The New 1943

IOWA RADIO AUDIENCE SURVEY

Read all about it on the back cover of this issue. The supply is limited to conserve paper. You will want this book—so please order now—or phone any FREE & PETERS office. Ready about Oct. 15th.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
On Friday afternoon, August 13th, Mr. L. J. Johnson of the Tulsa Fruit Company called KVOO's Commercial Department. A full refrigerator carload of frozen cherries, he said, had been received in the Tulsa market through error. These cherries had to be sold quickly to prevent loss. Could we help him out?

After a hurried conversation, Mr. Johnson took six 100-word announcements at the following times: Friday—5:05 and 5:30 p.m.; and Saturday—6:30, 7:30, 9:00, and 9:45 a.m.

Some folks (who don't know about KVOO's faithful audience) call these "dog" times. But see what happened to Tulsa Fruit Company's cherries!

In four selling hours, 1680 people paid $5.00 each for a 35 pound lug of cherries. Hundreds more were disappointed. And they had to drive out to a railroad siding in 100 degree plus temperature! No other advertising of any kind was used.

We don't think it necessary to point out the moral of this true story, but we do want to tell you about it.

With results like this, Mr. Johnson might have been reminded of that old tune "Life is Just a Bowl of Cherries," when one uses KVOO to move merchandise.
They wear no uniforms and get no medals but the engineers and operators of United States radio stations are doing a vitally essential, though little heralded wartime job. THEY ALSO SERVE!

Big news breaks, patriotic programs and government information services all hinge upon the ever watchful work of the technicians—as do radio's regular offerings from the concert auditorium, classroom, army camp and town hall.

It is with a deep feeling of pride that WSM salutes these men behind the scenes on its own staff and throughout the United States.

HARRY L. STONE, Gen'l Mgr. • NASHVILLE, TENNESSEE • NBC AFFILIATE
The Beautiful Ante-
Bellum Homes of Natchez
ARE IN WWL-LAND
And so are 608,090 radio homes from 5 different states!

WE CALL IT “WWL-Land” because WWL, the only 50,000 watt, clear channel station for hundreds of miles around, is five times more powerful than its nearest competitor.

YES SIR, if you want to sell something to the Deep South, here’s your station:

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South’s Greatest City
It's SCHOOL TIME 
IN WEST VIRGINIA 
FOR Time Buyers TOO!

WCHS COVERS 20 W. Va. Counties (Daytime Primary)
These 20 Counties furnish 49% of W. Va's Effective Buying Income
...and they account for 50% of W. Va’s Retail Sales...
They also comprise 48% of all the Radio Homes in W. Va.

National Representatives.
THE BRANHAM COMPANY

WCHS
CHARLESTON, WEST VIRGINIA
CBS - 5000 WATTS - 580 KC
Stringy's in the Movies Now!

A few months ago we told you how Alvino Rey's Orchestra had begun using Sonovox to make Alvino's electric guitar "talk and sing"...how the stunt had caught on from coast to coast...how Stringy (the guitar's voice!) was actually getting fan mail!

Now, Alvino Rey, his orchestra, the King Sisters and Stringy have just been starred with Allen Jones and Kitty Carlisle in Universal's "Larceny With Music" produced by Howard S. Benedict and directed by Edward Lilley!...

Watch your papers and see this entertaining show. Ten to one you'll fall just as hard for Stringy (and Sonovox) in the movies as millions of other fans have on the radio!

And—if you want a live demonstration of how it's done, call any of the offices below for an appointment.

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Italy Armistice Gives Radio New War Role

Eisenhower Uses Medium to Tell World

ITALY'S unconditional surrender last Wednesday gave radio its biggest news assignment of the war, and perhaps of all time. It was handled in split seconds through the teamwork of the major press associations and the acclivity of radio correspondents and commentators.

It was the first surrender in history told by radio. Gen. Dwight D. Eisenhower himself read his "radio proclamation" of the armistice with Italy over the Algiers radio as commander in chief of the Allied Forces during the Wednesday noon-hour. It was picked up by broadcasting networks and stations throughout the civilized world.

BADGOLIO ON AIR

Italian Marshal Pietro Badoglio's proclamation to the Italian people also came by radio over the Rome stations. Radio wavelengths—domestic and shortwave alike—sagged heavily with the earth-shaking news. The Nazi radio sought to ride the blow to its prestige by shouting defiance and proclaiming the establishment of a new Facist-Quisling Government under the ousted Mussolini.

Intermingled with the word of the Italian collapse was a persistent plea from all microphones in the United States that the American public take the news with concern, and that this is no time to be celebrated. President Roosevelt himself touched off this appeal, lest the Third War Loan campaign, largest loan ever floated, bog down on the theory that the war is about over. All news programs, and most all others, carried this message. It constituted the most concentrated and intensive radio campaign on a single subject ever voiced. It is believed to have averted what might have been a calamitous result for the 15 billion dollar war bond campaign.

Handing of the surrender by radio pegged another of radio's tremendous roles in World War II. It was strictly in the field of news dissemination and maintenance of public morale.

In the field of actual warfare, radar, the ranging and detecting device, is destined to show up in the post-war era as the "secret weapon" that was a major factor in victory. It kept the British Isles secure during the blitz, has done a miraculous job in the Pacific and is keeping the enemy at bay on all war fronts. Our radar superiority over that of the enemy has been evident in recent victories.

Radio propaganda in the short-wave field, handled largely through OWI Overseas Branch, though criticized in some quarters, has performed outstandingly in the softening up process by imparting the objectives of the United Nations to beleagured peoples.

The whole story can't be told of the job of both broadcasting and of radio communications until the World War II history is written. When it is, it will be astounding, according to the people in Government and industry who know but can't tell.

The handling of the unconditional surrender story likewise may not be told in detail until the Mediterranean phase of the war is over. Presence of Com. Harry C. Butcher, naval aide to General Eisenhower in North Africa, is certain to have some bearing upon it. Com. Butcher is a practical broadcaster—for more than a decade the head of Washington operations of CBS, including its local WTOM. He left the Washington vice-presidency of CBS more than a year ago for active duty in the Navy, and later was called by Gen. Eisenhower to serve as his aide in London, and then went with him for the North African and Italian campaigns—and conquests.

Ahead of Time

First announcements of the surrender were broadcast 45 minutes before the time OWI had planned to break the news to the world, beginning with the formal announcement by Gen. Eisenhower at 12:30 P.M. In view of the precautions taken by the military censorship to guard against leaks, considerable mystery surrounded the flashing of bulletins from press services in Algeria. Elmer Davis, OWI director, quoted by reporters Wednesday, was unable to shed light as to how the news had cleared the censors in Algeria.

It later developed that the commercial wire channel of Mackay Radio & Telegraph Co. had flashed the news in advance to the AP, UP and INS, which promptly fed the information to the networks. Mackay then asked the services to hold up the news as it had not yet been cleared by the censors in Algeria. But it was too late. The news was already in circulation.

With the news out, OWI immediately began broadcasting bulletins to the world over American shortwave transmitters and at 12:30, as arranged, Gen. Eisenhower made his announcement. OWI sent out a continuous barrage of news to Europe in Italian, German and English, approximately 150 announcements being broadcast within 24 hours.

Urged to Help Allies

The Italians were urged to help the Allied forces drive the Germans out of Italy while the French were warned to prepare for the time when action is ripe. Italian naval vessels were asked to make for the nearest United Nations ports through broadcasts by Sir Andrew Browne Cunningham, Allied naval commander.

Gen. Eisenhower's announcement was recorded by OWI in New York and rebroadcast in 18 languages over 20 transmitters to all parts of the world. The General's broadcast was made under favorable atmospheric conditions and was received in New York as clearly as though he were in the studios there, Mr. Davis asserted.

Domestic commentators handled the news with care, generally refraining from unduly speculative comment of military nature. J. Harold Ryan, Assistant Director of Censorship, in charge of broadcasting, stated: "We had no calls from broadcasters during the period in which the story was released, which indicates their competence." (Continued on page 35)
AP Managing Editors Discuss Cooperation by Radio, Press

Paul White Declares CBS Will No Longer Allow Commentators to Voice Editorial Opinions

THE PART radio has played in the war effort and in stimulating the nation's press was forcibly brought out in discussions last Thursday at the managing editors' three day meeting in Chicago.

