graduates need apply

- M.I.D.—Material Inspection Department— is the first of many watchdogs that guard Sylvania Radio Tube quality. Before acceptance for precision fabrication, molybdenum, nickel, mica, strip steel, glass, plastics—all materials delivered—must pass exacting tests and graduate from M. I. D.

Here a trained inspector subjects tungsten to a microscopic test. From her table, it will pass on to micrometer and tensile strength measurements, mechanical and other tests.

And, once accepted, all materials that go into Sylvania Radio Tubes undergo successive quality inspections through every step of manufacture. Thus, Sylvania's reputation for specialization in electronics is jealously guarded by hundreds of alert and painstaking inspectors on watch for the microscopic flaw.

That is why you can specify Sylvania Radio Tubes and Electronic Devices with confidence that the name they bear is a guarantee of quality.

SYLVANIA ELECTRIC PRODUCTS INC.
Emporium, Pa.

INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES

Page 26 • August 30, 1943

BROADCASTING • Broadcast Advertising
Perhaps not a collector's item

...but again, perhaps, it is.

If you haven't received your copy you'll probably want it.

So write to Columbia Broadcasting System, 485 Madison Avenue, New York 22, New York, asking for a copy of "Portrait of A Great American" and you'll get it.

It tells a story of leadership, both personal and network, which is unique on this global globe.

This is CBS... the Columbia Broadcasting System
How an idea and a pair of scissors became a network program in 6 weeks

Once in a blue moon a new radio idea is born. Such is KPO's "News in Advertising."

In today's advertising is exciting news—glimpses into the streamlined world of tomorrow—trips behind the scenes in our busy war production plants. Expert KPO newsmen blend current advertising stories into a fast moving, entertaining program—a new kind of newscast—News in Advertising.

News in Advertising was broadcast first as a local KPO show. It clicked instantly. Now listeners to 16 NBC stations in the west learn how Bell Telephone Company equipment is used by tough marines for the "Guadalcanal Tel and Tel"; how the Monsanto Chemical Company helps army cooks bake tastier cakes. Learn, too, about synthetic rubber and new faster planes; about new guns and machines and unbelievable new inventions—things we'd all want to have when the war is won.

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

REPRESENTED BY NBC SPOT SALES
New York • Chicago • San Francisco • Boston • Cleveland • Denver • Washington • Hollywood
NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

ASCAP AGREEMENT NEAR SETTLEMENT

ASCAP's plan to extend its membership agreements for an additional 15 years from the present expiration date of Dec. 31, 1950, or until the end of 1965 [BROADCASTING, July 26], is practically settled, according to an ASCAP spokesman who said last week that favorable responses had been flooding in and there was no doubt that the weekend mail would pass the required 80% mark.

Percentage figure is based on royalties, it was explained, and not on a pure percentage of total membership in either the writer or publisher division. More than 60 publishers and well over 700 writers have approved the extension of their contracts with ASCAP, with practically no opposition.

Plan insures continuity of the Society's present arrangement of dividing its royalties equally between writer and publisher contingents through 1965 and avoids the danger of a break between the two factions which, some members feared, might follow a decision in the BMI-Marks suit scheduled to come to trial this fall. This suit asks the court to determine whether the performance rights to musical composition are vested in the composers or the publishers, a question arising when Edward B. Marks Music Corp. began licensing its music through BMI while the composers of certain compositions in the Marks catalog retained their membership in ASCAP.

Toothpaste Firm Cited Of False Claims by FCC

FORHAN'S TOOTHPASTE, Zonite Products Corp., New York, has been cited by the Federal Trade Commission as misrepresented in radio and other advertising. The FTC complaint against Zonite also names Erwin, Wasey & Co., New York, adv. agency which has prepared and distributed advertising matter for Forhan's.

The Commission alleges that use of Forhan's toothpaste will not afford protection against gingivitis and is of no value in its treatment; that the toothpaste will not necessarily produce whiteness or lustre of teeth; and that no substantial body of dental opinion holds that the dentifrice will protect the teeth against acids or acid films and that no substantial number of dentists has recommended Forhan's, all claims made in advertising the dentifrice, FTC alleges.

From Mike to Movies

DENNIS DAY, vocalist on the weekly NBC Jack Benny Show, has been signed to a seven-year film contract by MGM. He will have a major role in the musical, "Ziegfeld Follies", which will also include Jimmy Durante. Eddie (Rochester) Anderson, colored comedian on the Benny show, has also been signed by MGM. Donald Wickson, baritone on the CBS Blue Ribbon Town, will have a singing role in the musical film "Up in Arms," to be produced by Samuel Goldwyn Inc.

August 30, 1943

BROADCASTING • Broadcast Advertising
Does WENR produce results?

LET AN ADVERTISER TELL YOU

Wade Advertising Agency
RADIO, NEWSPAPER AND MAGAZINE
Advertising
208 W. Washington St.
CHICAGO 6
ILLINOIS
July 26, 1943

Mr. E. E. Borroff,
General Manager,
Radio Station WENR,
Chicago 54, Illinois.

Dear Mr. Borroff:-

The Morris B. Sachs Amateur Hour has been broadcast over your Station WENR without interruption every Sunday afternoon since 1934 for the Morris B. Sachs store of Chicago.

It is difficult even for advertising men to understand how an independent store like Morris B. Sachs, which is located ten miles from Chicago's Loop, can use a full hour program on a 50,000 watt station like WENR, every Sunday for almost nine years and make it pay, but that is exactly what using Station WENR has done for us.

This one hour Sunday afternoon program on WENR was granted first award by the Chicago Federated Advertising Club for one of the best local radio programs in this area. Over this long period of time, the success of this program has come to be looked upon as a cornerstone in the history of radio broadcasting for retail merchants, not only in Chicago but throughout the nation.

On behalf of Mr. Sachs, we want to tell you that we appreciate all the careful and painstaking cooperation that your organization has given us on the part of WENR over the past nine years, and we hope to be with you for nine years more in this highly successful and result-producing association.

Cordially yours,

Wade Advertising Agency

WENR

50,000 WATTS—A CLEAR CHANNEL STATION—890 KILOCYCLES
 Owned and Operated by the Blue Network Company
 Represented Nationally by Blue Spot Sales

New York Chicago Hollywood Detroit

A 9-year record of success!

As Mr. Wade says, "It is difficult even for an advertising man to understand how an independent store like Morris B. Sachs, located 10 miles from Chicago's Loop, can use a full hour program on a 50,000 kilowatt station like WENR every Sunday for almost 9 years and make it pay, but that is exactly what using WENR has done."

Now is a good time to find out what WENR can do for you!

Broadcasting • Broadcast Advertising
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WJW Akron Move

Set For Hearing

Request to Change Co. Name, Transfer CP, Also Set

APPLICATION of Akron Broadcasting Co., formerly WJW Inc., to assign voluntarily its construction permit for a 5,000 watt station on 850 kc in Cleveland to the WJW Co. was designated for hearing last week by the FCC. Also set for hearing was an application of WJW Inc., licensee of WJW, to change its corporate name to The Akron Broadcasting Co.

WJW Akron, now operating with 250 watts on 1240 kc, is owned by William M. O'Neill, son of the president of General Tire & Rubber Co., which purchased the Yankee Network last January. Yankee is not connected with WJW, however, and Bill O'Neill is not identified with his father's company.

Cleveland Move

WJW Inc., licensee of WJW, was granted a construction permit by the FCC Jan. 20, 1942, for a station in Cleveland on 850 kc with 5,000 watts, and on Dec. 2, 1942, was granted a modification of the permit to move the station to Superior Ave., Cleveland, the transmitter to be located in Cuyahoga County.

Mr. O'Neill next asked the FCC, June 16, 1943, for permission to change the name of the licensee corporation (WJW Inc.) to The Akron Broadcasting Co., and as The Akron Broadcasting Co. to assign the construction permit for the Cleveland station to a new organization, The WJW Co., also owned wholly by Mr. O'Neill.

He also requested assignment of the WJW call letters to the Cleveland station, proposing that the present WJW, operating on 1240 kc, would remain in Akron under the new requested call of WAJV.

The applications, filed through the counsel office of Porcino, asserted that the purpose was to separate the construction permit for 850 kc from the 1240 kc license. The license should conform to the FCC's ruling with respect to retention or sale of the Akron local.

Three weeks ago the Buckeye Broadcasting Co., a new partnership (BROADCASTING, Aug. 5) filed an application with the FCC seeking the 1240 kc Akron facilities which would be vacated by WJW in the Cleveland move. Negotiations have been started with Bill O'Neill for purchase of the Akron facilities, it is reported, but they have not been completed because of the uncertainty of the status of the Akron outlet after the new WJW begins operating in Cleveland.

Eugene Carr Joins Dick Richards

As Assistant; Leaving Censor Job

APPOINTMENT of Eugene Carr, for the last 16 months in the Broadcasting Division, Office of Censorship, Washington, as assistant to the president of the Richards stations, was announced last Wednesday by G. A. (Dick) Richards, president of WJR Detroit, WGAR Cleveland and KMPC Los Angeles. Mr. Carr assumes the newly created position Oct. 1, and resumes his association with the Richards stations, which was interrupted when he joined the Censorship Office as assistant to J. Harold Ryan, assistant director of censorship for broadcasting.

In announcing the appointment, Mr. Richards said it was a step he had been contemplating for some time. With the growth and development of the radio industry in general and his stations in particular, he added, "there has sprung up an increasing need for someone to coordinate the program policies and public service features that are common to the three stations we operate."

Mr. Richards also emphasized the great need for "definite post-war planning along programming and public service lines, as well as in the fields of FM, Television, and other new possibilities which the period following the war will open up."

Mr. Carr's first assignment, Mr. Richards said, is to "assist in every way possible to make the contributions of our stations, and stations throughout the country, more effective in helping to bring the war to an early and successful conclusion."

During Mr. Carr's 16-month tenure in Washington, he has traveled extensively throughout the country in contacting broadcasters on censorship problems. He has covered some 40,000 miles in attending 133 meetings with about 2000 broadcasters representing 594 stations.

Well known in the industry, Mr. Carr was assistant manager of WGAR before joining the Censorship Office. He was also active in NAB work, particularly with the Sales Managers Division, which he headed as chairman in 1941-1942. It was during his chairmanship of the Sales Managers Division that he worked on the campaign launched for the Retail Promotion Plan, now being offered the industry.

Mr. Richards, a pioneer station owner in Detroit and Cleveland where he launched WJR and WGAR, several years ago took over operation of KMPC, as an independent outlet. His associates in these ventures are Leo J. Fitzpatrick, executive vice-president in charge of WJR, and John F. Patt, vice-president in charge of WGAR.

CHOICE OF WSAV

Control of WSAV Passes To Daniels Through Gift

ACQUISITION by Catherine Murray Daniel of 32 shares of stock in WSAV Savannah as a gift from her father, E. E. Murray Sr., gives her and her husband, control of the station with a combined holding of 70.66% of the stock. Mrs. Daniel, WSAV general manager, owns 29.33% in his own name.

Arthur Lucas, who died in Atlanta last July, relinquished control of WSAV nearly three years ago with the sale of 32 shares to Mr. Daniel, reducing his holding from 50.33% to 39.66%.

Mr. Daniel is vice-president of the Liberty National Bank Bldg., Savannah, a commercial manager, owns 3.33% and Aaron Shelton, former chief engineer of WSM, Nashville, and technical advisor of WSAV, owns 6.86%.

Heads WBZ Sales

C. HERBERT MASSE, of WBZ-WBZA sales staff since 1937, has been promoted to sales manager of the New England Westinghouse station. Mr. Masse was appointed by General Manager C. S. Young. He succeeds Frank R. Bowes, recently inducted into the Army.

Mr. Masse is married and the father of two children. He studied advertising at the Art Institute of Chicago and received his B.S. degree from Harvard's Graduate School of Business Administration; entered radio in 1934 and joined WBZ-WBZA three years later. He is a member of the Boston Power Squadron and the U. S. Coast Guard Temporary Reserve.

Preview of Congress

REP. VIRGIL CHAPMAN (D-Ky.) will be the second on the schedule of WLW Cincinnati to participate in a series of broadcasts, Voice of Congress. He will give four 15-minute talks describing the outlook legislation likely to come when Congress reconvenes Sept. 14. The series on WLW started with similar talks by Reps. Clarence Brown (O-Ohio) publisher of seven Ohio newspapers. Rep. Chapman is a member of the House Interstate and Foreign Commerce Committee, of which Brown also is a member.

'Swap Bulletin'

The SWAP Bulletin, a semi-weekly publication issued by the NAB to assist broadcasters in securing hard-to-get parts by exchanging those they own among themselves, is doing its part to get needed parts where they will do the most good. A recent issue carries this notice: "Sell your surplus old junk tubes to the Swap Bulletin (transmitter tubes, 250 watts or more, that are in repairable condition). Your junk properly repaired may keep some station on the air. Remember, teamwork does the trick."

Club Women Aid Program

AS ONE OF MANY organizations cooperating in promotion of listener interest in For This We Fight, produced by NAB for national syndication under Twentieth Century Fund and the Commission to Study the Organization of Pennsylvania State Federation of Women's Clubs is of offering a prize for the best article on the post-war planning series.

Page 32 • August 30, 1943 BROADCASTING • Broadcast Advertising
THE ROMANS ONCE AUCTIONED OFF
THE WHOLE KNOWN WORLD* —

BUT— NOBODY HAS EVER BOUGHT COVERAGE
OF THE GRAND RAPIDS-KALAMAZOO AREA, FROM
DETROIT OR CHICAGO!

Maybe there are some big markets in the U. S. which
you can “buy” from 150 miles away. But the Kala-
mazzo-Grand Rapids area isn’t one of them. On good
nights it’s of course “possible” to hear some of the big
Chicago or Detroit stations—but not one of them
comes through consistently.

Naturally, the folks in the Grand Rapids-Kalamazoo
area don’t think much of that. So . . . they tune to
WKZO!

WKZO broadcasts on 5000 Watts, at 590 kc. It’s Colum-
bia entertainment right from the heart of the Grand
Rapids-Kalamazoo area. If you want to cover this big
market, don’t kid yourself about Detroit or Chicago.
Telephone Free & Peters for the facts about Western
Michigan!

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

* If you don’t believe this, drop us a line and we’ll send you the proof!
USO Shows-Talent On Air for Drive

Sesac-Treasury Plans Ready; Treasury Underwrites Discs

As A TIE-IN with the third war loan relief drive, the SESAC, a department of Treasury, will underwrite a series of transcriptions for the USO, heretofore unbroadcast.

Arrangements were completed last week by Leonard D. Callahan, SESAC, acting as radio industry-Treasury Dept. liaison, and Abe Lastfogel, in charge of talent for the War Camp Shows, to the effect that individual stations can carry the shows either by live remote or transcription.

Stage-Screen Talent

The itineraries of the units, which feature an array of radio, stage and screen talent, will be released shortly by the USO and distributed to stations of the SESAC station relations staff. Further information on the size and types of units can be secured from SESAC, according to Callahan, who is acting in advisory capacity to the Treasury.

Simultaneously with the Treasury Dept. last week announced that it would underwrite the mechanical transcription costs where the stations made transcriptions on behalf of the war loan drive. This will apply to commercial or sustainably produced programs, and only the transcription costs will be paid, not including engineering, talent, and other expenses.

The SESAC station relations field representatives conferred in Washington last week with Vincent F. Callahan, press and radio chief of the War Savings Staff, on various radio aspects of the drive. Meeting with Mr. Callahan were: Emil J. Gough, West coast; Charles F. Barbe, central states; Bert Squire, Midwest; C. J. Culmer, Eastern states; and Leonard D. Callahan.

U.S. Drug Sponsors Help Canadian Stamp Drive

COOPERATING WITH the Canadian drug industry in their September War Savings drive are members of the United States drug industry who have pooled a radio advertising appropriation with Canadian manufacturers to further the campaign. "Fitch Bandwagon" program offers the drive Sept. 12 from Toronto with Guy Lombardo's orchestra on a national network. U. S. Treasury has released dance band recordings, used in similar arrangements to Canadian stations which will carry at least three of these recorded broadcasts a week.

Goal of the campaign is $500,000 for medical supplies for the armed forces. To aid the drive, CBC has volunteered its transcriptions of recording after 7:30 p.m. Products will push the Canadian War Savings Stamps and Certificates on themes like "Music (Aspirin), Waltz Time (Phillips Milk-of-Magnesia), and Canadian Theater of the Air (Irontasted Yeast), all on Canadian networks.

Talent to Locals

USO Camp Shows, Inc., through the National Educational Industry Council, will make available the personnel of their shows to local radio stations throughout the country for programs in connection with the Third War Loan drive, it has been announced following a meeting of the NEC's coordinating committee. Plans for a radio writing contest for men and women of the armed forces were also made at the meeting by Mr. Barely Leatham, of the National Theatre Conference. New radio activities which will center on the forthcoming War Loan Drive are being set up by the radio projects committee of the American Federation of Radio Artists.

STAGE CALLED BEST SOURCE OF TALENT

LEGITIMATE THEATERS still provide radio with the best acting and production talent, Wyn Wright, production-director of the NBC Eastern Division told students at the second annual NBC-Northeastern U. Summer Radio Institute at Morehead, Ky., that they are"successful actors need the perception and feeling of audience response. More than the telephone. They cannot get this experience from appearing before a studio audience when it is only two years and they are three years spent in the theater," he asserted. Wright also spoke on production problems, pointing out that while on occasion, a theater can operate without restrictions, for the most part it must produce good drama under severe strictures of time, budget and talent.

