LOGIC:

1. The public knows what it wants when you give it to them!

2. No wonder an advertiser writes, "W-I-T-H HAS PRODUCED RESULTS FOR ME HEAD AND SHOULDERS ABOVE ANY OTHER STATION OR COMBINATION OF STATIONS."

3. IN TWO SHORT YEARS W-I-T-H HAS BUILT AN ADVERTISING SUCCESS STORY FILE CONTAINING 49 similar case histories.

4. These case histories are available on request.

WITH
IN BALTIMORE

TOM TINSLEY, President
Represented nationally by HEADLEY-REED
ON THE farm and in the cities and towns of Midwest America, it's the same old story: WLS Gets Results. A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In the first seven months of this year they received 72,438 letters—all with proof of purchase! That's 2,415 letters a week...483 from every program!

Here's a story to prove again that WLS is listened to...that WLS listeners respond...in short, that WLS Gets Results!
The Yankee Network advertisers are introduced to the New England retailer as well as to the consumer. For these advertisers, Yankee gets real cooperation from its merchants — druggists, grocers and others.

There is no secret formula — no high pressure. It's as simple and genuine as New England sincerity.

Each of Yankee's twenty stations is a hometown station, a successful local enterprise, owing its existence to local good will — to the grocer and druggist and other merchants who treat its management as friends, not as strangers "coming to town for a clean up."

This hometown acceptance is what makes Yankee "client-helps" something directly productive and more effective than long-distance, hit-or-miss "impacts."

If you're coming into New England, let Yankee introduce you to the New England retailer in tried and true New England style — in 20 markets reached directly by the Yankee pipe line.

The Yankee Network
Incorporated
Member of the Mutual Broadcasting System
21 Brookline Avenue
Boston, Massachusetts
Edward Petry & Co., Inc.
Exclusive National Sales Representative

Acceptance is the Yankee Network's Foundation

Broadcasting • Broadcast Advertising  September 6, 1943 • Page 3
KOIL
is the most economical buy
in OMAHA
For Outstate Nebraska -
KFAB
is a must!
MONEY DOESN'T GROW ON TREES

... but sales are growing faster in KWKH-Land!

Down in KWKH-Land—that rich area of East Texas-North Louisiana-South Arkansas—incomes are growing by leaps and bounds as the major industries such as oil and natural gas, cotton, livestock, lumber and the ever-growing war industries are meeting today's challenge for greater output, faster.

What does this mean to manufacturers and distributors? First of all it means sales now in a market where people are ready to buy. But it means building sales for the future.

You can invest your advertising dollars here with assurance of results. You too, can do as scores of alert advertisers are now doing—cover this rich market with KWKH, the CBS 50,000 watt station. It's the preferred station for advertisers and listeners alike. Ask the Branham Company for further details.

cover it with CBS 50,000 WATTS
KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET
Yes! — and SONOVOX for the Voice You Can’t Help Remembering!

Of course you’ve heard the Woodbury Singing Violins—but maybe you haven’t heard the entire story about this sweetest commercial ever broadcast!

On Dec. 7, 1942, Woodbury added their memorable Sonovox signature to “The Adventures of the Thin Man”—just before that show was changed over to “Mr. and Mrs. North”. But despite the change in shows (and thanks to talking and singing sound!) the sponsor-identification factor had increased 20 points by March 31, at which time the Sonovox contract ended. After the Singing Violins were dropped, the difference became immediately apparent, and on May 18, Sonovox went back into the show. Now, at the latest report, the sponsor identification has climbed back 10 points!

In other words . . . Sonovox does build sponsor identification. Let us show you the factual proof now available.

WRIGHT-SONOVOX, INC.

“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives

CHICAGO: 18 N. Michigan
       Franklin 6373

NEW YORK: 237 Park Ave.
           Pizar 5-4131

SAN FRANCISCO: 515 Sutter
               Sutter 6353

HOLLYWOOD: 1132 N. Gordon
           Gladstone 3049

ATLANTA: 723 Palmer Bidg.
         Main 3667
Cox Probe Portends Action on Legislation

Committee Closes Draft Phase Of Study

By SOL TAISHOFF

WITH THE third phase of its all-encompassing investigation of the FCC—draft deferments—buttoned up last week, the House Select Committee has settled down to preparation of the House Select Committee General Counsel Eugene L. Garey said proved conclusively that the Committee maintained a "gestapo" and (3) the draft deferment phase, in which testimony was adduced designed to show that the Committee had appointed draft-age men and sought and procured draft deferments in about 50% of an interim report, to be submitted after Congress reconvenes Sept. 14 and with swift legislative results predicted.

Bill to Be Drafted

The present plan, it is reported, is to draft a bill to accompany the interim report, which would transfer the "war activities" of the FCC to the military services or other Government agencies. This would follow recommendations of the Joint Chiefs of Staff and of the Secretaries of War and the Navy, revealed at the opening hearing July 2, that the President abolish these functions within the FCC. Specifically, the recommendation was that the Radio Intelligence Service be abolished. The President has never acted on the recommendations of the military that an executive order be issued covering these changes.

The interim report is expected to deal with (1) the so-called war activities of the FCC, (2) the foreign language phase covered in five weeks of hearings in New York, which Committee General Counsel Eugene L. Garey said proved conclusively that the Commission maintained a "gestapo" and (3) the draft deferment phase, in which testimony was adduced designed to show that the Committee had appointed draft-age men and sought and procured draft deferments in about 50% of an interim report, to be submitted after Congress reconvenes Sept. 14 and with swift legislative results predicted.

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British Study Shift to American Plan

Growing Following for U. S. Broadcasts Is Noted

TRANSITION of the British system of Government-owned broadcasting, to a variation of the "American Plan" of programming sponsorship in the post-war era, is being avidly discussed in England, according to reports reaching this country.

Having had a taste of American programming through international exchange, those now involved in BBC, together with appointment of Robert Foot as director general and chief executive officer, W. J. Haley, joint managing director of the Manchester Guardian and Evening News, and a director of Reuters, was named BBC editor-in-chief, Mr. Foot and Mr. Haley have joint responsibility for the character and quality of BBC's output. They will be assisted by a central committee. Sir Noel Ashbridge, present controller of the BBC engineering division, was appointed deputy director-general.

Indicative of the thinking in England is an article in the Aug. 14 issue of The Economist, dealing with the future of British broadcasting. It described the present standard of BBC programs for the home listeners as "low", but blamed the system, rather than BBC.

Citing the great vice of BBC as "timidity", The Economist said its programs are "starved of money and of effort". Far too much of the output was described as (Continued on page 51)
MEMBERS OF WLB PANEL

MAX ZARITSKY
MAX ZARITSKY, labor representative of the WLB panel to hold hearings in the dispute between the Petrillo union and the transcription companies, has been long active in the labor union movement in the United States. He has been a union member for nearly 40 years and has served almost continuously since 1919 as president of the United Hatters, Cap & Millinery Workers International Union.

An early advocate of collective bargaining and a pioneer in unemployment insurance, Mr. Zaritsky has been active in promoting these principles before AFL conventions. He has put into effect agreements virtually eliminating industrial strife in his own industry.

Born in Russia in 1886, Mr. Zaritsky came to America in 1906, obtaining employment in a Boston cap factory. He became secretary of the local union and in 1911 moved to New York as assistant to the General Secretary of the United Cloth Hat & Cap Makers of North America. He was chosen the first president of the organization and in 1934 became president of the new international union which merged his own union with the United Hatters of North America, another AFL affiliate representing men's hatters. The merged union now embraces all workers employed in all of the headwear industries.

Mr. Zaritsky has long been prominent in the movement to strengthen labor's political position. In 1922 he was associated with the Conference for Progressive Political Action which nominated Senator LaFollette for president. In 1936 he helped found the American Labor Party of the State of New York and was elected as a presidential elector for New York, running on the Democratic and Labor party tickets.

Mr. Zaritsky has taken an active role in the building of Palestine as a Jewish homeland and was a member of an American labor delegation which visited the country in 1935. He is treasurer of the National Labor Committee for Palestine.

ARTHUR S. MEYER
ARTHUR S. MEYER, public representative on the WLB panel to hear the Petrillo transcription dispute, is chairman of the New York State Board of Mediation and an associate member of the National War Labor Board.

Mr. Meyer entered labor mediation work from the field of business, having been with the Schulte Retail Stores Inc. for 15 years, serving as vice-president and director. He was also president of Schulte Real Estate Co. Inc.

In 1937 when the mayor of New York formed the New York City Industrial Relations Board, Mr. Meyer was one of the three members appointed. Later in the same year, he was named to serve on the New York State Board of Mediation whose chairman was then William H. Davis, present chairman of the WLB. When Davis left the New York State Board in 1940, Meyer became chairman.

Meyer's biggest job in mediation was as chairman of the Little Steel Panel in 1942, an assignment which continued four months. In addition, he served as impartial chairman of the milk industry of the Metropolitan Area during the strike.

Meyer was born in 1880 and was educated in the public schools. He entered Columbia U but circumstances forced him to leave after a few months.

GILBERT E. FULLER
GILBERT EDMUND FULLER, industry representative on the WLB panel hearing the Petrillo controversy, is president of Raymond-Whitecombe, travel agency, concern he has been with since 1910. He has had mediation experience on panels of the regional WLB in Boston.

Mr. Fuller replaces Henry S. Woodbridge, at one time general manager of the company which Mr. Fuller now heads. Mr. Woodbridge resigned from the panel because of the postponement in the date of the hearing, originally set for Aug. 16, and for various other commitments [BROADCASTING, Aug. 23].

Mr. Fuller was born in Springfield, Mass., in 1882. He received his A.B. from Harvard in 1906 and has a son and daughter.

DU BONNET CORP.
BLUE SERIES SET

DU BONNET Corp., New York (wines) subsidiary of Schenley Distillers Corp., Sept. 4 started sponsoring a weekly half-hour musical program, Your Dubonnet Date, on 77 BLUE stations, Saturday, 11-11:50 a.m. (EWT), with West Coast repeat, 10:30-11 a.m. (PWT).

A Music Corp. of America package deal, program features Xavier Cugat and his orchestra. Included also are Lina Romay and Don Rodney, vocalists, with a mixed chorus of male and female. Ted Halgair has been assigned writer-producer. Harvey Helm is associate writer. Art Rush, who heads his own Hollywood talent service, has been appointed to represent William H. Weintraub & Co., New York agency servicing the show.

Hu Chen, assistant radio director of the agency, was on the West Coast in late August to complete arrangements for the show. Sonder Heyman, advertising and sales promotion manager of Schenley Distillers Corp., New York, currently is in Hollywood. Firm is spending some $40,000 to promote the initial broadcasts, utilizing magazines as well as newspapers.

CANDY CAMPAIGN

ASSN. OF MFRS. of confectionery & Chocolate, New York, is using radio only to promote the wartime sugar Nut-Rite program started three weeks ago by Ruth Moss, starting in mid-September. For the same purpose, first week started three participations weekly on WCAU Philadelphia, WGN Chicago, and WABC New York. Agency is Cett & Freshney, New York.

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BROADCASTING - Broadcast Advertising
CIO Denied Blue Intervention Plea

Petitions Also Filed by Creditor Group, FM Network

COINCIDENTAL with FCC rejection last Thursday of a CIO petition to intervene in the hearing on the application for transfer of the BLUE Network-owned stations from RCA, owner of the BLUE, to Edward J. Noble, New York industrialist and owner of WMCA New York, the Judge Advocate General of the Navy, as a creditor and as counsel for the 31 petitioning creditors.

The petition by Noble will require naming of creditors, it was indicated.

Basing his plea largely on the alleged lack of financial soundness and responsibility of the American Broadcasting System, a corporation wholly owned by Mr. Noble [BROADCASTING, Aug. 16], the original agreement between Mr. Noble and RCA is said to provide that Mr. Noble shall assume all liabilities of the BLUE; yet, Mr. Koehne points out, the BLUE, a contingent liability, is not shown on the balance sheet, which further specifically denies other such liabilities "not included in any legal estate."

Claims of his clients, Mr. Koehne says, would become "minor" in the face of the "large long debt payable to banks, and which are labelling the T network last quoted, to be secured by the assets proposed to be transferred" (from BLUE to ABS). Their claims, the petition asserts, would be "subservient to the lien of such security", by reason of the proposed $8,000,000 payment.

Characterizing the "verified" balance sheet of ABS as a "fragment of its balance sheet and true in some very material respects", the petition presents several examples of alleged inconsistencies. Calling attention to the fact that the bank loan for $5,000,000 is contingent upon FCC approval of the transfer, Mr. Koehne criticizes the apparent inclusion of this sum in the $8,001,000 cash assets shown on the ABS balance sheet dated Aug. 10.

'Strain on Credibility'
The $8,001,000 cash represents a loan of $4,000,000 from three banks [BROADCASTING, Aug. 16] and $4,000,000 ($1,000,000 on deposit in escrow, and $3,000,000 through Banker's Trust Co.) from Mr. Noble for 400,000 shares of its capital stock. The $1,000 represents the original 100 shares of stock at $10 per share par value issued upon the formation of ABS.

Thus at least $7,000,000 of the claimed assets exists only on paper, the petition indicates in pointing to

(Continued on page 22)

Court Twice Denies Injunction ToFlammBlocking WMCA Sale

NEW YORK Supreme Court Justice David Peck twice last week denied motions of Donald Flamm for a temporary injunction to restrain Edward J. Noble from disposing of WMCA New York, pending the hearing of Mr. Flamm's motion for the re-instatement of his sale of the station to Mr. Noble in January 1941. Mr. Flamm's appeal to the Appellate Division will be heard on Tuesday, pending which Mr. Noble has agreed not to sell WMCA.

On Monday Judge Peck issued an opinion denying Mr. Flamm's motion on the ground that he should have begun his action immediately upon the discovery of the alleged fraud and not waited more than two years. On Tuesday, Philip Handelman, of Handelman & Ives, Mr. Flamm's attorneys, went before Judge J. Sidney Bernstein with a motion to reargue. On Thursday Judge Peck heard the further argument and on Friday he upheld the decision previously rendered. Mr. Handelman then entered an appeal for a hearing by the Appellate Division, which was set for Tuesday, Sept. 7.

In his denial of Mr. Flamm's motion for an injunction pendente lite, issued last Monday, New York Court Justice David Peck said, in part: "Reduced to essence, the affidavits of the plaintiff and the affidavit 'confession' of one employe state that the defendant engaged for the negotiation of the sale two Washington lawyers, who up to a few months before were general counsel and assistant general counsel of the FCC and who had the year before presented to the Commission a case against the plaintiff to revoke his broadcasting license; that these lawyers were engaged by the defendant because

Beer Sponsors Get Army Pickup Right

Pabst Granted Authority to Originate From Camps

WAR DEPT., through its Bureau of Public Relations, has lifted its ban against origination of sponsored beer broadcasts from Army posts. The Bureau notified Pabst Sales Co. Aug. 28 that it had no objection to origination of the Saturday night Blue Ribbon Town program from Army posts. Participation of Army personnel on the program is allowed.

Under the ruling beer sponsors now are given the same broadcast privileges as other sponsors, such as American Tobacco Co., R. J. Reynolds Tobacco Co. and Coca Cola Co.

Usual Disclaimer

Army rules provide that broadcasts from camps must have the approval of camp commanders; must not interfere with training of troops; must be staged at no cost to the Government; must carry an advertising disclaimer.

Participation of Army personnel on audience participation programs or amateur shows is permitted on a non-repeat basis.

The Navy has long permitted origination of sponsored beer broadcasts from naval establishments to entertain personnel but does not allow naval personnel to participate. The Navy also requires a disclaimer.

of the impression they would make upon the plaintiff; that the lawyers, in conspiracy with the two employees of the plaintiff, represented to the plaintiff that the defendant could and would procure from the Commission the wave lengths employed by station WMCA and take them away from the plaintiff unless the plaintiff sold the station to the defendant upon the defendant's terms. . . . Plaintiff asserts

(Continued on page 22)
Battery Picture Better As Manufacturers End Schedule

OUTLOOK for maintenance of civilian radio equipment was not improved by the new production release from WPB, but some manufacturers, believing that to meet military requirements, the electronics equipment industry will have to step up production to the rate of $4 billion annually by the end of the year. This mounting demand will make it difficult to earmark additional production for civilian needs.

Sept. 1 Session

Representatives of tube manufacturers attended an industry advisory committee meeting at WPB headquarters in Washington on Sept. 1, discussing the problems involved in providing the increased production referred to above. It is believed that with new plants now coming on stream and with the industry up to speed, the industry can attain the projected goals for military needs.

One effect of greater production should be a better organization of production, and the production of larger quantities of more types of tubes. This may help to supply some of those tubes which are now a bottleneck in civilian radio sets, although there is no expectation of any material increase in the civilian tube supply. A factor in this limitation is the fine balance which exists in the supply of some of the component materials and parts going into electronic equipment.

Battery Production

Bright spot in the picture is the accomplishment of the Office of Civilian Requirements and the Consumers Durable Goods Division, WPB, in providing a supply of batteries suitable for farm receivers. On Aug. 30, manufacturers of such batteries completed a two-month period in which 98% of their production was set aside by WPB order for distribution through suppliers serving rural consumers.

Production was running at the rate of about 465,000 monthly when the "holiday" from war orders was begun. There is no way of determining exactly how many of the batteries are being purchased for radio use, but it is believed that a large proportion of the supply is being bought for that purpose.

As originally announced by Arthur Whiteside, WPB vice-chairman and president of Dun & Bradstreet, the program was made possible when Army, Navy and Lend-Lease authorities agreed to relinquish temporarily their claim to production of these items. It was pointed out by Mr. Whiteside that the batteries were one of 50-odd items considered essential in promoting the production of food.

Tube Threat

Tube supply continues to be the most serious threat to a blackout of civilian radio reception, despite a move taken by the Radio & Radar Division of WPB to secure production of small quantities of 15 of the most critically needed types of tubes for home receivers. Manufacturers are to regard such production as of equal importance with production for military orders.

Instructions are being issued to manufacturers, allocating and scheduling the production of the specified types within a time limit and ordering the tubes marked M-R (maintenance and repair). Tubes so marked are identified as being for the civilian market exclusively and can be distributed only through civilian channels. They are to be released according to a definite plan designed to insure equitable distribution of the supply.

The number of tubes to be made for civilian radio maintenance under this initial action is not disclosed, and the Radio & Radar Division has also refused to disclose the types which are to be made. A press release had been prepared, announcing the intention July 17 in fulfillment of the directives, but this release was killed by OCR because of objection to piecemeal announcement of what had been referred to as a "program".

Implication of this action is that the so-called program, or the first phase of the program, can restore to operation only a small percentage of the tubes now in stock, because OCR, presumably, did not want to see a public announcement which might indicate a solution to the problem when such is not the case.

At best, the action taken by the Radio & Radar Division is only a first step in fulfillment of the promise made to James F. Byrnes, Director of War Mobilization and Reconversion. Mr. Ellis, director of WPB's Radio & Radar Division, Mr. Ellis, answering a query on the situation in civilian radio tubes [Broadcasting, Sept. 1, page 29], wrote the "Assistant President" on June 28 that there was a serious situation and said that his division "would see to it that the minimum electronic requirements be restored at a moderate rate." As a result of this action, the tube manufacturers are now working to increase production.

Military Orders

"We recognize," Mr. Ellis wrote, "the need for the maintenance of civilian radio, and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of military radio requirements. This having been accomplished, we feel justified in insisting on the production of some critical tubes." The Byrnes inquiry into the civilian radio tube problem followed a letter which he received from President Neville Miller of NAB, warning him that all tube stocks were exhausted and that an "alarming problem" was already threatening civilian reception of vital war messages. The minimum need for tubes, based on one set per radio home, is between 2,000,000 and 3,000,000 per month, according to NAB estimates, and this of course does not include tubes for the 3,000,000 portable and 8,000,000 automobile receivers in the country.

The civilian tube problem arises primarily from the fact that the electronics manufacturing industry is so heavily overlaid on military orders.

Some observers believe that the "holiday" will not be suspended for at least six months and that until then there is small prospect for any real relief in civilian tubes. Mr. Ellis told Broadcasting that he believes added production might be needed, but he declined to discuss the bearing of industry expansion on the supply of civilian tubes.

Director Ellis apparently believes that the solution for both civilian and military requirements is increased production by electronics manufacturers. He foresaw the day when manufacturers will have to step up production to the rate of $4 billion annually by the end of the year.

The actual output of military electronics equipment for July of this year and to meet future requirements the rate of production of electronics equipment will have to be stepped up to the rate of $4 billion annually between now and the end of December, 1943. Mr. Ellis estimated that war production needs will be supplied by the industry until the beginning of 1944 (the so-called "holiday") for this year.

A projection of output curve on military electronics equipment continues on the upswing, but producers, suppliers and distributors must not relax their splendid efforts if the requirements of the armed forces are not to be met.

"Output must be maintained and increased to meet difficulties in the field of critical components, experienced labor and the other problems facing us," Mr. Ellis said. "The electronics industry in general has done a fine job, but it must be prepared for even greater efforts in the drive for victory. "Electronics equipment is serving in every sector and in every phase of the war fight. The electronics industry can in this way serve its country, the people of this country, by supporting our efforts in the war fronts."
Like the Vendor's Pretzel...

KYW is Philadelphia's Dish!

Generations of Philadelphians have paid their penny at the pretzel wagon. This huge, fresh, crisp, soft-centered delicacy, salt-sprinkled and mustard-spread, is characteristically Philadelphian because it's good!

If you pick the radio station in Philadelphia which is most frequently picked by advertisers who are "in the know," you will pick KYW. • Why do Philadelphia advertisers account for 43% of KYW's non-network time? Why have their purchases of KYW time increased 780% in five years? • Because KYW is a Philadelphia favorite. Because its 50,000 watts give directed coverage—intensified messages in the entire third market of the nation. Because it carries NBC programs. Because it is an overwhelmingly powerful local influence. • Investigate the popularity of KYW as an influence to make your product "Philadelphia's dish."

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Some Tell Networks They Might Refuse Time To Shows Carrying Repeat Announcements

ANNOUNCEMENT: Of the Mutual plan to broadcast during the daytime hours recorded repeats of the big evening shows on other networks evoked immediate opposition from some affiliates. These stations notified their networks they would refuse any and all weakening of the present network structure and might even refuse to carry any program that included an announcement that it would be repeated the following day on a another network.

Mutual last week offered no further explanation or details of its rebroadcast project, pointing out that most of the complaints voiced so far by stations and agencies have not been adequately answered. The network expects to issue very shortly a promotion booklet of the plan, which not only explains how it will reduce but also will clarify such points as how the daytime rebroadcasts will affect the ratings of the programs and how an advertiser can benefit from the increased audience reached by the rebroadcast of his evening program. This booklet will be made available to all advertising agencies throughout the country and to all Mutual stations as well as to stations affiliated with the other major networks.

Winchell Action

Typifying the station reaction to such a practice was the refusal of the blue network to permit any expansion in the list of non-blue stations currently carrying recorded repeats of Walter Winchell’s Sunday evening broadcasts on the blue.

When, on July 18, the Winchell broadcasts were first put on the air, the complaints were made by the former combination network dis-continued, the blue, with the consent of its affiliates in about 18 cities, allowed Andrew Jergens Co., WNBC, New York, to use its former outlets in those cities as well as the blue stations, which feed the programs to other stations where they are recorded for broadcast later the same evening.

Last week, however, Lennen & Mitchell, agency for Jergens, asked for the addition of a dozen additional cities to that list. The blue rejected this request on the basis that blue outlets already afford coverage in those markets. pointed out that any advertiser is free to carry any program recorded in a recording studio and to place those transmissions with whatever stations it chooses, the blue maintained that it is unfair to ask network affiliates, receiving network programs, to share those programs with competing stations in their own communities.