Newspapermen and radio executives took up their mutual problems and discussed ways and means of the wartime contributions of radio and press, the future of the two "augmenting" mediums and the hope that closer cooperation would result in a better understanding of their particular functions.

Paul White, CBS director of news and public events, announced that the network no longer will permit commentators to voice editorial opinions.

Barrett Presides

Stanley P. Barnett, Cleveland Plain Dealer managing editor, who presided at the forum, introduced the other speakers: William J. McCambridge, president of Press Assn.; Mr. White; Adolph Opfinger, director of programs, MBS; C. W. Johnstone, director of news, BLUE; William P. Brooks, director of news events, NBC; Col. R. Ernest Dupuy, of the Army Bureau of Public Relations; Capt. Leland F. Lovette, Navy director of Public Relations; Col. Edward M. Kirby, chief of Radio Branch, Army Bureau of Public Relations.

An indication of the national popularity of radio news broadcasted was given by Mr. Barnett, who cited figures of a large network's hours devoted to news which rose from 938 program hours in 1941 to 1,280 in 1942.

He quoted newspapermen who expressed fear of a "ringing competition", but who felt, rather, that "radio newscasting had stimulated interest in the press". He added, "radio news broadcasting can't exist at a quality that can't be matched by the cold type of the daily newspaper; it has the speed and timeliness geared to an age of speed. We may have the press' permanent or the strong, well considered values necessary to a complete appraisal of the news. No doubt newscasting has improved tremendously, in the past three or four years and I make a bow to those radio executives who have brought this important branch of broadcasting from the forest of irresponsible to the paths of integrity."

Mr. McCambridge advocated that newspapermen develop a press laboratory toward utilizing recent developments in FM, television and other radio techniques. He predicted small towns would look to be provided with portable television sets which could bring events far afield into their homes. He asked if newspapermen were ready to take that a step further.

Paul White, who announced that henceforth no editorial opinion by commentators would be broadcast on CBS, said the problems that beset a newspaper are encountered in radio. Blunderers, phony prophets, self-styled authorities and inside dopesters, whether on the air or in news columns, he said, were "a menace to the freedom of speech."

News Popularity

Illustrating the rise of news broadcasts, Mr. Brooks said that in 1938 news broadcasts took 3.6% of the total air time on NBC; in 1941, 10.5%; and in 1942, 16.4%; a figure he believed designated its commercial value. On the future of news, both in press and on radio, Brooks said that peace news with its international and personal significance would be just as important as war news is at present.

Mr. Johnstone described the BLUE's operations since it became (Continued on page 60)

Radio War Effort Is Lauded by Hoyt

Tells How Advertising Aids Government Activities

THE WARTIME effort of radio, advertising, cinema and publishing industries was warmly commended by Mr. Hoyt, president of the Opinion War Intelligence Commission, OWI, who outlined a four-point program for the government news agency in an address last Wednesday night before members of the managing editors' Ass'n. in their annual conference at the Drake Hotel, Chicago, Sept. 8-10.

Mr. Hoyt's subject was "OWI's Pictorial Coverage of the War," and he enlarged on a program "to keep the news of the war flowing, to prevent confusion in the news, to enlist public cooperation on war programs and to be of service to the media of information."

Support Offered OWI

Mr. Hoyt said that over a year ago representatives of the War Advertising Council came to OWI to offer the support of the nation's advertisers, and that after they started the OWI program of support until they were sure they could be of a consistent Government story the OWI saw the need and organized the various government drives.

As evidence of the results, Mr. Hoyt said that in 1942 there were about 15 million victory gardens compared with less than 5,000 million victory gardens in 1943; that in less than a year 500,000 voluntary workers were brought to farms and processing plants; that farmers were asked to plant a record number of acres, and they have done so; that on Aug. 1 a program was begun to recruit nurses and by Aug. 23 nearly 25,000 inquiries were received by the Nursing Council; that in June 1942, 1,000 tons of tin scrap were collected, and it is now being collected at the rate of 20,000 tons per month. In November 1942, a silk and nylon hosiery drive was inaugurated which resulted in a collection of 2,500,000 lbs., or some 45 million pairs by Aug. 14; and that the effectiveness of the fat salvage campaign was proved by an increase from 3,018,588 lbs. in August 1942 to 5,954,000 lbs. in June 1943.

Emphasizing the spirit of cooperation enjoyed by the OWI, Mr. Hoyt said, "At a present cost of around $2,000,000 dollars the government is getting free of a burden worth of time and talent from radio advertisers and the radio industry. Mr. Hoyt said the advertising industry contribution in the past 12 months was $1,000,000 dollars, and the goal set for the next 12 months is $500 million dollars worth of space and time—roughly a third of the total annual amount of all advertising expenditures for the entire country.
Cox Probe to Charge Fly With Contempt

Report to Suggest License Powers Be Stripped

TO BE TOPPED OFF by a recommendation that "contempt of Congress" proceedings be lodged against FCC Chairman James Lawrence Fly, legislative fireworks likely upon radio are expected with the reconvening of Congress this week.

Here is a lineup of events, both scheduled and predicted, foreseen before this session gets many days old, as a result of the findings of the House Select Committee to Investigate the FCC, the so-called "Frankfurter opinion" of the Supreme Court, and the insistent demand for remedial legislation:

Charge Against Fly

1. A recommendation will be made to the House in the interim report of the Cox Committee, to be filed shortly, that Chairman Fly be cited for "contempt of Congress" because of his refusal to produce records and testify in connection with the so-called Neville Miller trial by the Board of War Communications, of which Mr. Fly also is head.

2. The Cox Committee, in its interim report, will recommend that "short range" legislation be passed to strip the FCC of power to revoke licenses of stations or issue temporary renewals, with the final judgment to be vested in the district courts, and with mandatory jury trials.

3. Rep. Louis E. Miller, (R-Mo.) Cox Committee member, is expected to offer a bill to transfer the FCC's Radio Intelligence Division to the Army and to abolish the Federal Broadcast Intelligence Service, pursuant to the recommendations of the Joint Chiefs of Staff, and the provision expires today.

4. Efforts are being made on the one hand to speed hearings before the Senate Interstate Commerce Committee on the White-Wheeler Bill to reorganize the FCC. The FCC majority, on the other hand, seeks to block these hearings but instead is essaying to "answer" the Cox Committee through testimony, which would be offered by Chairman Fly using the Senate committee as the forum.

FCC Turns Down NBC Petition For Morning-Night Time Trade

WITHOUT RENDERING a formal opinion or order, the FCC last Tuesday flatly turned down the petition of NBC for modification of the opinion time regulation seeking permission to use an additional half-hour in the evening segment, which petition was one of two on the matter of permission of opinion time in the morning period.

The petition, signed by Niles Trammell, NBC president and 73 broadcasters representing 86 affiliated stations, constituted the first major network request for modification of the regulations. Before the regulations became effective June 15, Don Lee Broadcasting System sought modification to relieve the burden upon regional networks. This request likewise was denied without opinion.

Discussed With Fly

Although no reason was given for the NBC denial, it is understood the matter had been discussed informally with Chairman James Lawrence Fly and members of the Commission prior to its submission. It had been generally thought the authorization would be forthcoming, particularly since the Commission majority had repeatedly stated that the rules were existing and would be adjusted in cases where there appeared to be undue hardship or where the purpose of the rules, tested all the way up to the Supreme Court, not be impaired. Mr. Fly was not present at the meeting.

Ellison D. ("Cotton Ed") Smith (D-S.C.), who sounded this note in a fighting speech read to the NAB 4th District meeting in Asheville Sept. 3.

7. Nomination of a successor to General Counsel Eugene L. Garey, of the Committee, have stated their intention of insisting upon testimony and production of requested documents.