New Zealand Radio 'GOES AEF'

Two Island Broadcast Service Schedule Programs Especially for Our Troops

By HOWARD C. BROWN

American Representative

New Zealand Commercial Broadcasting Service

HAVING volunteered to entertain the American armed forces in New Zealand, the National Broadcasting Service and Commercial Broadcasting Service are doing a noteworthy job in making American troops feel "at home." In addition to releasing OWI and War Department programs, transcribed especially for the AEF, the NBS and CBS have devised a series of locally produced broadcasts.

After offering their cooperation upon arrival of the first troop contingent, both broadcasting services, which function as a part of the New Zealand government, completed details of a radio tie-up with the American troops. Under the set-up, New Zealand was the first to arrange for continuous broadcast of Command Performance, transcribed series produced under auspices of the Special Services Division, War Dept.

It also was first also to request other programs produced by the War Department and OWI. To meet the American-born enthusiasm for baseball, arrangements were made to rebroadcast transcriptions of the "Summer Radio Series." During summer months the weekly Sunday New Zealand games staged by the U. S. Marines were rebroadcast locally on 2ZB. "Semper Fidelis," all-Marine broadcast, with exception of the m.c., is presented each Sunday on New Zealand commercial stations. The all-around variety show was originally designed for the United States as its troops in New Zealand and includes a quiz, orchestra, songs, "The Marine Mail-Me- "Please a radio listener in New Zeland," and a brief narration of America's experiences in the land "down under." Also using AEF talent, "Paying Uncle Sam and "Kiwis and Come Home," marine are produced with cooperation of the two New Zealand broadcasting services.

Frequent U. S. Marine band concerts under auspices with Gunner Gus Ogilvie conducting. In addition to these series using American talent, a weekly children's broadcast features Lt. Fred Babo. By the end of the month, attempts to answer questions of New Zealand children pertaining to America.

War Relief Fund Under Way Oct. 4

Industry and Associates Aid In Appeal for $250,000,000 NATIONAL War Fund Campaign for Efficiency programs, under way on October 4 when local campaigns will be simultaneously initiated in every part of the country to raise $250,000,000 to support red cross and red cross war loan campaigns.

Appeals will be made through newspapers, magazines, radio, outdoor boards and posters for contributions to the United Nations Loan Drive to support 17 major war relief agencies and countless local agencies aided by community chests in hundreds of cities.

Radio Time Allotted

Network time has been allocated by the Office of War Information for National War Fund programs during the four-week period following October 4 and time also has been allocated on local stations for spot work. Joseph R. Busk of Ted Bates Inc. in charge of the radio scripts and production department. Heagan Bayles, Maurice H. Bent, Hubbell Robinson, Carl Swanson and Harold Wengler compose the committee under Mr. Busk.

Henry M. Wriston, president of Brown University, is chairman of the publicity committee for the fund. Thomas D'A. Brophy, president of Kenyon & Eckhardt Inc., is chairman of the general publicity and advertising committee. Other members of the committee are Edwin Cox, Bernard Lichtenberg, Thomas J. Ross, Raymond Rubicam and James W. Young.

Publication advertising has been prepared by a committee representing five different advertising agencies, with John F. Cunningham of Newell-Emmett Co. as chairman. Julian Field, Howard Newton, Ted Patrick, William Brooks Smith of Smith, Young & W. Cunningham. A series of 55 advertisements have been produced by the committee portraying the need for and purpose of the National War Fund, which will be distributed to local campaign committees.

Chairman in charge of publicity is Bernard Lichtenberg and his committee consists of Gerald Swinehart, T. J. Ross, Harcourt Parrish, John W. Hill, E. M. Thierry and David Hinshaw.

Poster advertising are under Paul Holder of McCann-Erickson and serving with him are Carl Bondus, George Dearnley, Kerwin H. Fulton and Herbert Naxon. Poster and billboard publicity will also be available for local use.

The National War Fund was formed on the recommendation of the President's War Relief Board to present a single united appeal which would eliminate competition and duplication between relief agencies, and using time, effort, and expense. The war relief agencies represented are: USO, United Seamen's Service, War Prisoners Aid, Belgian War Relief Society, British War Relief Society, French Relief Fund, Friends of Luxembourg, Greek War Relief Association, Norwegian Relief, Polish War Relief, Queen Wilhelmina Fund, Russian United China Relief, United Czechoslovak Relief, United Yugoslav Relief Fund, Refugee Relief Trustees, and United States Committee for the Care of European Children.
WATCH YOUR COVERAGE!

YOU’VE GOT TO CAST YOUR LINE IN THE LAKE TO CATCH FISH!

No matter how fine your tackle or how choice your bait, the thing is to be sure of your stream!

Fifty Thousand Watts at WWVA, plus a highly individualized operation, give you good “fishing grounds” in Ohio, Pennsylvania, West Virginia, Maryland and Virginia that embrace—

122 PRIMARY AREA COUNTIES
7,492,239 POPULATION

140 GOOD SECONDARY AREA COUNTIES
6,057,081 POPULATION

Desirable Acceptance Reflected in 249 Additional Secondary “Bonus” Fringe Area Counties in 26 States

Above figures compiled according to Mail Map Survey Standards approved by Timebuyers Committee of the American Association of Advertising Agencies; Radio Executives Club; Department Broadcast Advertising and Research Division of National Association of Broadcasters.

50,000 WATTS EFFECTIVELY SERVING THE GREAT STEEL AND COAL BELT OF THE NATION!

BASIC BLUE STATION

W W V A WHEELING, W. VA.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

J O H N B L A I R & CO.
Represent Us

OTHER FORT INDUSTRY STATIONS — WSPD Toledo, O., WAGA Atlanta, Ga., WMMN Fairmont, W. Va., WLOK Lima, O., WHIZ Zanesville, O.

BROADCASTING • Broadcast Advertising

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New Theme Song Chosen For War Bond Campaign

WAR BOND theme song chosen for the Third War Loan Drive is "Back the Attack," transcriptions of which are being pressed now to be distributed for use by all stations during the Drive.

Title of the song corresponds with general theme adopted for the war bond campaign. Bob Forshew wrote the words and Ben Maughn has arranged the music. Recording is being made by David Broekman and his orchestra, with Barry Wood singing the words on one side of the record and Mary Small on the reverse side.

Advertising agencies are Young & Rubicam and Ruthrauff & Ryan.

Congress Remote

ON THE SPOT, play-by-play reporting of Congress is wanted by a WHEC Rochester listener, writes William J. Adams, program director. Asked the fan: "Is there some way you could report the doings of Congress moment by moment? You would have to be paid and I don't know how that would be accomplished but I surely hope you do it. The people should know who is absent; what those present are doing — if they are attentive and interested or day-dreaming with their feet on the desk."

New FM Show

STIMULATING further interest in FM programs, Stromberg-Carlson Co., Rochester, makers of precision radios, telephone and sound equipment, has acquired time on WSNY FM affiliate of WQXR N. Y. for the Treasury of Music, featuring classical and semi-classical selections. The half-hour show is heard Mon., Wed., and Fri. at 7:30 p.m. Placed on the air four years ago over regular broadcast channels of WQXR, the Treasury of Music was an immediate success. A similar Stromberg-Carlson program for FM listeners in upper N. Y. state, is broadcast over the company's FM station W51 R Rochester, six nights weekly, 7:00-7:30 p.m.

WINX WASHINGTON'S OWN STATION

Pledged to Serve the Nation

Winx Building - Eighth and Eye Streets - Washington, D. C.

Mr. Basil A. Caparelli
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Caparelli:

It has been over two years that we have used your International News Service, and for a station that has news every hour on the hour your service has been more than dependable.

At no time has a reasonable request from us been denied. I can truthfully say that your writers are of the best and your coverage more than adequate.

Your local office has always cooperated to the fullest extent.

Sincerely yours,

Sam Lawder
Program Director

When WPEN Philadelphia broadcast premiere of the film "This Is The Army" at the Maboulaum Theatre, its staff announcer, Don Frank, used a breastplate microphone, devised for the occasion by two of the station's engineers (Charles Burtis and Dick Shipp) when it was discovered that a regular chest microphone was not available. The announcer is shown interviewing Arthur Simon, general manager of WPEN, and Harold Lafount, president of the Atlantic Coast network. The breastplate mike, which enables the announcer to move around under crowded conditions and which leaves his hands free for holding scripts, was made from a 10-inch pre-war disc with the center hole widened to hold a Stromberg-Carlson Universal Dynamic microphone. Two holes were drilled at the upper and lower curves of the record and two ordinary dog leashes were used as fasteners. Twenty-five feet of cable gave announcer Frank freedom of motion in his broadcasts. The dog-leash microphone picked up the voices of two generals, two colonels, two majors, three captains, a rear admiral and numerous prominent persons of Philadelphia's civic, industrial and social life.

Pamphilon Asks Permit To Sell WTBO Control

SALE of 124 shares of stock in WTBO Cumberland, Md., for $26,000 is asked in an application filed last week with the FCC by Leon E. Pamphilon, chief engineer of WTBO, which would give Mrs. Frank V. Becker 50 of the 124 shares and control. The remaining 74 shares would go to C. Z. Hestett, Cumberland attorney.

Mrs. Becker was already owner of 50% of the stock. Her husband, the late Frank V. Becker was killed in an automobile accident early in 1942, shortly after the FCC had approved his purchase of the 49.6% owned by Mr. Pamphilon, which would have given him 99.6%. Upon his death the transaction was never consummated.

Also filed was an application to change WTBO's 820 kc frequency to 1450 kc and increase the time from limited to unlimited.

MAJ. GEN. PAUL B. MALONE, San Francisco correspondent of the BLUE Newsroom Review, Under contract recently signed with Newsweek Magazine, will contribute an article each month to that publication.
Nobody ever threw a clock at Lew Brock

The Northwest Country used to be a place of pretty grim silences in the early morning. Housewives and farm-wives and welders and white-collar workers used to start the morning with a menacing "daybreak grouch."

Then came the "Sunrisers." Now all is sweetness and light—no one ever throws clocks at Lew Brock.

When they first went on WCCO seven years ago, the "Sunrisers" broadcast the first all-live-talent early-morning program in the Northwest. More people now listen to WCCO from 6:00 to 7:00 A.M., than to all other Northwest stations combined. And the grim dawn is filled with an hour of mellow music and chatter and cheerful noise.

Emcee Lew Brock, a former vaudeville star with a gift of (ad-lib) gag, rules the cast with a rod of ridicule: the Bob-O-Links (who sing) the Plehal Brothers (who blow harmonicas) Toby Prin and Harry Habata (who persuade the piano and accordion) Nan Murphee (who warbles) and Wally Olson's WCCO orchestra which drowns out practically everything east of the Rockies. But it's not all nonsense. In addition to comedy and song, there's major farm news, market quotations and the latest CBS-UP-AP news.

It's neighborly stuff, this nonsense on the air—like most everything else WCCO does for 24 hours a day. It's the sort of good neighborliness that has made WCCO so dominant in the Northwest.

"Sunrisers" on WCCO offers an opportunity to reach the prosperous Northwest at WCCO's low early morning rates. Participations are available. Ask us or Radio Sales.

Good Neighbor to the Northwest
WBAL means in
business Baltimore*

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Plane and Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Jimmy's Zero Hour

JIMMY PETRILLO, it appears, is moving in for the kill in his recording fight. Having weathered a public opinion strafing exceeded only by what was heaped upon his colleague, John L. Lewis, Jimmy now is reported to be collaborating with certain record manufacturers, or certain of them, as distinguished from the transcribers, whereby a performing right would be recognized in recordings, with the "royalties" to be whacked up among the record company, the performing artist, and Jimmy's own cushy little union (which has an admitted bankroll of $2,600,000).

Jimmy has said that he wants the performers of music to get behind legislation to establish a copyright in recordings as a condition precedent to a settlement of the recording strike, in force since Aug. 1, 1942. One member of Congress—Baldwin of New York—already has announced his intention of fostering such legislation. Even one of the more prominent broadcasters, Lt. Col. Sam Rosenbaum, on leave as president of WFIL, Philadelphia, has urged the broadcasting industry to support this campaign.

What would such legislation do? It would make AFM another ASCAP. It would mean that a "fixed percentage" of the broadcasters' income would have to be earmarked for the use of recorded music—music already paid for to ASCAP or BMI or Sesac. It would mean, not double taxation, but triple or quadruple, for the same raw material, since royalties already are paid on records and transcriptions, whether licensed or not.

Beyond that, it would open the flood-gates for those who allege they have legitimate right to their pound of flesh from radio. Certainly, if the performing artist, aside from his handsome stipend for performing, is to receive a royalty because of what he contributes to the service that is radio, then the transmitter manufacturer, the tube-maker, the microphone producer, the script-writer, the announcer and the engineer, all should share in radio's gross. Radio can't operate without them. It would turn our whole economic philosophy topsy-turvy.

We'll string along with John J. Gillin Jr., operator of WOW Omaha, who has answered the Rosenbaum effusion effectively and cogently, as reported in this issue. It is an open secret too, that Jimmy is having troubles of his own with bands which have been deprived of recording engagements because of the strike.

Jimmy's transparent "unemployment relief" hoax no longer is being trotted out. He now bases it on competition with the live musician, which is just as phoney, because AFM has more members than ever before, and more cash in its coffers.

It's a case of moving in on radio because it seems to be an easy mark. It's because Jimmy (and other unions) can get away with it under the anti-trust statutes, thanks to an indulgent Congress and an overly-sympathetic administration. These laws do not apply to labor unions. They give Petrillo power which he has elected to abuse with abandon.

That was bad enough in peacetime. But with a war on, and with recorded music a necessary phase in maintenance of war morale, it takes on a totally different complexion. It's up to the War Labor Board to construe this. Hearings are scheduled before a WLB panel beginning Sept. 6. This panel can order the "strike"ers back to work. More than a year has slipped by. Another couple of weeks will tell—unless Jimmy makes his "deal" and gets away with it.

No 'Yes' Man, Please!

A VACANCY exists on the FCC by virtue of the still unexplained overnight rise and fall of George H. Payne, who was reominated June 30 for another seven-year term, only to find himself out of office July 1, when President Roosevelt un unniously withdrew his name from Senate consideration.

Great gusts of silence have emanated from the White House since this unusual episode. Congress thereafter recessed for the summer to return Sept. 14. No new nomination has been made. It may be true that the termination of Mr. Payne's administration will await the outcome of events in Congress related to Cox Inquiry and the general attitude that something must be done about the FCC.

If the President, perchance, does decide to fill the vacancy, we hope he will go to the industry and select a practical broadcaster, or at least elevate a Government career man identified with practical or technical radio. The best bet, we think, would be to start from scratch with a clean slate, repealing the Frankfurter "control of the traffic" opinion. Speaker Rayburn has many supporters of his view that the law (we assume, before the Supreme Court "redefined" it) was good, but that its administration has been abominable.

Whatever the outcome—whether it be an entire new Commission by Congressional mandate, or an interim appointment filling the existing vacancy—we trust the President will see fit to make a merit appointment. All concerned would be of a mind that the FCC's chief engineer, E. K. Jett, who has distinguished himself during his years of government service. Selection of Captain E. M. Webster, FCC assistant chief engineer, now on active duty as the Coast Guard Communications Chief, likewise would be favorable, because he holds for a man of the stature of Rose H. Hyde assistant general counsel, and the FCC's oldest staff attorney in point of service.

If such merit promotions are not in the cards, then let's have a good, old-fashioned, hard-headed, practical broadcaster. In recent years it seems the prime prerequisite for appointment to the FCC has been wider lack of knowledge of the broadcasting industry, which entails about 99% of the FCC's work, natural and man-made. The Commission already is packed with members appointed from the common carrier regulatory field who are steeped in the public utility philosophy of regulation. This is wholly foreign to the broadcast field, which by its very nature is a cooperative effort from the public utility-common carrier concept.

What the industry wants least is another "yes" man or a lame duck hack politician.

WILLIAM DANDRIDGE TERRELL

TWELVE YEARS ago, on this page, we paid "our respects to" William D. Terrell, who then was rounding out two-score years of stewardship as Uncle Sam's first radio official. Published in the fourth issue of Broadcasting to roll off a in every phase of radio and electronic services, Mr. Terrell, even then the "Grand Old Man" of radio regulation, for his distinguished service. That was when he was director of radio of the Department of Commerce, which policed the ether long before there was a Federal Radiocommission (created in 1927) or an FCC (born in 1934).

This marks the first time that we pay "our respects to" the same personage the second time. It's because Bill Terrell, who turns in his radio inspector's badge (badge No. 1) after 40 years in continuous Government service Aug. 31, has really served a double tenure for his Government. He has been the No. 1 radio inspector since radio began. His communications career goes back more than 50 years—to 1889. In 1903, when he became the first U. S. "wireless" inspector, under the Treasury, he already had been in communications 14 years.

Mr. Terrell's retirement is voluntary. Twice before he has been exempted from automatic retirement—in 1941 and 1942—at the request of the FCC and with the approval of the President, necessary because he had passed the statutory age of 70. This month, on Aug. 10, he reached 72. His FCC associates felt they could no longer impose upon him to remain in office. So Bill Terrell, whose spirit, action and words belies his years, is going to take it easy.