Mutual plan (broadcasting, Aug. 30) is to record top evening network programs for rebroadcasting on mbs in the 3-6 weekday afternoon period for the benefit of night workers and others unable to hear the original broadcasts. As a trial, MBS is offering to broadcast top-ranking programs for 13 weeks without making any time charges, the advertiser paying only minimum AFRA scale for the repeat and, if the program includes music, engaging a live orchestra, a step made necessary by the AFM ban on musical recordings. For the test period the sponsor’s sales messages and national network’s program and advertisement messages used in their place.

Described As Unfair

Following announcement of this plan, affiliates of other networks immediately protested against this “sharing” of programs which they feel is going to the advantage of the blue network carrying these programs. The stations point out that such programs are assets to the stations carrying them and that they have in return given these programs extensive promotion and merchandising in their communities, which they said certainly would not continue if the programs were broadcast by competing stations.

The complaints stressed that the Mutual proposal would be detrimental not only to the present network system but to nighttime radio generally, pointing out that a family might go to the movies on an evening when its favorite radio program is broadcast, if it knew the program could be heard the following afternoon, with the result that this family might not be available to any of the other programs broadcast that evening but not repeated in the daytime.

The “giveaway” idea came in for special condemnation as “unfair competition” to those daytime programs whose sponsors are paying for their time and talent and also as a dangerous precedent which may lead to requests from other advertisers for similar free time to try out other new program ideas.

LOOKING OVER the magnetic wire recorder he used in Sicily to pick up actual sounds of the Allied invasion of the Island, John Hershey, Time Magazine editor and correspondent (right), discusses the potential broadcasts for which the recorder can be used with D. E. Taylor, engineer of General Electric Co. "Time a week or so ago had planned to use some of Hershey’s recordings on the March of Time program on NBC, but did not do so, chiefly because of NBC’s policy of broadcasting only recordings of transcendental importance.

Another Paper Cut

AN ADDITIONAL cut of 5% in the usage of new print was recommended by the Newspaper Industry Advisory Committee which met with WPB officials in Washington last week. This is expected to bring about a total reduction of 15% since the first quarter of the reduction in the fourth quarter will not be determined until it is learned what Canada’s cut in maximum deliveries will be during that period. A cut in permitted publishers’ inventories was also recommended by the committee.

MBS Bills Rise

MUTUAL’S gross billings for August of this year show an increase of 132.6% over the same month last year, and cumulative billings for the past eight months are 25.4% above the figure for the corresponding period in 1942. Network billings for August, 1943, total $1,205,520, while cumulative billings stand at $8,196,967.

NBC Names J-W-T

NBC last week announced it had appointed J. Walter Thompson Co., New York, to handle the networks advertising. The account was formerly handled by Foote, Cone & Belding, New York, as part of the advertising of RCA and all of its subsidiary companies, including NBC and the blue. The latter agency resigned the account in mid-August in line with a policy of not handling media accounts (broadcasting, Aug. 18).

2d District Urges Legislative Action

Miller, Elias Among Speakers

At Session in Asheville

ALL-OUT support for new radio legislation at this session of Congress was voted by 67 broadcasters of North Carolina, South Carolina, Virginia, and West Virginia at the 2nd District of Columbia at the second NAB District meeting last Friday in Asheville, N. C.

The meeting, presided over by G. Richard Shafto, WIS, Columbia, S. C., district director, was addressed on the legislative subject by NAB President Neville Miller and Don S. Elias, WNNC Asheville, regional station director and president of the legislative committee.

Shafto Declines

At the second day session Saturday a new district director was to be elected, succeeding Mr. Shafto, who declined renomination. Others who addressed the session included D. H. Shryock, the Asheville Citizen-News, on public relations; Harold Essex, W4IMM manager of WJSJ, Winston-Salem, on FM; Lew Avery, NAB director of broadcast legislation, reacher the retransmission motion plan. A report on BMI was made by Carl Haviland, vice-president. Among those attending the meeting were:

ARBITRATION

Arbitration Series

RADIO ARBITRATION Corp., New York, has been formed by two New York businessmen to secure wide distribution via recordings of Labor Arbitration, 60 minute program, widely used on WMC, WNYC, WABC, and WNYW, New York, Sunday, 9:08-10 p.m., in the interest of better labor-industry relations and their effect upon war production. Organizers of RAC are Ivan A. Stain, agent of the Standard Trust, and L. A. Schaeffer, New York (furniture concern), and vice-president of the Bronx Inter-Faith Council; and David Klein, president of the U. S. Bronze Sign Co.
CBC IN CANADA provides a complete Canadian radio service. With
dominant key stations . . . each operating on a power of 50,000 watts . . .
strategically located across Canada and linked up with other CBC and privately
owned stations of wide range and influence . . . CBC gives a coverage of over
2,000,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.
The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada
is a vital force and listening competition is at a minimum. Audiences are radio-
mined. They feel the pulse of the world more consistently and with an
intensity known in few other places. During both day and evening hours,
listeners throughout the Dominion enjoy a wide variety of the finest enter-
tainment through the CBC.
Heavy Drive Planned for Food Series

All Units of Industry To Join Intensive Campaign

THE Food Fights for Freedom campaign, launched at meetings reported in the Aug. 30 BROADCASTING, will be second only to the Third War Loan in the amount of radio time it consumes. The campaign during the last half of 1943, according to the Domestic Radio Bureau, OWI. It will receive at least as much cooperative support as the Victory Drive. National and local Travel campaigns pushed earlier in the year, and will far exceed the scope of the majority of OWI's radio campaigns.

The Food for Freedom is to be supported by all of the scheduling plans of the Radio Bureau, plus the Woman's War Guide, sent to women commenters, home making program directors and others who reach the feminine audience.

November Peak

Via special assignment, the over-all story of the food campaign began to reach the listening public last week. Special assignments differ from simple war messages in that the time given is over and above sponsors' normal allocations for war messages and the material may be incorporated in the script rather than in the form of an announcement.

In October, Food Fights for Freedom is scheduled as a top priority campaign, and will be featured in that month's issue of the Woman's War Guide.

November will see the campaign at its height. The month has been designated “Food Fights For Freedom Month” and it is planned to have a top priority assignment make the announcement to that effect on behalf of the Government.

The campaign goes on the Network Allocation Plan the first two weeks of November, giving the services of the principle vehicle of the Radio Bureau. One hundred network programs will carry Food for Freedom messages Nov. 1-14. In addition to the Network plan, the campaign will be featured during this period on all live spot commercial programs, involving 1,153 individual station broadcasts.

During the second half of November, the Nation's Assignment Plan will go into action, with 21 one-minute transmissions to be broadcast on 891 stations, a total of 18,711 announcements.

Local programs put on by the Agriculture Department of Agriculture will further plans for special events programs and appearances of high ranking officials.

Radio time table is to be completed this week at a meeting of the Office of Program Coordinator and the Radio Bureau. Plans and information on the campaign have been placed in the hands of media. Sponsors and agencies will get the usual fact sheets three to five weeks in advance of air dates, and stations will receive transcribed announcements at the usual interval in advance of scheduled broadcasts.

Difficult Campaign

It is pointed out that Food Fights for Freedom is one of the more difficult campaigns handled by the OWI to date. It is complex in theme, involving no less than nine different main sub-topics, many of which have already had much attention over the air. These are: Farm production goals, victory gardens, home food preservation, nutrition, food conservation, farm manpower (U. S. Crop Corps), rationing, food price control, and Home Front Pledge (to support rationing and price control).

These individual themes will continue to be emphasized, but they are to be tied together in the Food Fights for Freedom Drive. Beginning in October it is planned wherever possible to tie in all food messages with the basic theme that food is an all-important war weapon.

Major emphasis is to be placed on the ways in which American food fights for freedom, and why certain actions are necessary on the part of every civilian. Individual programs are to start where this theme is sounded off, and will give more detailed education as to how the citizen will do his job.

Treasury War Bond Campaign Poised for Sept. 9 Opening

CLIMAXING months of planning on the part of the Treasury Dept., Office of War Information and War Advertising Council in conjunction with the radio, the press, and the other media, final touches are at last being applied in preparation for the largest campaign for non-banking funds ever attempted, the Third War Loan Drive for $15,000,000,000, which will be officially underway Sept. 9.

Secretary of the Treasury Morgenthau stated in a brochure sent stations, “During the Second War Loan we had an opportunity to see the important job radio can do; and in the Treasury's appreciation at the conclusion of that drive, I stated that the cooperation of the radio broadcasters of the nation was a greater factor in the success of the loan drive. You can see, therefore, why we feel that the success of the Third War Loan depends to some extent upon your cooperation and the cooperation of your organization.

Industry Reply

“Plans for promoting the Third War Loan Drive through radio have been developed by the Treasury with the help of the OWI and the WAC; and these groups, as well as ourselves, will appreciate your complete cooperation.”

Striking the keynote for the radio industry Neville Miller, president of the NAB, in an open letter called on the industry to accept the challenge of the Third War Loan.

Vincent F. Callahan, Director of Press, Radio and Advertising, War Finance Division of the Treasury Dept., said, “We believe that the advertising staff of the War Finance Division will fire the most powerful publicity broadside we have ever prepared. However, as we have said many, many times, even the most elaborate, the most ingenious national program cannot achieve the maximum results without local adaptation. As never before we must knit our national and local programs in one smooth fabric of attack.”

Speaking of the effect of radio, Donald D. Stauffer, Chief of the Domestic Radio Division, OWI, said, “Radio has proven itself in this war as a valuable weapon on the side of truth and understanding. Not only has it kept the great American public informed on the progress of the war but it has created an understanding of the restrictive problems which we must face as such events develop. It has im- pelled action in salvaging.

"But in no one field has it done its job better than it has in selling War Bonds. The entire facilities of radio—administrative and creative—have joined hands to write a story of salesmanship that is outstanding . . . We are again asking radio to lead the way. We are asking for almost twice as much cooperation as we had in the 2nd War Loan and we are confident every person in the industry will ‘Back the Attack.’”

Kick-off Show

President Roosevelt, Secretary of the Treasury Morgenthau and name talent from radio, stage and screen will combine on the evening of Sept. 8, 9-10 p.m., to present a mammouth “Kick-off Show” to be broadcast over the four major net- works to a pre-estimated audience of 70,000,000 listeners. Mr. Roose- velt will speak on behalf of the Third War Loan Drive at about 9:40 p.m. (EWT), climaxing the hour-long program representing a value of approximately $20,000,000 in time and talent.

Originating from NBC's Hollywood studios the program will feature a drama centered about war industry and war bonds, starring Bing Crosby, Marjorie Reynolds, Burns & Allen, Edgar Bergen, Dina Shore, Jimmy Durante, Charles Boyer, Ronald Colman, Akim Tamiroff, Robert Young and Gordon Jenkins. Stations in Los Angeles are closing for three days prior to the show so stars appearing on the program may rehearse.

Directed by Zachary George Zachary is producing and directing the Third War Loan cur- tain raiser which has Glen Weath- ton, Norman Corwin, many Man- dougal, Harry Bailey, Lipscott & Davis and others on the script staff.

Round-the-clock broadcasting of special events has been planned by radio for Sept. 9 and time and energy have been devoted for War Bond promotion during the 22 days of the Drive. The Treasury Dept. has also prepared programs, transcriptions, and publicity ideas for use by radio stations all over the nation (BROADCASTING, Aug. 23). Preparations for mobilizations at agencies, governmental and other- wise, have laid extensive plans to use radio during the drive.

OPENING the educational campaign, characters of Christmas packages to service men abroad, the NBC Army Hour broadcast for Sept. 8 was devoted largely to this topic, explaining the necessity for keeping packages within the pre-cribed limits of size and weight. Adresses mailed and correct and for mailing between Sept. 16 and Oct. 15, if the packages are to be delivered by Christmas.

OWI has given radio allocation to the design for the last week of September and the first week in October and many radio advertisers are expected to assist the campaign in their programs. Newspaper advertise- ers are also expected to co-operate, but the campaign comes too late for magazine copy. Retail as well as national advertisers will play an important part in this Gov- ernment campaign, as a large per- centage of the gifts will be ad- dressed and mailed at the point of purchase.

Campaign was outlined by the War Advertising Council last Thursday. W. H. Beckwith, adver- tising有趣的, Royal Typewriter Co., volunteer campaign manager; Ben Gordon of Grey Advertising Agency, Hugh T. Barr, and Won O. Perrin, staff manager for the Council, explained the cam- paign to department stores and ad- vertising executives attending the meeting and distributed fact folders published for the War Depart- ment by the Council.
KOA, Denver's dominant station offers both... 69% Listener Loyalty* - 68.8% Dealer Preference - An unbeatable combination.

* NBC's Survey "A Tale of 412 Cities" revealed 69% nighttime-listener preference in Denver; 60% in Pueblo, Colorado's "second" city; 71% in Colorado Springs, third most important city in the state.

** 68.8% of Colorado's Retailers, rural and urban, named KOA as the "first choice" station to broadcast advertising of their merchandise.

Consumer buying of radio advertised items most accurately reflects customer-listening habits. Proven by repeated renewals of KOA Advertisers who listen to cash registers.

** Survey of 10 Different Classifications of Colorado Retailers Supplied to Advertisers Upon Request.

Few Stations in the Nation Can Equal KOA's Dominance!
Here is Baltimore’s “Parade of Stars”

In advertising as in entertainment you will find the foremost local and national “stars” represented in this WBAL schedule. With the many excellent announcement campaigns, the list represents the greatest “Who’s Who” of local and national business it has ever been the privilege of WBAL to serve. All because, to a greater extent than ever before, advertisers know “the brands that sell—are those advertised on WBAL.”

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

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<th>A.M.</th>
<th>SUNDAY</th>
<th>MONDAY</th>
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<td>GITTIN’ UP TIME WITH HAPPY JOHNNY</td>
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<td>AROUND THE BREAKFAST TABLE WITH BOB ELLIS</td>
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<td>ESSO NEWS REPORTER 7:30 to 7:35 A.M.</td>
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<td>MANO SWARTZ “Stories Behind the Headlines”</td>
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<td>The Melody’s The Thing</td>
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<td>MOLLIE MARTIN (Participating)</td>
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<td>That They Might Live</td>
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<td>News and SUNDAY ROUNDUP (Participating)</td>
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<td>OLD DUTCH CLEANSER</td>
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<td>GOSPEL TABERNACLE</td>
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<td>Rev. G. E. Lowman</td>
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<td>BAB-O-CLEANSE</td>
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<td>GROVES Behind the News</td>
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<td>MEADOWRIDGE Blue Horizons</td>
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<td>RANGER JOE Ranch</td>
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<td>DR. N. F. SPECTOR</td>
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<td>Health and Harmony</td>
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<td>Senator Tydings</td>
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<td>LISTEN MOTORISTS STAY OUT OF COURT</td>
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<td>GEN’L. FOODS</td>
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<td>Those We Love</td>
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<td>WESTING-HOUSE John Charles Thomas</td>
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<td>SOFT-AS-SILK</td>
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<td>3:00</td>
<td>CANDY COUNCIL</td>
<td>IVORY</td>
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<td>Story of Mary Martin</td>
<td>Army Band</td>
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<td>SHEAFFER PEN</td>
<td>OXYDOL</td>
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<td>Ma Perkins</td>
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<td>Upton Close</td>
<td>CAMAY</td>
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<td>Pepper Young's Family</td>
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<td>3:45</td>
<td>This is the</td>
<td>WHITE NAPHTHA</td>
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<td>Right to Happiness</td>
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<td>4:00</td>
<td>Army Hour</td>
<td>HALEY'S M-O</td>
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<td>Back Stage Wife</td>
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<td>DR. LYONS</td>
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<td>Stella Dallas</td>
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<td>4:30</td>
<td>SCHLEINER CO.</td>
<td>PHILLIP'S CREAM</td>
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<td>Lorenzo Dallas</td>
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<td>4:45</td>
<td>Woman of the Week</td>
<td>PHILLIPS MILK OF MAGNESIA</td>
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<td>Young Widder Brown</td>
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<td>5:00</td>
<td>GENERAL MOTORS</td>
<td>DIAMOND CRYSTAL SALT</td>
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<td>When a Girl Marries</td>
<td>CALVARY HOUR</td>
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<td>POST BRAN FLAKES</td>
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<td>Portia Faces Life</td>
<td>Rev. Wm. Detweiler</td>
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<td>5:30</td>
<td>Symphony Orchestra</td>
<td>BENEFAX</td>
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<td>Just Plain Bill</td>
<td>Glory</td>
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<td>FREEZONE</td>
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<td>Front Page Farrell</td>
<td>SCHUTTER CANDY</td>
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<td>Curt Massey</td>
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<td>6:00</td>
<td>CATHOLIC HOUR</td>
<td>ESSO MARKETERS</td>
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<td>News Reporter</td>
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<td>6:05</td>
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<td>NATIONAL BREWING CO.</td>
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<td>National Sports Parade</td>
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<td>AROUND THE DINNER TABLE</td>
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<td>6:30</td>
<td>ESSO NEWS GROVES Behind the News</td>
<td>MANO SWARTZ “Songs of Romance” 6:40 P. M.</td>
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<td>6:45</td>
<td>MANO SWARTZ</td>
<td>SUN OIL</td>
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<td>Lowell Thomas</td>
<td>ARUNDEL News</td>
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<td>7:00</td>
<td>Galen Fromme</td>
<td>JELLO CHESTERFIELD CIGARETTES</td>
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<td>Fred Waring</td>
<td>For This We Fight</td>
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<td>ALKA SELTZER</td>
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<td>Newsroom of The Air</td>
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<td>8:00</td>
<td>FITCH SHAMPOO</td>
<td>PARKAY</td>
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<td>For This We Fight</td>
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<td>8:15</td>
<td>BAND WAGON</td>
<td>GOOD YEAR</td>
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<td>8:30</td>
<td>CHASE AND SANDBERG</td>
<td>DU PONT Great Gildersleeve</td>
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<td>8:45</td>
<td>CHARLIE McCARTHY</td>
<td>PHILIP MORRIS</td>
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<td>9:00</td>
<td>ROYAL DESSERT</td>
<td>FIREFROCE Voice of Firestone</td>
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<td>9:15</td>
<td>ONE MAN’S FAMILY</td>
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<td>10:00</td>
<td>DR. LYONS</td>
<td>TELEPHONE HOUR</td>
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<td>10:15</td>
<td>MERRY GO ROUND</td>
<td>JONHSON FLOOR WAX</td>
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<td>11:00</td>
<td>BAYER ASPIRIN</td>
<td>VICKS Dr. I. Q.</td>
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<td>11:15</td>
<td>AMERICAN Album of Familiar Music</td>
<td>CARNATION MILK Contested Hour</td>
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<td>11:30</td>
<td>HOUR of Charm</td>
<td>SULFAPHACETAMIDE Eddie Cantor</td>
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<td>12:00</td>
<td>KING PROPER</td>
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<td>12:15</td>
<td>BOTTLES</td>
<td>RAILEY TOBACCO Red Skelton</td>
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<td>12:30</td>
<td>ALL NITE STAR PARADE</td>
<td>CIGARETTE</td>
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<td>12:45</td>
<td>7 NIGHTS WEEKLY</td>
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<td>1:00</td>
<td>EMBROS WINE</td>
<td>ESSO MARKETERS</td>
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<td>1:15</td>
<td>WAR NEWS</td>
<td>NATIONAL BREWING CO.</td>
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<td>1:30</td>
<td>THE OPEN BIBLE</td>
<td>HAMILTON BAPTIST CHURCH</td>
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<td>BULBOVA</td>
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**Broadcasting • Broadcast Advertising**  
*September 6, 1943 • Page 17*
War Workers Wanted

CONTINENTAL RADIO & Televisio n Corp., Chicago, Oct. 13 started sponsorship of six 20-minute help-wanted programs per week for 13 weeks on WJJD, Chicago. Programs will consist of transcribed music, and interviews with representatives of various industries. Company also sponsors World News Today Sundays 2:30-2:55 p.m. on 42 CBS stations. Agency is Gruiten & Eger, Chicago.

OWL Begins Campaign
For Women Workers

BEGINNING last Aug. 30 and continuing for four weeks, a nationwide radio campaign to enlist women war workers, with emphasis directed to women not now employed, got under way under the auspices of OWI.

Scheduled for the drive are 110 network programs under the network allocation plan, in addition to local spot announcements and special assignments, according to Mr. Stauffer, director of the Domestic Radio Bureau.

The campaign is stressing "war-useful jobs", impressing upon listeners that they have just been a contribution to the war to work in communications, transportation, sales, and various necessary services as to work in a war plant. Messages ask women to be prepared to answer the call of OWI... when the U.S. Employment Service issues appeals in their communities.

Recruiting by Radio

INDUSTRIAL PLANTS are rapidly becoming interested in using radio to recruit war workers. Enthusiastic over the response obtained by the Emergency Committee in their first broadcast appeal for workers, Frigidaire and Inland have bought time on WJJD Dayton to help cut the labor shortage in the electrical industry. A six month period to the advantages of providing work is being seriously considered, according to Mr. Stauffer. It would have the advantages of providing experienced men for the job without robbing any one agency of a key man.

A suggestion that leading agancy radio men take over the OWI post in rotation, each devoting perhaps a six month period to the work, is being seriously considered, according to Mr. Stauffer. It would have the advantages of providing experienced men for the job without robbing any one agency of a key man.

A suggestion that leading agency radio men take over the OWI post in rotation, each devoting perhaps a six month period to the work, is being seriously considered, according to Mr. Stauffer.

California Stations Join Crop Recruiting Drive

PACIFIC Advertising Association War Activities Committee, headed by Mr. Millbank, San Francisco, manager of Young & Rubicam, have offered to help in crop recruiting drives in the procurement of 300,000 workers to harvest California crops thru Oct. 15. The committee has been prepared and material has been circulated to radio, newspaper and other media.

The California State Farm Production Council requested the campaign which has already started on approximately 80 radio stations throughout the state. Announcements are factual, describing the crisis and the responsibility of Californians in this walk of life.

Cooperating with the committee in promoting the campaign in the San Francisco area are Don Bearles, manager of KGO; Don Pederson, manager of KYA; and John Brunton of KGW.

Campana Resumes

CAMPA SALES Co., Batavia, Ill. (Campana Balm), having discontinued its weekly NBC quarter-hour musical series in early April due to shortage of glyceraline, on Sept. 4 resumed sponsorship of Campana's "Lady of the Bowl" series on 115 CBS stations, Saturday, 1-125 p.m. (EWT). Dick Powell, radio-film factor-director, is featured with Martha Tilton, feminine vocalist. Ludwig Gluskin is musical director. Henry Charles announces.

Initial broadcasts were received from Hollywood, with following two broadcasts scheduled on route with Hollywood Bond Cabal. James Bloodworth is director of Aubrey, Wallace & Moore, Chicago.

LIONEL BARRYMORE, star of the weekly CBS Mayor of the Town, is composer of two musical suites for children, "Banny and Nettie", to be included in a musical appreciation series for early school grades.

Broadcasting • Broadcast Advertising
BLANKETS this RICH POPULOUS
vital AREA...with a radio to every 12 families
and there are a million families!

George P. Hollingbery Co
representative

Vert Stratton
general manager

MAIN OFFICES
WREN BUILDING
LAWRENCE, KANS.

1000 WATTS
BASIC B tùy NETWORK
MBS FALL PLANS TOLD TO YANKEE

FALL PLANS of Mutual Network were outlined last week by Miller C. Overton, president of the Mutual Broadcasting System, to station managers of the Yankee Network at a meeting at Hotel Kenmore, Boston.

Those attending were: John Shepard, III, president of the Yankee Network; Ed Lippincott, executive vice-president; James S. Powers, director of promotion; Gerald Harrison, director of station relations; Barbara Spence, affiliate contact; Robert Martin, Herbert Rice, Sally Jaffa, Phyllis Doherty, director of publicity; and Gordon Jenkins.