Budget Director Harold D. Smith also declined to make available any recommendation on further cuts in salaries or recommendations by the Army and Navy that RID, by executive order, be transferred to the military. Mr. Smith said he had been directed by the President not to make the Bureau files available. Whether contempt proceedings will be brought against Mr. Smith likewise was not disclosed but it was felt that the committee would conclude not to press him either at this time, in the light of war conditions.

To Cut License Power

Designed to take away the FCC's "club", the proposed amendment to the Communications Act of 1934 to be recommended by the Cox Committee would eliminate the power of "revocation" held by the FCC. It would provide, according to committee sources, that renewals of licenses be made mandatory, except where the Commission feels that violation is warranted.

Then, before the Commission could act finally, it would have to get authorization from the district court in the jurisdiction in which the station is located. The amendment would specify grounds upon which licenses may be revoked.

Longer license periods for stations also would be provided under the committee plan. The present maximum license term for broadcast stations is three years, but the Commission issues them for two-year Renewals. Originally, licenses were issued for six months; then extended to a year and, about a year ago, were placed in the two-year term.

With these two "items" cared for in the "short range" legislation, the FCC, according to Committee members, would be powerless to "intimidate" stations by the renewal or revocation procedure. On the "long range" side, the committee is expected to eliminate the "public interest" clause, and substitute some other basis for grants or denials. The existing clause was said to be ambiguous, rather meaningless, and because of its flexibility, susceptible of too many varying interpretations.

It was expected the Committee would sanction these reforms by a majority vote. To do so in three to one, Chairman Cox and Reps. Richard B. Wigglesworth (R-Me.) and Miller, are regarded as certain to support them, with

(Continued on page 48)
Program Policy Blue Hearing Topic

Affiliates Support Noble; Woods Testifies

Program Policies and practices of the Blue Network Co. under its present and prospective ownership, rather than purchase price factors, predominated at the formal hearing begun last Friday by the FCC on proposed sale of the network to Worth and president, Mr. Noble, by the network's general manager, Ray Walkefeld and the right of labor unions to purchase time.

Mr. Woods' prepared statement was interrupted repeatedly by Chairman Fly and Commissioner C. J. Durr. On the one hand, who stressed the unwillingness of the network to sell to labor unions or cooperative groups. Commissioners Paul Walker and Ray Walkefeld also participated in this questioning.

Flamm Suit Injected

Assistant General Counsel Rosel Hyde of the FCC, just prior to the recess, questioned Mr. Woods on the prices to be paid for each of the 182 stations, and operated stations of the Blue. This data had been requested in the Commission's Bill of Particulars. Mr. Woods said no prices had been discussed with Mr. Noble, whose price for the entire network as a going concern and including "goodwill" was $8,000,000. Mr. Noble offered for a broken down individual stations, he said, and the Blue Network had never segregated the independent station revenues from those of the network.

The suit of Donald Flamm, former owner of WMCA, against Mr. Noble, seeking to rescind the latter's purchase of WMCA in 1941 on alleged grounds of "fraud" was injected into the hearing by Mr. Handelman, partner in the New York firm of Handelman & Ives. Declaring he appeared as a member of the bar and an officer of the court. Mr. Handelman said he wanted the Commission to take notice of this case, now pending before the New York Appellate Court after a temporary injunction twice had been refused below. Chairman Fly permitted Mr. Handelman to leave the papers with FCC counsel.

Just prior to recess of the hearing. Mr. Handelman again interrupted, seeking to cross-examine Mr. Woods. Acting Chairman Walker, however, ruled that the recess had been declared before he had been recognized and the ruling was left for resumption of the hearings Sept. 20.

It was indicated the hearings would be concluded in a one-day session. Floyd F. Tooten, vice-president of the firm of Alvdor & Alvdor and counsel for Mr. Noble, said he had only two witnesses to present—Mr. Nicholas and C. J. Durr, the manager of WMCA and treasurer of ABS who will consume not more than two hours on direct testimony. CIO will offer the testimony of Len de Caux, national publicity director of the network, who asks 15 or 20 minutes. The FCC said it had no further witnesses. Mr. Woods, however, was asked to hold himself available for further examination of Mr. Noble's testimony.

Fly Inferes Opinion

Mr. Woods, in substance, stated it was the policy of the Blue to sell time to companies engaged in sale of commodities for which they seek brand name and goodwill benefits. The network does not sell but allot sustaining time to labor unions, cooperative groups and others who bespeak "controversial" issues or who solicit membership.

"Both Chairman Fly and Commissioner Durr, however, inferred in their questionings that there should be no difference in the sale of time to organizations, whether representatives of industry or labor. Chairman Fly observed that the labor unions appeared to be in the position of going around to the back door for a "handout" of sustenance time.

There were no fireworks or colloquies during the Friday hearing. Harold V. Hough, directing head of KGKO Fort Worth, Blue Net- work affiliate, and chairman of the Blue's Station Advisory Committee, testified station affiliates favored the transfer to the Noble company. He produced for the record nearly 100 telegrams and letters from affiliates in favor of the Noble purchase. There were no dissents, though one station reported "no comment". Mr. Hough, who is also chairman of the Newspaper Radio Committee, said other telegrams were en route and the general affiliate tenor was practically unanimous in favor of the transaction.

Mr. Woods, in his testimony, revealed that Mr. Noble had asked him to carry on as president of the Blue under the new ownership, and would continue to hold the post. William Edgar Kobak, executive vice-president, and other key officials of the company would be retained, with overall program policies and practices maintained. CIO would allow for retention of the present organization, he said. He felt confident that Mr. Noble is the "type of man with the "right of view".

The present owner of WMCA, Mr. Woods, has expressed his satisfaction with the program policies of the network, but also has advanced views as to new ideas, geared toward the public service.

CIO Argument

CIO, which had been denied its petition formally to intervene in the proceedings but was given the opportunity to present testimony, also was accorded the right to cross-examine witnesses by Chairman Fly.

When the hearings opened, Eugene Cotton, CIO attorney, asked for the privilege of cross-examination, not on technical details but on the matter of labor programming and the solicitation of membership issue. He later examined Mr. Woods, extensively.

Inventories in Record

John T. Cahill, chief counsel for RCA, before placing Mr. Woods on the stand, offered for the record additional data sought by the Commission from the seller of the Blue. A detailed breakdown covering the inventory of property was supplied, along with an up-to-date balance sheet of the Blue [BROADCASTING, Aug. 18]. The recorded inventory covered inventories of WJZ New York; WENR Chicago, and KGO San Francisco, the three Blue-owned stations, which would be sold Mr. Noble. The Commission's jurisdiction extends only to the transfer of these station licenses but it, obviously, is taking judicial notice of the fact that for the first time in radio history a national network is being sold.

The revised inventory showed a total original cost for the three stations, equipment, real property and fixtures, of $1,003,720.83 and a replacement cost of $797,600. Broken down among the three stations, the figures were an original cost of $733,200 for WJZ and a replacement cost of $534,000; $143,900 for WENR, and a replacement cost of $162,500, and $126,619 original cost for KGO and a replacement cost of $101,775.

In his prepared statement, Mr. Woods described the Blue Network's operation, its historical background, program service, lists (Continued on page 59)
Somebody should catch hell for this!

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base... competition got there first "with the mostest" by smart use of spot broadcasting.

Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for your interests is our specialty... making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have "know how," and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For your success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK - BOSTON - CHICAGO - DETROIT - SAN FRANCISCO - HOLLYWOOD

BROADCASTING - Broadcast Advertising  September 13, 1943 - Page 11
Disc-Net Plan Offers Hope in AFM Fight

The Act of Petrito Would Hit 160 Stations

INDICATIONS that AFM President James C. Petrito, may be gearing up for a major employment drive to expand his 13-month-old recording ban were seen last week, when the union head enthusiastically received a letter from an inquiring transcription maker regarded as neutral, and required to hire fixed quotas of musicians. The suggestion was made by Milton Diamond, attorney for World Broadcasting System and Decca during the hearings before the WLB panel looking toward solution of the controversy.

Differences between the AFM and the transcription makers are largely a "problem of nomenclature" said, Diamond said. He saw no difference essentially between wiring a program to a station and sending one out by mail on a record.