Bill Terrell was never a dynamic, or spectacular operator. Basically an engineer, with the mind of a scientist, he got things done by the old fashioned form of working with people. His contribution to the early growth of broadcasting and of high-frequency communication outranks that of any other Government official. The men he has trained are in every phase of radio and electronic services. Those who still endearingly call him "Pop", can be found in all branches of the armed forces; in Government; in the radio and electronic laboratories, and in perhaps every phase of activity that had its genesis in "wireless".

In his well-earned retirement, Mr. Terrell can reflect upon those Terrellites who have achieved high places in Government and industry. He can recall many of those aside profers to enter industry. He could have been a member of the FCC, or its predecessor Radio (Continued on page 42)
It's the "KNOW HOW" that counts!

When a bombardier, attached to an American bomber squadron, releases his bomb load, he is putting into action the results of months of intensive training and knowledge—a "know-how" that is the inevitable result of such experience.

WDOD has acquired a "know-how" in radio by virtue of more than 18 years of radio broadcasting to the Chattanooga market. This knowledge of public tastes and programming to suit these tastes is a result of an intensive application to the various problems of broadcasting that have arisen in the past two decades.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
Our Respects to

(Continued from page 40)

Commission, but he eschewed politics or high office. Instead, he attended the Hoover Conferences of 1929 through 1925, which set the pattern for broadcast allocations, and which he in fact directed.

On Aug. 31 (Tuesday) a group of his friends, and associates, superiors and subordinates alike, will pay homage to Mr. Terrell at a dinner in Washington. This will be the second annual gathering with the names of those who have been associated with him.

In 1931, when Bill Terrell had rounded out his first two decades of Government service, he was presented with anniversary gifts. But the one he prized most was an album containing the signatures of every member of his division staff, from assistant director to office messenger.

Some vital statistics about this slight, kindly, soft-spoken gentleman, who now enters his 50th year, are a surprise to a well-deserved: He was born in Golanville, Va., in 1871, and has continuously maintained his residence in the Old Dominion state, at Arlington, Va., in the shadows of the towers of old NAA, first of the Navy's long-wave transmitting stations.

After a perfunctory education in public and private schools and at business college, 'Bill,' as a stripling of 18, in 1889 became messenger, telegraph operator and manager of the Postal Telegraph office at his birthplace, Golanville, Va. Thereafter, he was successively: manager, Postal Telegraph, Alexandria, Va., 1891-92; traffic and wire chief, Crowell-Collier, 1895-1900; in charge of leased wire service American Can Co., New York City, 1900-01, and wire chief, Postal Telegraph in Washington, from which he retired. Mr. Terrell began his government service with the telegraph bureau of the United States Customs Service, Treasury Department, in 1903, and served until 1911.

Then came the first appointment of a "wireless" inspector in the United States Government service. That was in 1911, and under the Department of Commerce. His only colleague was the late R. Y. Cadmus. Mr. Terrell covered the entire Eastern seaboard, headquartered in New York; Mr. Cadmus "beat" was the West.

In 1915 Mr. Terrell was transferred to Washington as "radio inspector in charge" and had a force of 35 people. He has served continuously in that or the equivalent capacity since. Technically, in 1932, he was shifted from that post of Chief, Radio Division, Department of Commerce, to Chief of the division of field operations of the Federal Radio Commission which had absorbed the Commerce Department's radio functions. Then in 1934 when the FCC was created, Mr. Terrell became Chief, Federal Communications, Engineer Division, FCC.

Mr. Terrell's radio fame is world wide. In addition to his significant participation in the Hoover radio conferences, 1922-25, he has served as American delegate or technical advisor to numerous international conventions. He also served as Chairman of the highly important Inter-association Joint Committee on Radio. He has served as delegate to international radio-telegraph conferences, London, 1912 and Washington, D.C., 1927; Technical Advisor, International Telegraph Conference, Paris, 1925; delegate to American Canadian Radio Conference, Ottawa, Canada; and the Safety of Life at Sea Convention, London, 1929; Chairman, American Delegation European Broadcasting Conference, Paris, 1929.

Mr. Terrell has been accorded practically all honors in radio's sphere. He is a Fellow of the Institute of Radio Engineers, a member of the American Section, International Federation on Radio; and holds an honorary membership in the Veteran Wireless Operators' Association. He also holds membership in the Sons of Confederate Veterans, and Masons.

On Nov. 6, Mr. Terrell will observe his 42nd wedding anniversary. He was married in 1901 to Estelle Wilkerson of Washington. Their son, William D., Jr., is a practicing physician in Washington. Their daughter, Charlotte, is married to a Coast Guard officer, and now resides in Norfolk.

Mr. Terrell has always been a kind and gentle man, a man of all people and radio. This winter, if everything goes right and gasoline rationing permits, he hopes to drive to Florida where he maintains a small home.

Cooper Debut

KENT COOPER, executive director of the Associated Press, who has so far perhaps somewhat overshadowed in the past, has written an op-ed piece, "About the Girls," which will have its premiere on MBS' The Chicago Theater of the Air, Sept. 11. The AP executive has written words, music and libretto.

FCC In High Tribute to W. D. Terrell Now Retiring After 40 Years Service

HIGH TRIBUTE to William D. Terrell, chief of the field division of the FCC, who retires Aug. 31 after 40 years of continuous government service, was paid Aug. 22, 25. He was honored in a letter to the veteran official made public last Tuesday by FCC. The letter, written by order of the Commission, lauded him for his 72-year-old contributions to the growth of broadcasting and high frequency communications.

The letter, signed by chairman Flynn, read in part:

"On the occasion of your voluntary retirement from government service August 31, 1943, may I convey to you on behalf of the Commission and in this personal manner, our sincere best wishes and our hope that you will continue to enjoy for many years to come health, happiness, and the satisfaction of important work well done. We know that the friendships cemented during our association with you will endure, and that you will be a source of comfort to all concerned with radio which you have earned during your forty years of meritorious service to your government.

"When you became the first United States Radio Inspector, you had already had twenty years of pioneer communications experience including eight years of government service. Thereafter, as Chief of the Radio Division of the Department of Commerce, you contributed more than any other government official toward the growth of broadcasting and of high-frequency communication. Since 1932, as Chief of the Division of Field Operations of the Federal Radio Commission, and as Chief of the Field Division of the Federal Communications Commission, you have quietly and unselfishly and unsparring to the duties of your office.

"We especially wish to thank you for your last two years on active duty, undertaken at our request and with the approval of the President after you had passed seventy, the statutory age of retirement for Federal employees, thus giving us the benefit of your expert advice in handling the most difficult period of adjustment to work conditions when your help was urgently needed.

"As tokens of your accomplishment and of the esteem in which you are held in your profession, you were elected a Fellow of the Institute of Radio Engineers in 1929 and made an honorary member of the Veteran Wireless Operators' Association. You have represented this Government with distinction at many national and international conferences, including the International Radiotelegraph Conference, London, 1912; National Broadcast Conferences called by the Secretary of Commerce, 1925, 1926, 1927 and 1928; International Telegraph Conference, Paris, 1925; International Radio Conference, Washington, 1927; Safety of Life at Sea Conference, London, and Euro-American Broadcasting Conference, Prague, 1929. In all these lines of duty, you have brought credit to yourself and the government.

"Not the least of your services has been the selection and training of younger men who will now carry on the tradition of competence and integrity which you have established, and who will seek to maintain the high standards you have set. And I know that with the Commissioners in appreciation and cordial best wishes,"
We've almost put the doctors out of business...

Apples tell the WCSC story.

Three years ago the Gulf Fruit Company, Charleston distributors for Moore & Dorsey Virginia Brand Apples, bought a daily fifteen-minute musical show on WCSC to try something new: sell apples by brand name... make people ask specifically for Moore & Dorsey Apples.

A letter from the Gulf Fruit Company's president, S. A. Trakas, says: 'The results in three years are far beyond anything that I could have hoped for. During the first apple season our sales increased approximately 160%. The next year sales increased 51%. And in this third apple season now ending, sales are, believe it or not, 100% greater than last season.

"One of the best tributes to WCSC is our experience with Colonial Stores, A&P, and other retailers who would not stock Moore & Dorsey Apples. After two years of radio promotion, consumer demand was so great that these firms asked that

we keep them stocked with Moore & Dorseys. Incidentally, our only promotion other than radio was occasional point-of-purchase display.

"Our brand of apples now outsells all other brands together in the Charleston area. I thought you would be interested in hearing about our success."

In the booming Charleston market where retail sales are up 31% over last year's all time record; where bus traffic has increased 622% since 1938, it's our ability to produce results like these—that has upped our own business 125% in the last four years. Ask the Free & Peters Colonel.

The CBS Station for the Coastal Carolinas
Father Draft Ordered by WMC; Congressional Action Expected

Local Boards Told to Draft 446,000 Fathers
In 4th Quarter; Sequence Specified

WITH CONGRESS set to recon-
vene Sept. 14, it is expected that drafting of fathers, scheduled to begin in October, will receive early considera-
tion. Chairman May (D-
Ky.) of the Committee has announced that he will introduce legislation on the subject and will ask for hearings to be held promptly. Sen. Wheeler (D-Mont.) also plans to take up the situation in the Senate.

In the meantime, local draft boards were called upon last week to draft 446,000 fathers to meet quotas for the last quarter of the year. In a letter to the boards, Maj. Gen. Lewis B. Hershey, Director of Selective Service, outlined in detail the basis for the decision to remove the order calling up fathers, effective Oct. 1.

Rep. Martin (R-Mass.), minority leader of the House, said on Wed-
esday in his bi-weekly radi-
ation will require "conclusive proof" of the need for drafting fathers in October. He asserted the subject will be one of the principal mat-
ters to be taken up when the ses-
sion opens.

Order of Induction

Gen. Hershey told the boards that calls from the Army and Navy for the second half of 1943 will approximate 1,873,000. To meet this requirement, there are only 1,437,000 men available, including new 18-year-olds and reclassifications, leaving the 446,000 shortage.

He explained that the nearly 3-
000 registrants in class IV-F certificates provided by the draft boards will give the Selective Service "a view of the present physical stan-
dards of the military services; that the 1,449,000 deferred because of agricultural activities are needed to maintain the draft pool; and that the total of 1,873,000 in the group of occupationally deferred because of their work in the war effort includes many highly skilled and irreplaceable men working in the production of ships, tanks, planes and guns.

"It therefore appears," Gen. Her-
shy asserted, "that the only large deferred pool remaining from which men can be called is the group of fathers, numbering 6,659,000. The fundamental issue is not whether we are to draft fathers but whether in the consideration of the Congress we will call those men least valuable to the war effort. Now that the drafting of fathers has been directed, available men are to be removed by the local boards in the following order: (a) single men without dependents, (b) single men with collateral dependents, (c) married men without children, (d) married men with children (non-deferrable activities and oc-
cupations), (e) men with children.

"It is clear that if a pre-Pearl Harbor father now becomes em-
ployed in a war plant he may be considered for occupational defer-
ment under the broadened provi-
sions of Local Board Memorandum No. 115. In view of the fact that replaceability has become extremely
important in light labor areas, local boards will undoubtedly give
thorough consideration to the oc-
cupational deferment of fathers making a substantial contribution to the war effort." (Memorandum No. 115 establishes the policy under which occupational deferments are determined).

2,000,000 Job Changes

Coincident with the Selective Service instructions to the boards, War Manpower Commission Chair-
man Paul V. McNutt issued a state-
ment through the OWI concerning the need for large-scale transfers from non-essential to essential ac-
tivities.

These transfers will involve a "rock-bottom" minimum of 2,000,-
000 persons between now and July
1944. Mr. McNutt stated, explain-
ing that expansion of the military services by 2,000,000 men during the next year, rising schedules of war production and need for re-
placements will be the principal factors.

Pivoting out that there are now
55 areas of acute labor shortage and 81 areas in which a general shortage may be anticipated after six months, the WMC stated that 2,100,000 employed persons must effect transfers during the remain-
ing months of the year and 500,000 must shift to war useful jobs dur-
ing the first six months of 1944.

"Of the total transfers expected up to July 19, WIBS, WIBP, and WIBO, "about 800,000 are construction workers, a large proportion of whom will change their jobs as construction of military and naval ships clears and the comple-
tion of facilities for producing war materials and vessels. These workers will then be turning out war materials instead of means of producing for civilian use."

The Commission emphasized that transfer from one war-useful job to another is uneconomical to a high degree unless there is a higher utilization of the worker's skill. It pointed out that in an area where laundry workers or teachers are scarce the transfer of workers in these occupations to jobs in a war plant creates a labor gap that must be filled by inexperienced persons and at the same time results in loss of time and skill in training the workers who shift to war plant jobs.

GLEN JACKSON, production man-
ger and chief announcer of WSB, Toledo, has been made program di-
ger. Gene Sorea, program director of WMFF Pittsburgh, Pa., has joined the announcing staff.

ARTHUR JONES, former radio-
writer now identifed with radio produc-
tion unit of the West Coast Army Air Forces Training Center, Santa Ana, Calif., has been promoted to major.

POLLY PATTISON, in addition to conduction the weekly half-
hourly "America's Children" program on Polly & Pan, on KFAC Pasadena has been appointed CBS Hollywood home community director.

DOUG EVANS, former announcer of KFI-KECA Los Angeles, has been commissioned a second lieutenant in the Army. Tom Frandsen, also former announcer of those stations, is a lieu-
tenant (j.g.) in the Navy.

JIM MAXWELL has rejoined the announcing staff of CKHI Prince Al-
bert, Sask. Vaughn Bjerre is a new sports editor at CKHI.

FRANK CAPRA, former writer of WOR New York and now in the Navy, has been promoted to yeoman second class.

JOHN RIDER, Hollywood manager of The Bingham Co., currently is in New York handling production of the show "It Or Left" during illness of Jack Lewis, producer of program.

ART GILMORE, narrator on the NBC sustaining "The Pacific" radio show, has joined the Navy as lieutenant (j.g.). Gayne Whitman has taken over the network assignment.

TONY LE FRANCO, announcer of Don Lee Broadcasting System, Hollywood, has been assigned to the six-weekly program, "The Wills Classics." The program is sponsored by Studebaker Sales Corp. on that network. He replaces Charles Arthur, now in the Army.

SAM FULLER, former director of Duff's Tavern, BLUE program spon-
sored by British-Meyer and New York has been commissioned a lieutenant (j.g.) in the Naval Reserve.

GLENN WILSON, formerly an-
ouncer of WABC, has joined the CBS shortwave production and announcing staff. Network has ac-
quired a new voice artist, Bern-
ard Dufify, free-lance artist, and has lost the services of radio analyst for past three years, to the Army.

ETHEL COTY starts a five-times weekly afternoon program of news and gossip on W3ZZ district on WMCA New York Sept. 13. Program will be The Broadway Playday.

JOHN B. HUGHES, Mutual's West Coast commentator, is expected to come East shortly.

AL SPAN, West Coast sound effects director of CBS Hollywood, is the father of a girl.

BLANCHE WOLFE, formerly in the publicity department of Paramount Pictures, and CBS' Artist's Bureau, has joined the public relations and advertising branch.

JAMES A. HAYDEN, 53, who directed Irish Memories on WEVD New York, died of a heart attack Aug. 7. He leaves his wife, two daughters and a son.

DICK JOY, newscaster-announcer of KNX Hollywood has joined the Navy. Division is in the Naval Reserve and is awaiting duty.

BURLEIGH SMITH, formerly of KOB Albuquerque, N.M., has joined KFAC Los Angeles as an announcer. He succeeds Max Melling, now in the Navy.

JIMMY MARTIN, announcer at WGAR Cleveland, is the father of a boy.

BOB KELLEY, WGAR Cleveland sports editor, is back on the air after three weeks absence caused by pneumonia.

VERN CRAWFORD, announcer of KFJ-KECA Toledo, has been in-
ducted into the Army.

JEAN WRIGHT, program director and assistant to the general manager of WTOC-Toleld, is leaving to make her home in San Bernardino, Calif. Charles E. Smith is now the program director, formerly with WLB, will take over program direction for WOTL.

JOHN BRINN, news editor and an-
nouncer of WCHL Charlotte, N.C., has returned after spending several weeks conducting revival meetings in neighborhoods of the Rich-
dmond area. He is now the direc-
tion head of WCBI, substituted during his absence.

GRANT L. KUHN, former NBC Chi-
icago page, has joined the announcing staff of WAOY Vincennes, Ind.

JACK BURNETT, formerly publicity head at the Chicago Stadium and previously in the publicity depart-
ment and director of sport events for WGN Chicago, is the assistant direc-
tor of special events.

MAURICE JOACHIM, writer-pro-
gucer, has joined the Associated Press commentator on Concert Hall, series of recorded classical music programs.

JOE BOLAND, former sports and special events reporter at WJR and WUI Bend, Ind., has joined the sports an-
nouncing staff of WGN Chicago.

LES MITCHEL (cq), assistant pro-
ducer of WSB Chicago, former road company actor and direc-
tor, shortly will go into free lance work as an actor, writer and producer.

THOMAS BRENNEMAN, commen-
tator and m.c. on the weekly co-
operatively sponsored BLUE Break-
fast at Sandy's program, recently pe-
SCR-299
VANGUARD OF INVASION!