Among station managers and representatives were: George Lopes, Executive Director; Mrs. Dorothy Robinson, WAAB; Mr. Rines and Mr. Kelley, WCHS; A. M. Mofatt, WLH; Mr. Crox, WSCR; Ed Guercy, WLZB; Glover Delaney, WHTT; Sam Elman, WATR; Dave Shurteff, WPEA; Monroe England, WBRK; Patrick J. Mottou, and Bill Dwight, WHYN; Gerald More, WNL; Earl Clement, WEIM; Martin Avery, WNHB; Bob Nicollis, WAJ; Jack Weisz, WSBY; and David Carpenter, WKNE.

With Mr. McClintock from Mutual in New York were: Peter Sandford, promotion; Harry Lueken, sales; John Brugh, Kenyon-Bickhardt.

KPBC Application

KPBC Houston applied last week to the FCC for special service authorization to operate with two and one-half kilowatt and five kilowatt daytime with a temporary non-directional antenna to Aug. 1, 1944. A storm in the Houston area about a month ago tore down the tower and damaged other equipment. KPBC and KXZY, which use the same tower, were off the air a week before power was restored. It is not expected that materials to replace the temporary tower will be available at any time soon.

Maxwell House Resumes

GENERAL FOODS Corp., New York (coffee), after a summer layoff, on Sept. 2 resumed Maxwell House Coffee Time on approximately 120 newspapers. An inductive 8:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Returning to the regular cast line-up were Fannie Brice, comedienne, Frank Morgan and Hanley Stanford, comedians, and John Contrain, vocalist-m.c. Frank Tours continues as a musical director, with Harold Wilcox, announcer. Phil Rapp wrote the show. Al Keyes is the Hollywood producer of Benton & Bowles Inc., agency servicing the account.

NAB Publicity Heads

JOHN W. ELWOOD, general manager of KPO San Francisco, has been appointed chairman of the public relations committee of the 15th district of the NAB by Arthur Westlund, district director, and W. G. Wynn, general manager of WFLA Tampa, has been appointed to that position for the 5th district by J. B. Crawford, Jr., director of that district.

WORK INCENTIVE
Navy Yard Employees Hear
News at Lunch

COLLABORATING with the Navy's Industrial Incentive Division, WBC Boston has arranged daily five-minute war newscasts for 60,000 workers at Boston Navy Yard. News is "piped" into the yard from the station newsroom and sent out over loud speakers. Included in each specially prepared broadcast is an inductive message stressing the importance of their jobs and bringing home a realization of the interdependence of production and battle lines. Yard officials, as well as workers believe that the programs result in a better job. If other plants producing for the Navy desire information about such a program, the Navy's Incentive Division will furnish it to them.

ROOSEVELT REBUKE TO DREW PEARSON

DREW PEARSON, commentator for Serutan on the Blue Network, was characterized last Tuesday by President Roosevelt as a "chronic liar." The rebuke was administered at the President's news conference and was based on remarks about the State Dept. and its attitude toward Russia. The comments were made on the Serutan broadcast Aug. 29.

The day before Secretary of State Hull had referred to Pearson's comments as "innumerable and diabolical falsehoods," President Roosevelt said Pearson's statements were not statements made in the conduct of our foreign affairs and constituted an act of bad faith against the country.

In reply Pearson said he was "complimented to join the long list of newspapermen whom the President has attacked, and added that "if the President needs a scapegoat I am glad that anything I have said has now forced the Administration to make clear in words what was not clear before in deeds."

Swing Shift Shows

IN LINE with its policy of offering special events and programs for early morning listeners, WOR New York now transcribes州市 shows, Quiz Kids and Lum 'n Abner for Moonlight Saving time, WOR's all night program, conducted by Steve Ellis, Quiz Kids is heard Mondays 2-3:30 a.m., and Lum 'n Abner Tuesday through Friday mornings 2-2:15. Miles Laboratories, Elkhardt, Ind. (Alka-Seltzer) are presenting the programs on an eight-week basis, and will continue indefinitely if successful. Agency is Wade Adv., Chicago.

KWBW Transfer Asked

NATION'S CENTER Broadcasting Co., licensee of KWBW Hutchinson, Kan., has applied to the FCC for voluntary assignment of its license from William Wyse and Stanley Marsh to William Wyse, Stanley Marsh and Bess Wyse, wife of Mr. Wyse and a sister of Mr. Marsh, to do business under the same firm name. The proposed assignment, subject to FCC approval, would give 49.4% of Mr. Marsh's 50% ownership to Mrs. Wyse. Mr. Wyse is 50% owner. KWBW, an NBC outlet, operates on 1450 kw with 250 watts.

Rundle to London

WALT RUNDLE, promotion manager of United Press in New York, has been transferred to the UP London office where he will remain for a short period prior to becoming a field correspondent for the news service. Also transferred to the UP London bureau recently are Ed Beattie, UP African and European correspondent, and Collie Small, formerly on the New York sports staff of UP.

New UP Features

UNITED PRESS has released four new features: In Your Neighborhood, stories about "the folks next door"; Tomorrow's World, Great Moments in Sports; and Places in the News. The latter contains full-length events has been distributed to radio clients, radio prospects and advertising agencies.

IN Washington, D.C., station WWDC sponsored "Miss Washington" contest to pick candidate to enter in the Miss America Pageant to be held in Atlantic City next month. Shown above is winner Miss Dixie Kafier, of the Federal Bureau of Investigation. Thomas A. Reed, I., program manager of WWDC and its network program director, and Bennet Larson, manager of the station.
Memo for Action

STANDARD IN MAINE

INDEX WCSH Sta. "B" Others

(Monday-Friday)
8.00-10.00 AM 50.4 38.6 11
10.00-12.00 68.7 20.7 10.6
8.00-12.00 60.3 28.9 10.8
12.00-3.00 PM 61.0 34.1 4.9
3.00-6.00 61.8 27.5 10.7
12.00-6.00 61.3 31.1 7.6

(Sunday-Saturday)
6.00-8.00 PM 58.4 33.6 8.0
8.00-10.00 49.5 44.0 6.5
6.00-10.00 53.0 40.0 7.0

PORTLAND enjoyed the highest per capita buying income in New England for 1942, according to SALES MANAGEMENT May 1943 Survey of Buying Power.
Canada's Four Years of Wartime Radio

Industry Has Expanded
During Rigorous Period

By JAMES MONTAGNE

ON SEPT. 10 Canada begins its fifth year of war. During the years Canada has been at war Canadian broadcasting has expanded and matured, and pessimistic expectations early in the war that Canadian broadcasting stations would have to close down because of wartime scarcity of commercial sponsors or censorship have not materialized.

Rather, Canadian broadcasting has grown, there has been no dearth of commercial sponsors; censorship problems have been worked out; Canadian broadcasting has come out of the four years of wartime broadcasting with more public goodwill than it ever had.

No Canadian station has been criticized or has been forced to close down since the start of the war for breaking censorship regulations or for lack of commercial programs. In fact there are today more broadcasters in Canada than when Canada went to war four years ago. A number of stations, 1,000 watts or less have been established in various parts of Canada by private owners to give better coverage in expanded industrial areas or near large training camps.

CBC Expands Service

The publicly-owned Canadian Broadcasting Corp. has expanded its service with the building of automatically operated relay stations in isolated areas, principally in British Columbia. Today Canada has 89 broadcasting stations, of which 10 are owned by the CBC and the rest by independent operators.

When Canada went to war the radio broadcasters were just beginning to reap some returns after more than a decade of operating in the red during pioneering days. Canadian radio was just coming out of its infancy in technique and program production. The lessons of the years were immediately put to use as Canadian stations began local recruiting drives, charter campaigns and the backing of war loan drives on a voluntary basis. While censorship regulations early in the war halted a number of different types of programs and caused some technical newscast difficulties, substitute programs and means of newscasting were worked out. Numerous wartime programs were developed by independent stations as well as the CBC. In later years many were used mainly for network use. Some of these in time became sponsored programs, setting a style for advertisers who have developed and used a number of purely wartime programs.

While the nature of sponsored programs has changed considerably in the four years of war, Canadian advertisers continue nearly as numerous as in pre-war days. As shortages of materials for civilian use developed it was expected many national sponsors would drop their radio advertising appropriations. Quite a few have, but most pre-war radio advertisers are still to be found on the Canadian air. New sponsors have taken the place of some who have dropped out, including government-paid programs for various government departments. This development is most noticeable in war loan advertising. The Dept. of Finance at Ottawa has pushed every one of Canada's four Victory Loans on the air and is now preparing plans for the Fifth Victory Loan to take place in October. Every station in Canada has received paid advertising for these financial drives, some for carrying transcribed or live announcements and programs, others for carrying network shows.

Price Board Campaigns

Another large user of paid advertising on Canadian stations has been the Wartime Prices & Trade Board, the pricing and rationing authority, which has for more than a year used Monday to Friday morning programs on practically all stations. The armed services have not been neglecting radio for recruiting purposes, and have a number of programs continued on the air. Other government departments have from time to time used paid time on Canadian stations for special announcements or special campaigns. How much government departments have spent on wartime radio advertising is not known, and even estimates are hard to come by, but the sum has been sizeable insofar as radio advertising income for stations is concerned.

Canadian stations after four years of war have few of their pre-war personnel left. Personnel shortages are causing perhaps more strain on the executives of its busiest stations. Girls make up a large percentage of the staff today in every department, and women announcers and engineers have been no novelty in Canada for several years. CBC, Canadian Broadcasting Corp., has enlisted all three branches of the Canadian armed forces, have gone into technical radio enterprises for the government, and has been appointed to radio liaison staffs of the armed forces public relations set-up in the Dominion and overseas.

There has been a large change in Canadian broadcasting since September 1939 when Canada faced war for the second time in a quarter-century. Early in the war independent broadcasters found their license fees increased from a nominal $50 annually to a maximum of $4,000 on a sliding scale depending on power and coverage. Private broadcasters early in 1941 found their activities had so increased as a result of war that their Canadian Assn. of Broadcasters could no longer get on with a paid secretary, the volunteer president, W. S. Wasey, appointed a paid president and general manager, as well as retaining a legal counsel.

Problems of wartime broadcasting continued to be necessary for CAB officials as well as directors to commute to Ottawa. CAB officials and leading Canadian broadcasters have found it essential to keep in close touch with developments in broadcasting in the United States, and CAB meetings have been well attended by Canadian broadcasters, while CAB officials and others of the American broadcasters have in increasing numbers come to watch Canadian wartime developments.

Close Cooperation

Relations between CBC and the private broadcasters have become more cordial as wartime necessity has required cooperation between the government-owned and privately-owned broadcasting stations. The CBC has set up an Overseas Unit in Britain with mobile units for all war zones in which Canadians are taking part. Internal dissention in the CBC has been publicly aired at Parliamentary Committee hearings at Ottawa, and changes have been made among top executives and the Board of Governors. Commercially the four years of war have expanded the CBC networks, composed of CBC and private stations, so that an arrangement that the alternative commercial network has had to be established.

Growth of community spirit has developed among private broadcasters. The amount of wartime time has been given various wartime campaigns and causes. Today the private broadcasting station is a community station, developing local talent and serving community service broadcasts, as well as supplying the community with programs of the news and happenings of a world at war. No tabulation has as yet been made of all the free time Canadian stations have given to wartime campaigns and causes. It is doubtful if such a tabulation will ever be complete, since labor shortages have forced many stations to eliminate compilation of such reports. But it is known that on an average, from returns available, that the bulk of Canadian broadcasting stations give their time to the government twice as much as they receive from sponsored campaigns, in addition to providing free time programs for such wartime campaigns and charitable causes.

PINKHAM REVIVING SPOT PLACEMENTS

LYDIA E. PINKHAM MEDI-CINE Co., Lynn, Mass., one of the largest users of spot radio until the expansion of cancellation in 1942, has set down a schedule of spot announcements on some 200 stations, has started a transcribed spot on daytime radio, which is repeated periodically.

Quarter-hour series, titled Just Home Folks, started Sept. 5 on five stations in the Mass.-Conn. area. WICO, WGST, WMAY, WTOC and WWL Program is aired Monday to Friday from one to two. The day is divided, being aired during the day on each station, the earliest at 10:45 a.m. and the latest at 3:45 p.m. Stations are all affiliated with CBS.

Firm has used both network and spot radio for a number of years. Since the discontinuation of the large spot campaign last year, Pinkham has been using some spot radio on a very limited basis. Agency is Erwin, Wasey & Co., New York.

Change in Managership
Of CBC Seen in Autumn

A CHANGE in the general managership of the Canadian Broadcasting Corp. is expected next November when the one-year term of Dr. D. J. Thomson expires. No official information is available as to whether Dr. Thomson will continue or will be succeeded by the U. of Saskatchewan president, from whom he was given a year's leave.

There is speculation in Canadian broadcasting circles as to a possible successor to the position of general manager of the nationally-owned CBC. Among those mentioned are Assistant General Manager Dr. Augustin Frigon, who has been with the CBC since its start in 1936; Ernest Bushnell, CBC program chief who was with the CBC's predecessor, Canadian Radio Broadcasting Commission, and before that with the former CKNC, Toronto; George Cochrane, Co. Montreal, general manager, and formerly with NBC; and John Grierson, general manager of the National Film Board, documentary films and photographs. It is not known whether the question was discussed at the recent CBC Board of Governors meeting at Vancouver, but it likely will be settled at the meeting of the CBC Board this month.
Star-Face is the biggest thing in radio promotion that has ever hit America.

Who's behind him?—The sponsors, the stars, the agencies, the stations, and the network that put on the country's top radio shows.

Who's going to benefit from his work?—Those same sponsors, stars, agencies, stations, and network—plus America's listeners up and down the land.

Star-Face, symbol of NBC's Parade of Stars, is going to do a promotion job that will set the country talking—and listening more avidly than ever. Here's the set-up:

The stars of 42 NBC programs have cut records packed with the same action, appeal, and excitement they put into their "live" shows. In all, 4,609 recordings of shows have been made for this one promotion.

These recordings have gone to all NBC affiliated stations in 132 dynamite-loaded portfolios, ready for those stations to build them into five, fifteen, or thirty minute complete shows. And in those same portfolios is the ammunition to promote NBC's Parade of Stars in every conceivable way, in every town, to every radio home in the country!

From proofs of ads to press releases, from window posters to car cards, from prints of stars to spot announcements—the whole shooting match of spectacular and sure-fire promotion is packed into these portfolios.

We think your own publicity instinct will help you evaluate this promotion . . . without our mentioning such figures as 1320 spot announcements . . . 10,560 mats and proofs of ads . . . 11,088 mats and proofs of stars' photos . . . 500,000 gummed letter-stickers . . . etc., etc.

—The National Broadcasting Company
Three ladies who
A wonderful wife is one who knows what you should eat . . .

Peggy Kiley is an expert dietician. Peggy knows.

A wonderful wife is one who makes you want to eat.

Mother Parker is a prize-winning cook. She knows.

A wonderful wife is one who knows how to make eating fun, how to entertain.

Roberta Green's specialty is entertaining at home. She "wrote the book".

For 15 minutes every weekday morning these three wonderful women (Mother Parker directing) make New England's mouth water with a program known as the WEEI Food Fair.

New England women who fancy themselves as cooks and housekeepers swear by the Food Fair experts. Women who want to learn more about the noble New England art regard them as the high-priestesses of appetite. They stretch red and blue coupons till you'd think they were made of rubber. And next thing you know, Consumer Demand is galloping again.

A couple of years ago we offered paid subscriptions to the 32-page Food Fair Magazine; thousands of listeners, from the Canadian Border to the tip of the Cape, subscribed.

Three days each week the WEEI Food Fair Booth visits a different super-market displaying sponsored products, and upping retailers' sales of these sponsored products. So far, 250,000 women have visited the booth in Boston's super-markets.

If you're not concerned with food or its intelligent merchandising, you probably won't get excited about this example of WEEI's realistic and essentially friendly radio leadership in Boston. But if you're a food man . . . ask us or Radio Sales for more of the story.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.
Artist Groups at AFRA Convention
Vote Approval of Proposed Merger

APPROVAL in principle of the proposed merger of the American Federation of Radio Artists and the American Guild of Musical Artists was unanimously voted by the 58 delegates attending the annual convention of AFRA, held Aug. 28-29 in Chicago. Convention went beyond the original proposal to authorize the union's national executive board inviting Actors' Equity Assn. to participate in the conversations with the goal of making the merger a tripartite affair.

Convention was described as a "strictly business" affair, with morning, afternoon and evening business session on each of the two days. The only social activities were a reception for delegates and a luncheon to which members of the Chicago local of AFRA were invited. Virginia Payne, president of the Chicago local and a national vice-president, presided at the meetings in place of Lawrence Tibbett, AFRA's national president, who was unable to attend.

Discuss Transcription Code
The transcription code and its impending revision was a major topic of discussion. Code expires Nov. 1, 1943, and negotiations for a new contract will probably be instituted with the producers of transcribed programs within the next week or two. A reexamination of the various types of transcription tapers made for use by one client, open end for general use by various clients, library service programs, etc., was urged, as was also a general study of the rate structure, which currently differs for the various kinds of discs. General feeling was reported to be that the transcription scale should be boosted to that now in effect for network programs, or as near to that point as the Little Steel formula will permit.

Network sustaining and commercial codes were revised to provide for cost-of-living increases of 10% in minimum scales early in the year as approved by the War Labor Board. Talks between AFRA and the transcription producers broke down, however, so that this code was not extended until Nov. 1, 1943, as the network codes have been and therefore it will be completely redrawn this fall.

Convention resolutions reaffirmed the union's no-strike pledge for the duration of the war, pledged AFRA's continued and full cooperation with the National Entertainment Industry Council in furthering the war effort, reiterated the union's stand opposing any racial discrimination, and requested the national executive board to prepare standard forms for individual contracts between artists and their employers. Several constitutional amendments, covering the method of determining proportional representation on the national board, the method of electing representatives to industry, etc., were approved in principle and the union's legal department authorized to put them into official language.

Discussions of such matters as coordinating the policies of the various locals in applying the union rules on off-the-line recordings, organization plans for communities in which AFRA contracts are not yet the standard, and similar problems were given a prominent place on the convention agenda.

15,000 Membership
Emily Holt, national executive secretary, reported an increase in AFRA membership to approximately 15,000. Union had some 400 members at its inception in 1937. George Heller, national treasurer, revealed that the loan of $43,000 from Equity and Actors Guild to see AFRA through its formative period has now been reduced to $13,000.

Lawrence Tibbett was reelected president; Virginia Payne, Jean Hersholt, Anne Seymour, William P. Adams and Kenneth Carpenter were elected vice-presidents; Alex McKee and George Heller were reelected recording secretary and treasurer, respectively.

Los Angeles, site selected for the 1942 convention, which was cancelled because of the war situation, was chosen as the location for the first post-war AFRA convention.
***Sam Hayes***

scores again—with

“TOUCHDOWN TIPS”

Nation’s top forecaster to give tip-off on 30 major games
each week this fall in NBC Recorded Programs

Football this fall will be crazy—but
good! It’ll be one of the most exciting seas-sons in years.

Upsets? What else can you expect with Navy and
Marine all-star teams from the university train-ing camps competing against similar teams play-ing their former alma maters?

Yes, football is going to be big news to sport fans
this year. And, it’s good news for stations and
sponsors who have Sam Hayes picking the win-ners. Last year, Sam topped all other forecasters
with a 72% score. As ace NBC sportscaster Bill
Stern says, “If anybody can pick winners, I am
sure Sam Hayes will be at the top. Sam knows
his football, and knows how to tell about it.”

Yes, “Touchdown Tips” is a prize package—one
quarter-hour show each week for ten weeks, be-ginning September 24th. Subject to prior sales.
Order audition records now!

---

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY

RCA Bldg., Radio City, N.Y. • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood
OFFERING recognition of American instrumentalists and composers, KECA Los Angeles, Southern California Symphony Assn., and Los Angeles Daily News will jointly present a young artist's contest in a weekly series on KECA starting Oct. 2 for 26 weeks. Competition is open to players and composers of American birth. Participants will be presented with the KECA staff orchestra. Prizes include appearance with Los Angeles Philharmonic Orchestra, performance of winning orchestral score, and War Bond awards of $500 each.

Contest is under guidance of Mrs. Leland Atherton Irish, executive vice-president of Southern California Symphony Assn.; Robert L. Smith, executive vice-president and general manager of Daily News, and William B. Ryan, general manager of KFI-KECA. Alfred Wallenstein, musical director of Los Angeles Philharmonic Orchestra and formerly of WOR New York, is chairman of judging committee.

**I**nternational Quiz

**E**ACH day a Greater Cincinnati soldier's wife is selected to act as m.c. of the John Watkins' show "Soldiers Serenade" over WCKY Cincinnati and to give the "news from home." Station contacts commanding officers of the soldier whose wife is appearing on the program and requests permission for the soldier to hear the program.

**F**ashion Series

**E**ACH Fashion Program, "Views on Vogue and Value," WSAI Cincinnati, conducted by Rita Hackett, had as guests last week students from the elementary to college age, who discussed fall clothes for girls returning to school. Program is sponsored by the Almes & Doepke Co., local department store.

Music Series

WQXR New York will start five new programs and revive an old one during the month of September. Music generally performed by great artists as encores will be heard in a twice-weekly quarter-hour series, Encore, Encore. Individual concerts of the past will be presented in a weekly 25-minute program. From WQXR's Green Room. Historical concerts of the past will be presented in Memorable Programs of the Past, and symphony orchestras of various cities in the country will be honored in a recorded series Salute to Cities. Musical Montage, a 20-minute program, features music associated with the performances of great stage and concert artists. Station is reviving Memoirs of a Concert mistress, in which a "concert mistress" recalls composers, conductors and artists he has known, and the music is woven around his reminiscences.

**A**rtists in Uniform

FEATURING radio artists now in the service, KHUB Watsonville, Cal., is airing a new series of Army shows entitled Join the Fight from Camp MacQuaide, Calif. Sponsored by a local bank, the program is broadcast every Friday at 7:15-7:45 p.m., with commercials turned to selling War Bonds. Participants include Pfc. Dick Vance, vocalist, formerly with the Pacific network of CBS; Pfc. Ed Costeykan, former New York announcer; Sgt. Jack de Mello, ex-music director of KGO and the BLUE network in San Francisco; and Harry Zohn, former bandleader from San Francisco.

**L**abor Plan

SCHEME for recruiting volunteer farm and processing labor has been worked out for use in Washington state by Bill Mosher, research-advertising manager for KOMO-KJR Seattle. Mr. Mosher was chosen by the state's 26 commercial stations and the Washington State College extension service to coordinate all farm and cannerly recruitment campaigns in the state. Daily reports are received from field agents and from these spot announcements are planned for the various areas to help solve their specific labor shortages.

**W**ashington Success

PROGRAM on WTOP Washington for the purpose of backing local OCD recruiting campaign proved so successful that the half-hour series has been continued as a weekly feature. Titled "Washington at War" the program is designed to boost home-front activities with particular emphasis on the District of Columbia. Show is open to suggestions from organizations connected with the project.

**D**efense Series

HOME DEFENSE activities in London and New York, are featured in a weekly half-hour series presented on WNYC New York in cooperation with the BBC and the New York Civilian Defense Volunteer Office. Program is titled Tale of Two Cities.
Announcing
A NEW LANDMARK ON OUR PRIVATE PATHWAY OF ACHIEVEMENT...