Helping Networks

If transcription makers were regarded as neutral, as Diamond said, the problem with the union would disappear except for "negotiations to establish details. Lack of control over its product is not a transcription industry's problem," he said, adding that by banning transcription with phonograph records of musicians the makers are "groping for" solutions. The recording problem cannot be solved in a socially acceptable manner by the acceptance of any of the made-work proposals which the union has advanced to date. At the conclusion of the industry presentation, Chairman Meyer complimented both attorneys on the effectiveness of their arguments.

Columbia Argument Sept. 17

Postponement of the AFM argument came when Chairman Meyer granted the request of Joseph A. Padway, general counsel for the American Federation of Labor, who is representing the AFM, for a week's recess. At the same time, last Thursday afternoon, Mr. Meyer rejected Mr. Socolow's request that the panel ask the Broadcast Intermediary order at this time to the union to withdraw its ban on the making of transcription by AFM members.

The public hearings, which began Tuesday morning and ran through Thursday afternoon, were interrupted several times for executive session, during which the transcription panel met privately with representatives of the union or the transcription company.

It is understood that during its meeting with the AFM, the panel urged the union to present a plan of settlement which the employers could accept, but that James C. Petrito, AFM president, who had signed the panel met privately with representatives of the union or the transcription company.

It is believed that during the union request for a recess the panel may have been motivated by hope that such a proposal will be forthcoming, permitting a settlement of the controversy without the necessity for a War Labor Board order.

Mr. Petrito's two addresses were undisputably the dramatic highlights of the week's sessions. In top form, the union president alternately pounded the table and thundered at the transcription and the broadcasting representatives or delivered in his inimitable manner a comical crack to bring a burst of laughter from the audience.

Paul Hayls, professor of law at Columbia University, who in July was appointed New York State Mediation Board, was designated as counsel to the panel, and Nathan F. Feinsinger, War Labor Board associate general counsel in charge of dispute cases, served as special assistant.

Panel Asks Facts

Among those attending the hearings, which were held in the international's quarters of the New York State Mediation Board at 250 W. 57th St., New York, were: A. J. Kendrick, WBS; C. M. Finney, AMP; Lloyd Eggert and Robert Ryders, NBC; C. O. Langlois, Lang-Worth; Ralph Colin, Columbia Recording Corp., Neville Miller, C. E. Arney Joseph, L. Miller, EAB; Sydney Kaye, Carl Haverlin, BMI; Mr. Petrito's staff of assistants; E. C. Mills, Songwriters' Protective Assn. Gerald King, head of the CBS Radio, did not arrive until the day of the hearings, having been on the 20th Century Limited which was wrecked.

Opening the hearing on Tuesday Chairman Meyer said that the union's "job is to get the facts and their implications" and that the panel would not be bound by technical rules of evidence but would receive all relevant testimony.

Mr. Meyer said, "evidenced by the public interest it has excited, justifies the panel in asking from the parties something more than polite acquiescence. Only through your honest work can we arrive at a clear and complete understanding of your problem. If an important contribution towards an organic solution of that problem is at all possible within the area of the Board's activity, such a consumption will be dependent upon your enthusiasm, I had almost said your unselfish cooperation."

At the request of the Chairman, Mr. Socolow, dropped an extensive statement for AMP, Empire, Lang-Worth, MacGregor, NBC and Standard, gave a brief description of the transcription industry and its products, recording industry's position, used exclusively for broadcasting stations. There are two types of recordings, he said, the commercial recordings, which are self-contained, and local programs of entertainment and advertising, broadcast once and then destroyed; and the library transcription, leased to subscribing stations to give them a produce comparable to that of the networks.

Effects of Ban

Both types are essential to the successful operation of small network stations, Mr. Socolow said, if they are to have revenue to continue their operations and program material of a quality that will enable them to attract and hold audiences in competition with network affiliates. Since the ban on new recordings has been in effect, he said, with new music available on network programs but not on broadcasts from the small stations have been forced to an inferior service, losing listeners and so become less desirable to advertisers, who have had to change their spot campaigns to non-musical programs or have gone into other media. He cited Coca-Cola Co. as one company which has dropped a transcription advertising campaign since the AFM ban and increased its network advertising.

Asked to review the history of the transcription industry's relation with the AFM, Mr. Socolow said that in 1929 the union established a national rate of $50 per man for a six-hour day, with a maximum of 12 quarter-hour programs to be recorded in a day, for "Vitatone, Movietone and similar services" including transcriptions. In 1938, he said, the AFM adopted a new scale for transcriptions of $18 per man per hour, with a limit of one side during the hour, which (Continued on page 50)
Some National Accounts
Now On W-I-T-H

Medrex
Dr. Pierce
Seaboard Finance
Mercirex
Resinol
Stanback
Sunway Vitamins
Royal Crown Cola
Rem
Gold Medal Capsules
True Story
Supersuds
Bond Bread
Pepsi Cola
Chelsea
Edgeworth
Vitamins Plus
Tek
Johnson & Johnson
J. O. Insecticide

File:

"RADIO AT WAR"
CASE HISTORIES!

"On behalf of the Red Cross Blood Donor Service, I wish to extend thanks to you and the sponsors of the Save-a-Life Campaign . . . .

"Since the inception of the program we have had a notable daily increase in quantity of donors and many of these people are coming in who have made no appointments but say they are coming in because they have heard the Save-a-Life Campaign on Station W-I-T-H . . . .

"This is a very distinct contribution to the war effort . . . ."

Sincerely yours,

(signed) E. H. Carman, Jr.
Director

THE PEOPLE'S VOICE IN BALTIMORE
On the air 24 hours a day—seven days a week

Represented Nationally
by Headley-Reed

Tom Tinsley, President
FCC Clears Way For 50 kw. Outlet
KLRB Denied Plea to Rehear Corpus Christi Decision

THE WAY was cleared last week for erection of the new Carr Collins-Baylor U. 50,000-watt station at Corpus Christi, Tex, by virtue of a decision of the FCC denying the petition for rehearing filed by KLRB Little Rock, also assigned to the 1010 kc. frequency. KLRB had claimed interference from the proposed station and also violation of the FCC's memorandum opinion of April 27, 1942 (freeze order). Considerable consternation was caused in industry circles over the grant in the light of the freeze order requirements.

The FCC denied the KLRB petition by a 4-1 vote. Chairman James Lawrence Fly was absent and Commissioner C. R. Otvos concurred in the action as he had from the original grant.

Equipment Available

It was held that the benefits that would be received from the grant were sufficient to warrant it, weighed against the provisions of the freeze order. Mr. Collins, under the authorization, would move the equipment and construct the new station, the commission held, to the area where it would cause no interference.

Bayou, under the transaction, would acquire 50% of the capital stock of the new $150,000 corporation, but with the money advanced by Mr. Collins to be paid back out of earnings. Two of W. Lee O'Daniels (D-Tex.) would acquire 130 shares each of the 1500 shares issued. Crazy Water Crystals Co., headed by Mr. Collins, would also be a stockholder along with Mr. Collins and his son.

The Commission, in its formal decision and order, held the KLRB allegation that the grant is contrary to the April 27 freeze order memorandum opinion was "not meritorious." The Commission pointed out that the equipment would be obtained from "a border station," which will be dismantled and moved.

Ries With CIAA

JOSEPH RIES has been appointed radio field representative in Caracas, Venezuela, for the Office of Coordinator of Inter-American Affairs, his territory also including Haiti and the Dominican Republic. He was formerly with WKKC and WLV Cincinnati, in the latter as educational director and director of public service programs originating many foreign language broadcasts from Havana, Cuba and Halifax, N.S. During the New York World's Fair in 1933-40, he broadcast a daily series from the grounds. For many years he was with the CBS School of the Air.

Wine Discs

BROOKSIDE Distilling Products Corp., Scranton, Pa., is promoting its Don Juan California Wines through a series of one-minute announcements featuring jingles sung by the "Double Daters." NBC Radio in broadcasting the jingles has produced the third series for the company. Agency is Henry W. Gann, Scranton.

FOUR PETITION FCC TO REINSTATE CP's

FOUR PETITIONS for reinstatement of local broadcast stations under the FCC's Aug. 11 action, dealing with freeze order opinion of April 22, 1942 (freeze order) have been received since the ban was relaxed.