THE SCR-299 Mobile Radio Communications unit played a great part in the invasion of Africa and Sicily . . . these units were used as mobile radio stations, transmitting voice commands to fast moving armored units while in action, or as permanent radio stations . . . even under the most difficult operating conditions. A leading military authority said, "My observations in the theatres of war make it possible to say that the SCR-299 hit the jack pot in the mobile radio field as has the jeep in transportation."

the hallicrafters co.
CHICAGO, U.S.A.

THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT
WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

BIGGEST MARKET IN THE SOUTH

Biggest in PEOPLE!
The Memphis Market (WMC measured day coverage area) has a total population of 3,092,108—the biggest in the South.

Biggest in AREA!
The Memphis Market includes 60 counties in Tennessee, Arkansas, Mississippi, Missouri, and Kentucky—the South’s largest market area.

Biggest in BUYING INCOME!
With a buying income of $896,976,000, the Memphis Market has a greater buying power than any other Southern area.

Member of SOUTHERN CENTRAL QUALITY NETWORK

WMC—Memphis
WJDX—Jackson, Miss.
WSMB—New Orleans
KWKH-KTBS—Shreveport

5,000 WATTS - Day and Night
NBC NETWORK
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

Owned and Operated by THE COMMERCIAL APPEAL

Broadcasting • Broadcast Advertising
Radio Directors Planning Hollywood Guild Chapter

PLANS are underway to organize a Hollywood Chapter of Radio Directors Guild. Meeting was recently held in Hollywood to hear Robert Shy on of CBS New York, and treasurer of the Guild, explain workings of the organization, which is largely social in its function. Don Bernard, West Coast representative of William Esty & Co., presided over the meeting which was attended by approximately 50 persons. Formation of a Hollywood Chapter of RDG would be for the purpose of having a meeting place for directors on the West Coast as well as New York.

20 Years on Air

SECOND EDITION of “Twenty Year Club of Pioneers in Radio Broadcasting,” released last week contains biographies of 112 veterans who have been associated with radio 20 years or more. Group was founded in April, 1942, by H. V. Kaltenborn, on the occasion of the NBC commentator’s twentieth anniversary on the air. In a foreword to the latest edition of the club’s membership roster, Mr. Kaltenborn announces plans for the publication by the club of a history of the beginnings of radio broadcasting. He asks that any pertinent material, including human interest stories recalling the early days of the industry, be sent to him at 167 East 64th St., New York.

CIO Rejected

CIO CHARTER, “offered indirectly” has been rejected by the Federation of Westinghouse Independent Unions, representing about 14,000 “white collar” workers in various plants of Westinghouse Electric Manufacturing Co. In an article in its official monthly publication, the Federation declares that the offer was made by the United Electrical, Radio and Machine Workers Union. Under the proposal, the Federation would be granted a charter independent of any other CIO local, so that it would remain an autonomous unit.

First FM Bulletin

VOL. 1, No. 1 of FM News Bulletin was published Aug. 29 by Commercial Radio Equipment Co., 401 Trade in Kansas City, where Commercial Co. owns and operates F.M. station K49K. Publication is designed to keep dealers informed on latest developments in the field, and the first issue was in celebration of first birthday of K49K. Dealers’ preparation for post-war consumer demand for F.M. radio sets was stressed.

BBC Monitor Board

A NEW MONITOR board is being installed at BBC headquarters in New York, and other technical facilities are being revamped to improve production quality of BBC features. Monitor board and console are expected to be in operation by September.

W. W. Chaplin, NBC news commentator, has written a book about his travels during World War II, which will be published this fall by J. Appleton-Century, under the title “60,000 Miles of War.”

A NICE JOB of retouching aided the photographer in recording celebration of Old Settlers’ Week at Crosley Square, Cincinnati. Three veteran WLW-WSAI announcers (1 to r) — Bob Freed and John Cornell—together with Paul Jones (who was at the barber’s), felt that something should be done to distinguish them from the freshmen on the announcing staff. Letting nature take her course, they raised the whiskers (see re-touching). But for not long, management is said to have ordered the boys to mow ‘em down.

VIRGINIA SAFFORD has joined the news staff of WTON Minneapolis-St. Paul, commenting on the day’s news in the light of her own travels and experiences on Post Scripts on the News. She writes for newspapers and magazines before coming to radio.

WILLIAM KOSTKA, formerly publicity director of NBC, and at one time associated with the Institute of Public Relations, has joined Look magazine, as editorial manager.

RUSS WINNIE, assistant manager of WTMJ Milwaukee and sports announcer, has been appointed to the publicity committee for the Milwaukee Assn. of Commerce Post War Planning Program.

RICHARD HUDBER has joined the announcing staff of WWVA Wheeling, W. Va. He was formerly associated with KTRI WRDW WHDL.

BERT MILLER has joined the announcing staff of WCHS Charleston, W. Va.

JACK FARRELL joins WSB Atlanta as part-time announcer. Now a private in the Marine Corps he was formerly with WFAA and WAPI.

BERNARD ESTES, former publicity director of WHN New York and previously in charge of publicity for Wins New York, was appointed “civilian coordinator” for the U. S. Army “Wings For Victory” exhibit in New York through Aug. 29.

BERT AUSMAN has joined the announcing staff of WWZK Kalamazoo-Grand Rapids.

KRW

PORTLAND, OREGON

"KEY TO THE GREAT WEST"

5,000 Watts

620 Kilocycles

NBC RED NETWORK

Represented Nationally by

EDWARD PETRY & CO., Inc.

SERVING THE GREAT

DALLAS--FT. WORTH

MARKET

Exclusively With

CBS PROGRAMS

KRLD

DALLAS, TEXAS

50,000 WATTS

3012

THE TIMES HERALD STATION, DALLAS

The Branham Company

K.W. EXCLUSIVE REPRESENTATIVES

August 30, 1943 • Page 47
MERCHANTISING MAGAZINE "Point O'Sale" published monthly by the promotion dept of WSAI Cincinnati has been completely redesigned since Miss Hazel Brett Howard became editor. Outstanding new features include an editorial column, a double-page photographic spread, and articles on the activities of WSAI sponsors. Unique idea is inclusion of full-page enclosure of an outstanding piece of advertising published during the month. First used was J. Walter Thompson Co.'s "Dear Senator" ad, featuring Grant Wood's painting "American Gothic".

Jap Note

UNUSUAL PROMOTION scheme developed from a ten yen Japanese note sent from Guadalcanal by Private Samuel Esposito to a Syracuse grocer. Stewart Boyd, WSYR promotion manager, saw in it the possibilities of a promotion stunt and had hundreds of prints made of the money for distribution to local retailers of Kellogg Corn Flakes. The face of the ten yen was an exact duplicate of the original and on the back was printed, "A Jap ten yen is worthless. For real value try Kellogg Corn Flakes."

Program Memos

CJAT Trail, B. C., has a regular policy of scanning its weekly programs and then telephoning the secretaries of prominent local men and women who might be particularly interested in various program items. The secretaries are asked to leave a memo on their employer's desk calling attention to certain radio talks. For example, fuel dealers are called when a fuel shortage talk is listed, union officials and management executives when labor problems are aired, etc.

**MERCHANDISING & PROMOTION**

**Hockey Aids War**

IMPERIAL OIL Ltd., Toronto, which uses 50 Canadian Broadcasting Corp. stations for the weekly National Hockey League games each winter, has issued a 16 page illustrated booklet on the wartime value of the games. "Imperial Oil made a promise," it says. "to carry on in the national service." The booklet tells how recorded highlights of the games, done by Foster Hewitt, sports announcer, are transcribed to Britain for a re-broadcast to the Canadians stationed there. Commenting on results of a binocular drive—one of many war services featured on the program — R.C.A.F. public relations director is quoted as saying, "It got results like a fire box does when you break the glass and pull the switch."

**KOA Quiz**

KOA Denver has issued a promotional piece showing results of a question asked dealers throughout Colorado as to "Which Denver radio station would you prefer to broadcast advertising of products handled in your store?" 68.9% of retailers replying voted KOA their "first choice station."

**Aid Affiliates**

ORIGINALLY designed to help sell BLUE facilities to national advertisers and agencies, a series of bulletins prepared by the network's research department for the sales staff is now proving useful to managers of BLUE affiliates in local selling.

**Tennessee**

EFFECTIVE USE of a brochure published by the Governor's Industrial Council of the State of Tennessee has been made by WSM Nashville. The brochure, with photographs of Tennessee industries, describes the economic activities of the State and points out that 51 per cent of the nation's population live within 600 miles of Nashville. Station avoids any reference to itself—merely suggests interest in Tennessee as a market.

**WSGN Data**

AN UNUSUALLY thorough coverage and market data publication compiled by Bob Venn, sales promotion manager of WSGN Birmingham, in which maps and statistical breakdowns compare WSGN with its competing Birmingham stations, is being released by Headley-Reed Co., Chicago, national representatives for the station.

**Crooner Contest**

CONTEST between Frank Sinatra and Bing Crosby was held by Bud Baldwin on his early morning show on WHO Dayton. Sinatra got away with a fast start, but Crosby's faithful followers came through strong to see him across the finish line with a 30 thousand margin over Sinatra.

**Pictorial Edition**

FIRST ANNUAL all-picture edition in the four year history of Dial Tones monthly merchandising paper of K5O-KRNT Des Moines, has been issued. Network and local personalities are pictured in the paper which is edited by John Drake, production manager. Copy is confined to brief cutlines.

ALMA SIoux SCARBERRY, on publicity staff of KNX Hollywood is composer of the song, "Go! Go! To Leasso a Rainbow for You," which is being published by Peer International Corp.
Network Series Bought by Films

Contracts for Duffy’s Tavern
The Whistler, Quiz Kids
MOTION PICTURE Industry has recently signed contracts with several network shows for pictures based on the original radio programs.

Film rights to the weekly BLUE Duffy’s Tavern, sponsored by Bristol-Myers Co. (Minit Rub), have been acquired by Paramount Pictures in a deal which permits Paramount to make four additional pictures based on the original title during the next five years.

Ed Gardner, who portrays Archie on the radio program, will be featured in the film, and stars like Bing Crosby and Dorothy Lamour will appear in the picture as guests at the Tavern. Gardner recently came to Hollywood from New York to negotiate the picture deal and will remain on the West Coast for several weeks. Radio series resumes Oct. 5.

Film rights to The Whistler, weekly sustaining mystery thriller on CBS Pacific stations, have been acquired by Columbia Pictures, with further options covering the following two years. Current production plans call for two pictures based on the stories in that series during the next 12 months.

Talent Contracts

John B. Hughes, commentator of Mutual-Don Lee network, will portray himself in the Warner Bros. film, “Rhapsody in Blue”, a picturized life story of composer George Gershwin. Paul Whiteman, Oscar Levant and Al Jolson also have important roles in that film. Frank Sinatra will sing four songs in the RKO film, “Higher and Higher”, starring Jack Haley and Michele Morgan. Fred Brady, featured comedian on the weekly NBC Fred Brady Show, will have the lead in the MGM musical “Meet Me in St. Louis”.

Quiz Kids’ Joel Kupperman, seven-year prodigy, has a five-year contract at $2,000 a week with Jack Skirball, independent producer. The BLUE child star’s first picture is a Universal film starring Donald O’Conner. Skirball also won first refusal on all other Quic Kids for future films.

Hurja Sells Pathfinder

EMIL HURJA, who has published the Pathfinder since 1939, has sold the paper to Graham Patterson, publisher of Farm Journal and Farmer’s Wife, Philadelphia. Mr. Patterson plans to continue the magazine as a national news weekly appearing to small city circulation, with Mr. Hurja remaining in an important editorial and executive capacity. The new owner plans greatly to increase the magazine’s circulation and to utilize the resources of Farm Journal Inc., in developing a more attractive and complete publication.

WOODROW WIRSIG, who recently wrote a story on his ex-boss, Paul White, CBS director of news broadcasts, has penned another “inside” tale, titled “This is (Ed.) Murrow”, for the September issue of Coronet.

WIRELESS

RADIO LISTENERSHIP in PITTSBURGH

Higher

THAN MOST OTHER MAJOR MARKETS

No doubt about it! The birthplace of radio broadcasting is still a whale of a radio town. Not only is Pittsburgh listenership constantly on the increase, but on a comparative basis the market is head and shoulders above almost every other major market for percentage of sets in use.

The significance of these facts is clear:

★ In Pittsburgh, more than in most major cities, radio is a "must" on your media list.

★ Because WCAE can furnish spot advertisers with good availabilities in periods with high audience ratings, WCAE is a "must" among Pittsburgh stations.

When you plan your next campaign, check WCAE and Pittsburgh carefully. A lot of other smart advertisers have, and the Station Log (on the all-afternoon Tune Factory program, for example) lists some of the biggest trade names in the business.

For choice availabilities wire WCAE
or see the man from

THE KATZ AGENCY

New York Kansas City San Francisco
Chicago Detroit Atlanta Dallas

WCAE

1250 K.C. • 5000 WATTS • MUTUAL BROADCASTING SYSTEM.

BROADCASTING • Broadcast Advertising August 30, 1943 • Page 49
JOHN U. REBER, vice-pres. in charge of radio of J. Walter Thompson Co., New York, and Wick Crary, head of radio publicity, have left for the West Coast. Mr. Reber will attend the opening of the new RCA show on the BLUE, and the return to the air of several JWT programs after a summer hiatus. Mr. Crary is making his annual cross-country tour to promote the CBS-Lever Bros. Lus Radio Theatre.

RUPERT LUCAS, supervisor of drama, Canadian Broadcasting Corp., Toronto, has resigned to become radio director of a prominent advertising agency in New York.


MARY LOUIS ANGLIN has resigned as script editor of Pedlar & Ryan, New York, to be married in September to Peter Alden Cabaner, formerly advertising executive and civilian specialist with the Navy.

JACK KOSTE has joined Spot Sales Inc., New York, as sales executive, having resigned as assistant time buyer of William Esty & Co., New York. He replaces Stanley Young, who has resigned to enter the Navy, with the rank of Capt.

EARL THOMAS, who recently resigned his captaincy in the Army, will re-enter radio in New York. Thomas had been radio director of McCann-Erickson Adv. Agency, Chicago, before entering the service.

Heads Film Advertising

JULES ALBERTI, formerly associated with the Treasury Dept. in Washington as chief of station relations, and as coordinator of celebrities and talent for bond rallies, has been appointed national director of radio advertising of Twentieth Century Fox Film Corp. It was announced last week. The post is a new one, created in line with the film company's policy of "ever increasing radio participation." Mr. Alberti, who was to have joined Twentieth Century as assistant to the president, S. P. Skouras, will instead head the new radio advertising department under Hal Horne, director of advertising, publicity, and exploitation.

Mr. Alberti has been active in radio since 1921, when he was associated as an artist with the former KJY, Chicago. He became producer-director of the BLUE in 1935, handling the Benay Venuta programs. He assumed his government post this year.

ROBERT BRILMAIER, Hollywood and Chicago freelance writer, and John Hugh, previously with CBS New York, have joined the radio depart- ment of Kenyon & Eckhardt Inc., New York.

MARIA SUTHERLAND, for the past year with the Office of War Information, and previously with Pedlar & Ryan, New York, has joined Comp- ton Adv., New York, as an assistant account executive. John H. Owens, recently copy writer of Buchanan & Co., New York, has joined Compton in a similar capacity.

WILL C. GRANT, president of Grant Adv., Chicago, is the father of a boy.

ROBERT RODMAN, formerly editor of the practical pharmacy edition of the Journal of the American Pharmaceutical Assoc., has been joined by Murray Breske Associates, New York, as a writer.

SIDNEY G. ALEXANDER, advertising manager of Columbia Pictures, New York, is the father of a girl.

ADOPLY J. TOIGO, formerly director of research of Geyer, Cornell & Newell, New York, has joined Wm. Esty & Co., New York, as vice-president and director of research.

JOSEPH E. BOYLE, former AP correspondent in the Midwest, has joined the public relations staff of J. Walter Thompson Co., New York.

TED WICK, Hollywood producer of Poete, Cone & Belding, has been made assistant to Vick Knight, vice-president and radio director of the agency.

MRS. ROY LINDSEY, formerly West Coast manager of Tom Fidulac Inc., national publicity service, is the mother of a girl.

KIRBY KATZ, formerly a copywriter for Leo Burnett Co., Chicago, has joined the writing staff of Campbell-Mithun, Chicago.

ERNEST ALLEN, member of the art staff of Neuman & Louis & Brophy, Chicago, has been inducted into the Army.

PENNY DICKER, formerly radio director of Grant Adv., Chicago and New York, will join NBC Sept. 8 to assume the position of advertising manager. She has been manager of program development. Frank Newton has also left Grant Adv., joining the copy department of How Co., New York.

FRANCIS M. STILLMAN, formerly with the Civil Service Leader, has joined Davis-Lieber, New York publicity firm, as an associate.

M. J. EYBLER, formerly with BBDO, New York, has joined William H. Weintraub & Co., New York, as account executive.

ARTHUR SHERRILL, of the public relations department of Young & Rub- icam, New York, has been appointed public relations manager of the agency, succeeding Fred Smith, who has been assistant to Secretary of the Treasury Henry Morgenthau Jr.

MORGAN RYAN, newly appointed radio director of Shuman & Mar- quette Inc., New York, is headquartered in Hollywood for several weeks, working with Lloyd Alsop, newly appointed agency producer of the CBS Judy Canova Show.