RUTH CHILTON
BECOMES THE CHARMING NEW DIRECTOR OF PHILADELPHIA'S MOST POPULAR FEMININE-INTEREST PROGRAM

"FOR WOMEN ONLY"

To the long list of distinguished names which headline its schedules, WCAU has added noted Ruth Chilton, one of the most prominent women in American broadcasting today. Ruth Chilton comes to WCAU with 18 years' experience in radio. She will present on "For Women Only" informal chats on fashions, home-making, child care and the hundred-and-one subjects dear to a woman's heart... all in the refreshing inimitable Ruth Chilton manner.

WCAU unhesitatingly predicts for Ruth Chilton and "For Women Only" (consistently, from its inception 10 years ago, Philadelphia's outstanding women's participation program) a new high in listenership... and for advertisers, a matchless sales-potent medium for promoting their product in America's third largest market.

Bringing noted Ruth Chilton to Philadelphia is just another proof of the WCAU traditional 100% method... just one more reason why WCAU is consistently Philadelphia's pre-eminent radio station.

* This is Ruth Chilton: 1st and present president of the WOMEN DIRECTORS OF THE NATIONAL ASSO. OF BROADCASTERS. * Charter member of the Association for Education by Radio. * Member of the National League of American Pen Women. * Member of the Publicity Committee of the American Red Cross. * Nationally known lecturer and club speaker.
...all in knowing HOW

One pull—in the right direction—the entire knot comes apart and falls free from the spar. But... you have to know how.

The knotty problems of spot radio are made easy by the "know how" of research, study and experience.

By cooperating closely with agency men and advertisers alike, the Raymer Company have demonstrated for more than ten years through research that they know the—who, when, what, where, and how—of spot radio advertising.
No Santa Claus

IS THE Government building its own super-news-gathering organization—a sort of Federally operated radio-press association?

Fantastic as this may seem, some of the keener observers in Washington detect the framework of such an organization in the Foreign Broadcast Intelligence Service of the FCC.

This organization, which the Combined Chiefs of Staff would prefer to see abolished for military reasons (while the FCC's Radio Intelligence Division would be transferred to the Army) has mushroomed under the guiding genius of FCC Chairman Fly. Its staff includes several hundred analysts, editors, translators and others whose assigned task it now is to monitor foreign broadcasts and analyze or translate them for various governmental agencies—whether they want the service or not.

But that isn't particularly germane to the question of a Government press association. A real clue came last week when the House Select Committee investigating the FCC released a letter from Chairman Fly to the President in connection with draft deferments for the Commission. Mr. Fly told the President that FBIS maintains a "minute-to-minute" news service, 24 hours a day.

One of Washington's most widely held "secrets" is the hostility of the Administration to the nation's press. This has been reflected in many ways. From the radio standpoint it became manifest in the so-called newspaper-ownership investigation of the FCC—an investigation still in progress so far as the record goes because the record has never been closed. For nearly three years newspaper applications (except in rare cases) have been thrown into the suspense file pending the outcome of the investigation, and a determination by the FCC whether it is in the public interest for newspapers to own broadcasting stations.

Thus, while the FCC debates whether it can lawfully divest newspapers of radio affiliations, the same FCC has built up FBIS, with a network of leased wires and a nationwide—even world-wide—operation. This doesn't conclusively prove that the Government's intention is to make FBIS a Federal news organization. But it certainly gives it some rudimentary experience in the field. The United States, of all major nations, doesn't have its own Government news organization. England has its semi-official Reuters; France its Havas; Russia has Tass; Germany the notorious DNB; Japan has Domei and Italy has Stophani.

The FCC, under the Communications Act, is a licensing authority. It is not an operating agency. Yet FBIS is an operating agency, a sort of unincorporated Government news operating enterprise. It got its authority, it seems, by default because till now Congress just permitted it to grow without hindrance.

This idea of a Government news association may be a bit vague. But the crusade against newspaper ownership, which would deprive one segment of the public the right to engage in free enterprise, certainly isn't. That why we were glad to see the steering committee of the Newspaper Radio Committee pledge itself the other day for legislation to prevent discrimination against newspaper ownership of stations.

It's time station owners, newspaper and independent alike, stop believing in Santa Claus.

CONGRESS reconvenes next week. It will have its hands full with war legislation. There is an evident interest in radio too, stirred up largely by the Frankfurter "control of the traffic opinion" of the Supreme Court, and the revelations of the Cox Committee. Radio's plight is of enough importance, we think, to warrant Congressional action through an interim amendment which would "repeal" the Frankfurter opinion and make it clear that Congress never intended to give the FCC control over the programs and business policies of stations or networks. The long-range rewriting of the Communications Act can come later. We hope the Cox Committee interim report will so recommend.

Free Ride for Railroads

THE NATION's railroads, flush with wartime business, are getting a free ride via radio. Stations generally are carrying the OWI "Don't Travel" announcements, because OWI is asking them to do it as part of the wartime program. The same railroads, however, are buying space in newspapers and magazines and on billboards for the same campaign.

Before the war, when the railroads were suffering fierce competition from planes and buses, they didn't do a lot of advertising. Radio got only a small percentage of those budgets. There was even an agreement among certain of the carriers not to use radio.

After the war, it is now apparent, the competition in the travel field will be even keener. New and masterful schemes will be the order. Better buses will operate on swifter schedules. The railroads, faced with a huge equipment replacement program, will have to pitch in for their share of the business to keep going.

Railroads that have used paid radio advertising know the results. And all of them appreciate the effectiveness of the OWI-directed "Don't Travel" campaign they're getting free, only because the Government asks for it.

We think stations that complain about the free rides the railroads are now getting, while paying for other advertising, are justified. It's obvious the railroads won't buy time if they can get it for nothing. As has been pointed out by broadcasters in these columns, the AT& is paying for its "Don't Use the Telephone" campaign in all media.

OWI's Radio Bureau is doing an outstanding job in its network and spot allocations on war programming. In the case of the railroads, however, we think it might well reappraise its procedure. Radio will continue to cooperate in every war effort undertaking. Here we have something that is commercial everywhere, except on the air.

(Continued on page 54)

Our Respects To —

DONALD BELDING

TRUE to the hardy American tradition—work plus integrity, plus natural ability, adds up to success. That's the story of Donald Belding, chairman of the board of Foote, Cone & Belding, national advertising agency.

Born in Grant's Pass, Ore., Jan. 23, 1898, he met with adverse circumstances early in life when his father was killed in a gold mining accident. At that he managed to graduate from Grant's Pass High School in June 1914 as president of his class. Indicative of his future bent, Don, as he has been called since babyhood, also handled the editorship of the school annual during his senior high school year.

Determined on a college education, he matriculated at the U. of Oregon and paid for board and room by washing dishes three times a day. Later he got a job as relief telegraph operator and also wangled a spot as student manager of the college track team. When World War I interrupted his junior year, young Belding was given an assignment as radio sergeant in heavy artillery, after completing preliminary radio school training. He saw active Army service overseas. With the war's end he returned to Oregon and finished his college education, receiving in spring of 1919 a Bachelor of Science degree in Commerce with honors.

Don held down the post-college job as manager of the Western Union office in Klamath Falls, Ore., until by a fluke he fell heir to a local weekly newspaper in 1921. After changing that enterprise to a daily, the young newspaperman sold out to competition in spring of the next year. He went back to telegraphy in Stockton, Turlock, and Bakersfield, California.

Fall of 1922, however, brought recurring effects of a gas injury suffered during World War I and Don landed in the "kick-out" tuberculosis ward of Camp Kearney, Cal., with a predicted four months to live. Indomitable, he refused to accept the verdict and 12 months later was pronounced cured. But that year changed the course of events in Don's life.

Having long felt his field was advertising and financially bolstered by Government rehabilitation payments, he came to Los Angeles in November 1923 with the determined idea of breaking into advertising. He sat admantly in the reception room of Lord & Thomas until Don Francisco, then head of the local offices, agreed to see him. After explaining that he would work for nothing, the young diehard was put to work as an office boy from November 1923 until April 1924—with

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BROADCASTING • Broadcast Advertising
WE'RE PLEASED...

to win the top award in THE BILLBOARD'S
Sixth Annual Radio Publicity Survey among the
Clear Channel stations.

BUT WE'RE EVEN
MORE PLEASED...

about the reasons the award committee gave for placing
WGN first... "At final analysis, WGN came out on top
by virtue of its ability to grab space outside of its primary
service area, its promotions, its knack of translating publicity
and promotion into effective point-of-sale bally. WGN's
publicity during 1942 was designed to benefit station,
clients, personalities, network (MBS) and radio in general."

A Clear Channel Station
CHICAGO
50,000 WATTS
720 KILOCYCLES

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
ROGER W. CLIPP, executive vice-president and general manager of WLCI Philadelphia, has been named chairman of the Promotion Committee for the Third War Loan Drive in Philadelphia.

JAMES G. BENNETT, for the past 10 years in the advertising department of the New York Daily News, has joined the sales staff of the BLUE as announced by D. B. Buchman, eastern sales manager.

F. VAN KONYENBURG, manager of WTNJ Minneapolis-St. Paul, entered conferring with members of Free & Peters, celebrating the radio representation by that company for the station for the third year.

EDWIN OTIS, currently serving as commandant of the Army, has been named a director.

RUSS WINNIE, assistant manager and sports announcer of WTMJ-AM Milwaukee, spent part of his vacation in northern Wisconsin watching the training activities of the Green Bay Packers. Those games he will announce over WTMJ this season for the 15th consecutive year.

L. J. GORDON LLOYD, former account executive of WJZ New York has been assigned as a public relations officer in the Chicago, Detroit, under the Material Command.

FRANK (Bob) BEREND, NBC Western division sales manager, is currently conferring with advertisers and agency executives in his home in Chicago and New York, returning to his New York headquarters on Sept. 15.

PHILLIS R. DOHERTY joins WNAC and Yankee Network as director of publicity. She was formerly assistant executive editor of the New England Purchaser.

LEW FROST, assistant to Sidney N. Stuckey, New York advertising manager, of Don Lee, currently is in New York for home office conferences.

ROBERT B. RUBERT, has been promoted to supervisor of sales for WTAG Worcester, Mass. He is replaced in that capacity by William J. Barlow Carter Knight. Mr. Brown joined WTAG in 1930.

RICHARD CONNOR, MB station relations director, after Hollywood conferences with Lewis Allen Weis, vice-president and general manager of Don Lee, is confronting with managers of Texas affiliates.

EDWIN OTIS, supervisor of production, of the Yankee Network, has joined Mutual's station relations department as assistant to Richard Connor, director.

Now Capt. James

E. P. JAMES, director of publications and promotions for the BLUE, until Aug. 1942 when he entered the Army as a first lieutenant, has been named a captain, according to reports from the BLUE, received from his post in Harrisburg.

PAUL WHITEMAN, director of music for the BLUE, on Sept. 17 will arrive in New York from Hollywood to make his permanent headquarters in the RCA Bldg.

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MILK of human kindness seems to flow through veins of these friendly rivals, representatives of different stations handling same account. Sheffield Farms Co., N. Y. (1 to r) Charles Hogen, account executive of N. Y. Ayer & Son, agency in charge; Peter Donald, m.c. of Guess Who, quiz show recently inaugurated on WOR New York and sponsored by Sheffield Farms Co.; N. R. Cotterill, Sheffield adv. manager; John Reid King, m.c. of Missus Goes a-Shopping, the company's WABC New York program.

Our Regards to
(Continued from page 32)
nothing pay-check. Then he was placed on the books. By 1926 he had convinced the management of his ability and was made assistant station manager.

That and successive positions in the research department and as head spacebuyer left Don still unsatisfied. Asking for a copying job writing career early in 1927 he so distinguish himself that Jess Will Dessert Co. asked him as account executive. In fall of 1930 he took over the Union Oil Co. of California account and also handled the California Fruit Growers Exchange. These two accounts he handled for a period of four years.

In Aug. 1938 when Don Franc- cisco moved to New York to be- come agency president, Belding was made Los Angeles manager and elected vice-president. When Lord & Thomas was dissolved in January 1943 he was made vice- presi- dency formed, Don was elected chairman of the board of Foose, Cone & Belding.

His chief avocational activity has been the W. C. Advertising Council, of which he is a director, and the Pacific Advertising Assn., for which he served as president two years, 1940-42. He is also a board of directors member and pub- lic relations committee head for both the Los Angeles Chamber of Commerce and the Los Angeles Manufacturers & Merchants Assn.

Until the war virtually ended pleasure-boating, he spent his week- ends aboard his schooner, Volant. The father of Don Jr., 21 (now in the armed forces), and 16-year-old Barbara, both by a previous mar- riage, Mr. Belding was married to his present wife, Alice Louise Freter, on March 28, 1942. They make their home in the Los Feliz Hills district of Hollywood.

BILL WALLACE, formerly with the radio section of American Red Cross in Chicago, has joined WHOP Hopkinsville, Ky., as chief announcer.

Joins Red Cross

ALLEN SISSON, sports editor and chief of announcing and news staff of WHAM Rochester, N. Y., has left the Army for duty as field representative with the American Red Cross. He came to WHAM from the theatrical world. The sev- eral positions he held are now being filled by Tom Murray as news chief, Edmund Lytle, as chief announcer, and Bob Turner, formerly with WEFR Buffalo, as sports head. Sis- son is WHAM's tenth staff member to enter the service.

BEA WAIN, singing star of the CBS Hit Parade and NBC All Time Hit Parade, has been named chairman, women's radio division, Waste Paper Salvo and Consumer's Advisory Committee, approved by the salvage division of the WPB.

PRIVATE RICHARD PACK, for- merly of WOWO Kokomo, Ind., has been assigned to the public relations office, First Air Base, New York City.

JOE HOOKER, farm editor and public relations director for WIZO Kal- amazoo-Grand Rapids, is the father of a boy born Aug. 17.

ROBERT E. JOHNSON has joined the announcing staff of WEIM Fitch- burg, Mass., as sales manager. He has joined WEIM as director of women's activities and will conduct the daily women's show renamed To the Ladies. Dave Allen, part-time announcer, has resigned to accept a position at St. Paul's radio station. Garden City, N. Y. Dave Tucker, previously of WTAG, was previously received an honorable discharge from the Army and returns to WEIM as part-time an- nouncer.

CLINT BLAKLEY, announcer at WAPI Birmingham, Ala., is the father of a girl.

GEORGE C. AND CORNELL and Lin Mason of WKRC Cincinnati have been appoint- ed program supervisors. Bob Schmitt and Don Murnion have joined the publicity-promotion department. Penny Fruden, WKRC food advisor, has resigned from the station's activities.

CHARLES BERRY, supervisor of producers for the Overseas Branch of the OWI in New York, on Sept. 10, was discharged from the Army and returned to his former position.

ROGER WINNIE, assistant manager and sports announcer of WTMJ-AM Milwaukee, has resigned from the sales staff to become manager of the WTMJ sales office, New York.

CHARLES SCHENCK, Jr., free- lance director, is writing a book on his two decades in broadcasting, tentatively titled On the Nose, or Twenty Years in a Fish Bowl.

HARRY J. FEENEY Jr. of the CBS press information department has joined the Army.

HAROLD CARLOCK has joined the publicity staff of KPIA-KECA Los Angeles. He was formerly in the news, sales and promotion depart- ments of KFMC Bakersfield, Cal.

JIM TAYLOR has joined the an- nouncing staff of WHIO Dayton.

FRED KILLAN, of producers' staff of WBBM Chicago, is the father of a son.

ANDY POTTER, chief of program- ming and operations for the Pacific Bureau, OWI overseas branch, San Francisco, has resigned.

RICHARD E. STOCKWELL left WMT Cedar Rapids, Iowa, Sept. 5 to join WCCO Minneapolis as associ- ate news editor.

JOHN LANG is now an announcer on thrice-weekly BLUE Pacific program, Red Ryder, replacing Art Gil- mer, now to be seen in commercials.

GEORGE RERVES, formerly of WAKR Akron; Marvin Con, for- merly of WOWO Fort Wayne; and Mark Hayward, of WLOL Minne- apolis, have joined the announcing staff of WIXL Detroit, Mich.

HUGH TURNER, announcer of KGO San Francisco, is father of a boy.
Coverage

You broadcast station men lay a lot of stress on coverage when you sell. But coverage is just as important when you buy. Bear in mind that RCA manufactures and sells broadcast station equipment comprising all of the following groups:

### Broadcast Audio Facilities, such as—
- Microphones and Stands
- Amplifiers
- Control Equipment
- "Consolettes"
- Turntables and Recorders
- Monitor Loudspeakers

### Test and Measuring Equipment, such as—
- Frequency Monitor
- Modulation Monitor
- Phase Monitor
- Field Intensity Meter
- Audio Oscillator
- Distortion Meter
- Oscillographs

### Transmitter Equipment, such as—
- Transmitter
- Transmitter Audio Equipment
- Antenna Phasing Equipment

From microphone to antenna RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and definitely fixed responsibility. RCA Victor Division, Radio Corporation of America, Camden, New Jersey.

RCA BROADCAST 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.

RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.
Over land and under sea, Presto Recorders have their ears glued to Sounds...pick them up and play them back so Sailors, Soldiers and Aviators may know who's there—friend or foe!

As in peace, so in war...if it's a noise Presto will get it—faithfully and realistically.
ADVERTISING RULE IN ARMY CONTRACTS

In terminating contracts, Army personnel will be entitled to reimbursement in costs as a direct charge for work performed against the Government. The regulations state that "advertising expenses may not be allowed as a direct charge.'

The attitude expressed apparently is to recognize that those war contractors who have incurred reasonable expenditures for advertising of an institutional character, and have thereby made a war contribution through such advertising, are entitled to reimbursement.

Covering more than 40 pages in the Federal Register of Aug. 24, the procedure detailed in Part 88 of Procurement Regulation 15, constitutes a complete program for the elimination of Army contracts at the convenience of the Government.

Part 88 is of considerable interest to the large section of American industry which is heavily involved in war production. Radio equipment manufacturers are included in this group, and the forthcoming meetings of the credit committees of the Radio Manufacturers Association are scheduled to discuss the problems involved in contract terminations. The RMA western credit committee meets Sept. 15 at the La Salle Hotel, Chicago, while the eastern committee will be in session Sept. 22 at the New Yorker Hotel, New York.

P & G Film Ties Up

PARAMOUNT PICTURES, New York is promoting "So Proudly We Hail!" in a tie-in arrangement with Procter & Gamble's NBC serial, "Hollywood Theatre of the Air," whereby serialization of Paramount properties are granted in exchange for plugs on the program for the alternate picture. Latest tie-up covers the Monday through Friday broadcast of the Theatre, Aug. 30 to Sept. 10, with the presentation of a radio serial version of "Hold Back the Dawn." Three other serializations, each broadcast for a five-day period, have been aired on the P & G show, under a similar arrangement. Blackett-Sample-Hummert, Chicago, handles Dreyf, product advertised on the Theatre. Agency is Paramount Pictures, Buchanan & Co., New York.

KFI Transfer Asked

KFI BROADCASTERS Inc., Climax Falls, Ore., operator of KFI, has applied to the FCC for involuntary transfer of control of the licensee corporation from the late John A. Kincaid to George Kincaid, his son and Executor of his will. George Kincaid, who would receive 62% of the stock owned by his father in the licensee corporation under his father's will, has been general manager of KFI for a number of years.

Newscast Renewed

LUMBERMEN'S MUTUAL CASUALTY CO., Chicago, on Aug. 29, renewed Upton Close, news analyst and authority on Far East, for another year on MBS, increasing the stations from 50 to 101. The newscast, heard Sundays at 6:30-6:45 p.m., originates out of KGH Hollywood, with commercials originating from WGN Chicago. WGN rebroadcast is at 8:30-8:45 p.m. (CWT). Agency is Leo Burnett Co., Chicago.

C-P-P Research

COLGATE-PALMOLIVE-Peet Co., Jersey City, last week announced formation of a market research department, comprizing two sections—advertising and research, and sales research. Heading the latter division is Mr. Harry Dean Wolfe, until recently with the War Production Board, where he worked on the Inventory Limitation Control. Mr. Wolfe was previously professor at Kent State U., and before that with S. Kann Sons Co., Washington. Formerly Knittel, who has been with Colgate-Palmolive-Peet since 1939, has been named head of the research unit.

Kyser Bond Tour

KAY KYSER and the troupe in his NBC College of Musical Knowledge program left Los Angeles Sept. 3 for a cross-country War Bond tour tying in with the Third War Bond Drive. The "Hollywood Bond Cavalcade," as the tour has been named, will present a 21/2-hour show in each of 16 cities, starting with Washington, Sept. 6, and concluding in Los Angeles Sept. 24. Regular Wednesday night broadcasts will originate in Washington, Cincinnati and Salt Lake City, while on route. Film stars, including Fred Astaire, Olivia De Havilland and Bing Crosby, have joined the troupe. The radio program is sponsored by American Tobacco Co., New York.

W-E Spots for Women

WESTERN ELECTRIC Co., Chicago, on Aug. 26, started a quarter-hour five-weekly evening musical-monologue program on WIND Gary, featuring Hal Culver as pianist and vocalist. The show is slanted to women, and commercials stress need of women in war work. Program, titled Victory Notes & Musical Notes from Western Electric, is produced by Neblett Radio Products, Chicago. Contrary to Mr. 15 weeks was placed direct. This is in addition to the current schedule of eight spot announcements daily on WHFC Chicago, which has been in effect for two weeks.

With UP 30 Years

THOMAS W. INGOLDSBY has retired as Nebraska manager of the United Press after 30 years of service and has joined station WOW Omaha as city editor of the news department. Mr. Ingoldsby joined UP in Omaha as telegraph operator-reporter in 1913. He was appointed bureau manager in 1922. Gaylord Godwin, Wisconsin manager, will succeed him as manager at Omaha.

International Music Hall

This program heard twice daily is beamed to America's greatest audience, the vast New York-Washington-Upper New Jersey market. Let us tell you the complete story of this program and WHOM . . . . the sales-wonder station.

4180 Kilocycles Full Time Operation

WHOM 6000

New York Studios: 29 West 57th Street, New York City

FOR BETTER THAN AVERAGE RESULTS

September 6, 1943 • Page 37
**Coverage**

1,253,600 families in WTAM’S Primary Area listen MOST to WTAM. For example:

| *% of Radio Families Who Listen MOST in DAYTIME to:*
<table>
<thead>
<tr>
<th>WTAM</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND</td>
<td>34%</td>
<td>13%</td>
</tr>
<tr>
<td>AKRON</td>
<td>32%</td>
<td>16%</td>
</tr>
<tr>
<td>CANTON</td>
<td>47%</td>
<td>4%</td>
</tr>
<tr>
<td>LORAIN</td>
<td>56%</td>
<td>17%</td>
</tr>
<tr>
<td>MASSILLON</td>
<td>47%</td>
<td>9%</td>
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<tr>
<td>WARREN (Ohio)</td>
<td>53%</td>
<td>5%</td>
</tr>
<tr>
<td>YOUNGSTOWN</td>
<td>31%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Yet WTAM costs only $.000073 per Family

**Miles Answers FTC Complaint**

**Firm Charges FTC Assumed Food, Drug Jurisdiction**

SIXTH ACT in the interchange between Miles Labs. Inc., Elkhart, Ind., and the Federal Trade Commission came last week with an answer by Miles to an FTC complaint against advertisements for Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Originally the FTC had mailed the company an agreement stipulating certain modifications in either the labels or the advertising for each of the three products.

Miles replied by charging the FTC with assuming jurisdiction belonging to the Federal Food and Drug Administration and appealed to the U. S. District Court for the District of Columbia for a declaratory judgment to restrain the alleged "impending action" against it by the Commission [BROADCASTING, Feb. 15]. Following this action in December 1942, the Court in March 1943 sustained an FTC motion to dismiss the Miles suit, holding that the Court had no power to define the jurisdiction of the FTC.

**Sweeping Denial**

Replying to the complaint issued by the FTC last July, the company admits circulating the advertisements quoted in the complaint, but makes a sweeping denial that they are false, misleading or deceptive within the meaning of the Federal Trade Commission Act.