First of several cases was the Commission that was of Birney Imes on Aug. 25, for a construction permit for an AM station on 1350 kc, with 250 watts, unlimited time. Mr. Imes is owner of WGPC, Columbus, Ohio. The Wriske, Nairobi, Texas, was filed for reinstatement on Sept. 7 of a construction permit for a new broadcast station on 1340 kc, with 25 watts and specified hours (all not used), by Wriske.

A survey by the FCC's Committee on Critical Radio Materials revealed 69 fabricat standard broadcast stations in the country for use [BROADCASTING, Aug. 9]. Of these, 38 are of 250 watts and 10 others proposed by the FCC. The survey there were 84 applications for new stations involving power of 250 watts or less in Commission files.

FCC Approves Transfer Of WLOL to Ralph Atlass

TRANSFER of control of WLOL, Minneapolis, to Ralph Atlass, owner of WJJD Chicago and WIND Gary, for a total of $60,319, was approved by the FCC.

WLOL has been operating for 7 months. The station has been 25% owned by George W. Bell, Chicago, 40% owned by Mr. Atlass, 25% owned by Mr. Bell's father, and 10% owned by Mr. Atlass's partner. The FCC said the transfer was to be completed by Oct. 22.

Probed by Carey

No explanation was given for the hearing other than that complete information should be available because of factors involved. Reports concerning participation in the venture of Carey, Hoffman, Miami attorney having done much of work made to Mr. Hortin to finance the new facilities are included. Moreover, since the station, with its new call letters, is most popular in the Southwest, it was deemed advisable to have a hearing, it was stated in another FCC quarter. The fact that Fort Industry Co., of which Mr. Stover is president, operates 15 stations, also comes into focus, it was stated. The action was unanimously with Chairman Fly absent.

The WFTL transaction has been inquired into by a House Appropriations Committee to investigate the FCC. Eugene L. Carey, general counsel for the committee, is understood, personally investigated the matter in recent trips to Florida.

Vick Renew Dr. I. Q.

VICK CHEMICAL Co., New York (Vitamins Plus), has renewed Dr. I. Q. for 52 weeks on the full NBC network, effective Oct. 4. The program, heard Mondays 9:30-10 p.m., features Jimmy McClain as the mentalist. There is a change from last year's station lineup. The agency ha'ding the account is Grant Adv., New York.

Get Film Assignments

BETTY RHODES, star of the supporting cast in "This Is the Hour," and Johnny Johnson, featured vocalist of the weekly "Bluesy's" of "Duffy's Tavern" on WIST (1160), Bristol, Conn, was promoted to copy writer and has been assigned to Paramount contract. "You Can't Win on Love " of the series, has been signed to a Paramount contract.
Evening Time Available
Preceding and following established programs
Up to 38 rating
According to Hooper Survey July, 1943
20.8% of listeners
Boston's best buy!
For the early bird!

WCOP
Boston

For sale
For less than you think possible
Treasury Seeks Radio Aid in Drive

Stems 'Moral Defeat' in Premiere Joy Over Fall of Italy

By L. C. CHRISTOPHER
UNCONDITIONAL SURRENDER Sept. 8 of the Italian army was the eve of the greatest drive for non-banking funds in the history of modern finance—the 15 billion dollar Third War Loan Drive begun that day. The war bond drive, it is believed, will have a direct and beneficial effect upon the massed efforts of the broadcasting industry, working in collaboration with the Treasury and Government agencies.

In fact, radio's vital part in making the effort a success has been revealed by the very nature in which the medium has been employed by spokesmen of the Government and the industry itself. The Treasury, upon receipt of the news of the Italian surrender, immediately telegraphed all stations advising them in possible announcements they might make to stem any potential "moral defeat" from events in Italy.

In its preface to the telegrams stated: "There is great danger that the collapse of Italy may give Americans the feeling that the war is virtually over. This attitude can have detrimental effect upon the Third War Loan Drive. Therefore, we will appreciate it if you use the following announcements as soon as possible and as often as possible."

It's Not Over

Following the preface came three announcements which could be used over the air. In substance the announcements say that the collapse of Italy is good news, but that Italy has been the weakest of the Axis Triple and that Axis and Axis are still in the fight. The announcements stressed that the fight to finish off these two enemies and gain total victory is directly dependent upon purchases of War Bonds.

President Roosevelt, at approximately 9:40 p.m., Sept. 8, addressed the nations by radio in behalf of the Third War Loan Drive on the special Treasury "kick-off" show aired over the four major networks to an estimated audience of 70,000,000. The President said the nation must not let the Italian armistice delude us into the believing the war in the Mediterranean has thereby been consummated.

"Off to a Good Start"

Secretary Morgenthau in his address introducing the President presented the $20,000,000,000 War Bond, originating from NBC's Hollywood studios and featuring name talent of screen and radio [BROADCASTING, Sept. 8]. The news of the victory in Italy is only the beginning of a long arduous and expensive march to Berlin and Tokyo.

In a press conference the following day, Sept. 9, Secretary Morgenthau stated: "We got off to a good start, thanks to the newspapers, the radio, the President's address, and Radogolo's good judgment. Everything is favorable."

The Third War Loan officially got under way Sept. 9 amidst a barrage of "round-the-clock" broadcasts all over the nation [BROADCASTING, Aug. 23]. Network stations, affiliates and non-affiliates combined to produce special shows and announcements—2 announcements per minute, 3,800 per day—on behalf of the drive. Stations are sponsoring and airing local rallies and other events pertaining to "Back the Attack" promotion.

Radio is participating in the gigantic military "world's fair" on the Washington Monument grounds. The display and the many demonstrations of equipment, are intended to show just where and for what War Bond dollars are being spent.

Various on-the-spot pickups and broadcasts are being aired on network programs. A ten-minute portion of the Army Hour on Sunday, Sept. 12, broadcast from 3:00-4:30 p.m. on NBC, was devoted to the activities at the National War Bond Drive.

Local Sponsorships

Appeals are being made from the "Back the Attack" show grounds on the Coca-Cola Hour (on the BLUE Monday through Saturday, 9:30-9:56 p.m.) by various Government officials. On Friday Secretary Morgenthau and Secretary of War Stimson appeared in behalf of the Drive. Others scheduled for the series of appeals include Admiral E. J. King, commander-in-chief of the U. S. Fleet; Frank McNutt, Director of the WMC; Frank Knox, Secretary of the Navy; President M. Brown, head of OPA; Admiral William H. Davis, head of WLB; Fred M. Vinson, chairman of OES; and such military leaders as General George C. Marshall and Major General Thomas Holcomb, USMC.

Local stations in the Washington area are participating extensively in this military $75,000,000 Army exhibit. Daily on-the-spot broadcasts and numerous stunt programs—such as broadcasting from a tank as it bounces around the area—rate on the Washington area schedules.

The SESAC field staff, continuing its work as liaison between the Treasury and the broadcasting industry, has contacted hundreds of stations throughout the country to assist them in preparing Third War Loan promotion. Leonard Cohen, SESAC president and counsel, told BROADCASTING last week.

Charles W. Barbe, SESAC midwestern field man and former CBS correspondent in Europe, has worked out arrangements with KDAL Duluth, Minn., for a series of 21-five minute transcriptions urging War Bond promotion.

Field men are also aiding broadcasters to prepare and sell three War Bond programs, he said, which can be aired by any station and with local sponsorship. These are Victory Bond Auction Hour, A Stamp a Day for the Boy's Away, and Victory Mother's Program.

Mr. Callahan said that SESAC is also informing the broadcasters about various Treasury Department programs: the quarter-hour shows featuring Joe E. Brown and John Nesbitt; the Hugh Hughes transcription series; as well as the Treasury Star Parade series (currently issued seven times weekly on a national network basis).

Some 400 stations are expected to broadcast about 4,000 programs featuring performers in the USO Camp Shows during the drive, and Callahan said these performers, never before available for civilian entertainment are now available to broadcasters near Army camps at which camp rallies will be held. Through arrangements made by SESAC [BROADCASTING, Aug. 30], SESAC has supplied the 400 broadcasts and sponsors to fill the September schedules of all Camp Show units so they may arrange in advance for special broadcasts.