MARGARET GARDNER, former Western editor of Movie-Radio Guide, has joined Hollywood offices of Tom Fidulac Inc., national publicity service.

Do you have a story to tell the people of the Real Southwest? IF SO

SEND THE NEXT 52 ISSUES AND THE NEW YEARBOOK NUMBER.

$5 Enclosed

Bill Later

Name

Firm Title

Address

City State

Page 50 • August 30, 1943

BROADCASTING • Broadcast Advertising
Seven NBC Disc Series Taken for Sponsorship

CLARK BROS. CHEWING GUM Co., Pittsburgh, has signed for the NBC Radio-Recording Division's transcribed series Finest-Flying for Free down on WTAM Cleveland, and seven other series produced by the division have been acquired or renewed by a number of stations.

* * *

Betty and Bob has been taken by WGR Buffalo, for J. W. Adams & Co. department store.

KFWI Fort Smith, Ark., for a local jeweler, and KOME Oklahoma City, has renewed the series, for Brown Dunkin Dept. store.

Honolulu Soda Water Co. will use Hollywood talent too.

KCBM Honolulu. Let's Take a Look in Your Mirror, has been taken by WPRO Providence, for Gordon Schenfarber & Associates for Gladdings Inc., a department store.

KFIZ Fort Worth, will broadcast Getting the Most Out of Life Today which has also been renewed by WSON Henderson, Ky., and KVOA Tucson.

KSL Salt Lake City, and KHQ Spokane, will both carry Carson Robison and His Buckaroos. WSTV Steubenville, O., has contracted for Five Minute Mysteries, and The Name You Will Remember has been renewed by WBIG Greensboro.

G. A. Taggart Leaves CBC To Form Talent Agency

GEORGE A. TAGGART, assistant general supervisor of programs of the Canadian Broadcasting Corp., Toronto, has resigned to form his own talent and production agency in Toronto. Taggart has been with the CBC and its predecessor, Canadian Radio Broadcasting Commission, since 1933. He was manager of CBL, Toronto, before becoming assistant general program supervisor. In 1937 he was sent to England as exchange with the BBC to study its methods and operations, and also surveyed broadcasting techniques in France, Belgium and Germany. Among his important productions have been the Dominion-wide Christmas Day broadcast, Silver Jubilee broadcasts for the late King George V, and a world-wide broadcast during the 1939 visit of King George and Queen Elizabeth to Canada. Since the start of the war his main CBC work has been on war effort broadcasts.

OWI Magazine Group

THE THIRD and final appointment of a major media advisory committee was announced last week by Palmer Hoyt, Director of OWI Domestic Operations. The committee of nine magazine editors, represents leading monthly and weekly periodicals. Previously, the OWI had named radio and the press [BROADCASTING, Aug. 23, July 12]. Membership of the committee is William L. Chenery, publisher of Collier's; Mrs. Edna Woolman Chase, editor of Vogue; George T. Delacorte Jr., publisher, Dell Publishing Co.; D. E. Gould, co-editor of Ladies Home Journal; Ben Hibbs, editor of Saturday Evening Post; Frank McDonough, editor of Harper's Homes & Gardens; Wheeler McMillen, editor of Farm Journal; De Witt Wallace, editor of Readers Digest; and Otis Wiese, editor of McCall's.

AGENCY

APPOINTMENTS

J. P. SMITH SHOE Co., Chicago, (British Walker and Sympatex shoes); and subsidiary, Hatan Shoe Co., Chicago, to Goldman & Gross, Chicago. No radio planned at present.


PEPPERIDGE FARMS, Fairfield and Norwalk, Conn., to Kenyon & Eckhardt, New York, for Pepperidge Farm Bread. Participation in WQXR New York started Aug. 24.


BARKER FOOD PRODUCTS Co., Los Angeles (dehydrated soup), to Brinsacker, Davis & Van Norden, Los Angeles.

TRAGA-ONTENATIONAL & WESTERN AIR INC. to Arthur Kudner Inc.


DR. ROWELL MEDICINAL PRODUCTS, Stater Hotel Garden, Peerless Mill Supply Co., Niagara Asbestos Co. and George F. Bitter Co. (chemicals) to Ellis Advertising Co., Buffalo.

DEFOREST'S TRAINING, INC. (industrial training school) to MacDonald-Cook Co., Chicago and South Bend.

WYLER & Co., Chicago (Wyler's Soap, Dehydrated Vegetables, and Bouillon Cubes), to Aubrey, Moore & Wallace, Chicago. Radio being used.

NORTHEASTERN National Life Insurance Co., Minneapolis, to BDDO, Minneapolis.

WASHINGTON PARK JOCKEY Club, Homewood, Ill., to Al Paul Leffton Co., Chicago. Radio being used.

Sun Harbor Packing Co., San Diego (fish) to Foote, Cone & Belding, Los Angeles. May spend $56,000 in radio, plus newspapers, magazines and others.


Beverages of America Inc., Los Angeles (Chukker beverages), to Barnes-Chase Co., Los Angeles.


GOOD YEAR TIRE & RUBBER Co. to M. A. Bruno Associates, New York, as public relations counsel.

SCHENLEY DISTILLERS Corp., New York, to Foote, Cone & Belding, New York, for an institutional campaign designed to benefit the liquor industry as a whole. Newspaper campaign has started. No radio contemplated at present.


VIRGINIA DARE EXTRACT Co., Brooklyn, to Scheck Adv., Newark, for Virginia Dare Flavoring Products. Continues to participate in Food & Home Forum on WOR, New York.

ARMY AIR FORCES to Geyer, Cornell & Newell, New York, for all advertising. Initial drive will seek recruits for aviation cadets, but no media plans have been formulated.

THE SMILIN' IRISHMAN, New York, used car dealer, through its newly appointed agency, Klinger Adv. New York, has started a new cycle of advertising in the New York area on WINS, WAAJ, WHN, WNEW and WPAT. Firm will soon open a branch in Buffalo.
PHARMACO INC., Newark, N. J. (Feta-s-mint) has started spot announcements on a number of Canadian stations. Account placed by Baker Adv. Agency Ltd., Toronto.

JOHN STUART SALES, Toronto (Dunhill cigarettes) starts early in September. Dunhill Cigarette Mystery thrice weekly on five Ontario stations. Account placed by Harry E. Foster Agencies, Toronto.

AVION Inc., Los Angeles (aircraft part), seeking skilled and unskilled workers, has started sponsoring a three-weekly quarter-hour program, Life at Avion with Hal Stiles, on KFWB Hollywood. Contract is for 13 weeks.

RYAN AERONAUTICAL Co., San Diego, Cal., to promote public service and employment relations, on Aug. 30 started sponsoring a five-weekly quarter-hour localized newscast on KGB. Contract is for 13 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

PENNZOIL Co., Los Angeles (lubricants), is utilizing a series of transcripted half-hour singing announcements on KUTA Salt Lake City and KEUD Price, Utah, with live spots on KLZ Denver. Firm in addition sponsors the quarterly hour commentary, Faces & Places in the News, on 83 Don Lee Pacific stations, Wednesday, 4:15-5:30 p.m. (PWT). Agency is The Marners Co., Los Angeles.

DELWARE. LACKAWANNA & WESTERN COAL Co., Buffalo (Blue coal), starts in October weekly half-hour transcription program The Shadow on 9 Canadian stations. Account is placed through Vielers & Benson Ltd., Toronto.

You may be waiting longer than you think if you try to cover Central New England from the outside — without WTAG Worcester. Official F.C.C. maps of radio stations located beyond this area, leave Central New England blank in adequate coverage.

There's every reason why you should move inside where WTAG holds listener preference. The workers in four hundred war industries are earning better than $45.00 per week, and spending it on food at the annual rate of $396 per family. That's $74 higher than the U. S. average. Worcester is a MUST market in Massachusetts.
OWI Student Nurse Campaign Brings 25,000 Inquiries in Three Weeks

RESPONSE to the first three weeks of OWI's stepped-up radio campaign in August to obtain recruits for the new U. S. Cadet Nurse Corps brought forth 25,000 inquiries, from which it is estimated 10,000 enlistments will result, it was disclosed last week by the Domestic Radio Bureau.

The inquiries were the direct result of the radio drive, which asked listeners to write to a New York postoffice box address for names of accredited schools of nursing, according to Marion Sabatini, campaign manager for the Bureau.

To promote the drive, OWI scheduled 130 network programs under the network allocation plan and furnished campaign data through its Women's Radio War Program Guide to 900 local women's programs which will continue messages through September.

Impetus to the current campaign, which has as its goal 65,000 student nurses, derived from an advance offered under the new government training program authorized by Congress, and administered by the U. S. Public Health Service. Under this program, Mr. Sabatini explained, all-expense scholarships and monthly allowances are given nurses while in training and attractive uniforms provided.

The matter of uniforms has been given special emphasis as an incentive in the campaign, Mrs. Sabatini pointed out, a design by Molly Parnis, well-known designer, having been selected by a jury composed of leading fashion editors at a luncheon Aug. 16 at the Waldorf in New York. A "Montgomery" type beret, designed by Sally Victor, was also chosen. Publicity for the selection of the uniforms was handled by J. Walter Thompson Co. which was assigned the project by the War Advertising Council.

With the theme "Save his life . . . and find your own—Become a nurse", the campaign stresses the need for candidates to replace 33,000 nurses who have already gone into the armed services, to replace the 2,500 nurses who are being sought for Army and Navy nurses corps each month, and to meet serious shortages in boom towns, war plant centers, hospitals, and public health departments.

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Third Paper Cut Likely As Production Slackens

A THIRD cut in newsprint allotment for the final quarter of 1945 is believed inevitable, WPB officials say, on the basis of declining paper production, and increased demands for paper and paperboard as a substitute for critical materials. Newsprint has already been cut 10% on a sliding scale, and the new reduction may amount to an additional 5%.

According to figures released by WPB, output of paper and paper-board dropped 5% in the first six months of this year, compared with the same period last year, although it was considerably higher than the second half of 1941. WPB said 8,398,594 tons had been produced the first six months of this year, compared with 8,843,278 tons for that period last year, and 7,871,298 for the second six months of that year.

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Lux Resumes

LEVER BROS. Co., Cambridge, Mass. (Lux), after an eight-week summer hiatus, on Sept. 13 resumes for the tenth consecutive season Lux Radio Theatre on 118 CBS and 30 CBC stations, Monday, 9-10 p.m. (EWT). Production set-up remains the same with Cecil B. DeMille continuing as director and also handling commentary. Sanford Barnett is J. Walter Thompson Co. Hollywood producer of the series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Lou Silverstein has been re-signed as musical director, with John Kennedy as musical assistant. Charles Forsyth continues in charge of sound effects. Initial broadcast of the new season will have Greer Garson and Ronald Colman heading the cast in a dramatization of the MGM film, "Random Harvest".

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How Much Money Do They Make?

Of course you've always known that Iowa farmers make good livings. But do you realize that in 1942 their average income was actually $6,490?

Yes, and in 1943 they'll make even more! ... Among farmers like this, a recent Ross Federal survey showed that the average KMA program rated 13.3%. Some KMA programs had phenomenal ratings: a once-a-week commentator, 51.4%; a quiz show, 32.9%; a dramatic show, 25.3%.

To reach the No. 1 Farm Market's record-breaking buying power, you need KMA. For KMA is the only full-time farm station in this entire area—the only station devoting 70% of its broadcasting time to news, entertainment, and specialized service for America's 540,988 most prosperous rural families.

Our new Market Data Brochure will soon be off the press. You can have one—merely for the asking.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA

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Our Spots Paid Despite All Handicaps
(Continued from page 30)

tion breaks, we had to do it like this:

Cheerful news: FREE inspection, written report . . . any
basement or forced-air FUR-
NACE over five years old . . .
June and July only . . .
Company. Call or write near-
est office in phone book.

Results Inventory

Now, as to what happened: The
results of any such operation must
be evaluated, of course, upon two
bases—tangible and intangible. For
tangible results, we had a total of
about 750 inquiries, and they con-
tinued to come in for some time
after the offer expired July 31.
Our Service Department took or-
ders for approximately 250 free
inspections of qualifying furnaces,
the majority of which revealed
“prospects” for future replace-
ment. Cash sales for service jobs
and parts totaled over $3,500.00
and many contacts were established
for future service, when and if
needed. More cash sales will fol-
low, of course.

As to the intangibles: Owners
whose heating plants required no
service were given a written report
to that effect, and it is safe to say
that every one of them retained a
cordial, friendly feeling toward our
Company and its representatives.
Whom will they call when they do
need service later? “Payne”, we
hope and believe.

Among the total calls were a
good many from owners of floor
furnaces who either had not under-
stood our announced limitations or
who contacted us anyway on a
chance that we would inspect their
appliances. Instead of regarding
these as nuisance calls, we wel-
comed them as an opportunity to
make additional friendly contacts,
explaining the conditions of the
offer by telephone and, in many
cases, advising the owners on how
to clean and adjust their appli-
cances. Again, a fund of good will
undoubtedly resulted. Needless to
say, our mailing list, too, has ben-
efited by the operation.

Finally, at a time when all our
facilities, except the Service De-
partment, are devoted to war pro-
duction, and few pre-war Payne furnaces are available even on pri-
ority, we reminded hundreds of
thousands of our “neighbors” not
once, but many times, that the
name “P-A-Y-N-E, Payne” still
stands for heating and for friendly,
skilled service, and will continue
to do so after the war. This construc-
tive publicity, impossible to evalu-
ate in dollars, we regard as the
most important result of our unique
summer radio test. Our manage-
ment sums up its attitude in two
words, “Completely satisfied”.

BECK SHOES ADDING
RADIO TO CAMPAIGN

RADIO TIME as well as substan-
tial newspaper linage in 40 cities
is planned for fall advertising
campaign of A. S. Beck Shoes. A
special musical spot announcement for station breaks and participa-
tion programs has been created for
Beck Fashion, Pettitt & Fenton Inc.
and will be broadcast more than 125
times a week by three New York
stations. The agency handles both
newspaper and radio campaigns.

Outlets in A. S. Beck sales ter-
ritory throughout the East and
Middle West are to be added to the
schedule shortly.

Both newspaper and radio copy
are to feature success theme re-
portedly based on independent re-
search that “more women on Fifth
Avenue and other fashionable
streets wear A. S. Beck Shoes than
any other shoe!”

WCED Joins CBS

With the addition of WCED, Du
Bois, Pa, Oct. 10, to the list of
CBS affiliates, the network will
reach a total of 183 stations.
Owned and operated by Tri-County
 Broadcasting Co., with 250 watts
on 1230 kc, WCED joins CBS as a
bonus station to the basic network.
Network recently acquired KEYS,
Corpus Christi; and KBGS, Har-
lingen, Tex. [Broadcasting, Aug.
23].

B-S-H NAMES CARTER
A SENIOR EXECUTIVE

FURTHER EVIDENCE of the
eventual reorganization of person-
el at Blackett-Sample-Hummert
when E. F. Hummert resigns and a
new agency setup is formed
[Broadcasting, Aug. 16], was
given last week with the announce-
ment by H. M. Dancer, president of
B-S-H, that Bertram K. Carter has
joined the agency as a senior exec-
utive.
Mr. Carter has most recently been
publisher and editor of his
own newspaper in upper New York
state, and before that was with The
Saturday Evening Post in Phila-
delphia. He has also headed his
own advertising agency, and has
worked with Lennen & Mitchell,
New York.

Appointment of Mr. Carter to
the B-S-H staff is the second in two
weeks, Joseph I. Palantist, former-
ly with Frederick Stearns Co.,
Detroit manufacturing chemists,
having been appointed director
of the agency’s drug and cosmetic
merchandising department.

Whelan Testing

WHelan DRUG CO., a chain of
35 New York drug stores, made its
first radio venture Aug. 23 as a spon-
or of a segment of Alan Court-
nedy’s recorded music program six
times weekly on WOVY New York.
Contract is for 12 weeks. Neff-
Rogow, New York, is agency.

McCLATCHY BROADCASTING COMPANY

What’s all this about the
BEELINE?
Soon you’ll have the full
story. Watch these pages.

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time and about his including political material in his broadcasts, supposedly confined to nutrition, Mr. Belli said that in June, 1942, he dropped Dr. Brunori from his program. Dr. Brunori then made an affidavit about Mr. Belli and gave it to Giuseppe Lupis, editor of Il Mondo and Italian program director of WHOM New York, who took it to Washington. Called as a witness in the hearings of the preceding week, Mr. Lupis was revealed as a constant "informant" on the activities of Italian broadcasters to the FCC and other Government agencies.

After accepting the new parole which shut down his normal business operations, Mr. Belli got the Office of Censorship interested in his case, the FCC report states. On Sept. 25, 1942, Mr. Ennis wrote to Alan Fenner, FCC field attorney in New York, that "strong representations are made in his favor" and suggesting that either the FCC or the OWI "whichever is charged with the responsibility," should decide on Mr. Belli's fitness to broadcast, rather than the AECU.

In October the OC asked Messrs. Falk and Cranston, together with David Truman, broadcast analyst for the FCC's FBIS, and Jerome Spingarn of the FCC's War Problems Division, to discuss Mr. Belli with Robert K. Richards, assistant to J. H. Ryan, and E. H. Bronson, head of OC's foreign language radio section. The Censorship officials asked for more information, which Mr. Cranston and Mr. Spingarn promised to supply.