Specifically, the answer asserts that both products named are effective for the relief of the symptoms for which they are recommended in advertisements and that instructions for use according to directions on the packages are included in advertisements, but not quoted in the complaint, and that the preparations are safe under the conditions prescribed.

**Status of Warnings**

Web Woodhill, chief trial examiner for the Commission had written Miles in November 1942 concerning Dr. Miles Anti-pain Pills and the two Nervine remedies, "You have failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs".

Respecting the allegation that advertisements do not contain warnings against use of the preparations in greater amount or with greater frequency than recommended, the answer insists that the Commission has no authority to require advertisements to contain such warnings, that despite the absence of legal requirements its advertisements subsequent to September 1939 contain references to directions on the labels of the packages. These directions contain the warning required by the FTC.

Federal Food, Drug and Cosmetic Act, says the answer [BROADCASTING, Dec. 21, 1942].

The company also repeats its earlier charges that the FTC is without jurisdiction in the case. Ultimate recourse, as pointed out by the Judge of the U. S. District Court of the District of Columbia in dismissing Miles last previous suit, would lie in an appeal to the Circuit Court on that question, should the FTC after scheduled hearings issue an order restraining the company from advertising practices cited in the complaint.

**COOPERATING WITH OVI AND THE SEATTLE POST INTELLIGENCER**

KOMO Seattle is preparing disks in Italian for shortwave transmission to Italy. During the past six weeks KOMO has transmitted 18 programs, most of them talks by American citizens of Italian birth, interpreting the attitude of the United Nations toward Italy. The Post Intelligencer has carried pictures and stories of these Italians in conjunction with the broadcasts.

**ADVENTURE TALES**

Told by a motley crew that gathers at an imaginary house on Lone Pine Hill, San Francisco, comprise the weekly dramatized sustaining feature, "Adventure House," on NBC Pacific stations.

**PRESIDENT OF WCSC**

Charleston and member of CBS national advisory committee, John M. Rivers, presented a cup on Labor Day to workers at Charleston Navy Yard who had contributed most to the war effort this year. Cup was awarded by WCSC for least absenteeism, most war bonds sold and general cooperation on the production front. Judges were Navy officials.

OKAC Montreal is now taking the full wire press news service.

**DRAMATIC SHOW**

"University Time," heard weekly over WWL, New Orleans, Fridays, 9:30 p.m., has returned to the air after summer vacation. Dr. Alfred J. Bonomo of Loyola U. is narrator and director of series, designed as both entertainment and educational feature. Title of first show is "American Seafarers."

**OFFICES OF WHOP**

Hopkinsville, Ky., have moved from Hopkinsville to their transmitter and studios, located two miles from town.

**JIM BEGLEY, KYW program manager**

cast a telephone opera—of all people—as a telephone operator, in making a series of transcriptions for the Bell Telephone Company. Begley wanted authenticity in the operator role, so he used Marion Smith, KYW switchboard mistress, in the part.

NOW in its second year is "Listen, It's Fort Benning," remote carried over WRBL Columbus, Ga., from Fort Benning, Ga. The 20-minute program originates from the different service clubs at the post and is aired each Monday evening at 7:30. Other remotes from the post now in their second year are two 15-minute shows, "Fort Benning on the Air and Quarters—Quarter-hour.

**AS PART OF A nationwide talent search, the Canadian Broadcasting Corp., during the latter half of September will hold auditions in ten western Canadian cities to help fill all the gaps caused by departure of many artists and musicians for war service.**

NBC Network 50,000 Watts • Owned and Operated by NBC • REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
Relay Stations Are Included By FCC In New Plan For Use of Idle Equipment

ON THE HEELS of an August 11 action relaxing its “freeze order” to permit licensing of new 100-250 watt stations under certain prescribed conditions [Broadcasting, Aug. 16], the FCC on Aug. 28 announced a supplemental policy under which idle equipment could be used to construct new relay broadcast stations, increase power or make certain changes.

The decision affecting relay stations was based on a further report of the FCC Committee on Critical Radio Materials. In connection with the previous action, the WPB indicated that building construction requiring clearance might be obtained only when WPB is satisfied that “direct contribution toward winning the war is directly indicated”.

Following is the full text of the FCC’s public notice:

Upon consideration of a further report of its Committee on Critical Radio Materials, the Commission announced that under certain enumerated conditions it would be in the public interest to authorize the issuance of licenses to facilities for the purposes set forth herein by making an examination showing that:

(a) All required materials may be obtained without priority assistance for either construction or maintenance;

(b) Such applications involve no inconsistencies with the Commission’s Rules and Regulations;

(c) Such applications tend toward a fair, efficient, and equitable distribution of radio services, are consistent with sound allocation principles, and offer substantial improvement in radio broadcast service;

(d) Such applications are otherwise in the public interest.

Applications to change facilities or to construct new relay broadcast stations which have been dismissed without prejudice pursuant to the policy announced in Memorandum Opinion of April 27, 1942, may be reinstated for consideration in the light of the new circumstances, upon the filing of petitions within thirty (30) days of the date this showing: (1) that such applications are in conformity with the prevailing conditions; and (2) any and all changes with respect to facts and circumstances given in original applications.

Army Show Changes

CHANGING name, time and policy, the Army Service Forces’ BLUE program Enough and On Time is now known as The Army Service Forces Present. Time shifts from 7:30 p.m. (EWT), to 10:15 p.m. (EWT). Each half-hour weekly program now dramatizes authentic reports from combat zones, highlighting exploits of individuals who portray tasks, excitement and importance of service in one of the 17 branches of the Army Service Forces. Series is under direction of J. E. Warwick, Technical Information Division of ASF; and produced by Capt. Edward Byron of the War Dept.; with music directed by Capt. Harry Salter of Special Services Division. Lt. Col. William Slater is narrator.

MBS Assignments

SEYMOUR KORMAN, MBS correspondent in North Africa, on Aug. 27 replaced Jack Thompson in covering the news from Algiers on Mutual’s Overseas News Roundup program. Arthur Mann and John Steele continue from London for MBS, Stanley Quinn from Australia, Leslie Nichols from Cairo, while Sam Brewer and Jack Thompson are now on roving assignments.

Quick Concertmaster

ROBERT QUICK, for five years assistant concertmaster of the Chicago Symphony orchestra, has been appointed concertmaster of the WGN Symphony, replacing Michael Wilkomirski who is retiring. Mr. Quick has been with the Chicago Symphony for 10 years, and previously was concertmaster of Seattle and Kansas City Symphonies.

Treasury Accepts Plan

IDEA of John E. Reynolds, former manager of WJRD Tuscaloosa, Ala., now in the Marine Corps, for an “Armed Forces Week” promotion plan to be used during the Third War Loan Drive to start Sept. 3, has been approved by Vincent Callahan, director of Radio, Press and Advertising, War Finance Division, Treasury Dept. Campaign idea is being released to stations in the Radio News issued by the Treasury. Scheme suggests using each day of the particular week for a specific branch of the service and local programs and promotion arranged around this.

NBC Project Denied

AN APPLICATION by NBC for permission to install recording and record making equipment costing $14,225 in its Hollywood studios has been refused by the War Production Board. Grounds for disapproval were that the installation was not necessary to the war effort. Recommendation was made by WPB’s New Industrial Facilities Committee, which passes such applications for materials and equipment.

Gunther Pickups

JOHN GUNThER, BLUE commentator who covered the allied invasion of Sicily as a special correspondent representing the combined American press, made a special report from Cairo on the Sept. 3 broadcast of the General Mills news program on the BLUE. Since his departure he has been heard from Istanbul and Algiers on the same program, of which he was formerly the feature commentator. John Vandercook substitutes for him until his return.

VALUE OF MANUFACTURED PRODUCTS

NORTH CAROLINA is the SOUTH’S No.1
INDUSTRIAL STATE

AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Census of Manufactures, 1939

$1,420.6 (MILLIONS)

$536.5 (MILLIONS)

WPIT with 50,000 Watts in RALEIGH is NORTH CAROLINA’s No.1 SALES MAN

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising September 6, 1943 • Page 39
Radio Advertisers

WGR
5,000 WATTS
550 K.C.
Buffalo's Most Powerful Transmitter Plant

MUTUAL
BUFFALO BROADCASTING CORPORATION

Radio Advertisers

SCHUTTER CANDY Co., Chicago (Old Nick's and Bit-O-His), sponsors of Carl Massey & Co., weekly quarter-hour variety show, Saturdays, 9:45 p.m., has added 21 NBC stations to its list for a total of 30 additional NBC stations. Also, Friday, Sept. 7, will feature a top songwriter each week, his songs played by Freddy Martin's orchestra. Tom Fitch, host, will maintain the sponsored airing of Monday through Wednesdays 9-9.30 p.m. on 142 BLUE stations. Agency is L. W. Ramsey Co., Davenport, Ia.

Coleyman Handles Fair

APPOINTMENT of Maurice C. Coleyman & Associates, Atlanta advertising agency, to handle the Southeastern Fair Assn. account was announced last week by Mike Bolen, Fair president. Contracts are being placed by the agency for the 1943 Southeastern World's Fair covering radio, newspaper, outdoor and other media. A series of spot announcements will be used three weeks prior to the opening of the Fair. Sept. 23, according to Mr. Coleyman, former commercial manager of WAGA.

Agency Offers Product

PETTENGELL & FENTON, New York advertising agency specializing in dry goods accounts, will introduce shortly a new product for rejuvenating old clothing. Agency has established the household Chemist Co., to produce and distribute the item which has been named Shyn-O-Way. Advertising plans are being formulated.

STARTING their ninth consecutive year on KBML, San Antonio, Mercantile Agency Co., San Antonio, has renewed sponsorship agreements with the program since 1934. The contract covers the five consecutive years ending in 1943.

KELITE FOOD PRODUCTS Inc., Los Angeles (Kenu cleanser), has sponsored a weekly seven-minute local program on KFRA, Glendale, Cal. Beginning Sept. 7, will feature six-minute signal announcements daily on KVI, Glendale. The series is preparatory to a national spot campaign for the company's line of table salt, now being placed.

PACIFIC GAS & ELECTRIC Co., San Francisco (institutional), has renewed sponsorship of the five-minute program "Heart Strings" on KQW, Pasaden. Cal. Co. has renewed sponsorship for the 52-week program, and is featured on seven NBC stations across the country.

MIN'S DOG FOOD Co., Los Angeles, new to radio, to promote its fresh dog food on Sept. 6, starts sponsoring locally the five-week quarter-hour "Pet Talk" program, scheduled on KTA in KTS. Contract is for 52 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

CONNECT IN CONNECTICUT

use WDCR to call the Hartford Trading Area—Connecticut’s Major Market—with the most Effective Buying Power! Write Walter A. Waugh, Commercial Manager, for full details. Basic CBS for Connecticut.

MARIAN YOUNG, known as Martha Deane on WOR, New York, receives congratulations on the occasion of her second anniversary on the station, from R. C. Maddux (left), vice-president in charge of sales, and is sponsored by E. W. Wade, vice-president and general manager.

KURTZ BROS., Bridgeport, Pa., manufacturers of spaghetti products, has scheduled a test campaign on WIP-Philadelphia to start Sept. 6. This is the first use of radio by the sponsor, and if test is successful, Kurtz will expand use of radio to other markets in the East. In the interests of Kurtz Complete Spaghetti Dinner, new product, sponsor will launch "Guss the Tune" on Monday thru Friday at 12:30 p.m. Placed thru Harry Feigenbaum Agency, Philadelphia.

A New Joe Brevette will be introduced on Sept. 10, the second anniversary of That Brevette Boy, sponsored by Quaker Oats Co., Chicago. Fridays at 3-3.30 p.m. on 117 CBS stations, originating out of WOR, New York, will be introduced in the lead role, replacing Armand Lang. Sponsored by Quaker's Ed-Firestone, now in the Marines, creator of the part.

WORTH'S DEPARTMENT STORE, Hartford, is sponsoring a new series of 15 minute programs over WDCR Hartford Monday—Wednesday—Friday, beginning Aug. 29 and features Patti Chappin, vocalist, Account was placed by Julian Gross Adv. Agency, Hartford.

DR. J. PAYNE & SON, Inc., Philadelphia, will start campaigns on Sept. 6 on WIP and WFLI Philadelphia in the interests of Dr. Payne's Cold Remedy. In WIP company is taking over sponsorship of Stoney McLinn's "Who's Who" program, Monday thru Saturday 6:30 to 6:40 p.m. Spot announcement campaign has been scheduled for WFLI, using 15 announcements weekly for 22 weeks. Placed thru J. M. Korn Agency, Philadelphia.

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WNAX TOWER TO HONOR FARMERS
Government Officials and Entertainment Stars
To Join Dedication Ceremonies

HONORING the typical Midwest farmer, and through him all the nation's farmers, the 927-foot tower of WNAX Yankton-Sioux City will be dedicated on Sept. 4 to the representatives chosen by a committee of agricultural leaders selected by Gardner Cowles Jr., president of the Cowles Stations, of which WNAX is a member, and Senator Chuck Gurney of South Dakota.

Famous personalities from Government and the entertainment world will broadcast throughout the day from the WNAX studios in special programs arranged by Phil Hoffman, general manager, and Jack Paige, promotion manager.

Typical Farmer

Bob Hawk, quiz master of Thanks to the Yanks, will fly to Yankton with his manager, Julius Witmark, immediately following his Friday night appearance on Thanks, to head entertainment features, scheduled throughout the broadcast day, with Virginia Payne, Ma Perkins of the serial of that name.

Charley Worcester and the Columbia Country Journal will originate from WNAX at 9:30 a.m. with M. Clifford Townsend of the Farm Food Administration, Senator Gurney and farmers of the area participating. At 1:30 CBS will originate Spirit of '14, followed by appearances of Lawrence M. Q. Sharpe of South Dakota and John Moses of North Dakota, Senator Shipstead of Minnesota and members of the Maritime Commission.

The man designated as "Typical Midwest Farmer" will be sent with his wife by WNAX to Portland, Ore., about Sept. 10, where the Maritime Commission has arranged for them to sponsor the launching of a Liberty ship named "Midwest Farmer." WNAX plans to send a newsmen and transcription equipment with the ship on its maiden voyage to bring listeners details of Merchant Marine activity.

Mr. Cowles will announce during the day the creation of five scholarships to the agricultural colleges of Iowa, Nebraska, Minnesota, and South Dakota, to be awarded to a farm boy or girl from each state on the basis of his contribution to the war effort.

A highlight of the daytime celebration will be the scaling of the 927-foot tower by a brave airmail flyer to release balloons carrying orders for $100 and $25 War Bonds. The evening show will be headed by Senator Guy Gillette of Iowa and Mr. Townsend in the tower dedication ceremonies. Bob Hawk, in addition to presenting gifts to the "typical farmer," will present a version of his famous Thanks to the Yanks. One of the gifts is a certificate from the Allis-Chalmers Co., for the first available Allis-Chalmers tractor.

Yankton is preparing to play host to thirty or forty thousand expected visitors from the five-state area.

CJRL Increases

CJRL are the new call letters of CKCA, Kenora, marking a change in ownership and operation of the station by Inland Broadcasting Service, Winnipeg, which also operates CJGX, Yorkton, Sask. CJRL increased power to 1,000 watts on Sept. 1, and its frequency from 1,500 to 1,720 kc. The new transmitter is Northern Electric equipment. The station increased its rates on Sept. 1.

Newspaper Fete

TO ACQUAINT the gardening public with details of its Victory Garden Harvest Festival scheduled for Sept. 9-10 at Soldier Field, the Chicago Sun is placing spot announcements on six local stations, in addition to extensive newspaper publicity and advertising. Three announcements daily Sept. 5-9 have been placed on WBEM, WMAQ, WPL, WJJ, WENR, Chicago, and WIND, Gary. Account is handled by Leo Burnett Co., Chicago.

Aid Food Campaign

THE CLUB contact department of the Advertising Federation of America during the next three months is holding a series of meetings in 26 cities in cooperation with the War Food Administration. Various collaborators with the WFA on the current food education program (Foods For Freedom) are slated to address the meetings.

J. SIDNEY JOHNSON, manager of the merchandising division of National Biscuit Co., general sales department, has been appointed to handle trade relations for the Food Fight for Freedom campaign being conducted by the War Food Administration in cooperation with the War Advertisers Council. He will work with Vernon D. Beatty, director of advertising of the campaign, to which leading food industry sponsors are contributing heavily in radio and publication space, invites public cooperation in producing, conserving, sharing and playing fair with food, which is publicized as America's No. 1 war weapon. Mr. Johnson, formerly with the IGA chain of 3,000 independent grocery stores, is one of the food trade's best-known figures.

BUFFALO BROADCASTING CORPORATION

COLUMBIA

50,000 WATTS
1520 K.C.
Buffalo's Most Powerful Transmitter Plant

We Are the First

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WHO Des Moines
Vick Chemical Co., New York, 3 days week-
ly, thru Morse International, N. Y.
Quaker Oats Co., Chicago (Full-O-Pep
foods), 4 days weekly, thru Sherman &
Marquette, Chicago.
Peters Prods., Inc., Newport, Conn.
(Mounds, Walnetos, Ten Crown gum),
5 days weekly, thru Plate-Forden, N. Y.
P. P. Reich Co., Bloomington, Ill. (Whis-
candy bar), 5 days weekly, thru Arthur
Everett & Co., Chicago.
Beech-Nut Packing Co., Canajoharie, New
York (Beech-Nut gum), 5 days weekly,
 thru Newell-Emmett Co., N. Y.
Willard Tablet Co., Chicago (stomach tabel-
ta), 6 days weekly, thru First United
Broadcasters, Chicago.
Gamble Stores, Minneapolis, 5 days weekly,
 thru BBDO, N. Y.
Morton Salt Co., Chicago, (table salt), 10
 days weekly, thru J. Walter Thompson Co.,
Chicago.
Chicago Gospel Tabernacle, Chicago (re-
ligious), 6 days weekly, direct.
WEAF New York
Van Camp Milk Co., New York (evap-
orated milk), 9 days, thru William
Douglas McClelland, N. Y.
Warner Bros., Inc., New York (Sweet-
heart soap), 150 days, 62 weeks, thru
Franklin Brock Adv., Co., N. Y.
Maltex Co., Burlington, Vt. (cereal),
weekly ep, 26 weeks, thru Samuel C.
Croot, N. Y.
WOR New York
Howard Clothes Inc., New York (men's
clothes), 5 days weekly, thru William
Goodwin McCandless, N. Y.
Warner Bros., Inc., New York (Sweet-
heart soap), 100 days, 62 weeks, thru
Franklin Brock Adv., Co., N. Y.
Maltex Co., Burlington, Vt. (cereal),
weekly ep, 26 weeks, thru Samuel C.
Croot, N. Y.
WLJB Brooklyn
Borden's Milk Co., New York (dairy prod-
ucts), 5 days weekly, 18 weeks, thru
Young & Rubicam, N. Y.
KMJ Fresno, Cal.
American Chicle Co., Long Island City, N.
Y. (chewing gum), 7 days as weekly,
52 weeks, thru Grant Adv., N. Y.
Memorial City, Wilmington, Del. &
weekly, thru J Walter Thomp-
son Co., N. Y.
Laird's, Reading, Pa. (cooch drops),
5 days weekly, 52 weeks, thru J. Mathes,
N. Y.
Hank of America, San Francisco (check-
service), 2 days as weekly, 52 weeks,
 thru Chas. Stuart Adv., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City,
(soup), 5 days weekly, thru Arthur
Everett & Co., Chicago.
Beech-Nut Packing Co., Canajoharie, New
York (Beech-Nut gum), 5 days weekly,
 thru Newell-Emmett Co., N. Y.
Walkie Tablet Co., Chicago (stomach tabel-
ta), 6 days weekly, thru First United
Broadcasters, Chicago.
Gamble Stores, Minneapolis, 5 days weekly,
 thru BBDO, N. Y.
Morton Salt Co., Chicago, (table salt), 10
 days weekly, thru J. Walter Thompson Co.,
Chicago.
Chicago Gospel Tabernacle, Chicago (re-
ligious), 6 days weekly, direct.
KFWB Hollywood
Carter Products, New York, 10 days
weekly, 17 weeks, thru Ted Bates Inc., N.
Y. (radiation), 9 days weekly, thru
Honda, Chicago.
Merritt Bros., Inc., New York (mar-
uses), 5 days weekly, thru
Denver & Co., Chicago.
National Tobacco Co., New York (tob-
cigarette), 10 days weekly, thru
Carrington Adv., N. Y.
Swift & Co., Chicago (Jewel shortening),
5 days weekly, 52 weeks, thru J. Walter
Thompson Co., Chicago.
Rev. Chas. E. Lobban Jr. San Francisco
Religious Society (episcopal), 9 days
weekly, thru Garland & Guild Adv., San Francisco.
WOY New York
Barney's Clothes, New York (men's
clothes), 3 days weekly, 18 weeks, and
then thru Emile Maguz, N. Y.
KOY Phoenix, Ariz.
Manhattan Soap Co., Los Angeles (Sweet-
heart soap), 5 days weekly, 62 weeks, thru
Franklin Brock Adv., N. Y.
WJHO Opelika, Ala.
J. Reynolds Tobacco Co., Winston-Salem,
N. C. (Brown's Menthol), 6 days weekly,
52 weeks, thru J. Careen Brander, Salis-
bury, N. C.
C. W. Bruck Adv., Durham, N. C. (RC),
2 days daily, 52 weeks, thru Harvard-Men-
gate Co., Durham, N. C.
(Royal Crown beverage), 52 days, 52
weeks, thru Newell-
Alabama Gas Co., Birmingham (gas serv-
sage), 52 days weekly, thru Scrap Adv.
Agency, Birmingham.
Dr. H. Halsey & Forbes, N. Y.,
(average), 1 day weekly, thru Trace-Locky-Daw-
son, Dallas.
UP Banking Co., Montgomery, Ala. (be-
sage), 14 days weekly, direct.
Stanhope Co., Salt Lake City, N. C. (Stan-
bank), 7 days weekly, 52 weeks, direct.
KERN Bakersfield, Cal.
Pepsi-Cola Co., Long Island City, N.
Y. (beverage), 15 days weekly, 26 weeks,
 thru Newell-Emmett Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City,
(soup), 5 days weekly, thru Arthur
Everett & Co., Chicago.
Merefield Bros., Inc., New York (mar-
uses), 5 days weekly, thru
Denver & Co., Chicago.
National Tobacco Co., New York (tob-
cigarette), 10 days weekly, thru
Carrington Adv., N. Y.
Gospel Broadcasters Corp., Glendale, Cal.
(religious), weekly, 7 weeks, thru R.
H. Aver Co., Los Angeles.
WMAQ Chicago
Mutual Co., Cleveland, 188 as thru
Erwin, Wasey & Co., N. Y.
Educational Adv., Inc., New York (Corpor-
ate), 10 days weekly, thru Schwimmer & Scott,
Chicago.
Indiana Flour Co., Chicago (bev-
sage), 5 days weekly, 52 weeks, thru
BBDO, Hollywood.
Pepsico Co., Chicago, (Pepsi-
Cola), 7 days weekly, 52 weeks, thru
Lyon Livingston Adv., San Francisco.
Frito-Lay, Inc., Baltimore (Royal Crown
Cola), 2 days daily, 52 weeks, thru
BBDO, Hollywood.
Pepsico Co., Chicago, (Fritos), 52 days.
weekly, thru Emile Anderson Adv., Chicago.
Gospel Broadcasters Corp., Glendale, Cal.
(religious), weekly, 7 weeks, thru R.
H. Aver Co., Los Angeles.
WLIB Brooklyn
Lanie Bryant, Brooklyn (dept. store), 7 days
weekly, 52 weeks, thru Erland Adv., N. Y.
20th Century-Fox, Film Corp., and Rozy
Theatre, New York, 16 days, thru
Kattor-Spero Co., N. Y.
Musicians Ask for General Revision of Contracts

NETWORK headquarters in New York have received requests from American Federation of Musicians Local 802 for a general revision of their contracts, which expire Feb. 1, 1944. Cost-of-living clause permits reconsideration of wage scale at this time and it has been suggested that the whole contract be done over now instead of discussing wages now, and then beginning new discussions in the winter.