RESTED, 'INFO. PLS.' RETURNS ON SEPT. 13

AFTER its first vacation in more than five years, 'INFO. PLS.' and NBC program sponsored by H. J. Heinz Co., Pittsburgh, is returning to the air Sept. 13 in the Monday 10:30-11:15 p.m. slot, it was reported July 19. During the summer, Heinz has substituted a musical program entitled Vacationenade.

Guests on the first in the winter series will be Deena Taylor, noted musical critic, and Marcia Davenport, authoress, along with the regulars John Kieran and Fredric F. Adams, who have answered queries posed by Clifton Fadiman. The first broadcast will originate from Boston, and on the following two weeks the show will make road appearances for which tickets of admission will be obtainable at various Metrotown Hall and Far Rocks. Baltimore and Newark will be the cities. Agency is Maxon Inc., Detroit.

EYEWITNESS ACCOUNT of the sinking of the USS Helena during the Japanese attack on Pearl Harbor is being given during this interview between Lt. Chich Morris, former news and features director of WBZ-WBZA Boston, and former staff announcer L. (J.) Arch MacDonald. Lt. Morris served as radio officer aboard the Helena.

MBS and 'Monitor' In Co-op Programs

Net to Carry the Shortwave News of Boston Paper

IN A MERGER of facilities, which is probably the first between a major network and a large newspaper's overseas staff, Mutual will begin a twice-weekly quarter-hour program, on Sept. 20, featuring exclusive shortwave news reports by foreign correspondents and writers of the Christian Science Monitor. Joint announcement was made last week by A. Warren Norton, manager the Christian Science Publishing Society, and Miller McClintock president of Mutual.

The programs, to be heard Mondays through Fridays, 6:30-6:45 p.m., will be available for local sponsorship. They will open and close each day from the news room of the Boston post morning news resume and analysis by Volney Hurd, director of broadcasting for the Monitor. Each broadcast will include a series of proclamations by least three of the newspaper's staff men from vital points throughout the world, as picked up via the transmission facilities of RCA Press Wire service and America Telephone & Telegraph.

Dedication Planned

A special dedicatory program has been scheduled by Mutual for Sept. 27 with Mr. McClintock and executives of the Monitor participating. Complete details regarding the first Mutual shortwave series will be announced later, the network stated.

According to Mr. Norton, in making the announcement, "The Christian Science Monitor since its founding in 1908 has always presented itself on its world wide news coverage. Although our paper has a wide circulation, we have long since realized this can only be partially answered by utilizing its influence through the use of network radio. We are confident that through the Mutual network's facilities we will accomplish that aim and render a needed and timely service to a people at war who deserve being kept fully and accurately informed as to the progress of that war."

Mr. McClintock pointed out that Mutual's regular corps of overseas correspondents will be retained, adding that Mutual "is proud to be the network selected to bring the world-famed and far-flung correspondents of one of America's great journalistic institutions to its many listeners."

Sun-Rayed Series

SUN-RAYED Co., Franklin, Ind., starts "Farmer Singer," a twice-weekly quarter-hour program, on WEVD New York, Sept. 15 to promote Kemp's Sun-Rayed tomato juice. Joseph J. Kula, radio and press representative New York, agency handling the firm's advertising in the Jewish Field, placed the business.
George B. Armstead, veteran newspaper man, interprets the news on WDRC with the clarity of a natural aptitude that has been sharpened by a lifetime's experience.

He served in France with the A. E. F. during World War I. After the Armistice, he was attached to the British Expeditionary Force in Egypt and Palestine, being stationed at Jerusalem.

In 1920, he returned to the U. S. A., having received commendation for his service both in France and the Egypt-Palestine area.

He then became City Editor of The New Haven Journal Courier and Times-Leader, and followed this with a 14-year span as Managing Editor of The Hartford Courant, famed Connecticut Newspaper.

Widely known in this state, he commands respect and listeners here.

Sponsorship of George B. Armstead means a program of network calibre.

He is available across the board on WDRC, Monday thru Friday, fifteen minutes, early evening time.

If you want an audition, there is a transcription available for this purpose. Write W. M. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, Or contact the station's national representatives, Paul H. Raymer Co., with offices in New York, Chicago, Detroit, Cleveland, Los Angeles, San Francisco.
**FARMERS’ DAUGHTERS—Midwest variety—are being greeted by Phil Hoffman, station manager of WNAX-Yankton, S. D., during WNAX tower dedication ceremonies Sept. 4. The girls are (l to r): Mrs. Melvin Meyer, Welcome, Minn.; Margery Burge, Ree Heights, S. D.; and Maxine Kreifels, York, Neb. Around 20,000 farmers give n-r-f for the “Food for Victory” rally and dedication of the new WNAX 927-foot tower.**

**KFI IS GRANTED HEARING BY FCC**

RIGHT OF KFI Los Angeles to a hearing in the matter of a special service authorization last Aug. 3 to WOI Ames, Ia., licensed to Iowa State College of Agriculture & Mechanic Arts, to operate on 640 kc from 6 a.m. to local sunrise (CST) with 1 kw power to Feb. 1, 1944, was granted last week by the FCC. WOI normally is on the air from 8 a.m. to local sunset.

The Commission, acting under the doctrine established in the Supreme Court decision in the KOA-WHDH case [BROADCASTING, May 24], adopted an order granting KFI’s petition for reconsideration of the Commission’s WOI grant, set aside its grant and designated the WOI application for hearing with KFI as a party.

KFI had protested that its 24-hour special wartime service would be hurt by the interference with its secondary coverage due to the early morning broadcasting of WOI. The Ames station had cited that its rural coverage is seriously impaired in not being served in the early hours from six to eight. KFI also protested the breaking down of the 640 kc clear channel by the WOI special service authorization.

The Supreme Court’s decision last May held in effect that FCC cannot authorize new station assignments which tend to modify service of existing stations without giving full right of hearing from the beginning. There have been four other instances of appeals to the Commission under the “KOA doctrine” (KOA Denver, WNYC New York, KSJB Jamestown, KLRA Little Rock).

**Moose on MBS**

LOYAL ORDER OF MOOSE, Mooseheart, Ill. (institutional benefits), beginning Oct. 17 will sponsor a new weekly variety and dramatic program from 5:30 to 6:30 p.m. on the 60 MBS stations, originating out of WGN Chicago. Title Moose Fire-side Party, with Vincent Pelletier as narrator, the program will present Grif Williams’ orchestra, a mixed chorus and dramatizations of war experiences of soldiers who were raised in the Order’s Mooseheart, Ill., boys’ home. Contract is for 12 weeks, with 15 additional weeks option. Agency is L. W. Ramsey Co., Davenport, la.

**LIGHT OPERA FIRST**

WRGB Televiewers Rate—Comments

**TELEVISION audience of the Troy-Albany-Schenectady area of WRGB, General Electric’s Schenectady television station, rated light operas their favorite visual radio programs, with news commentaries and full-length plays second and third in that order.**

The survey was checked from questionnaires sent to those with television receivers in the area, and was supplemented by a house-to-house checkout, according to Robert B. Stone WRGB program manager, who based his findings on 499 programs in 31 classifications telecast during past 18 months.

Gilbert & Sullivan’s “Pirates of Penzance” was the favorites light opera. George Mitchell’s series of 14 “War Map” talks raised popularity of news telecasts to second among types of programs. Of the full-length plays, “Help Yourself” was first choice. Although sports were not among the first three chosen classifications, audience reaction was so favorable to boxing and wrestling matches that, as a separate group, it would have ranked a high first over other types of television programs.

**Central’s First**

USING network radio for the first time, the New York Central System on Sept. 12 contracted for the full BLUE Network of 155 stations to broadcast the ceremonies attendant with the railroad company’s presentation of a $100,000 bomber to the Army Air Force. The bomber is the second to be presented by employers of the railroad, who over a year ago contributed the first BLUE 000 for a bomber which has scored 13 successful missions in Africa. The ceremonies were broadcast simultaneously at 6 p.m. Agency for the New York Central is Geyer, Cor nell & Newell, New York.