On Nov. 12, 1942, J. H. Ryan, assistant director of OC, wrote the AECU that the OC's own investigation of Mr. Belli, plus its review of the material supplied by FCC and OWI, "show to my satisfaction that whatever is charged against him, and recommended that he be relieved of his parole. Terming the FBIS report "nebulous", Mr. Ryan wrote that the OC's monitoring had "uncovered no evidence of censorship violations". He also discounted the credibility of Dr. Brunori's affidavit by revealing his conviction for extortion in 1913.

Ryan Said O.C. Found No Evidence of Violations

Regarding charges that Mr. Belli was a Fascist, made by Pietro Garofalo (who Mr. Ryan stated was discharged at the suggestion of Mr. Alcorn when he disobeyed orders about the sources of his newscasts), and by the Mazzini Society (which Mr. Ryan pointed out, had for two years unsuccessfully tried to get Mr. Belli to become a member) Mr. Ryan said that this evidence might be prejudiced. The OC monitor who listened to Belli's programs for six weeks reported that they did not contain the FCC's prohibition of selling bonds and making USO appeals of all Italian broadcasters to whom she had listened," he declared.

A few days later Mr. Falk also wrote the AECU objecting to Mr. Ryan's conclusions and stating that OC "ignores completely Dr. Brunori's side of the argument, misinterprets the Garofalo incident and was misled by its informants about the Mazzini Society." Asked by Chairman Cox to explain the difference in attitudes reflected by the OCI, the FCC and OWI, Mr. Garey said that the Office of Censorship "is responsibly conducting its duties with a fine regard for the scope of activities it is given by law, whereas the FCC and OWI are not". There is a little group in both the latter agencies, he stated, who, finding themselves "momentarily in power," are "determined to destroy" persons whom they suspect, with or without evidence.

On Dec. 2, Thomas D. McDermott, acting director of enemy alien parolees, reported that Mr. Belli was "observing technical compliance with the restrictions" imposed on him, but that the condition of parole was too nebulous to be enforced and he recommended either cancellation of the condition or intermittency of Mr. Belli.

Mr. Garey read reports from Mr. Fenner to Marcus Cohn, of the FCC legal staff in Washington, of attempts to obtain counter evidence to the proposed lifting of Mr. Belli's parole restrictions, covering interviews with other Italian language broadcasters and even with Mr. Belli's office boy. Copies of stories in Italian language papers were sent to Washington, charging Mr. Belli with appearing with prominent Fascists at a party given in 1939 by the Italian Barbers Assn. Mr. Belli denied attending the affair.

The FCC files also contained vouchers signed by Miss Frances Keene of Shortwave Research Inc., who had been engaged by the FCC, indicating that she had spent many hours investigating Mr. Belli and that she had also hired others to assist in this task. Nathan David, FCC assistant general counsel, representing the Commission at the hearing, asked that the record show that this action on her part was unauthorized and that the FCC did not pay these other assistants.

Hired Two; Fired Two,
At OWI's Suggestion

Meanwhile, Mr. Belli testified, he had sought assistance from Rep. Vito Marcantonio (A.L.-N.Y.), who had conferred with FCC officials, including Nathan David, the latter asked Rep. Marcantonio to tell Mr. Belli to talk to Messrs. Cranston and Falk. When he saw them, in March, Mr. Belli stated, they told him that he'd have to change
some of his staff, who were accused of being pro-Fascist. He protested that this was not true as far as he knew and also that the conditions of his parole did not allow him to take any part in broadcasting. They told him, he stated, that if he made the changes they suggested they'd have the parole lifted.

At their suggestion, he testified, he hired Renzo Nissim, who then assumed full charge of the programs in the time paid for by Mr. Belli and who, the following day, hired two new staff men. Reporting on this in a letter written to J. A. Guest, FCC senior field attorney in New York, on April 5, Mr. Belli wrote:

**OWI Thanked Belli For Loan of Italian Discs**

"We have taken Hugo Neri from the air and replaced him with Nino di Salle, an American citizen having a well-known anti-Fascist background. Mr. Angelo Franci, the news translator, was replaced with Bettina Rava, holding a position with OWI in New York. Renzo Nissim, censor and supervisor, is a Dr. of Law with an anti-Fascist background. He has been working for OWI in Washington, in the preparation of scripts of anti-Fascist propaganda which are on the air on all Italian-language stations in America."

After some discussion of program changes, the letter concludes, "I hope these changes will meet with the approval of the OWI, FCC and other Government agencies interested in my activities." Mr. David asked Chairman Cox to ask the witness if identical letters were not sent to the FBI and other agencies, explaining that he could not testify to that and that in six months the witness will not be available. Mr. Cox rejected his plea, but subsequently Mr. Garey put the question to Mr. Belli who said he did not remember and could not tell without consulting his files.

On April 9, Mr. Belli said, he was told that he could resume his business, but could not prepare or put on broadcast material. Later Mr. Nissim told him, he said, that he'd arranged for a full release from the condition of parole and on May 26 this occurred. As a postscript, Mr. Garey read a letter to Mr. Belli from the OWI, written last July, expressing "great appreciation" for his "remarkable and valuable contribution to the war effort." In making available to the OWI his collection of Italian records for use in overseas broadcasting.

Renzo Nissim, called to the witness stand Wednesday morning, testified that he had been born in Florence, Italy, in 1907; that as a student at the U. of Florence he had belonged to a student Fascist organization and that he had joined the Fascist Party following his graduation in 1931 when he wanted an appointment as an assistant at the University, explaining that the Italian law required all instructors to be party members. He did not keep up his dues and was expelled, he said.

**Cox Says Alien Hiring By OWI Is "Shocking"**

Coming to America as a visitor in 1937, he went to Cuba, and returned as an immigrant the following year, he said. His first radio work was as a writer on the Famous Trials program sponsored by Roman Macaroni Co. on WHOM. Later he also worked with an Italian dramatic company appearing on WOV and about a year ago an Italian program director of that station recommended him to Mr. Falk who hired him as a writer on an OWI series, "Victory for America — Freedom for Italy," which was transcribed and sent to all Italian language stations in the United States.

Chairman Cox observed that apparently the people in Government service could not find citizens to do their work, but followed the practice of engaging immigrants as soon as they arrive. He termed the situation "shocking" and one that should be corrected immediately.

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**Sure, we're the 'Voice of the Textile South.' But don't overlook our farmers. In our 22 county—3 state-area, they had a $93,000,000 cash income last year. It's gone up since, (so has their way-ahead preference for WSPA).**

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**TAKING THE SPONSORS for a ride is the new way of celebrating an anniversary broadcast which commentator John Corcoran, WFIL Philadelphi, has found popular. The handsome oat-burners pulled a tally-ho load of Morris Plan Bank branch managers and agency heads out to Garden State Race Track in Pennsauken, N. J. The chap at the left with the hand up is Corcoran.**

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**Serving the Textile South from Spartanburg, S.C. 5000 watts day, 1000 watts night, 950 kc. Represented by Hollingbery. CBS**

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Mr. Garey said that according to the Congressional Record of June 28, 1943, there were 417 aliens on the OWI payroll, with salaries ranging up to $8,000 a year.

After this revelation the Chairman asked Mr. Garey if these aliens were hired because of their knowledge of some special foreign ideologies or because of their understanding of American ideals, to which Mr. Garey replied that they were hired to tell Americans how America is and how it ought to be.

At first he wrote his scripts from material sent him by Mr. Falk or other OWI officials, principally Giuseppe Facci, in charge of OWI's domestic Italian broadcasts, Mr. Nissim said. Later, when this material was slow in coming, he began developing his own material, he stated, explaining in response to Mr. Garey's questioning that he felt that most Italian speaking Americans were pro-Fascist and that something ought to be done to change their frame of mind.

FCC Attorney Asks Data On Staff Changes at WBNX

Questioned about his work as an announcer for the OWI Overseas Branch, Mr. Nissim said he had taken an oath of secrecy not to disclose anything about this. Mr. Garey asked what he was supposed not to reveal and he replied that he supposed it was the material he had broadcast, assenting to Mr. Garey's remark, "It's all right to broadcast it to the entire world but you must keep it a secret at home."

On March 19, 1943, he received a letter from Mr. Belli asking for an appointment. Mr. Nissim said, stating that he was surprised at this as he had never met Mr. Belli. He went to Mr. Belli's office and was offered a position, Mr. Belli saying that he had got Mr. Nissim's name from the OWI. Mr. Belli told him the whole story of being put off the air, he said, adding that he was "amazed and shocked" at such injustice.

Mr. Belli hired him as censor and announcer, with possibly some script writing, he said, and told him that the OWI wanted more "pro-democratic material!" in the programs, which they had criticized as being "too passive." In effect, Mr. Nissim said, he was placed in charge of Mr. Belli's program operations, as at that time Mr. Belli was not permitted to go to the WBNX studios, under the conditions of his parole.

Shortly after this, Mr. Nissim said, he heard from Mr. Facci that he had given his name to Mr. Belli. Mr. Nissim said that he made several changes in personnel, but that before hiring any new Italian staff members he consulted the OWI, explaining that he did this in good faith as he thought that the OWI, as a Government agency, had the right to say who should or should not be employed. He also stated that J. A. Guest, senior field at

**Winners May Expand**

PENN TOBACCO Co., Wilkes-Barre, since early July has been testing radio for its new Winner king-size cigarettes, using a five-weekly quarter-hour newscast on WHP Harrisburg. Promotion for Winners, which alternates with commercials for Kentucky Club tobacco, is on the theme that Winners are "gentlest on the human system." Later in the fall, Penn may expand Winner promotion to station breaks in the Harrisburg and other areas. Agency is H. M. Kieswetter Adv. Agency, New York.

**Record Future**

PREDICTION that the magnetic recording system now being utilized by the Army for on-the-spot recordings ([Broadcasting, Aug. 23]) will be widely used for home recordings in postwar days is made in the "Business at War" section of the September Fortune. "Before the war," the magazine reports, "it was possible to make disk recordings at home, but quality comparable to the best commercial records could be achieved only with expensive, hard-to-work equipment. The new method involves recording sound waves by magnetic impulses on tape. With it, almost anyone can make good recordings from his radio set."

"GIT HEP. CAT. TO THE SALES POSSIBILITIES IN THE RED RIVER VALLEY! GIVE OUT WITH YOUR JIVE ON WDAY—ONLY SOLID SENDER IN THIS NECK OF THE WOODS!"

**WDAY**

FARGO, N.D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES
was kept on as a salesman, Mr. Nissim said, but was not allowed to go into the studios.

On a trip to Washington to discuss some OWI scripts with Mr. Facci, Mr. Nissim said, they talked about Mr. Belli and Mr. Nissim urged that everything possible be done to relieve him of the condition of his parole which was ruining his business. Mr. Facci agreed that this should be done, Mr. Nissim said, and shortly afterwards the condition was lifted. He denied opposing credit for lifting the parole condition, but said that he thought his talk with Mr. Facci may have helped to achieve this end.

Mr. Nissim said that for some time he had had no inquiries from OWI, FCC or any other Government agencies, at which Mr. Garey said if he heard that possibly the House Select Committee investigation into the activities of the FCC and OWI might not have helped to keep these agencies off the neck of the broadcasters.

W. I. Moore, financial officer of WBNX and assistant to W. C. Alcorn, the station's general manager, took the stand in the afternoon. He testified that Edmund Silver of the FCC legal staff had come to him on May 30, 1942, for information and continuities of certain German language broadcasts, which he was given. On June 27, 1942, he said, Charles E. Clift, an FCC investigator described by Chairman Cox as "a member of the Gestapo of the Commission," came to WBNX, remaining for about 10 days, during which time he went into every phase of the station's operation, asking detailed questions about the personnel, the contracts with clients, how bulk sales were handled and similar matters. He refused to explain the reason for this investigation, Mr. Moore said, saying only that he had been ordered to make it.

At that time WBNX was operating on a regular license but at the end of July it was put on a 30-day license, Mr. Moore said, continuing on that basis until just recently, when the regular license was restored. WBNX was put on temporary license after George Brunner, German program producer, had been put off the air at the direction of Lee Falk, Mr. Moore stated.

Weil Denies Hartley Was Recommended By Falk

Questioned as to his association with Mr. Falk, Mr. Moore said he had not met him before the day that Mr. Falk had told him and Mr. Alcorn to put Mr. Brunner off the air, but that he had heard Mr. Falk speak at a foreign language session of the 1942 NAB convention. He recalled that Mr. Falk had said that unless the foreign language stations got rid of certain personnel objectionable to the OWI they would lose their licenses, a statement that made Mr. Moore so mad, he reported, that he left the meeting.

Mr. Garey read a letter written by Mr. Moore on Dec. 30, 1941, to Frances Keene, director of Shortwave Research Inc., concerning an interview he had had with the chairman of the radio committee of the Mazzini Society, whom he said sent to WBNX. Mr. Moore was unable to recall much about the meeting except that the man had objected to everything about the Italian programs on the station and asked for time to put on a series for his organization, which Mr. Moore had refused. Mr. Garey also read from a letter written by Mr. Alcorn to Robert K. Richards of the Office of Censorship, stating that perhaps this rejection of the Mazzini Society might have been the "innocent cause" of Mr. Belli's trouble.

Ralph Weil, manager of WOV, called as the next witness, was asked about his station's public service contributions. In reply he gave Mr. Garey a list of public service programs on WOV from...
January 1942 to the present time, which he said represented a contribution of $281,989 worth of time at card rates, in addition to which the station had expended about $5500 in presenting these programs.

Mr. Weil also offered copies of magazine articles, letters, awards and presentations made to WOV by publications, Government agencies, the Red Cross, the Treasury Dept., the NAB and other individuals and groups for the station's outstanding contributions to various phases of the war effort, particularly for promoting a pro-democratic attitude among Italo-Americans.

Asked if he had talked to Harold A. Lafount, general manager of all the Bulova radio properties, including WOV, since Mr. Lafount had been interviewed by the Committee, Mr. Weil said he had seen Mr. Lafount on the following morning. Mr. Garey questioned Mr. Weil closely about this conversation, asking if Mr. Lafount had told Mr. Weil that Mr. Garey had informed him that Mr. Weil had told the Committee that Mr. Falk had given Mr. Hartley's name to WOV. Mr. Weil denied that Mr. Lafount had made any such report to him or had complained about the testimony he had given, stating that Mr. Lafount had complained about the length of time the Committee had kept him waiting.

Mr. Garey warned Mr. Weil that he was under oath to tell the truth, adding that there had been "too much false swearing around here" and that it might be a good idea to make an example. Hearing then recessed for the day "to give the witness a chance to consult with counsel."

Fly Letters Called Bid For Support by FBI and Military

Mr. Garey opened the Thursday morning session by reading a number of letters by FCC Chairman Fly to the FBI and to military and naval intelligence asking for information about George Brunner, who had been put off WBNX more than six months before, and also about Elsa Maria Troja, Lido Belli and William C. Forrester, all employed at WBNX. No answer was received to either of these letters, Mr. Garey said.

Chairman Cox asked the purpose of this correspondence and Mr. Garey replied that the FCC and OWI were evidently trying to find some support for their illegal and unauthorized actions against these persons.

Duccio Tabet, an Italian-born alien who had been a member of the Fascist party in Italy and who entered the United States in 1940 on a political refugee visa, was called as a witness. He explained that, like Mr. Nizzim, he had joined the party only as a means of obtaining a teaching position at the University of Pisa. He and his wife helped to organize the Italian Youth, a group of young...
anti-Fascist Italians and Italo-Americans, a few months ago, he said, describing the organization's aims as, first, to promote the war program of the United Nations, and, second, to help establish a democratic government in Italy. He admitted the desire to return to Italy to assist in setting up a democratic government there as soon as that is possible.

**Religious Teachings Involved In Directors' Instructions**

Questioned about a speech made by Mrs. Tabet at a recent meeting of an allegedly communist nature, Mr. Tabet denied that his wife is a communist or a fellow traveler, describing her as pro-democratic. Asked about his membership in the Mazzini Society, he said its purpose was to "make pro-democratic propaganda" to counteract the effect of pro-Fascist propaganda among Italian groups in America.

Mr. Tabet said he went to work at WOV as a translator in December 1941 and shortly after that also began censoring Italian scripts. He was hired by Mario Ferrari-Hutton, then Italian program director, he said, at the recommendation of a mutual friend, but denied that Shortwave Research or any government agency helped to get him the job.

Before Easter, 1942, Mr. Tabet said that he had suggested to Mr. Hutton that the station prepare a set of instructions for program directors and that under Mr. Hutton's direction he had written one which has since been used by the station at the Easter and Christmas holidays. An English translation of these instructions was read into the record:

"First: When one talks about war it is absolutely necessary to avoid vague and confusing expressions such as "devastating war," "horrible devastation," etc. and similar. One must, to the contrary, put in evidence that the war which America and the allies are fighting is a war for a just cause, for an anti-Fascist and anti-Fascist freedom which finds its origin exactly in the teaching of Jesus Christ.

"Second: When one talks of peace he must in every case first state that the victory of America is necessary for humanity to find its peace.

"Third: Nothing must be said in contrast with the password of the moment. For instance, no reference to 'resignation, because after the storm serenity will follow.' This would evidently be in contrast with the stirring activity which everyone of us must conscribe to the victory of the democracies. One may naturally invite the faithful to prayer, but they must not be invited to desist from action.