Union is asking 15% increase, retroactive to Aug. 1, 1943, six months before the termination of the contract. Local 802 also seeks to eliminate from agreements with the networks the special set-up for musicians working four hours in an eight-hour day, leaving only the regular five out of eight hours provisions.

Request Sliding Pay Scales

Two other points raised by the union are a request for separate sliding scales for quarter-hour programs, instead of the present method of figuring payment for work on individual programs, and a request that the union be given complete jurisdiction over music librarians. On the one-time broadcast scale, present rate calls for $12 base pay for an hour's work or less. Suggested scale would be $12 for a quarter-hour broadcast, with an additional $3 for each extra quarter-hour, up to $20 for a full hour.

Local 802 and the Music Publishers Protective Assn. have jointly submitted to the War Labor Board a petition for a 10% increase in minimum wages for arrangers, copyists, proofreaders and pianists. Increase, if approved by the WLB, is to be retroactive to Aug. 16, 1943. MPPA and the AFM local also have negotiated a new one-year contract, running until Sept. 30, 1944.

Ed Codel to OWI

EDWARD CODEL, general manager of the Atlantic Coast network, has resigned to join the Office of War Information as a principal field representative in the Radio Division of the Overseas branch. When his training is completed he will be stationed in the Near or Middle East. Harold A. Lafount, ACN president and general director of all Bulova-Lafount radio operations, will assume the network's executive duties.

Firm Enters Radio

MYER PRODUCTS, New York, 50-year-old beverage firm producing gingerale, sarsaparilla, sodas, fruit drinks and other soft beverages, enters radio for the first time Sept. 6, with the sponsorship of a quarter-hour segment of Jerry Lawrence's program of news and music on WMCA, New York. Myer uses the 12-1:15 p.m. period six times weekly. Agency is Arthur Rosenberg Inc., New York.

Next Week

Watch for big announcement in color; all about THE BEELINE

Important news for every time-buyer
FRED ALLEN RETURN DEPENDS ON HEALTH

TEXAS Co. New York, which for several weeks has been undecided about its fall radio plans because of Fred Allen's health and possibility that the comedian could not resume his radio activities this year, announced last week it is definitely renewing its Sunday 9:30-10 p.m. spot on the full CBS network on a 52-week basis, effective Oct. 3.

Whether or not Allen will open the Texas Star Theatre's winter season is still unsettled, pending a checkup Allen plans with his doctor in mid-September. If he is given a clean bill-of-health, it is probable he will first go ahead with plans to star in a motion picture written for him by Ben Hecht, and not return to the air until the first of the year. If such is the case, Texas Co. will probably continue on a more elaborate scale the musical show it has been sponsoring this summer on CBS, starring James Melton, Joan Roberts and Al Goodman's orchestra. Texas agency is Buchanan & Co., New York.

Douglas to B & B

HAROLD F. DOUGLAS, office administrator and associate of Arthur Kudner Inc., New York many years, has joined Benton & Bowles, New York, in an executive capacity, according to Clarence B. Goshorn, president of B & B. Mr. Douglas was with Erwin, Wasey & Co. as assistant to Arthur Kudner in 1931 when Mr. Kudner was president of that agency. He went with Mr. Kudner to the new firm when it was founded in 1938.

THE CREST OF THE WAVES

CFRB, Toronto, broadcasts half the leading sponsored programmes in a key area, fed by three stations. It reaches the giant share of Canada's richest market! It is, in fact, on the crest of the air waves!

These are facts to keep in mind when you're planning your wartime advertising. If you're wise, you're figuring on intensified advertising by radio. In all probability you can't supply the present demand for your product. But you know, as well as the next man, that competition will be redoubled after the war. And that's the time you want your name to be remembered.

When you're making your plans for Canada remember half the sets in the Dominion's richest market are always tuned to CFRB.

FOUR CBS SERIES RENEWED BY G-F

GENERAL FOODS Corp., New York, last week announced renewal of four of its CBS programs, all heard on the full CBS network. Programs renewed effective Sept. 27 are Kate Smith Speaks for Swansdown Cake Flour and Calumet, heard Monday through Friday, 12 noon-12:15 p.m. and Joyce Jordan, M.D. for La France, Satin & Penasco, also five times weekly, 2:15-2:30 p.m.

Oct. 1 is renewal date for the Kate Smith Hour, which returns after a summer hiatus and expands from a half-hour to 55 minutes, Friday, 8-8:55 p.m. for Jell-O and Jello-O program. The Irish show renewed by G-F, for Post Toasties and Post Bran Flakes, is Young Mr. Malone, heard Monday through Friday 2-2:15 p.m., effective Oct. 4. Benton & Bowles, New York, handles the latter show, while Young & Rubicam, New York, is the agency for the other three programs.

Elterich Joins Grant

HAROLD N. ELTERICH, former head commercial advertising consultant to the Office of the Coordinator of Inter-American Affairs, has resigned to join the international division of Grant Adv., with temporary headquarters in the agency's New York office. Previously a vice-president of Gotham Adv. Co., New York, Mr. Elterich at one time owned a radio and export agency.

EDGAR MORGAN, New York used to radio this fall an Arthur Godfrey program on WABC New York, and with the sponsorship of 3-quarter-hour segments weekly of Jerry Lawrence's news and recorded music program on WMCA New York. WABC schedule started several weeks ago. Contract with WMCA for three programs weekly goes into effect Sept. 6. Account placed direct.

As part of its library service to subscribing, Lang-Wright Feature Programs Inc., New York, has released to 228 station a series of 40 recorded songs by Cliff Edwards ("Caslele Ike"). The first release has already been sent out and others will be included in the regular monthly shipments.

ALFRED HUMAN, former radio editor, managing editor and president of the Musical Courier magazine, has resigned to devote full time to his own organization, heard Monday through Friday, the "Newspaper Syndicate," which will supply radio columns to newspapers and magazines.
UNDEFEATED by defense plant opponents, this softball team of WTAG Worcester is composed of station personnel. Standing (1 to r): Dol Brisette, musical director; Ernie Dunlop, Bob Rasling, Ed Lemay, Herb Krueger, commercial manager; Phil Brook, captain; David H. Harris, program manager. Front row (1 to r): Bob Martin, Chick Morse, Margaret Michaud, secretary to Mr. Harris and team manager; Paul Brisette, mascot; Bill Farris, Phil Jasen, coach.

Steel Firm Ogling

ALLEGHENY LUDLUM STEEL Corp., Brackenridge, Pa., is understood to be negotiating for a weekly quarter-hour broadcast of the CBS daytime serial, Mother & Dad, heard in the 6:15-6:20 p.m. period Monday through Friday. This would be the first regular network series for the company. Agency is Walker & Downing, Pittsburgh.

Recruiting Campaign

NEWSPAPERS in cities of over 50,000 and the Saturday Evening Post, Collier's, Life and Look magazines have been selected by the War Department to assist in the recruitment of troops. Agency for all Army recruiting except the WAC is Geyer, Cornell & Newell. Initial advertising will be in connection with the Army Air Forces.

20TH BIRTHDAY of WEBQ, Harrison, Ill., was observed Sept. 1. Due to war conditions, no special program was arranged, but each station break announced the anniversary. Founder of the station, Joseph R. Tate, is still chief engineer, and manager Inglis M. Taylor starts his 10th year with WEBQ Oct. 16.

SIDNEY BRECHNER, chief sound effects technician of WJR Detroit, leaves Sept. 15 to become senior sound effects technician with CBS in Hollywood. Brechner won recognition for his work on WJR’s Hermit’s Cave, a thriller that runs the gamut of sound effects. He joined WJR in 1938 and apart from his regular studio duties was active in lecturing about and demonstrating sound effects in schools of Metropolitan Detroit.

WOR Sales Increase

WOR, New York, reports an increase of 15% in dollar volume sales for the month of August, as compared to figures for the same month last year. Exactly the same increase was found for June, July and August of this year over a similar period in 1942. It’s the biggest summer in the station’s history, according to a WOR spokesman.

J & J Chicago Spots

JOHNSON & JOHNSON, Chicago (gas mask division) is placing a schedule of 18 spot announcements weekly on three Chicago stations, WBDG, WGES, and WHFC. Copy announces openings available in war production work. Wallace - Perry - Hanly, Chicago, handles the account.

Adm. Halsey on Blue

FROM his headquarters in the South Pacific, Admiral Wm. F. Halsey Jr. spoke August 29 on a BLUE program commemorating 50 years of naval aviation. The signal was picked up by RCA in Honolulu and relayed to the network.

WILLIAM KING, former music editor of the New York Sun and previously drama editor of the New York Post, on Sept. 7 joins the CBS program department. His first assignment will be to supervise the U. S. Rubber Co. Philharmonic Symphony concerts.

Though in 1942 he harvested 39,312,000 bushels of soybeans at $1.55, the Iowa farmer’s 1943 quota is 50% higher. He is raising more poultry, too, for it is taking 125 million chickens to meet the state quota of 310 million dozen eggs.

According to Sales Management, “The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous).”

According to a recent Ross Federal survey in 29 representative towns, 6 weeks of KMA advertising had 51.4% of the dealers reporting definite sales increases on a deodorant; 30% on an alkaline tablet; 34.2% on a laxative; 40.8% on a headache tablet; 26.3% on a cigarette; 24.3% on a yeast; 24.4% on a “class” magazine!

The point is obvious: for BIG results—fast—in America’s richest farm market, you need the right kind of advertising influence. If you’re not getting your share, write —right now—for our latest Market Data Brochure!

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES

AROUND SHENANDOAH, IA.

FREE & PETERS, INC.

September 6, 1943 • Page 45
**Clevenger Moves**

RUSSELL CLEVENGER, former director of information for the FCC, has resigned as a member of the public relations department of N. W. Ayer & Son to join Albert Frank-Queen, law agency, New York, as vice-president in charge of the public relations department. Mr. Clevenger, formerly the editorial staff of the *New York Times*, has served the Treasury Department as adviser on tax education, and in 1940 and 1941 he directed the public relations campaign of the broadcasting industry in the controversy with ASCAP.

LEE MARSHALL, former member of the copywriting staff of Russell M. McVicar Co., Chicago, has been inducted into the Army.

JIM HILL, formerly radio director for Schwimmer & Scott Adv. Agency, Chicago, has resigned from that company to work as a free lance writer and producer. He will continue to handle the *Coronet Little Show*.

MRS. CLOEY CARROLL has joined the staff of George C. Hoskins & Associates, Chicago, as an account executive effective Sept. 1, after seven years in insurance brokerage in Indiana.

BOB WELCH, formerly Hollywood producer of Young & Rubicam Inc., on the NBC Jack Benny show, and now with Army Special Services Division, has been promoted to corporal. J. WALTER THOMPSON Co., Los Angeles, recently moved to larger offices at 821 S. Hope St., Los Angeles. Telephone is Trinity 2261.

DORIS RADER has joined the radio commercial department of Benton & Bowles Inc. Mrs. Rader was previously with Compton Advertising Inc. and Ted Collins.

EUNICE POWELL has joined the media department of Benton & Bowles Inc. as a space buyer. Miss Powell was formerly with McCan-Erickson Inc.

ROBERT BRENDAR, overseas press officer of the BBC, has arrived in New York for a several months stay, during which time he will exchange publicity material with the New York office of the BBC.


To RUTH CHILTON on parting...

Upon completing six consecutive years of delighting WSYR audiences with her scintillating chit-chat, Ruth Chilton leaves us to join Philadelphia’s WCAU. With her go our best wishes for her continued success. With us remain memories of an extremely pleasant association.

**EXPANSION**

Details for *Hero of the Week* series, which recently started its second year on BLUE Pacific stations, occupied this sponsor-agency-network meeting. Shifting time, weekly dramatized program, sponsored by Austin Studios, Los Angeles (portray photographers), took over a quarter-hour Sunday afternoon spot on Sept. 5. Detail settlers (1 to r) are David Drummond, writer-producer; Mariane Graham, account executive of Glasser-Galley Co., Los Angeles agency, representing West Coast photographic firm; Dorothy Austin, manager of Austin Studios, and Myron Eiger, BLUE Hollywood sales representative.

**New Chicago Agency**

MIDLAND Adv. Agency, Chicago, has been formed, with Edmund Deus, former account executive with the public relations office of Joseph W. Hicks & Co., as manager. Mr. Deus was previously advertising manager of Merchants Distilling Co., Haute, and served in the same capacity with the Bismarck Hotel, Chicago. Accounts of the new agency include Carter Distilling Co.; Madison Restaurant Co.; restaurant and importers; and U. S. Sales Co. importers; all of Chicago. No radio is planned for these accounts at present. Address of the new agency is 1400 Midland Blvd. 176 West Adams St., Chicago.

**Another Grant Office**

PLANS for another South American office of Grant Advertising, Chicago, before opening London and Canadian branches, are now under discussion, according to Will Grant, head of the aspirant globe-girdling agency. Mr. Grant, whose offices have opened successfully in Dallas, Chicago, New York, Mexico City, Monterey, Rio de Janeiro, Sao Paulo, and on Aug. 9, Buenos Aires, said he expects to establish other offices in South Africa, China and India following international hostilities.

LEE de FOREST, "father of radio" and inventor of the three-electrode tube, celebrated his 70th birthday Aug. 26 in traditional fashion by climbing the 1,496-foot high Mt. Whitney, Cal. With some 300 radio devices to his credit, de Forest's latest invention is a "black-out" box with which lights of an entire city can be blacked out instantly and automatically from a central station.

**EUNICE POWELL**

MISS EUNICE POWELL, formerly a space buyer for McCann-Erickson Inc., Los Angeles, has joined Benton & Bowles Inc., Los Angeles, as a media assistant.

**John Hill**

JOHN HILL, former Hollywood producer of Young & Rubicam Inc., on the NBC Jack Benny show, and now with Army Special Services Division, has been promoted to corporal. J. WALTER THOMPSON Co., Los Angeles, recently moved to larger offices at 821 S. Hope St., Los Angeles. Telephone is Trinity 2261.

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**ROBERT J. RICE**


**To Ruth Chilton on parting**

Upon completing six consecutive years of delighting WSYR audiences with her scintillating chit-chat, Ruth Chilton leaves us to join Philadelphia's WCAU. With her go our best wishes for her continued success. With us remain memories of an extremely pleasant association.

**WSYR**

WSYR 5000 W, Syracuse, N.Y. 570 KC

H. C. Wilder, Pres.

Basic NBC Red

**BROADCASTING** • Broadcast Advertising
FCC Sets Up Its Own Publicity Office In House Office Building for Handouts

THE HOUSE Select Committee inquiry into the FCC, which has been studied and investigated by the Select Committee on Broadcasting, concluded on July 2. It has turned out to be a battle of press releases and news conferences. The FCC has taken the position that the committee's proposals are not in the public interest.

Many a newsman's eyebrow has lifted over the manner in which publicity has been handled by the FCC since the inquiry began. The FCC has taken the position that the committee's proposals are not in the public interest.

**FCC's Own Office**

With return of the hearings to Washington last Monday and Tuesday to cover the so-called "draft deferment" issue, the FCC established its own office outside the sumptuous Banking & Currency Committee hearing room in the New House Office Bldg. A battery of file cabinets, which apparently included the personnel records of the Commission's staff, was set up in the ante-room. On duty was a stenographer, with her own typewriter and other gear.

In addition to the FCC department heads, including Mr. Denny, E. K. Jett, chief engineer; George Sterling, assistant chief engineer; and Robert D. Leight, chief of FBS; Peter Shuebruk, assistant to Chairman Fly, and officials of its personnel section, a half-dozen FCC secretaries were present to look up the jackets on each individual case cited. Then the information was imparted to the press following the session. In a number of instances, as cases were cited in testimony, a voice would be heard from the FCC table declaring that the man in question was in the service or that the facts were at variance with the testimony.

Two "formal" news conferences were held by the FCC in the House Office Bldg. during the two days of hearings, Monday and Tuesday. There was an "informal" conference following adjournment on Tuesday. At these conferences the conference was attended by the FCC's engineer, Jett, and General Counsel Denny, flanked by other department heads, sought to justify each individual case of draft deferment cited by the FCC on the basis of its personnel records. These conferences were held in addition to the series of formal press releases issuing from the FCC and quoted Chairman Fly, refuting every allegation and denouncing the committee in strong language.

**Can't Wait Six Months**

Earl Minderman, appointed as the FCC's information chief last month, was present at all the Washington sessions. He also attended the New York phase of the inquiry covering the foreign language field. He kept the press apprised of conferences and handed out the FCC releases issued "down town."}

Mr. Denny, after repeated encounters with Cox Committee counsel Fred L. Walker, associate general counsel, and Hugh Reilly, senior attorney, asserted that the FCC resorted to the news release and press conference method because it could not wait "six months" to get its story out. He insisted that the full story should be given at the time testimony was added.

Rep. Miller, (R-Mo.), presiding over the draft deferment phase, on several occasions advised Mr. Denny he would not be heard at this time. On one occasion, Tuesday, he told him to take his seat. This was a repetition of what had happened during the earlier days of the hearings when Rep. Cox (D-Ga.), chairman of the Committee and author of the investigation, had presided.

**New Sesac Offices**

Sesac has moved its headquarters offices to 475 Fifth Ave., New York, 17, J. Y. New telephone is Murray Hill 5-5668. Leonard Calahan, company's general counsel, reports that a desk, telephone and typewriter are available to any out-of-town broadcaster visiting in New York who has need for those facilities.

**KUIN Joins Don Lee**


**Isabelle BEAUTETICS Co. St. Louis, distributor of a cosmetic called Velas, has elected Federal Trade Commission allegations of deceptive advertising in certain instances and claims to have discontinued, other statements cited in the FCC complaint.**

The CBS Station for a million people in 22 counties of 3 states...the heart of the Textile South. WSPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. Represented by Hollingbery.

**How Far Can You Throw a Biscuit (Ky.?)**

From the standpoint of sales, you can toss Biscuit (Ky.) all the way out of the map, and still be OK! So WAVE doesn't pine because if we fail to cover that fresh-from-the-oven city, WAVE gives you complete coverage of the Louisville Trading Area, which does more business than all the rest of the State put together!... Ask your local distributor. Then pass the Biscuits, Pappy, and save some real dough!
Cox Probe Portends Action

(Continued from page 7)

testimony. Mr. Walker examined Ray Osborne, committee investiga-
tor, on anecly he had made of FCC files, procured by subpoena or otherwise. Mr. Reilly in similar fashion interrogated Harvey Walk-
er, another committee attorney examiner, who had made similar in-
vestigations.

Citing a summary of FCC activi-
ties in clearing draft deferrals, Mr. Walker declared that there
were 391 cases in which the Com-
mission had procured occupational
deferrals, according to the Com-
mittee’s investigations. Chairman
Fly, he said, used a figure of 271. Even if the latter figure were used, he said, the records procured from the FCC itself show that 179 men, or more than 66%, had been
trained in the military service. If the figure of 391 occupational de-
ferments were used, he said, it
would amount to well over 40%.

Recalls Citation of Alleged War Activities

Mr. Walker recalled that Mr.
Garey, in his opening statement to
the Committee July 2, had cited
as one of the issues the charge that
the Commission, in furtherance of its “alleged war activities” had
drawn to its use manpower and
critical materials from the limited
resources available and needed by the armed forces and had “proc-
cured the exemption from military
service of a large number of per-
sons not entitled thereto.” He said
the evidence adduced at the hear-
ings substantiated that charge.

Throughout the proceedings, both
Mr. Walker and Mr. Reilly charged
that the methods used by the FCC
in procuring deferments and in
classifying indispensability consti-
tuted a “deliberate fraud and mis-
representation.” Several times tes-
timony of Chairman Fly last
Monday before the House Military
Affairs Subcommittee (Costello
Committee) on draft deferments was
cited in the effort to show that
the Committee had followed a
course contrary to that outlined
by Mr. Fly. Mr. Fly, it was held,
had testified that the FCC did not
attempt to acquire men of draft
age, whereas the testimony ad-
duced indicated that many of those
for whom deferment was sought
and procured were either 1-A or
slated for 1-A by their draft
boards.

Similar accusations of “untrue” statements were made by Messrs.
Walker and Rilly against Robert
D. Leigh, Chief of FBIS, in tes-
timony before the Costello Com-
mittee. It was contended that
FBIS procured deferments for
a number of members of its staff,
who were not engineers, on grounds of irreplaceability.

In defense of the FCC, aside from the statements issued by
Chairman Fly, General Counsel
Denny and Chief Engineer Jett
advised reporters covering the
sessions that in practically all
cases the men for whom defer-
ments were sought had technical
background and training. In most
instances they were former ama-
teur radio operators. Moreover, it was said, the Commission’s policy had changed
last March, after the President
had issued a directive on govern-
ment draft deferments, and that
the Commission’s “Agency Com-
mittee” now passed on all draft
requisites. It was argued that at
the time Chairman Fly appeared
before the Costello Committee the
policy was as he had stated it, but
that it was changed shortly there-
after.

At the Tuesday session, testi-
mony was adduced to show that
the Commission sought draft de-
ferments for 27 employees within
10 days after they went to work, and
for 58 within 30 days. There
was even testimony showing the
Commission had sought draft de-
ferment for men before they actu-
ally reported for work. In all
cases, it was contended, the FCC
based its requests for deferment
on the ground that the particular
men were engaged in unique war
work of a character which the
President had held warranted their
deferment from military service.

Deferments Sought For 27 Employees

In many of the cases deferments
were sought for men in the age
brackets between 18 and 35, most
of whom were single and without
dependents. Few had previous rec-
ords of professional experience in
radio. In several instances there
were adverse reports from FCC in-
terviewers and examiners on their
ability as radio operators.

Much was made of the fact that
Chief Engineer Jett had recom-
manded to the Commission that ra-
dio operators, after six months
service, be changed in status to
“junior monitoring officers” be-
cause it was felt draft boards
would be impressed by the title.

The FCC adopted this recommen-
dation.

At the outset of the hearings
Monday, Mr. Reilly cited corre-
spondence indicating that the FCC
had sought draft deferments for
1069 of the Commission’s 1850
male employees, described as highly
skilled technicians. He agreed with
Commission Counsel Denny, how-
ever, that the required authority
from the White House was needed
for only some 218 of the men listed,
since the others were either over
age or given deferred classifica-
tion because of family status or
occupation. Throughout the pro-
ceedings it was contended by
Committee counsel that the Commis-
ion went to extreme ends in get-
ing deferments and that the ex-
perience and ability of many of the
registrants were exaggerated.

Radio Amateurs
Qualified for FCC

Investigator Walker, under ques-
tioning by Mr. Reilly, cited some
66 cases in the Commission’s oc-
cupational deferment files in his
first appearance on the stand. He
declared that the background of
two dozen of these employees in-
cluded such occupations as barber,
baker, cook, musician, lumberjack,
haberdasher, salesman, bee keep-
er, podiatrist and just about every-
thing other than radio. FCC spokes-
men, however, contended that
practically all of these men were
amateur radio operators and quali-
ﬁed from that standpoint. It
seemed that their avocation as
amateurs became their vocation
with the FCC.

Chairman Fly also berated the
Committee in this regard in his
first press release, asserting that
it was unfair to belittle these men
by not citing their radio qualifica-
tions. He declared that, if such
men were required to enter the
armed forces before qualiﬁed re-
placements could be obtained, all
civilian and government radio
activities would have to close
down.