**BLUE SPOT POST IS GIVEN BROOKE**

JACK BROOKE, a member of the BLUE national spot sales staff, last week was appointed Eastern sales manager of BLUE spot sales, a step in the reorganization and expansion of the network necessary because of the "tremendous strides made by spot broadcasting during the past two wartime years," according to Murray B. Grabhorn, manager of the department.

Mr. Grabhorn estimated that spot business for 1943 will be nearly double that of 1942 when his department was first organized to represent WENR Chicago; KGO San Francisco; WMAL Washington, and the Pacific BLUE Network. The flexibility of spot broadcasting to advertisers unable to plan schedules far in advance has been the chief wartime cause of this increased business, Mr. Grabhorn added, predicting that the spot will probably be held in view of the success advertisers have experienced after trying the spot medium.

Coincident with the appointment of Mr. Brooke, Eastern sales manager of the BLUE, announced the appointment of Theodore S. Geyer, vice-president in charge of national spot sales staff, to network sales staff, effective Sept. 15. Mr. Herbert replaces Philip F. Whitten, who has resigned to become national sales manager of Muzak Corp., New York.

**Available for Jobs**

POSTCARD SURVEY of 1,158 of the nation’s 2,000 holders of first- and second-class radiotelephone licenses has yielded a new list of 64 licensees who have stated their availability for any telephone or radiotelephone operations jobs and 29 for parttime. The list, compiled by the FCC from 699 responses as of Sept. 1, has been turned over to the FCC according to procedure agreed upon in the joint effort to secure placement of radio licensees who are most needed. The names are registered in the NAB engineer ing department’s manpower pool.

The list includes licensees of airmen, former civilian airmen, former members of the War Manpower Commission and other interested groups in the industry.

**NBC Management Meets Sept. 17-19**

HOLDING Annual Discussions At Jersey Country Club

ANNUAL management discussion session of NBC executives has been scheduled this year for Sept. 17-19 at the Sea View Country Club in Absecon, N. J., NBC revealed last week. No set agenda has been arranged, the network stated, adding that management problems will be brought up by the departments involved with Frank E. Mullen, vice-president and general manager, presiding.

Plan to Attend

Among those planning to attend are: Niles Travissell, president; A. L. Ashby, vice-president and general counsel; John MacDonald, vice-president in charge of finance; Clay Morgan, vice-president and treasurer; O. B. Hanson, vice-president and chief engineer; Albert E. Dale, director of information; John F. Royal, vice-president in charge of operations; Jack Jameosky, Illinois; Ronald Angell, public service counsel; Frank E. Mason, vice-president; James V. McConnell, manager spot sales; Ernest de la Gessa, president; John McNally, manager of the press dept.; Clarence Menser vice-president in charge of programs; Charles B. Trumbull, vice-president for spot promotions and advertising; C. Lloyd Egner, vice-president in charge of radio-recording; Roy C. Witner, vice-president in charge of sales; William C. Hedges, vice-president in charge of stations, and his assistant, Easton C. Woolley; R. J. Teichner, treasurer; Harry F. McKeon, controller; Harry C. Kopf, vice-president and manager of the central division; Frank M. Russell, vice-president in charge of the Washington office, and Sidney N. Stroza, vice-president in charge of the western division.

**Fidler Apologizes**

PUBLIC apology by Jimmy Fidler to Gene Tierney, 20th Century-Fox contract player, during Sept. 6 broadcast of his weekly quarter-hour BLUE chatter series, effectively ended strained relations existing between the film studio and that network for almost a year. Impasse, which followed Fidler’s refusal to pay his weekly fee, after a newspaper reported he was running a wine drinking a cigar, took on a bad idea by the film studio forbidding appearances of its contract players and stars on NBC a-d BLUE sponsored programs [BROADCASTING, Nov. 23, 1942].

**News From Son**

BOB DENTON, NBC announcer, received news of his air pilot son, in a note left at NBC New York studio offices last week, that two air mail planes leave from foreign service. The message read “Your boy is in fine shape and has won Air Medal and two clusters. He is now an operation officer and if he sweats enough, he’ll soon be a major.”
ACTUALLY, we understand that very few of Cleveland's well-fed war workers have given up eating to listen to the many new Mutual shows over WHK.

But it is true that with all this exciting new Mutual entertainment bouncing around on the local air for the first time . . . a lot more ears in this war-humming community are being tuned to WHK.

And you can bet your last zinc penny that this station—which is already Retailers' Choice in Cleveland*—is now more than ever the one to watch in these here parts!

* Retailers' Choice? You bet. Cleveland merchants use WHK more than any other leading station—and they're not fellows who throw away a dollar unless they can see two come floating back, either!

WHK RETAILERS' CHOICE IN CLEVELAND
Represented by Paul H. Raymer Company

United Broadcasting Company, also operating WCLE, Cleveland, & WHKC, Columbus
FIN TO GRAMICS
WCKY Funny Man Leaves To Join Marines

Guest Editorial

By GUSTAV K. BRANDBORG
Commercial Manager, KVOO, Tulsa

T he broadcasting industry today is faced with a bogeyman of its own making. It has created him by our own thinking and acting during radio's short, hectic, development-crowded years. No two people see this bogeyman in quite alike. Yet, what we see frightens us and we are confused. Mr. Brandborg

Mr. Brandborg

All is well in the radio industry, so much the better. We are in control. We have free reign in our own industry. Nothing is going to stop us. We may well grow to think of it as "our" business, and regard it as something that we are going to hold on to. We are going to make it our own, and we are going to make it a success. We are going to make it work for us. We are going to make it work for the people. We are going to make it work for the public. We are going to make it work for the country. We are going to make it work for the world. We are going to make it work for everyone.

On Advisory Committee

DR. ALBERT B. PACINI, general manager of the Jersey City plant of American Home Products Corp., has been appointed to the industry advisory committee on cosmetics of the OPA. Dr. Pacini was formerly the 61-year-old man with the WBP's cosmetics section. He was chairman of the scientific committee of the Toilet Goods Assn., and represented the industry in hearings on the Food, Drug and Cosmetics Act.

Bud Hears a Plug

BEHIND THE FACE behind the control room window of WCKY Cincinnati once sat Milford (Bud) Spenlen, the young engineer known as the Cecil B. DeMille of the control room. Bud has traded his earphones for a Marine Corps helmet. Bud developed control room grimming to a fine art completely disrupting more than one program by making faces through the control room window. When an announcer fell flat with "This is the silly-funny man", Bud moaned visually, then lifted the announcer's voice to a boom. If that failed, went the "prop"—battered felt hat, full-blown Grouch mask mustache, and Spenlen would go into his own act. It worked invariably.

In fact it worked so well one morning that a WCKY spot announcement was missed completely and a musical transcription filled in for the announcer, speechless with suppressed laughter, thanks to Bud. WCKY thinks Bud's art may come in handy with the Marines. His tortured grimace in response to "Do you like hillbilly music?" or his gagging at "We present an authentic portrayal of a Hollywood talent—may well render useless any Nip facing him across a foxhole.

Cal. Draft Study

UTILIZING a questionnaire which has been sent to all Hollywood talent and advertising agencies, a thorough canvas of radio department personnel is being made by the California State Selective Service to ascertain those eligible for draft deferment. Talent and advertising agencies recently submitted a list of proposed debarrees which was turned down by the State Selective Service. The reason given was that many classifications included were not essential to radio production and the industry.

Bob Hope Delayed; Guest to Fill-In

With Bob Hope taking a rest after entertaining troops overseas, Pepsodent Co. will substitute name guest talent during his absence from the weekly Bob Hope Show resuming Sept. 21 on 126 NBC stations (10:30 p.m. EST). Hope is due to return to his program with broadcast of Oct. 5 when Stan Kenton also takes over as musical director. He succeeds Skinny Ennis now in the Army.