"Fourth: It is well to put in evidence that freedom of religion is one of the aims of the war of the United Nations.

"Fifth: Talking about Jesus' life, it is necessary to avoid touching upon episodes for which require a knowledge and competence possessed only by recognized authorities. It should rather be brought out that which can ultimately be illustrated at this time, for instance, that which refers to the equality of all men, in absolute contrast with the racial theory of Fascism."

Mr. Grey then questioned Mr. Tabet about a religious script he had censored last December, in which was paraphrased that section of the Lord's Prayer—"Forgive us our trespasses as we forgive those who trespass against us"—to read "Let us forgive those who enacted or driven by the hidden force of Satan, have attempted to offend us." Later he deleted this paraphrase. He explained the change by saying "it could be interpreted in the wrong way" as suggesting that the American public should forgive Fascists.

Lengthy questioning as to his competence to censor religious programs failed to produce any answer other than that he was trying to prevent misunderstanding. Asked about frequent deletions of such religious phrases as "peace on earth to men of goodwill," which

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**Matchabelli Test**

PRINCE MATCHABELLI Inc., New York, which has tested a group of one-time broadcasts on CBS in December, April, May and June for its Stradivari perfume, is beginning a regular series of programs for that and other perfume products Oct. 10 on NBC. As on the single programs, Paul Lavalle will conduct an orchestra featuring violinists playing the historic string instruments after which the Stradivari perfume was named. Using 62 NBC stations, the series will be heard Sundays 12:30-1 p.m.

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**Ask Ray Reynolds of Rogers & Smith Chicago about WDGY**

Established 1923 MINNEAPOLIS

Wearing Coco Wheels, by the exclusive use of WDGY, and no other program or advertising, forced distribution in this area.

NAT'L BROADCASTER: WILLIAM G. RASMUSON, CO.

COSBY NATIONWIDE COVERAGE

Based on NAB Standards

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**BUT WDBJ HAS ONLY 27 DAYTIME PRIMARY COUNTIES . . .**

SURE, BUT THAT'S 25.7% OF VIRGINIA'S BUYING POWER!

---

UNLESS you've studied the figures, we grant it's hard to believe that the 27 daytime primary Roanoke-Southwest Virginia counties which are served (virtually exclusively) by WDBJ actually furnish 25.7% of Virginia's buying power. . . .

... 28.6% of all the radio homes in Virginia—and most other market indices in at least the same rough proportion, too . . .

WDBJ is the only station giving satisfactory service to this important area. May we send you all the facts?

---

CBS 5000 Watts 980 KG

Owned and Operated by the TIMES-WORLD CORP.

FREE & PETERS, Nat. Representatives
Simon Cites Troubles On Anchoring Control

The difficulty of foreign language broadcasters in their relationship with the FCC with particular respect to personnel was described by Arthur Simon, general manager of WPEN, Philadelphia, who took the stand briefly Thursday afternoon to swear into the record a brief testimony that he had given to Committee Counsel on Aug. 12 and Aug. 24 in New York.

The problems of getting some government agency with proper authority to tell broadcasters officially and specifically what personnel should or should not be on the air were related by Mr. Simon. As Chairman of the Foreign Language Radio Wartime Control Committee, he told of the origin and the objective of that group which was organized at the NAB Cleveland Convention in May, 1942. Mr. Simon told of a conference with FCC Chairman Fly reporting on the progress that the Foreign Language Radio Wartime Control was making and that Mr. Fly was pleased that the organization was going to try to regulate the personnel on foreign language stations. At one of these conferences, Mr. Simon called to the Commissioners' attention the large number of foreign language stations that were operating under temporary licenses and asked what was holding up the licenses. The Chairman replied that he was surprised at that, but that he didn't know any particular reason why any broadcaster didn't have a permanent license. It had been due to one of many reasons, he said, but he couldn't tell without looking up the records. Mr. Simon posed the same question to Nathan David at a subsequent meeting. At that meeting Mr. David said that there were many reasons for a station being on a temporary license, that he didn't have the records on any of the matters of those referred to that the FCC wasn't at liberty to divulge any information on personnel. Mr. Simon said they could get nowhere with David and so they left.

The method used by the OWI to "put the finger" on foreign language announcers that it considered subversive was brought out in Mr. Simon's testimony. He told of verbal directives that Mr. Falk had handed down against certain personnel, including Stefano Luotto. When Mr. Falk told Mr. Simon that "Luotto was not the kind of a person to be broadcasting", Mr. Simon replied, "Let's have something definite on it", to which Mr. Falk retorted, "This office can't give anything definite. You've either got to take our word for it or you don't."

Mr. Simon described the questionnaire that the Foreign Language Radio Wartime Control Committee had devised for all persons employed by foreign language stations. These questionnaires included the employees' fingerprints. That information at the time it was compiled was turned over to the OWI because up to that particular time Mr. Simon testified, "it was impossible to get any government agency who said it had the responsibility of removing anyone from the air."

Biddle, Price, Fly Called in on Problem

The vague inquisitions that the OWI had been without substantiation, reached a climax, Mr. Simon said, in an OWI-Wartime Control meeting at which A. N. Armstrong Jr. of WCOP, Boston, asked Mr. Biddle about an announcer on WCOP that Mr. Armstrong had been unsuccessfply trying to check for months, but Mr. Balk, replied that if he was the manager of that station he wouldn't have that announcer on it but Mr. Balk, Mr. Simon testified, had nothing to substantiate that allegation.

When Elmer Davis assumed the directorship of the OWI, Mr. Simon wired that representatives of the Committee would like to meet with Mr. Davis. At that meeting with Mr. Davis, Mr. Simon complained bitterly about Mr. Falk and expressed the view that the OWI had no right to be doing things it was doing. Mr. Davis, according to Mr. Simon, agreed that the OWI's Job was a positive one, that it's Job was to get out information that was democratic and that he had asked Attorney General Biddle to clarify the situation as to where the delegation of authority rested with respect to the personnel on foreign language stations.

A meeting subsequently was held attended by Mr. Biddle, Mr. Fly, Byron Price, Harold Ryan, Alan Cranston and Nathan David in August of last year. As a result of that meeting, Mr. Simon told the counsel the authority on radio personnel passed from the OWI "which never had it and never should have had it" to the Office of Censorship, which had been also delegated by the president to remove subversive elements from the air.

That was the first time, Mr. Simon testified, that as chairman of the FLRWC he had received any definite statement of government policy as to what branch of the government had vested authority to remove any person from the air. Even after that statement of governmental policy, Mr. Falk requested Mr. Simon to remove from WPEN two Italian announcers, one who had been on the station eight years, the other six, because of alleged Fascist sympathies.

"I told Mr. Falk if these people
are Fascist they didn't belong on the air. I will practice what I preach. If you tell me that they are, they won't be on the air tomorrow.

I went back to Philadelphia and took them off the air. I suspended them for a period of two weeks as per the union contract. In the interim the switchover came from the OWI to the O-C and I therefore petitioned O-C to get rid of these two people. O-C, basing its decision on the same material that Mr. Falk had used, stated that there was no reason for removing either of these people from the air. I therefore replaced them.

Mr. Simon told of an intra-governmental squabble between the OWI and the O-C when Mr. Falk was reluctant to turn over the foreign language records to the Office of Censorship. Mr. Simon praised O-C for its work in the broadcasting field and stated that since O-C's jurisdiction was established FLRWC has been able to operate effectively.

Hilda Shea Figures
in "Firing" Announcer

The FCC was directly involved in the discharge of another WBN employee, Mr. Simon testified. Ralph Borrelli who had been on the station for 12 years was discharged at the insistence of Hilda Shea, though Mrs. Shea refused to divulge any reason as to why Mr. Borrelli should be removed from the air. He was replaced by a Mr. De Antonio, recommended by the OWI and okayed by Mrs. Shea. After the O-C had advised Mr. Simon that there was no reason to discharge Mr. Borrelli, Mr. Simon called Mrs. Shea on the telephone who told him curtly "She washed her hands of the entire matter, that the Commission has no authority to take anybody off the air, and that as far as she was concerned, there would be no more conversation about it." Although the Office of Censorship eventually handed down a verdict on Borrelli saying that he was not a fit person to broadcast, based on FCC information, Mr. Simon testified that he has never been able to get any further information about Borrelli's activities and that he is still unemployed.

Duccio Tabet, recalled to the stand, explained how, as WOV censor, he had censored various programs, including religious dramatic shows as well as other programs.

Before recalling Ralph Well, Counsel Garey stated that the FCC must accept the responsibility for the acts of Nissim, Lupis and Tabet because it now appears in evidence that the presence of these persons on a radio station and their actions and activities were by written direction of the FCC. The FCC investigated the personnel of hundreds of stations, found fault with many innocent people, yet they permitted to remain on the air men engaged in the practices of the three men whose testimony the Committee has heard during the past week. The Committee by much of this testimony will be able to determine what legislation is required.

Mr. Garey during Mr. Weil's testimony revealed that a WOV advertiser has informed the station by letter that it intends to use Stefano Luotto on its broadcast starting Sept. 1. Mr. Weil replied that he had not reached any decision as to whether he would allow Mr. Luotto to go back on the air. Luotto has been the storm center during a large part of the testimony in New York since he was removed from WGES, Chicago and from New York stations at the insistence of the OWI. He has, however, been given a clean bill of health by the Office of Censorship. Mr. Weil stated that he did not put Luotto back on the air after he was removed from WGES because of the FLRWC Code concerning personnel. Early last spring, when Andrea Luotto approached Mr. Weil on replacing himself with his brother on the air, Mr. Weil suggested that Mr. Luotto talk directly to Harold A. Lafount and that "Lafount had talked in Washington with some one concerning Luotto." Mr. Weil stated that "As I am not convinced an employee is acceptable to the station from the standpoint of the war effort, I will not hire him and if I have any doubts I would go to any agency who might have any information concerning the individual in question. I wouldn't have any hesitation in asking anyone." Mr. Weil told Counsel Garey that he would write to the Commission for Washington and let them know what action he will take with respect to Stefano Luotto broadcasting on WOV.

Lafount Explains FCC Part in Blocking WOV Sale

Mr. Garey commented that the government agencies "can create difficulties but they can't straighten them out" in reading into the record a series of communications to Hugo Neri, who had written to OWI, OC and the FCC regarding his removal from the air. Elmer Davis, he said, wrote Mr. Neri that his office had no objection to his return to his former duties but that the matter had to be handled by Censorship. E. H. Bronson, OC, wrote his agency was in no way instrumental in Neri's removal and there was little his office could do. T. J. Slovics, FCC Secretary, wrote Mr. Neri the Commission's jurisdiction extended only to overall phases of station operations and the Commission was without power to issue the requested authorization.

Harold A. Lafount, former member of the Federal Radio Commission and general manager of the (Continued on page 98)
effect, may cause a decline in the large "soap opera" audience, Mr. De Castro said. Using C. E. Hooper figures, he pointed out that during daytime hours 75 per cent of the radio homes are in the home who is a potential listener. Of this 75 per cent, one eighth are found to be tuned to soap operas, one-eighth to the various other programs broadcast during the afternoon periods, and three-fourths are not listening to their radios at all, but could be. These latter two groups are potential listeners to any recorded versions of nighttime shows in the 3-5 p.m. period, as well as to the soap operas. A new listener, attracted to a new program on the dial, often tunes to other stations, becomes interested in a soap opera and joins that serial program's regular audience.

Listeners Attested

To back up this point, Mr. De Castro cited the Hooper figures for the Breakfast at Sardi's program when the BLUE placed that show on a coast-to-coast basis last September. Monday through Friday, 11-11:30 a.m. The four soap operas, heard on other networks in the same period, gained an overall 6 in their ratings, even though the Hooper rating for Breakfast at Sardi's climbed from 1.9 to 4.7. That same period, 11-11:30 a.m., also had the record for the next to lowest number of sets-in-use between 10 a.m. and 6 p.m. in March, 1941, Mr De Castro said. Two years later, in March, 1943, when Breakfast at Sardi's, which is practically a "nighttime type of show", De Castro (said) had been on seven months, the same period, 11-11:30 a.m., had the highest number of sets-in-use during the hours between 8 a.m. and 6 p.m.—certain proof that the new listeners such a popular show can attract.

Any advertiser who takes advantage of the Mutual daytime plan will be given the time free for his program a 13-week period. The only expense will be to cover the minimum scale required by the American Federation of Radio Artists for use of its talent, in addition to the cost of the live music used, a necessary expense to avoid the AFM ban. At the end of the 13-week period, the advertiser is under no obligation to Mutual to buy the time he has used, but of course, can do so if the experiment has proved successful. Mutual reserves the right also to refuse a program which it feels is not of the "top" quality it wishes to present under this daytime plan.

War Contribution

Advertisers starting the Mutual plan in October will also be making a direct contribution to the war effort, as during the first full 13-weeks of this plan, all programs using this new "Mutual Playhouse" plan will be carrying special government messages replacing commercials ordinarily heard on nighttime versions.

At the beginning and end of each recorded program, Mr. De Castro said, the sponsor will be identified as presenting the broadcast by the company name, although the product promoted in the live version of the program will not be mentioned.

In conclusion, Mr. De Castro pointed out to BROADCASTING that the essential theory of Mutual's new daytime plan was recommended to American broadcasters in 1942 by Martin Codell, publisher of BROADCASTING, while he was in England at that time (Broadcasting, Oct. 19, 1942). Mr. Codell, in an article entitled "British Can Show Us How to Use Discs", said "... the repeat value at favorable hour—highly popular shows would be tremendous to the sponsor, who could buy repeat periods, and to the audience alike. Many a fan who has missed the Friday night Information Please program would be delighted if he knew he could hear it, as the British hear their Brain Trust program, during a Sunday-at-home afternoon, or perhaps during an otherwise unsaleable late evening hour any other night."

Comedy Writers Needed

SCARCITY of comedy writers was admitted as NBC's biggest worry by C. E. Menzer, NBC New York vice-president in charge of programs, when on the West Coast recently. Some writers, Mr. Menzer declared, are being incubated on small stations, but are not developing fast enough to meet the steady increase in comedy shows. Colleges are no longer the fertile soil the comedy used to be, he said. He added that NBC is revamping its Saturday morning schedule to showcase new programs and talent. As a member of the NBC post-war television planning committee, Mr. Menzer conducted a brief study of Hollywood film technical production operations and conferred with producers and directors on using film talent in television assignments.

Bird's Eye Food

New CBS Account

New General Foods Program Features Dinah Shore

GENERAL FOODS Corp., New York, which has already announced its decision to expand the Kate Smith program from a half-hour to 55 minutes Oct. 1, at the same time shifting The Adventures of The Thin Man to Sundays 10:30-11, last week announced a new program starting on CBS Sept. 30. The first network radio show used to promote Bird's Eye Frozen Foods.

Slated for the full CBS network, the new series will feature Dinah Shore, well known radio songstress, and Cornelia Otis Skinner actresses and monologist, Thursday evenings, 9:30-10. This period is already filled with the Stage Door Canteen program, sponsored by Corn Products Refining Co., New York, which will move that show Oct. 1 to the Friday evening 10:30-11 spot on CBS.

A further change in the CBS-Evening Star shows, General Foods schedules will occur when the Thin Man moves into the Sunday 10:30-11 p.m. period, the first quarter-hour of which is currently occupied by William L. Shirer's newcasts for G-F's Grape-nuts. Unable to find a suitable quarter-hour for the CBS commentator, G-F has decided to discontinue that series as of Oct. 1.

In November Young & Rubicam, New York, is the agency for the Kate Smith show (Jell-O), the new Bird's Eye series, and the Shiner program. Benton & Bowles, New York, handles The Thin Man for Sanka and Post Toasties, and C. L. Miller Co., New York, is the agency for Stage Door Canteen.

Still unsettled last week as BROADCASTING went to press were details on Ironized Yeast Co.'s plans to replace Lights Out, heard Tuesdays 8-8:30 p.m. on CBS, with Big Town, well known radio show formerly sponsored by Lever Bros. Co., Cambridge, Mass., and owned by Ruthrauff & Ryan, New York. R. J. Reynolds Tobacco Co., Winston-Salem, is expected to shift around its CBS programs this fall, and Mennen Co., Newark, was also reported interested in taking the Monday 7:15-7:30 p.m. spot on CBS to sponsor Ed Sullivan in the interests of its shaving cream.

Fort Wayne Bond Award

WOLF & DESSAUER, Ft. Wayne department store which has sponsored the BLUE cooperative series Buehke Talking on WGL Fort Wayne, since last October, has received the Treasury Dept. star award, highest honor given the department for the sale of war bonds and stamps. The store has sold $4,000,000 worth, and is to be the third store to win the award, the other two being Marshall Field's in Chicago and John Wanamaker's in New York.

Broadcasters • Broadcast Advertising
Cox Investigation
(Continued from page 65)

Bulova-Lafount stations, testified Friday with Rep. Edward J. Hart (Tulsa, Okla.) president. Examination was handled by Hugh Reilly, senior attorney and assistant to Mr. Garey.