In a press release issued Mon-
day, while the hearings were in
progress, the FCC released an

In KANSAS CITY its "COMMERCIAL RADIO’S"
K 49K
K.C.’s Pioneer Commercial FREQUENCY MODULATION STATION
Owned and Operated by
COMMERCIAL RADIO EQUIPMENT COMPANY
IN HONOR of his 20th year of broadcasting with WFBF Baltimore, Stewart Kennard (1), special events director, is presented with a clock by Harold W. sense is elder, vice-president of the station.

The analysis of the draft deferment situation in the Commission. It said that of the 1468 male employees of the entire Commission, not one of the 242 in the accounting, administrative or law department is deferred. Of the 1020 males in the engineering department, 293 were deferred on occupational grounds. Thus, it claimed, only 249 of the 1020 men in its engineering department have occupational deferments “in the true sense”.

Of 206 male employees in the FRIS, 44 are deferred on occupational grounds and of these only 22 “in the true sense”. The total number of draft deferments in the entire Commission “on occupational grounds in the true sense is 271”, the FCC announced. On the other hand the announcement said more than 300 of the FCC’s employees are serving in the armed forces.

Appointments Made Through Civil Service

At the Tuesday session, likewise marked by frequent colloquies between FCC and committee counsel, citations were given of a series of cases in which deferments had been requested. In certain “typical” cases the names of those deferred, together with their background and dates of employment by the FCC were cited. It was in these cases that committee counsel contended the FCC was far behind in the processing of requests for deferment by exaggerating the importance of the individuals and citing their “irreplaceability”.

Committee counsel brought out that Mr. Fly, in his testimony last March before the Costello Committee, had stated that 391 members of the FCC staff had been occupationally deferred, as against the figure of 271 occupational use by Mr. Fly in his Monday press release designed to refute counsel charges.

Mr. Reilly, in reading Mr. Fly’s testimony before the Costello Committee, brought out that the Chairman then said that something more than amateur standing was required by the FCC for its technical employees and that the appointments were made through the Civil Service Commission and from private life. The Commission records revealed, Mr. Reilly continued, that draft age men of only amateur standing were appointed without regard to their draft classification. Beyond that, he charged, the qualifications of these men were “misrepresented” to their draft boards in applications for deferment and, in many instances, where appeals were taken from draft board actions.

Chairman Miller said he thought that where there was clear cut indication that men were seeking to evade the draft, he thought the men should be placed in the record. Mr. Reilly said that the files revealed that there was a “deliberate flocking into the FCC to avoid induction” and, in the course of his examination, cited instances where the candidates for jobs with the FCC sought Commission intervention in their behalf. In several instances appointments to the Commission staff as “radio operators” promptly were forthcoming, with appeals taken in cases where the local boards did not authorize deferment.

Claim FCC Overran Presidential Intentions

Such terms as “trickery and falsity” were used by Mr. Reilly in describing the alleged tactics of Chairman Fly in seeking market deferments for technical employees by authorization of the President. After the FCC had been notified of the Presidential order that deferments be sought only for those who had “unique” training and who were “irreplaceable”, Mr. Reilly charged the Commission used this device indiscriminately in seeking deferments of draft age men, even though they were not included in what he had described as the list sanctioned by the President.

In these letters to draft boards, the Commission frequently stated that the case of the registrant was one that individually had been passed on by the President”, Mr. Reilly charged. These men, with no practical radio experience, save that of amateur status, he said often were described as “skilled technical employees” who had been trained by the FCC at Government expense. Such “training”, he said, in many instances varied from one day to a few months.

It was this type of employee who the FCC said could not be replaced by older men or women.

The last case cited by associate general counsel Walker at the Tuesday hearing, related to an individual whose name was kept off the records who had served an enlistment of three years in the Army. This man had told his draft board that he was not “compatible” with the Army's way of life nor proud of having worn its uniform. The draft board chairman had expressed grave doubts to the Commission about this man’s “Americanism” and reported that his case had been turned over to

Carter Replacement

CARTER PRODUCTS, New York, on Sept. 5 discontinued sponsorship of the Judy & Jane recorded series on 13 West Coast stations, and replaced it on the same stations with spot announcements. This brings the total number of stations carrying announcements for Carter’s Little Liver Pills to 106. Agency is Ted Bates Inc., New York.

NATIONAL ADVERTISERS and New York’s numerous nationalities have one thing in common. They both agree that WBNX is the FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000 foreign-language-speaking audience of the world’s greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Your Best National Spot Buy . . .

WBNX
5000 Watts
FOREIGN OR DOMESTIC
FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!
Fly in Condenser

ORDINARY house fly buzzed into the plate of transmission at WNBC Hartford and still led the station for 19 seconds. Why? Transmission supervisor Harry Wrasko found the short circuit; he immediately set in motion an auxiliary transmitter. Later he discovered the fly, of which there was little left, after 8,000 volts had hit him. In his own log, Wrasko set own explanation for interruption cryptically as “Fly in the condenser”.

Fly Says Fair Play “Kicked Around”

Chief Engineer Jett afterward explained he thought the man ought not be pre-judged and that in a letter he had sent the Commission he stated he was accused to “gaming and cursing” in the Army. The man, Mr. Jett added, had studied for the ministry. Mr. Jett at one time served as the Merchant Marine.

Getting in the last word on the draft deferment phase, Chairman Flynn last Wednesday—a day following the adjournment of the proceedings—issued another press release covering six single-spaced pages. He said the American ideal of fair play “took a terrible kicking around” at the preceding day’s hearings when the Cox Committee made public the names of 39 employees in the Commission’s Engineering Department who had been deferred and the last to be conferred to the Commission to put in the record the full facts concerning them”.

Mr. Flynn said the Costello Committee had established the precedent of not making public the names of deferred government personnel because it obviously was conscious of the danger of “unjustly tagging as draft dodgers persons who because of their special skills had been called upon to serve their Government in a civilian capacity”. The Cox Committee, he said, disregarded this “salutary precedent and then added insult to injury by telling only part of the story and refusing to permit the Commission to tell the rest”.

In Fairness to Men Fly Issues Facts

In fairness to the individuals, Mr. Flynn said, he was releasing brief summaries of the pertinent facts as to each of the 39 cases which were made public by the Committee made public. Ten of the men, he said, are in the military service, and four are awaiting induction. Another nine are on duty with the Commission in Hawaii, eight of whom have the “unique ability to receive the Japanese Kana Code which has three times as many characters as our alphabet”. The other six were said to be assigned to the Commission’s monitoring stations throughout the United States.

Eleven of the total were not subject to the draft when employed by the Commission, 22, while all 39 had “outstanding radio qualifications for the Commission’s work”, he said. Names of the 39 employees covered in testimony before the Commission were enumerated in the Fly press release, together with a brief summary of their background and present status. The names were as follows: Harold H. Alam, 29, junior monitoring officer in Hawaii; John E. Althouse, 20, in Hawaii; David Birnbaum, 24, junior monitoring officer in Salt Lake City, Utah; William M. Broeke, 20, now in the Army; Thomas W. Churchill, 21, in Hawaii; Herman Collette, 20, in Hawaii; Kyran P. Curran, 28, assistant monitoring officer at Powder Springs, Ga. Hollis K. Ebley, 22, now in the Army; John D. Erickson, 29, now in the Army; Roy M. Erickson, 23, now in the Army; A. Vernon Field, 23, now in the Army; Denver Franklin, 27, junior monitoring officer at Sault Ste. Marie, Mich.; Harvey K. Glass, 30, junior monitoring officer at Powder Springs, Ga.; Willard G. Gincke, 28, radio operator at Sault Ste. Marie, Mich.; John L. Grigsby, 19, now in the Army; Henry Hayman, 26, assistant monitoring officer at Cleveland, Ohio; Ernest J. Heider, 35, monitoring officer at Lexington, Ky.; H. W. Johnson, 27, assistant monitoring officer at Laurel, Md.; W. E. Johnson, 24, now in the Army; J. P. Kopper, 19, junior monitoring officer at Santa Ana, Calif.; R. A. Kimber, 31, junior monitoring officer in Sturgis, S. D.; Isadore B. Kramer, 31, junior monitoring officer at Huntington, W. Va.; R. Krug, 24, junior monitoring officer at Scituate, Mass.; Edward T. Lang, 26, assistant monitoring officer at Pittsburgh, Pa.; W. H. Matchett, 27, junior monitoring officer at Arcata, Calif.; J. D. McKenzie, 20, now in the Army; Ira D. Mc Kinney, 18, in Hawaii; L. E. Murdoch, 19, now in the Army; Benjamin Nelson, 22, at Aberdeen, Wash.; J. W. Olson, 19, now in the Army; Lloyd R. Parkin, 20, in Hawaii; Robert Ricker, 21, now available for military service; A. K. Sanno, serial now available for military service; Arnold Sartain, 21, now in the Army; Lloyd O. Seay, 8, junior monitoring officer at Raleigh, N. C.; Charles E. Santee, 24, assistant technician at Powder Springs, Ga.; Robert M. Thorson, 20, in Hawaii; Robert P. Tripcony, 26, in Hawaii; Robert P. Wiebers, 24, radio operator at Seattle, Wash.

Wyeth Chemical Cited For Working of Claims

In A CASE paralleling that of Miles Labs, Elkhart, Ind., and other manufacturers of proprietary products, Wyeth Chemical Co., Jersey City, and Hill Blackett and Glen Sample, of Blackett-Sample-Hummert, its advertising agency, were charged with failing to include in advertising for Hill’s Cold Tablets cautionary warnings against use of the preparation in “greater amount or greater frequency” than recommended in the advertisements (see story on page 58).

Filider Clipped

OVER-RIDING warning of network officials, Jimmy Filider, Hollywood commentator, used certain disputed script material during Aug. 29 broadcast of his weekly half-hour chat program on BLUE stations, and as result was cut off the air for a 12-second interval. Disputed item had previously been ordered out by Don Gilman, BLUE Western division vice-president, on grounds that it would put the program to unfavorable light. Mr. Gilman indicated that the film industry would be protesting against speculative gossip. Filider is sponsored by Carter Products on BLUE stations.

Pond’s Program Repeated

LAMONT CORLISS Corp., New York, is supplementing its spot announcement schedule, and sponsors of Elelgance, “Charm Counselor”, for Pond’s Cream on six Pacific Coast CBS stations, Sun. 9:9-11 a.m., with a recorded repeat of the program on WOR New York. Recorded series started Sept. 4 in the Saturday, 5:45-6 p.m. period. Agencies is J. Walter Thompson Co., New York.

Gertrude Prys

FOLLOWING an illness of eight months, Gertrude Prys, 47, died at her Chicago home Sunday, Aug. 28. Mrs. Prys was the collaborating writer with Irina Phillips of the “New Adventure” series, “Dialing to a Dream”. She is survived by her husband, J. Edward Prys.

ANNUAL outing of the NBC Athletic Assn. was held at Olympia Fields country club near Chicago last Thursday, Aug. 25. Some 150 members of the association and their guests participated in golf, riding and swimming. A steak dinner at night was followed by dancing and cards.

STAFF members of WENR, Chicago, and the BLUE central division held an outing at Knoll Country club near Chicago, Sept. 2. Some 100 participants enjoyed golf, swimming and a steak fry.
Starting September 9th, your Government will conduct the
greatest drive for dollars from individuals in the history of the
world—the 3rd War Loan.

This money, to finance the invasion phase of the war, must
come in large part from individuals on payrolls.

Right here’s where YOUR bond selling responsibilities
DOUBLE!

For this extra money must be raised in addition to keeping the
already established Pay Roll Allotment Plan steadily climbing.
At the same time, every individual on Pay Roll Allotment
must be urged to dig deep into his pocket to buy extra bonds,
in order to play his full part in the 3rd War Loan.

Your now doubled duties call for these two steps:

1. If you are in charge of your Pay Roll Plan, check up on
it at once—or see that whoever is in charge, does so. See
that it is hitting on all cylinders—and keep it climbing! Sharply
increased Pay Roll percentages are the best warranty of suffi-
cient post war purchasing power to keep the nation’s plants
(and yours) busy.

2. In the 3rd War Loan, every individual on the Pay Roll
Plan will be asked to put an extra two weeks salary into War
Bonds—over and above his regular allotment. Appoint your-
self as one of the salesmen—and see that this sales force has
every opportunity to do a real selling job. The sale of these
extra bonds cuts the inflationary gap and builds added post-
war purchasing power.

Financing this war is a tremendous task—but 130,000,000
Americans are going to see it through 100%! This is their own
best individual opportunity to share in winning the war. The
more frequently and more intelligently this sales story is told,
the better the average citizen can be made to understand the
wisdom of turning every available loose dollar into the finest
and safest investment in the world—United States War Bonds.

BACK THE ATTACK With War Bonds!

This space is a contribution to victory today and sound business tomorrow by BROADCASTING
Spot Sales Made AMP Disc Agents
Will Sell Recorded Program Service, a New Departure
IN AN UNPRECEDENTED arrangement combining two formerly unrelated branches of the broadcasting industry, Associated Music Publishers Inc. has appointed Spot Sales Inc., station representative service, as sales representative for its transcribed library service, Associated Recorded Program Service. Announcement of the new working affiliation was made Friday by William M. Finney, AMP vice-president, who described the arrangement as "marking a major departure from the former narrow scope of operations of both stations involved and the announcement stated, adding that Spot Sales, which now has offices in New York, Chicago and San Francisco, has started negotiations for additional offices.

RADIO CROSS SEEN AS 318 MILLIONS
ADVERTISING is swamping the press and radio and a $2,000,000,000 total is seen for the year according to an article in the Wall Street Journal, Sept. 3, by Samuel Shane. According to Mr. Shane the advertising for this year would top the 1929 record if there were more paper and space for the press and more hours in the day for radio. Great volumes of institutional advertising are swelling the revenues of the four major networks, whose station business jumped 26.1% over 1942, it is stated. The indicated total for this year's gross billings is $318,500,000 compared to $274,800,000 last year. Gains for the first seven months of this year show BLUE, 66.8% CBS, 21.4%; NBC 16.1%; and ABC, 16.1%, according to the article.

BUNTE BROS, Chicago (Candy) last week started a varied weekly program of three to six announcements and five minute transcribed programs on WATF WCFL WJ1; WEHD WHFC, all in Chicago, and W5BH W5QI, Chester, and delivers, customers, from the factory, to the market by means of established marketing facilities.

GE SPOTS ON FM
One-Minute Announcements
On 16 FM Stations

ELECTRONICS DEPT. of General Electric Co. is sponsoring a series of one-minute announcements on 16 commercial FM stations three times a week, designed to give the public radio stations a driving edge in the market by means of established marketing facilities.

The petition also asserts that Mr. Koehne, acting for himself and all known creditors, "has long been endeavoring to obtain, directly and indirectly, from . . . BLUE Network Co., et al, material information advantageous and necessary for the due presentation of their claims to a court or courts." But the BLUE, the petition charges, has been and is still obstructing these efforts to obtain "Justice.

The proposed transfer, the petition asserts, "is in furtherance of such hindering . . . of recourse to Justice", and prays the Commission withhold the approval of the transfer "until substantial protection of creditors of BLUE Network be afforded."

Injunction Refused
(Continued from page 9)

that because of the representations made and his fear of their being carried out, he unwillingly sold the station to the defendant."

No Satisfactory Denial
Judge Peck continued: "There is no satisfactory denial in the defendant's answer. The alleged representations were made by his attorneys, and there is no apparent reason why the defendant, who paid a finder's fee to a broker for bringing the availability of the station to his attention and then requested the broker not to participate in the negotiations, should have engaged these particular lawyers in the sale, except for the impression which these lawyers would likely make upon the plaintiff.

The trouble with the plaintiff's case, on the other hand, is that he knew all the elements of the fraud, except the participation of his employees, and he suspected that, before he transferred the station, and still he had waited two-and-a-half years before seeking a recision. . . . The law is clear that an action for recission of a scale must be brought promptly after discovery of the fraud.

The suit to rescind the sale of WMCA to Mr. Noble will be heard early in the fall term of the New York Supreme Court, Mr. Handelman said. He added that some of Mr. Flamm's allegations may come up during the FCC hearings on the sale of the Blue Network to Mr. Noble, scheduled to begin Sept. 10, as these charges reflect on Mr. Noble's fitness to own and operate a network.
‘Loosening Up’ of War News Indicated After Davis’ Meeting With President

WAR NEWS from the military services will be loosened up a little, President Roosevelt indicated last week after a meeting with OWI Director Elmer Davis, Secretary of the Navy Knox, Assistant Secretary of War John J. McCloy and James C. Dunn, political advisor to Secretary of State Hull.

The President gave no details, but it is believed that the prompt release of stories on the Marus Island attack by the Navy indicates something in the way of a policy change.

Leaving the meeting with the President Mr. Davis said that progress had been made toward better coordination of news. The releases of the Army, Navy and State Departments have been handled independently of OWI unless other agencies have been involved, in which event they have been cleared through OWI.

Mr. Davis met the President on August 30, preliminary to the next day’s meeting with the other participants. It was his first conference with Mr. Roosevelt in several weeks. Asked why he did not go along to the Quebec meet- ing, now attended by Minister Churchill, he said he saw no need to go and wasn’t asked.

Linked to Resignation

The “loosening up” announcement recalls the recent resignation of Nicholas Roosevelt, who had been the liaison of OWI with the War and Navy Departments, and who worked for nine months to get the cooperation that would have made possible a better news and public relations job on military developments. Mr. Roosevelt, leaving head of the way he had to, the time he addressed the President, served, wrote Mr. Davis that “so long as the relations of the OWI with the War and Navy depart- ments rest solely on a basis of petition and suggestion, you, and only you, in the OWI can do anything further to improve the public relations policies of the Army and Navy.

Mr. Davis emphatically denied rumors of his resignation and refuted reports that the Office of Strategic Services would take charge in the OWI’s Overseas Branch. He expressed “disgust” at the persistency of the rumor and added that one columnist has had him resigning every other day.

Venting his anger at Rep. Ditter (R-Pa.) for his remark that OWI had violated its “probation” through recent “fumbles,” Davis remarked, “There was no probation involved. Our enemies in the hill wanted to destroy the OWI Domestic Branch, but when they found it would incur too much political opprobrium they tried to down us and failed.”

“They did manage to give us a pretty hard wallop,” he added. “And now it takes a lot of talk to talk about probation.” When a reporter visited that Davis did not look “softened up” by the Congressional action, he replied, “You bet I’m not softened up.”

Two New CBS Stations Bring Net Total to 139

WITH announcement that KTCB, Austin, Tex., has joined CBS and that WGAU, Athens, Ga., will begin CBS' services, the network stated last week that it now totaled 139 outlets, including its member stations in Canada, San Juan, and Hawaii. Contracts have been signed between the network and these stations, but wire lines have not yet been made available for five of the new affiliates.

KTCB, which will be a member of the special supplement group, operates fulltime on 1000 w day and 250 w night power, on 890 kc, WJJD, which became 500 kc, is owned by State Capitol Broadcasting Assn. WGAU, to become a CBS affiliate, is owned by J. K. Patrick Co., and operates fulltime on 1340 kc, 250 w.

NAB Districts Appoint Engineers to Committee

APPOINTMENTS to the NAB engineering committee have been made from ten districts with seven yet to choose their representatives. The growing shortage of technical personnel and critical materials such as transmitting tubes is expected to require the early attention of the committee.

The first NAB engineers have been named to date are: Dist. 1—F. M. Sloan, chief engineer, WBZ-WBZA; Dist. 2—T. C. Kenner, chief engineer, KDKA; Dist. 3—H. M. Piatt, chief engineer, WTOP; Dist. 4—C. H. Greaves, chief engineer, KMA; Dist. 5—J. C. Bell, chief engineer, WBRC; Dist. 7—J. P. E. Kessen, chief engineer, WBNS; Dist. 8—A. Freidel, chief engineer, WJR; Dist. 10—Henry E. Goldberg, WHB; Dist. 11—J. H. Beckwith, chief engineer, WNOX; Dist. 12—George Graves, chief engineer, KPO; Dist. 17—Joseph Kolesar, chief engineer, KMO.

ARCHBISHOP SPELLMAN will speak on WOR radio in New York on Sept. 9, 9:15-9:30 p.m., in behalf of local war bond rally in conjunction with the Third War Loan Drive to begin on that day.

ETHIEL SMITH, organist featured on the CBS Your All Time Hit Parade, has a dancing-singing role in the MGM film Coast to Coast, which stars Red Skelton and other radio personalities.

WNBN, New York, has acquired the special AP radio wire of Press Assn., New York.

ON THE EVE of his departure on a plane trip to Rome, the war ended in a forced parachute landing at the Burmese jungle Aug. 2, Eric Sevareid, CBS correspondent, was snapped with Major Don Thayer, who mailed this photo to CBS sportscasters Ted Husing and Jimmy Dolan. Mr. Sevareid spent several weeks in the wilderness before reaching safety in the Indian town of Mokokchung.

Ralph Wel Testimony Clarified by Committee

IN THE ACCOUNT of the last part of the foreign language phase of the House Select Committee’s hearings held in Washington during August (Broadcasting, Aug. 30), it was reported that Committee Counsel Eugene L. Garey found an apparent conflict between the testimony given by Ralph Wel, manager of WOR and WNYC, and the witness stand that Mr. Wel had previously given in a private examination by the Committee’s attorneys, as well as the fact that Mr. Wel had already been warned about testifying in a closed hearing. However, the Committee’s attorneys, after clarifying by Committee counsel, was announced Aug. 26 on the CBS World Today program.

THE POLITICAL campaign in Philadelphia getting under way, WIP has dropped its week's schedule. The Mayor, Newsday was stopped until the elections are over. Mayor Bernard Samuel, who used the program as a vehicle for "freeing chats," is a candidate to succeed himself. The station was faced with the choice of continuing the program or of doubling the time to provide for an afternoon newscaster, according to FCC regulations.

NEW YORK—The Blue Network kicks off its Super Interlude promotion with this week’s new Bill Cullen show, "Loosening Up." The show features a 10-minute musical program each week, starting 11 a.m. and 11 p.m. eastern standard time, and 10 p.m. central standard time. The show will be broadcast from the Blue Network studios in New York City.

Manor House

W. S. McLaughlin & Co., Chicago (Manor House), started sponsorship Sept. 7 of a quarter-hour morning musical program featuring Rin Tin Tin, the famous dog, on WLS, Chicago, three-week contract. The program is to be broadcast Mondays, Wednesdays, and Fridays.

Saf-kil Goes on Air

Saf-Kil Inc., Benton Harbor, Mich., has completed its morning programs varying from five to 15 minutes one to six times a week on WLS, WJJD, WMNN, WHKY, WSAZ, WIBC, WNOX, WLY, WKTW, WSB, WPIC, KMA, KTVW, WIBW, WVV.

Radio and Television Journal


The Associated Press

The Associated Press, New York City, is prepared to deliver full-color pictures and photographs to newsmen in all parts of the world. The service is available through the AP’s 24-hour service, and is designed to meet the needs of newspapers and broadcasters who require visual aids in their work.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Here’s how to get next to the billion-dollar Iowa market! New, impartial, all inclusive "Summer-Who" Iowa Radio Survey covers all 95 counties, disclosed 5-year trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in various age groups and educational levels—city, suburban and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

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

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British Study U. S. Radio
(Continued from page ?)

"mediocre" with the news bulletins and the chief exception. Few of the commentaries are "really funny," the average standard of the musical programs is not high, the talks are almost without exception banal." I believe this partly to the pre-production, and to the difficulty of finding enough to put on the air for 17 hours a day. "This might excuse a low average, but not the state of anything outstanding.

After citing the difficulties inherent in operating a government monopoly, The Economist said the BBC "exhibits all of the vices that might be expected from a state-run cultural institution", but added that BBC should not be blamed because it is "doing its best". The BBC is a "compromising body" because of the element of "political control", states the article. If the test of a broadcasting system is the excellence of its programs, the prescription should be not mere public control, but less, it was concluded.

Competition Required

To continue with the present system, according to The Economist, "would be to condemn broadcasting to the fate that would have attended the press if, from its birth, it had been nationalized. * * * There will be no excellence without competition."

Calling for a separation of the "foreign broadcasts" from "home programs", the article said the qualities chiefly lacking in the latter are "life and variety". Part of the remedy lies in encouraging the growth of personalities on the air, "instead of doing everything possible to prevent it". Individual broadcasters should be allowed to do their best to serve the public, so that, if necessary to annoy — but, above all, to get some positive reaction out of their unseen audience, instead of being neutral voices reading scripts from a script anything but to offend anybody has been carefully removed."

Reaching the question of a possible turn to some variation of the "American Plan", The Economist, continues:

"One obvious question is whether the financing of broadcasting by advertising would achieve these results. The chief example of this system is in the United States, and American broadcasting has much more to be said for it than might be thought on a priori grounds. It certainly has life and more variety than the BBC, and the advertising influence does not drag the programmes down to the lowest common denominator. But, on analysis, the virtues of American broadcasting are not due to its advertising sponsorship (except perhaps in respect of the ample funds that are thereby made available to the programme-builder) so

much as to the fact of competition."

The four big networks compete most fiercely and directly for the listener's and the advertiser's favour; and both livelihood and variety are due to that. Competition might achieve them without advertising — advertising without competition certainly would not.

Best of Both

"The future basis for British domestic broadcasting should therefore, be one of license-financing combined with competition, thus including the best features of both the present British and American system. If license revenue alone cannot provide adequate funds, then (and then only) a certain minimum of advertising might perhaps be admitted. But even the essential thing is to secure competition, which would not rescue the BBC from its present exposed position and remove the causes of timidity, but compel attention both to life and to variety."

"This result would not be difficult to achieve. Let the state own the physical apparatus (whether by radio wave or by wire) and apportion its use to the competing broadcasters on an equitable basis. Let, say, three competing program companies be chosen. If more than three otherwise qualified groups offer, let there be a competitive bid for the right to use the physical facilities. Let the contracts include conditions which would specify the hours of broadcasting and the number and type of separate programmes to be transmitted. Let 25% of each listener's fee go automatically to each of the programme companies. And let each listener, on paying his fee, nominate one of the three companies to receive a fixed 25% of his fee. These details are, of course, only illustrative of a general principle, by which the interests of the state could be combined with a healthy liberty of development for the youngest art."

New BBC Yearbook

ACTIVITIES of the British Broadcasting Service in 1942 are set forth briefly in the 1943 BBC Year Book, recently issued. In addition to reviewing the year's broadcasting, and listing some notable programs, the Year Book contains special articles by British authorities, one of which is by Edward R. Murrow, European director for CBS, on transatlantic broadcasting.

BBC Starts Series

A NEW SERIES presenting to British factual pictures of America has been started by the BBC. Geoffrey Bridson, British writer-producer in charge of feature programs for BBC's North American service, is author of the documentary show, first of a series of six to portray representative sections of America.

Blue Names Feldman

ARTHUR FELDMAN, special events correspondent for the BBC for several months, has been appointed special features reporter for the BLUE in London, according to an announcement by G. W. Johnstone, BLUE director of news and special features. Mr. Feldman will assist George Hicks, manager of the BLUE's London office, and will temporarily take over as manager when Hicks visits the Allied Force Headquarters in North Africa. Prior to working with the BBC, Mr. Feldman was assistant director of special events at NBC.

Graham Campaign

GRAHAM Co., New York, packer of mixed nuts and over 26 varieties of dried vegetables under the Red-Robin brand name, through its newly appointed agency Emil Mogul Co., New York, has launched an extensive campaign, employing radio, in principal cities in the eastern half of the country. Plans for eventual national distribution of Red-Robin products are being formulated. Graham will divide its 1945 advertising appropriation between the Mogul firm and Commercial Radio Service, New York, agency already handling its account. Firm has signed a 26-week contract for participations on WOR, New York, starting Sept. 7, through the latter agency.

Pinelhurst Answer

R. L. SWAIN Tobacco Co., Danville, Va., maker of Pinelhurst cigarettes, has denied Federal Trade Commission charges of misrepresentation in alleged claims for soothing properties and absence of irritating effects of its cigarettes. Asserting that its statements are true, with the exception of the advertisement "The cigarette the doctor smokes", which it admits could be misleading and which has been discontinued.

HAROLD FLEMING, NBC commentator, and financial editor of the Christian Science Monitor, is the author of an article on the financial aspects of the war, appearing in the August issue of Read magazine.

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Broadcasting • Broadcast Advertising
HIGHLIGHTED by a personal letter from President Roosevelt, a farewell dinner to William D. Terrell, who retired Aug. 31 as Chief of the Field Division, Engineering Department, FCC, was attended by 68 of his associates, co-workers and friends in Washington. Shown here (1 to r) C. C. Kelster, FCC Chief Inspector at Boston, oldest man in the service; Mr. Terrell; Arthur Bachelor, Chief Radio Inspector in New York; FCC Chief Engineer E. K. Jett; George S. Turner, Mr. Terrell’s assistant, named his successor; George Sterling, Assistant Chief Engineer of the FCC in charge of Radio Intelligence Division. President Roosevelt wrote Mr. Terrell: “I take the occasion of your retirement from federal service to convey to you my thanks and gratitude for the 40 years service in the field of governmental radio services. You can well be proud of the record you have made.”

Turner Replaces Terrell at FCC
Former Assistant Becomes Chief of Field Division

GEORGE S. TURNER, assistant chief of the Field Division of FCC since 1940, has been appointed chief of the division, replacing William D. Terrell, who retired from Government service last week after 40 years outstanding work in the field of communications [Broadcasting, Aug. 30].

Mr. Turner joined the Federal Radio Commission in 1931 as radio inspector in charge at Atlanta, coming from the Department of Commerce where he served from 1924 to 1931 as radio inspector and assistant radio supervisor of the Radio Division.

During World War I he was a radio instructor at the Great Lakes Naval Training Station and was later commissioned Ensign in the Volunteer Naval Reserve. After the war Mr. Turner became the original radio operator-engineer at 9XAB Kansas City, one of the first experimental radio broadcast stations in the middle west. He worked for the Southwestern Bell Telephone Co. in Kansas City before moving to the Commerce Department.

A native of Independence, Mo., Mr. Turner has the degree of bachelor and master of law from the Atlantic Law School in Atlanta. He is a member of the Georgia Bar and the Institute of Radio Engineers.

Heads 3rd Loan Radio

A. N. STEELE, vice-president and radio director of D’Arcy Adv Co., has been placed in charge of production for the various radio programs to be broadcast during September in connection with the Third War Loan Drive. Mr. Steele, who will work from the New York offices of the Treasury Department, handles for D’Arcy the various Coca-Cola programs and the Owens-Illinois Glass Co. show on CBS, titled Your Home Front Reporter.

New Hooper Ratings

RADIO sets-in-use in the two-week period from Aug. 15 to Aug. 30 scored a rating of 21.1 in the C. E. Hooper national program rating report for Aug. 30, up 1.5 over the last Hooper report as well as for the same period a year ago. First place in the list of “First 25” goes to Mr. District Attorney with the first half-hour of Kay Kyser’s program in second place, and Your Hit Parade third. Others in the group in order are: Dumante-Moore-Cugat; Take It Or Leave It; Screen Guild Players; Bing Crosby; Joan Davis-Jack Haley; People Are Funny; Gabriel Heatter [Mon., Wed., Fri, Thurs.]; Vox Pop; Rui; Tommy Riggins; Judy Canova Show, and Waltz Time.

Kellogg Sponsors Kiernan

IN ADDITION to sponsoring Gilbert Martin, news commentator, on the BLUE, Monday through Friday, 11:30-11:45 a.m., Kellogg Co., Battle Creek, Mich., is sponsoring Walter Kiernan, news commentator, in the same time on WMAL, BLUE’s Washington outlet. Kellogg promotes Gro-Pop Dog Food on the latter program and on 104 BLUE stations carrying the Martyn commentaries. Kellogg’s “All Bran” is promoted on the remaining 50 southern stations of the network. Agency is Kenyon & Eckhardt, New York.

Williams Discontinues

J. B. WILLIAMS Co., Glastonbury, Conn., sponsor of the True or False quiz session on the BLUE since 1938, will not resume the program in September as originally planned when it scheduled The Adventures of Nero Wolfe in its Monday 8:30 p.m. slot as a summer replacement. The latter mystery show was discontinued on the BLUE after Sept. 27 broadcast. Agency is J. Walter Thompson Co., New York.

Baillie Reviews Tour

HUGH BAIIILIE, president of United Press, in a radio address on NBC Aug. 31, described his recent tour of the war fronts, pointing out that war correspondents were “in the field were risking life and limb in the front lines to bring the world a first-hand account of World War II.” Mr. Baillie told about the high morale of American soldiers in England and North Africa, and related some of the high points of the Sicilian invasion.

Grid Disc Forecasts

Because of the shorter football season this year, Touchdown Tips, weekly series of football forecasts by Sam Hayes, will consist of 10 instead of 13 programs. This year the programs will be recorded simultaneously in Hollywood, Chicago and New York, so that each station will receive the transcriptions well in advance of the day for which the games are scheduled. Eight former subscribers to the series, now in its fourth year, have already signed for the 1943 discs. Stations are WMAL, WNOE, WJZ, WOR, WHK, WWKB, WIBW.

W. C. ALCORN, general manager of WIBW, announced the station’s acquisition of an AF wire. Service will include hourly summaries in addition to Teletypes and dispatches.
WMAQ Starts Earlier

**Effective** since Sept. 1, WMAQ Chicago, Inc., is on the air earlier in the morning, starting at 5:30 a.m., instead of 6:00 a.m. CWT. The new schedule is part of the station's efforts to be of better service to early rising war workers, it was announced by Harry G. Kopf, NBC vice-president and general manager of the Central Division.

**LOB INDOOR STORES, Third Ave. and 51st St., Chicago, Ill.**

**CLOTHING STORES, 711 S. Halsted St., Chicago.**

**BOND CLOTHING STORES, 1505 W. 26th St., Chicago.**

**NEW BROADCASTING STATION, 2025 S. Arkansas Ave., Chicago, Ill.**

**WMAQ-Stations, Inc.**

**Owned and Operated by St. Paul Dispatch Pioneers, Minneapolis, Minn.**

**Daily Times**

**FREE A PETERS, INC. - Nat'l.**

**American Home Products, Inc., 30 W. 42nd St., New York, N.Y.**

**BROADCASTING**

**Broadcast Advertising**

**WMAQ**

**Broadcasting**

**Chicago**

**St. Paul**

**Minneapolis**

**Blue Network**

**NEWSPAPER**

**THE NORTHWEST'S BEST**

**Broadcasting Station**

**St. Paul, Minn.**

**Owned and Operated by ST. PAUL DISPATCH PIONEERS, ST. PAUL, MINNEAPOLIS, MINN.**

**DAILY TIMES**

**FREE A PETERS, INC. - Nat'l.**

**Wanted**

**Announcer-Newsman**

**Regional 3 km, CBS station affiliation.**

**Must be fully qualified by experience, draft exempt, flair for news, capable of preparing and conducting writing, real opportunity for one who can qualify.**

**Box 194, Broadcasting**

**Acton of the**

**FEDERAL COMMUNICATIONS COMMISSION**

**AUGUST 28 TO SEPTEMBER 3 INCLUSIVE**

**Decisions**

**Tentative Calendar**

**RCA, New York—Having on application for transfer of control of Blue Network, licensee of WJZ New York, WENER Chi-

congesting a Monday in the Friday session of her "WCHS 530 Club of the Air," That W. Va.

men, it takes in some kind of ordering recipes and a house of dolls, the hit, and the

The show is with music and

she's going to the better time when the "530 Club" is on. 3,400 is the exact number of signed-up members who agree to listen as well as buy the sponsored merchandise. The show is varied, with music and music started another woman. It takes in some kind of ordering recipes and a house of dolls, the hit, and the

d the time to 55 seconds. I hear there's an opening available, and that this station or a Bronham man are the ones who should be contacted. Regards Yrs., AGLY

**WCHS**

Charleston, W. Va.

**BRITISH COLUMBIA LAW OF OPPORTUNITY**

**Covering 70% Of B. C.'s Population**

VANCOUVER, CANADA

H N STOVIN (STOVIN)

**NOW MORE THAN EVER**

**BROADCASTING**

**Broadcast Advertising**

**BOX 194, BROADCASTING**

**Wanted**

**Announcer-Newsman**

**Regional 3 km, CBS station affiliation.**

**Must be fully qualified by experience, draft exempt, flair for news, capable of preparing and conducting writing, real opportunity for one who can qualify.**

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**BROADCASTING**

**More Than Ever**

**VTC**

**MINNEAPOLIS**

**ST. PAUL**

**Owned and Operated by ST. PAUL DISPATCH PIONEERS, MINNEAPOLIS, MINN.**

**DAILY TIMES**

**FREE A PETERS, INC. - Nat'l.**

**WANTED**

**Announcer-Newsman**

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**Announcer-Newsman**

**Regional 3 km, CBS station affiliation.**

**Must be fully qualified by experience, draft exempt, flair for news, capable of preparing and conducting writing, real opportunity for one who can qualify.**

**BOX 194, BROADCASTING**
**Optimist Week**

RADIO programs will compose the most important part of the seventh annual observance of "Optimist Week", Oct. 17-23, according to Norman Ulltright, assistant manager of the Optimist International. More than 150 radio stations will air two 15-minute programs on Optimist Week, in connection with this year's appeal for brotherhood. Observance is sponsored by Optimists clubs of the United States, Canada and Puerto Rico as an appeal for more friendliness, cheerfulness and cooperation among individuals and groups, especially those connected with the war effort. Observance will also urge more public interest in the community youth problem.

**DENVER DRY GOODS** Co. has signed with KLZ Denver for a series of programs, McCall's Sewing School of the Air. The first on Denver Daily Good newspaper ads and spot announcements over KLZ are part of the store's promotion to enlist enrollees in their sewing school.

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**CLASSIFIED ADVERTISEMENTS**

**WANTED**

**SALES PROMOTION**-Excellent opportunity for experienced, able, energetic Sales Promotion man, capable of taking full charge of all Sales Promotion activities of local independent radio station in major market. Must contain complete experience, details, salary requirements. Box 360, BROADCASTING.

**WANTED**SALESMAN—Now is the time to get set for the future. Splendid territory. Three cities grouped together. 150,000 population. Must have proven sales records. Position with Mutual. Box 253, BROADCASTING.

**ENGINEER**—First or second class licensed, for transmitter operation. Daytime only. Write or wire WGN, Chicago, Ill., Box 266, BROADCASTING.

**ENGINEER**—Fremont 4th & 14th possible personality announcer with continuity and production experience with KFYI, Phoenix, Arizona. Located in non-defense farming area with post-war stability. Send photo, draft status, references, transcription. Box 261, BROADCASTING.

**WANTED**—Engineer or operator with announcing ability for a relief announcer and operator. Box 267, BROADCASTING.

**Announcer**—Who can write commercial copy that sells. Will pay $50 to start. Write Radio Station WHBL, Sheboygan, Wis., Box 198, BROADCASTING.

**Continuity Writer Editor**—Female, excellent opening with well known weekly magazine or news magazine. Must have immediate information immediately. Photo, Salary. Box 263, BROADCASTING.

**Draft**—Deferred—Licensed first, second, or third class operators. Rocky Mountain 3 kw. network station. Box 268, BROADCASTING.

**WANTED**—Announcer—Deferred, network experience, seeks permanent position. Box 266, BROADCASTING.

**Permanent Position Wanted:** By engineer. Age 29. Technical school graduate. Two years chief-engineer 250 watt. Installation experience. Two years laboratory maintenance. 47. Box 267, BROADCASTING.


Young Lady—Experienced program director. Announce and control board operating; continuity writer. Desires change. Box 259, BROADCASTING.
New Seniority Wage Compact Ordered in Coast WLB Ruling

Arbitration Decision Between IBEW and KPAS Modified, With Increases Based on Merit

MODIFYING arbitration decision made in the technician's pay scale controversy between KPAS, Pasadena, Calif., and Local 40 of the International Brotherhood of Electrical Workers (AFL), the Tenth Regional War Labor Board, San Francisco on Aug. 19, authorized a new wage scale rate, based on seniority, and retroactive to Feb. 15, 1943.

On hourly basis, new pay scale, as approved by the WLB is as follows for technicians: first six months, $1.64; second six months, $1.36; second year, $1.48; third year, $1.60; fourth year, $1.70.

Increases thereafter, it was pointed out in the WLB authorization, shall be based on merit. New rates, as established, are not to be construed as meaning that those employees now paid in excess of the scale are to be reduced to conform to the scale. Thomas Fair Neblett, chairman of the Tenth Regional War Labor Board, stated in the written ruling.

First Plea Rejected

It was cautioned that no such reductions shall be made. Provision was also made that any employee who has either quit or been discharged from KPAS, since Feb. 15 shall receive the amount of the increase for his classification up to date on which employment with the station terminated.

Original request by the union was for a $1.70 hourly minimum rate. This was turned down by the 10th Regional WLB, following a decision in favor of the union by George Chaney, U. S. Conciliation Service and arbitrator, in mid-July. [Broadcasting, April 19], ruled that technicians and technical supervisors of KPAS were entitled to a pay scale equal to the highest in the Los Angeles economic area. Mr. Chaney at that time ordered KPAS to pay $291.67 monthly for technicians and $322 per month for supervisors.

Arbitrator's award was subject to review by the 10th Regional WLB. National Association of Broadcasters, following Mr. Chaney's decision, filed a protest brief in behalf of the broadcasting industry [Broadcasting, July 15]. It was included in the WLB review session held in Los Angeles on July 1. Original negotiations between Local 40 of the IBEW and KPAS were opened June one.

Union expressed dissatisfaction with the decision saying that in effect it would require any newly employed technician, regardless of prior experience, to work three years at apprentice wages before receiving the journeyman's rate of pay. Further that any such tenure scale defeats the entire purpose of the stabilization program by giving the employer with the greatest labor turn-over a distinct competitive advantage over the other employers who see fit to retain their personnel.

WNYC's Music

TO PROVE that WNYC, New York's Municipal station, does not "exist just for and due to" recorded music, as pointed out in a chance remark to the station staff, WNYC finds that of the total 640 hours broadcast in June, 293, or better than 65.1%, were devoted to good music, while in July the totals were 337 hours out of 405, or better than 83% devoted to fine music, the station reports. Breaking down these musical hours, the survey shows that during June WNYC broadcast 63 hours and 25 minutes of live music from studios and concert halls—or 21% of the total music broadcast during the month. In July, the figures read 82 hours and 50 minutes of live music, or better than 20% of all the music broadcast on WNYC during that month.

'Snow Village' Ends

PROCTOR & GAMBLE Co., Cincinnati, sponsor of the five-weekly serial 'Snow Village' on NBC, has agreed with the owners to terminate the current run of the rural New England serial and the show goes off the air Oct. 8. Formerly a nighttime show Snow Village will now return as an evening half-hour on a sustaining basis or for another 20 half hour programs. Unit Adj., New York, P&G agency. William Ford Manley writes the series, and Harold McGee directs and produces it.

WOWO Wower

CHARLES BARNHART, of Fort Wayne, has celebrated his last 15 birthdays by singing over WOWO Fort Wayne. This year was no exception as the white haired gentleman celebrated his 90th birthday by singing "You Have Always Been the Same to Me".

Cal. Draft Assurance

ASSURANCE that key men in the broadcasting industry, necessary to carry on radio's wartime role would be given every consideration by local draft boards, has been voiced by California State Selective Service officials. They recently advised a committee representing the Hollywood broadcasting industry that the State Selective Service would work directly with radio employers for the purpose of interpreting status of those affected so that an orderly withdrawal of personnel could be made without seriously dislocating the industry. It was pointed out by the Hollywood committee that problem of giving temporary deferment to writers and producers is purely sectional and would affect less than 275 men.

Mayo Joins RAC

JOHN MAYO, station contact man for Associated Music Publishers, transcription library service, on Sept. 1 joined the New York office of Radio Advertising Corp., station representatives, in sales and station relations capacity. Before traveling the country for AMP, Mr. Mayo was with NBC in Washington and CBS in New York.

Seed Corn Sponsor

CROW'S HYBRID CORN, Milford, Ill. (seed corn), started on its television station program Aug. 30 sponsorship of an early morning thrice-weekly farm news quarter-hour program on WLS Chicago. Company has also contracted for a three-and-a-half hour musical quarter-hour morning show on KFOO, Dubuque, Iowa. Agency is Crichton & Co., Chicago.

Kennett To Direct New CBS Branch Program Relations Division To Aid Net Affiliates

CLOSED following the appointment of William Lewis to a special assignment with CBS studying radio program service, [Broadcasting, Aug. 9], the network last week announced formation of an early draft division of its program department, with Robert L. Kennett as manager.

Resigning as program director of WHAS, CBS outlet in Louisville, was Mr. Lewis, upon his promotion to station Sept. 1, a year after he suggested such a division to CBS officials as a means of working out problems confronting networks and local stations. A. W. Marlin, manager of WMAS Springfield, Mass., takes Kennett's place at WHAS.

Acquaints Affiliates

According to Douglas Coulter, CBS director of broadcasts, its creation is one of a series of moves to acquaint affiliates with network program policies, and to apprise the network program department of station program problems.

Principal functions of Mr. Kennett's job, Mr. Coulter said, will be—"to visit CBS affiliates and learn why they accept or decline network sustaining programs, and what advantages and disadvantages each program offers; to confer with station program managers about their own programming problems; to seek specific local programs suitable for network shows and call them to the attention of CBS; to be host to station managers visiting New York, to meet the people and attend rehearsals and broadcasts which interest them, and to supervise network broadcasts which originate with affiliated stations."

Slaughter Leaves FCC To Join D. C. Law Firm

HARRISON T. (Sam) SLAUGHTER, senior broadcast attorney of the FCC, will leave the Commission Oct. 1 to become a partner in the Washington law firm of Pierson & Ball. Senior members of the firm are W. Theodore Pierson, former FCC attorney, and Frederick J. Ball.

Mr. Slaughter joined the FCC in 1944, and handled tariff and rate matters before becoming a member of its Law Department in 1958. He has been in broadcasting work since that time, under Rosel H. Hyde, Assistant General Counsel. A native of Ohio, Mr. Slaughter attended U. of Ohio. He received his law degree from National U. Law School, Washington, in 1937, attending school while with the FCC.

CAPT. MEREDITH WILLSON, formerly Hollywood musical director of the NBC network, Coffee Palace, and now with the Army Special Service Division, is composer of the war song, "Fire Up," dedicated to Chemical Warfare Service.
CLEAN AS A HOUND'S TOOTH

KMBC
OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS
PRETTY BIG PACKAGE FOR A PEANUT!

WHAT does it profit an advertiser to buy colossal coverage if he gets only a peanut-size audience?

WKY’s big, attractive package of coverage is no decoy. It comes filled with the stuff advertisers need more than anything else... audience. Other packages may look as big and cost less, but it’s the contents that count.

WKY has more coverage in Oklahoma than any other Oklahoma City station. It has the biggest, most attractive package in this respect. But WKY’s package contains more audience both by volume and by weight.

Weighed on the Hooper scales during the June-July period, for instance, WKY had in Oklahoma City 44.3% of the morning audience; 58.1% of the afternoon audience; and 53.0% of the evening audience.

Advertisers get full measure on WKY... they get coverage, they get audience, they get results. When an advertiser gets these three things at WKY’s economical cost, he’s got everything!

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