Questioned specifically about the proposed sale of WOV to the Mester brothers in 1941, Mr. Lafount said the first intimation he had that the FCC might not permit the transfer because of objections to Andrea Luotto, slated to become manager for the new owners, was when he received a letter from Chairman Fly enclosing a staff report. The letter and report, dated May 27, were read into the record. The data stated that letters had been received from officials of government agencies advising the Commission to prevent consummation of the proposed transfer. The response labeled Mr. Luotto as having "always been friendly to the Fascist regime". It continued that reliable sources reported that the Mester brothers, because of their complete inexperience in radio, have no real interest in management of a station and are interested in it solely as a financial venture.

Expressing his personal opinion that Mr. Luotto was and is a good citizen, Mr. Lafount said that at Mr. Luotto's request he arranged an appointment with Telford Taylor, then FCC General Counsel, in June 1942. Accompanied by Horace L. Lohnes, Washington attorney, Mr. Lafount said he visited Mr. Taylor and had a few minutes preliminary conversation with him. Mr. Taylor wanted to know why, since Mr. Luotto was not to be the licensee of WOV, he was concerned about the transfer.

Mr. Lafount testified that the application for disposal of the transfer of WOV to the Mester brothers was filed Aug. 12, after they had been informed that the transfer would be a long, involved process that might take a year or more.

Mr. Lafount's testimony concluded the New York portion of the Committee's hearing and the subcommittee adjourned sine die at 3:30 p.m.

Jelke Returns Sept. 13

JOHN F. JELKE Co., Chicago (Good Luck margarine) beginning Sept. 13 will sponsor quarter-hour participation programs three to five times weekly for 26 weeks on each of the following stations: WBNB WFIL, WXYZ, KMBC, WCAO, WSPD, WGY, WHK, WISH. More stations are to be added later. Agency is Young and Rubicam, Chicago.

HARRY C. HARVEY, chief engineer of KMOX St. Louis, is recovering at his home at Webster Grove, Mo., following a major operation.

Spaulding Uses Radio
A. G. SPALDING & BROS., Chicago, Mass., pioneer sporting goods company, on Aug. 28 began its first network radio with sponsorship on an institutional basis of the quarter-hour NBC program Babe Ruth is Pecos. The program, heard Saturday mornings at 10:30, started on WEAP, NBC's New York outlet, June 8, and was shifted to the network July 3. Spalding will sponsor the question-answer session between Babe and his youthful studio audience on 28 NBC stations. Agency is Ferry Hanly Co., New York.

Barbe With Sesac
CHARLES M. BARBE, who formerly lectured for the British Ministry of Information and did special broadcasting for the British BBC, has joined SESAC to handle all station relations in 10 of the central states. Mr. Barbe succeeded William L. Shirer as European representative of CBS in December 1940, reporting successively from Berlin, Rome, Berne and London. His previous radio experience includes operation of the experimental station at Culver Military Academy, after which he was connected with WBFF and WKBF (WIRE) in Indiana, and WPTE and WOB in North Carolina. Mr. Barbe is also an organist and orchestra conductor.

WDAK Moved; On Air

REMOVAL of WDAK from West Point to Columbus, Ga., was completed Aug. 20, at which time the 250 watt station took the air from its new location. L. J. Duncan, General Manager, said the removal was completed in four days, including the dismantling of a 150 foot tower atop the General B. E. B. Tower in West Point and its erection in Columbus. In addition to its MBS affiliation, the station announced full time affiliation with the Blue Network on effective Sept. 1. It operates full time on 1340 kc.

Carl H. Hazard

CARL HARWOOD HAZARD, 49, founder and president of Hazard Ady., New York, died at his home in New York, Aug. 22. Mr. Hazard organized the present agency in 1920. He had served previously with H. A. Meta Labs, and as sales administrator of American Syntheic Color Co. He leaves a wife and daughter.

Not Blue Sky---

BUT . . .

COVERAGE
PROGRAMMING
MERCHANDISING
RESULTS

... Keep WHCU the leader in twelve rich central New York counties!

870 KC WHCU CBS
ITHACA, N. Y.

Billy Haie, formerly assistant chief engineer of the Tobacco Network (WRAL WGTN WGDR WNFG WTGC), has resigned to join the Civil Air Patrol. Billy Burwell has joined the transmitter crew, and James Oliver has been added to the central control group.

CLARENCE TAYLOR, engineer at WGAN Cleveland, is the father of a boy.

HERBERT G. COLE, who suffered a severe burn and a bullet wound while serving in the Navy as a chief petty officer, has been given a medical discharge and has returned to WSAB South Bend, as chief engineer.

BOB ZWEEK has left the transmitter force of WNCL New London, Conn., for a major operation. He plans to enter the Armed Service later. John Hillman has been called to active duty in the air corps, of which he was a reserve. New additions to the transmitter staff are Bill Kimball and Clayton Howard.

CHARLES KING has joined the transmitter staff of WIBW Topeka, as assistant chief engineer.

PHIL RYDER, KPO San Francisco, engineer, has started training with the Army Air Forces.

JAMES W. Gwynn, engineer and assistant, later, supervisor of studio operations at WHIO Des Moines, died recently at the Mayo Clinic, Rochester. Gwynn was 35 years old and a member of the WHIO staff since 1924.

H. C. REDMAN, formerly of KFAC Los Angeles, has joined KFWB Hollywood, as a transmitter technician.

HENRY E. GOLDBERG, chief engineer of WBH Kansas City, Mo., has been named vice president of Kansas City section of the Institute of Radio Engineers.

ALBAN HATZELL has resigned from the engineering staff of WAOU Vinebeenetle, Pa., to take a position with the OWI.

HARRY KOWALSKI, maintenance engineer at KTW Philadelphia, has been shifted to the KTW Building, replacing Norman Derynnek, resigned. Charles Leimbach, veteran maintenance man at KTW, has been promoted to senior engineer.

CLIFF FRASER, WIOC Bridgeport, Conn., is the father of a girl.

NORRIS HITE, new to radio, has joined WHOP Hopkinsville, Kentucky, with operating staff.

BROADCASTING • Broadcast Advertising
Symphony Officials Plan Discussions With AFM on Lifting of Recording Ban

In his acknowledgment of this letter, Mr. Field, whose stand on recordings has been approved by a dozen other major symphony orchestras, wrote thanking Mr. Petrillo for his "invitation to appear before the International Executive Committee in respect to our concern about the income we have been receiving and hope to receive from records. At some convenient date I should like very much to get together with two or three orchestras, who are also concerned, and appear at a meeting of the Board if this can be arranged."

Free Concerts
Responsibility for making arrangements for the proposed free concerts has been passed from the national union to the locals in the cities in which the various orchestras are located, it was reported last week. In New York, officials of Local 802 said that laying out the itinerary, making arrangements for a place and time to appear in each community, arranging for transportation of the men and instruments, and all the other details is a sizable job, but that it was being worked out and that they hoped to be able to announce the schedule of concerts sometime this week.

Standard Brands Launch New Vitamin Promotion
STAMS, the multi-vitamin and mineral tablet introduced by Standard Brands Inc. in February of this year, will be promoted in new areas, and on a more extensive scale starting Sept. 6. The new campaign, entails large space purchases in daily newspapers and Sunday feature sections, as well as network and spot radio. Withdrawal from the middle section of the country, where Stams were first launched via radio Feb. 28, the coming drive cover the West Coast, the Northeastern area and the Mountain states. Announcements will be used on a varying basis on 88 stations in these areas. Drive consists of spots on individual stations, and sectional cut-in announcements on the Standard Brand-NBC shows.

Food for Freedom Campaign Begun
REPRESENTATIVES of food advertisers, advertising agencies and media gathered in New York and Chicago last week to hear government officials outline for them the Food Fights for Freedom educational program of the War Food Administration [BROADCASTING, Aug. 23].

Attended by 600, the New York meeting, which was held Thursday, was called by the WFA, the OPA, the OWI and the War Advertising Council, to explain to business leaders their role in bringing to the nation an awareness of food as a vital weapon of war. A similar meeting, with a number of the same speakers, was held in Chicago on Aug. 24, and another is scheduled for San Francisco, Aug. 30.

Palm Hoyt, OWI director of domestic operations, presented the case and Marvin Jones, War Food Administrator, discussed public misconceptions on food production and distribution, which the campaign will seek to dispel with factual data. Chester Bowles, OPA general manager, expressed the War's faith in the campaign as a means of securing the voluntary cooperation of the people in respect to pricing and rationing problems.

Promotional phases of the campaign were presented by Vernon Beatty, WFA advertising director, and Charles G. Mortimor, Jr., vice-president of General Food Sales Co., and coordinator on food campaigns for the WAC. Specific suggestions for promotion via radio and other media, and factual background on the food picture were made available in the form of two newly released presentations: "A Call to Action,"—a campaign guide prepared by the War Advertising Council in cooperation with the OWI and the OPA; and "Food Fights for Freedom!", a factual booklet prepared for the distribution through various media by the Office of Program Coordination, the OWI, the WFA and the OPA.

AFRA WILL DISCUSS MERGER WITH AGMA
DISCUSSION at the American Federation of Radio Artists' national convention, scheduled Aug. 28-29 at the Hotel Ambassador, Chicago, was expected to revolve around the proposed merger of AFRA with the American Guild of Musical Artists, a move approved "in principle" earlier last week by the AFRA national board as well as by members of the union's New York local. Plan was suggested by Lawrence Tibbett, president of both unions.

Consolidation of the two unions was the first business slated to come up on yesterday's (Aug. 29) agenda, and AFRA officials in New York last week seemed to be of the opinion that delegates to the convention would give their approval to the move.
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If you are in need of qualified engineering personnel with technical ability . . .
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. . . then CREI spare-time training in Practical Radio Engineering can help solve your technical personnel problems . . . increase the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables you to train others to pass license tests for dual work during the emergency.

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Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular set-up. No obligation, of course—write today to—

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Help Wanted

Wanted—First, Second, or Third Class Operator. Experience not essential. Apply Box 236, BROADCASTING.

Wanted—Announcer Disc Jockey by Metropolitan Network. Four-day week with bonus. Complete information and wage scale. Reply Box 290, BROADCASTING.

Wanted—Several experienced ad lib men will find permanent spots with a 10,000 watt full time independent, this month. Opportunities are unlimited. The station is WIBG, Philadelphia. Nearby city or New York residents only. Others send 2Xs and photos.

ENGINEER—First or second class license. Liberal drawing account. Must be able to pass six hours test in person. Salary $300. Apply, WBBK, Knoxville, Tennessee.

ANOUNCER—Experienced. For right man, we offer position of good salary and pleasant working conditions. Reply Box 423, BROADCASTING.

WANTED—Transmitter Engineer. Write or call WUNO, Janesville, Wisconsin.

WANTED—First class engineer, who will also be able to take over Chief Engineer job around 1945. Draft exempt, or over 45. WYFB, Rutland, Vermont.

WANTED—Announcer, Experience not essential. Additional details Box 239, BROADCASTING.

ENGINEER—For 5 kW Indiana station. Must hold three-year radio license. In reply state education, experience, age and draft status. Reply confidential. Box 287, BROADCASTING.

Draft Deferred—Licensed first, second, or third class engineer. Write for salary rates. WWJW, White Plains, N. Y.
Radio Awards Made Permanent
In Alfred I. du Pont Memorial

Mrs. du Pont's Foundation Endows Three Annual Prizes for Enlarging Influence of Radio

FORMAL ANNOUNCEMENT of a change in scope and format of the Alfred I. du Pont radio awards, whereby three awards of $1,000 each will be presented annually—on the 30th of the month following the date on which the station most effectively develops a nationwide or world-wide basis the most influential service, one to the station most effective within its legitimate community or territory, and one for the commentator whose work during the year is deemed most distinguished—was made last week by Jessie Ball du Pont, widow of the industrialist. Mrs. du Pont established the awards a year ago in memory of her husband.

Fulton Lewis Jr., MBS news commentator, and KGEL, internationa1 shortwave station operated at San Francisco by General Electric Co., were the first award winners.

Permanent Foundation

Together with the announcement, Mrs. du Pont made public the trust agreement establishing the radio award foundation on a permanent basis. Certified facsimiles of the foundation agreement are being furnished all stations and commentators for permanent reference and information.

W. H. Goodman of Jacksonville was named secretary of the Committee of Awards. The Committee will comprise five members. They will be: (1) a representative of a national woman's organization; (2) a non-commercial, non-political affiliate of radio and broadcasting industry; (3) a nationally prominent educational or professional authority in the field; (4) a prominent expert on public opinion and national affairs; (5) a representative of the Alfred I. du Pont Estate interests.

Mr. Goodman, in an announcement accompanying the trust agreement, pointed out that the foundation is now established upon a perpetual, funded basis which assures an uninterrupted continuity of these annual awards. He said the awards for 1943 would be made during the early part of 1944, probably during March.

'Enlarging Influence'

In order that the judges may have adequate time for proper consideration of all entries, he stated, it will be necessary for all nominations and supporting data to be received by him on or before December 31, 1943. It was stated that material submitted would not be returned and it was requested that only copies of valuable papers or documents be used and that these be condensed as possible for convenient examination.

"We sincerely hope that the assured permanency and increased scope of these annual awards will merit the continued interested and active cooperation of the radio industry and that the Alfred I. du Pont Radio Awards Foundation will prove successful in its efforts to contribute to the continued growth and prosperity of this great source of communication so vital to the welfare of our nation," Mr. Goodman said.

The Florida National Bank of Jacksonville was named the trustee, with Mrs. du Pont the donor.

The trust agreement sets forth that the awards are established because of the "enlarging influence upon American thought and life" exercised by radio through its services, not only through entertainment and information but in the "deeper spiritual consequences of strengthened morale, integrity of attitude, and fidelity to ideals, as particularly exemplified in periods of national crisis." The donor, it was set forth, wishes to establish "an enduring set of such awards in memory of her husband" as a way of perpetuating his profound interest in science and industry, and his unwavering devotion to the welfare of his country and of humanity.

Award Provisions

The trust created, it was stated, is irrevocable and perpetual and is formally described as "Alfred I. du Pont Radio Awards Foundation." Net income, it is specified, will be for the purpose of presenting the three cash awards in accordance with these provisions:

"(a) The two Alfred I. du Pont Radio Station Awards shall be conferred in each calendar year to two radio stations in the continental United States for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively. One of the radio stations selected to receive an award shall be representative of the group of larger radio stations possessing broadcasting facilities above the average from the standpoint of power and range of coverage. The other radio station selected to receive an award shall be representative of the group of smaller radio stations in relation to the power and range of broadcasting facilities. Each radio station awarded, however, shall be of equal size, dignity and merit, for performance within these respective fields of endeavor."

"(b) The Alfred I. du Pont Radio Commentator Award shall be conferred in each calendar year to one individual, who shall be a citizen of the United States, in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Awards in March

The awards will be made during March, for the calendar year 1943, unless, because of unforeseen conditions or circumstances, it is impracticable to make the presentation at that time. In that event the awards will be presented at the earliest possible date and in any event within the succeeding three months.

The Committee of Awards is authorized to promulgate rules and regulations from time to time as to the method and basis of selection of the winners of the awards and their presentation. In the event the purposes for which the foundation was established changed materially, due to progress and development in radio, or for any other reason cease to exist because of obsolescence or otherwise, it is provided that the trustees shall apply to the courts to have the trust agreement judicially construed.

PHILCO MAY TAKE ON TOWN MEETING

DISCUSSIONS on the possibility of a sponsor for the BLUE program America's Town Meeting of the Air, heard Thursday, 8:30-9:30 p.m., were reported, and the attitude of Town Hall officials is far more favorable to the idea than it was several years ago, when the plan was rejected. Question was brought up at a recent meeting of the board of directors, but no definite decision was reached at that time.

If the idea materializes, this would be the only commercial network to air a program on the subject of local public problems. Chief problem has been the assurance that sponsorship would in no way jeopardize the national program's reputation as an independent public forum. Philco Corp., Philadelphia, is reported to be interested in sponsoring the series.

CBS Lists Time Given To War Effort Messages

CBS WAR EFFORT programs for the first quarter of this year totaled 8,412 broadcasts and 1,237 different items, network's research dept. reported last week. During the 181-165 hours of total sponsor time, operating time was devoted to some phase of the war. Commercial programs, which last 166 hours, sustaining for 845 hours, New York outlet for CBS, WABC, devoted all or part of 11,089 of total sponsor time. Operating time was devoted to war messages during the same period. Station sustained 1,065 hours, and commercial hours given to war effort totaled 637.

Sherwin-Williams Back

SHERWIN-WILLIAMS Co., Cleve- land, sponsor for nine years of Metropolitan Auditions of the Air, is resuming the series Nov. 28 for its fifth season on the BLUE, using 155 stations, the largest network yet scheduled for the auditions. Heard Sunday afternoons, 4:30-5, the program will again feature Wilfred Pelletier's orchestra and offer the winning singers at the 16-week season $1,000 music study scholarships and a contract with the Metropolitan Opera Co. Agency is Warwick & Legler, New York.

WDAK Joins Blue

WDAK Columbus, Ga., will join the BLUE as a supplementary station to the large group of selective Sept. 1, or as soon as lines become available. With the addition of WDAK, the BLUE will have a total of 168 affiliates. Operating fulltime on 250 watts, 1340 kc, WDAK is owned by the Valley Broadcasting Co. Evening hour rate will be $80.
A very large proportion of all the equipment used today in America's approximately 900 broadcast stations was supplied by RCA.

RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.

RCA's line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.