Of clearance is made Bing Crosby, star and John Scott Trotter, musical director of the NBC Kraft Music Hall, will fill guest spots on the first broadcasting cast. Besides Hope, regular talent lineup on his program will include Frances Langford, singer; Jerry Colonna, former one-time vaudeville comedian; Wendall Niles, announcer. Thomas Conrad Sawyer is Howie York。

Polish Discs

DRAMATIZED INTERVIEWS with personalities who have witnessed some phase of Poland's struggle to stand up to Nazism are the feature of the scheduled radio transcriptions entitled Poland Versus Hitler, distributed gratis to about 200 NBC stations. Prepared by the recording division of WOR, New York, the series is written by Joel Chesney and conducted by Henry Milo, authority on European affairs. Commentator is Stefan Rupp, director of the Polish Information Center, New York, and distributed to the week.

Similar discs, also recorded by WOR, for the Norwegian Information Center in London and New York, tell the actual stories received from underground sources in Norway, which are currently represented on 210 stations in this country, as well as in New Zealand and Australia.

BBC American Series

GEOFFREY BRIDSON, in charge of production of BBC North American Service programs, on Sept. 1 presented a representative of a BBC series, tentatively titled "Bogeyman Looking at America", planned primarily for American audiences by recording. The first program, An Englishman Looks at Chicago, is being sent out on American listeners via NBC.

Page 20 • September 13, 1943

Broadcast Advertising; Broadcast Advertising
10,000 Pieces of Mail Weekly Prove it!
Advertisers’ Sales Increases Prove it!
NOW—HOOPER Double proves it!

HOOPER’S LATEST INDEX Proves W-A-I-T Supreme in these Important Times!

HERE IS WHAT YOUR RADIO DOLLAR BUYS ON CHICAGO STATIONS

53% MORE LISTENERS THAN ONE 50,000 WATT CHICAGO STATION
643% More Listeners Than a 20,000 Watt Station; 137% More Listeners Than a 10,000 Watt Station—

W-A-I-T DELIVERS MOST LISTENERS PER DOLLAR SPENT

We knew it all the time—but it took the Hooper Station Listening Index to make it official! Yes, Mr. Advertiser, you can pay MORE for radio time in Chicagoland and you can pay less—but you cannot buy so much for so little on any station in the 12:00 Noon to 6:00 P. M. period named as on W-A-I-T. The graph above shows the comparative buy per dollar spent on ALL important Chicagoland stations—according to the lowest hourly rates published in Standard Rate and Data measured against the latest Hooper Listening Index! Whether you’re a spot buyer, a network advertiser or in the market for a radio test—you positively cannot do better than to avail yourself of the astonishingly responsive W-A-I-T audience! May we send you further conclusive data?

W-A-I-T—IN THE HEART OF CHICAGO’S RADIO DIAL

CHICAGO’S TOP STATIONS WMAQ WGN WBBM WAIT WENR-WLS
DIAL POSITIONS 670 720 780 820 890

W - A - I - T
Management: GENE T. DYER
360 NORTH MICHIGAN
CHICAGO, ILLINOIS

Reprinted by
RAY LINTON & CO.
NEW YORK
CHICAGO
New Definition of FCC Power Urged at 4th District Session

Asheville Meeting Holds Frankfurter Opinion

Threatens Freedom of American Radio

ACTIVELY and militant support by a united broadcasting industry, of legislation which will clearly define the powers of the FCC is seen by virtue of actions of broadcasters at NAB district meetings held during the past two months.

Strongest of the resolutions yet adopted came from the 4th NAB District meeting at Asheville Sept. 3-4, after the 60 broadcasters present were inspired by Senator E. D. (Cotton Ed) Smith (D-S.C.), who called for Congressional action to “nullify” the Frankfurter opinion.

Broadcasters present were instructed to acquaint their congressional delegations with the danger to traditional American freedoms inherent in the Frankfurter opinion with a view toward legislation at this session. The resolution gave unqualified support for the White Wheeler bill or such other legislation as would provide for the security and safety of a free radio.

MR. ARNOUX

obtaining this legislation be taken immediately by the United States Senate through the passage of the White-Wheeler bill or such other legislation as will provide for the security and safety of a free radio.

The district broadcasters also called upon the NAB board to actively pursue solution of the recording strike. NAB President Neville Miller, who addressed the session both on legislation and industry affairs, said the existing music committee of the NAB would be enlarged to comprise representatives of local stations. He asked Edward A. Allen, WLVA Lynchburg, to become a member of the committee. No resolution on the Petrillo matter was adopted, however.

Don S. Elias, WWNC Asheville, director-at-large, and Mr. Shafto, explained that the NAB board was constantly on the alert in connection with the Petrillo matter and that immediate steps should await the outcome of the intervention of the War Labor Board in the strike situation.

Sen. Smith Asks Radio Law to Nullify Supreme Court Blow at Free Speech

A CALL to Congress to re-enact a radio bill to “nullify” the Supreme Court “composition of the traffic” decision, was made Sept. 3 by Senator Ellison D. (Cotton Ed) Smith (D-S.C.) in an address prepared for a meeting of the Fourth NAB District in Asheville, N. C. Ranking member of the Senate Interstate Commerce Committee, in which radio legislation originates, Senator Smith was unable to appear personally because of illness. His address was read by G. Richard Shafto, WIS Columbia, District director.

Law Must Be Clear

This new law, Senator Smith said, must be “clear, strong and forthright. It must state plainly the scope and the limits of the powers to be delegated to the FCC. It must leave no loophole for broad interpretation of authority. This bill must guard and protect America’s nearest freedom.”

The address follows in full text:

“...A few weeks ago the Supreme Court of the United States delivered its May 10 decision on the matter of the composition of the traffic. The Court, holding that the FCC was endowed with heretofore unsuspected expansive powers, ruled as follows: ‘The provision in Section 17 of the Communications Act of 1934 [the Federal Radio Act], that the FCC ‘shall constitute such commissions or boards as it may deem necessary or advisable for the administration of this Act’ is a delegation by Congress of the power to make the rules and regulations necessary or advisable for the administration of the Act as said congress shall direct. The provision in Section 17 of the Act, that the FCC ‘shall constitute such commissions or boards as it may deem necessary or advisable for the administration of this Act’ is a delegation by Congress of the power to make the rules and regulations necessary or advisable for the administration of the Act as said congress shall direct.”

This provision, the opinion states, was held unconstitutionally vague, and the Court reversed the FCC's decision to expand its jurisdiction. The decision was seen as a threat to the continued existence of local radio stations.

GROVE ADDS

IN A SUBSTANTIAL increase in time on WOR, New York, Grove Labs., St. Louis, has added three programs on that station. Grove started Walter Preston's 'Show Shop,' Sunday, 6:30 p.m., Sept. 5, and the next day started sponsoring readings by the Golden Gate Quartet in a five-week six times weekly morning program. The third program, 'Mealtime Melodies,' started Sept. 7 on a twice-weekly quarter hour basis for Grove products in the 12:15-12:30 p.m. period, with Boake Carter, continuing for Groves on three other days of the week in this period. Firm on Sept. 26 reported 'National Detective,' Sunday program, for 26 weeks. Contracts for 'Melodies and the Quartet program are for 26 weeks while Show Shop is on a 13-week basis. Agency placing the business was Russel M. Seeds Co., Chicago.

WHEN DON S. ELIAS, NAB director-at-large, and host to the 4th District meeting at Asheville Sept. 3-4, wisecracked about the unconventional convention of the NAB, E. Penny, sales manager of WBT, Charlotte, who showed up at the opening session and discussion, the latter decided it wouldn't happen again. Mr. Elias remarked that a wrong impression was given about Asheville's climate which was unbecoming a fellow North Carolinian. At the afternoon session Royal appeared attired for a session fit for Marmanik. Costume for the event was reported to have been Cy Langlois of Lang-Worth.

Pfunder Series

F. H. PFUNDER Co., Minneapolis (stomach tablets), on Sept. 5 began sponsorship of a varied schedule of Melody Lane, a quarter-hour weekly musical program. Broadcast usually on Sunday afternoons, the programs will run from 13 to 26 weeks on 12 U. S. and Canadian schedules. Schedule will be expanded later. Agency for the account is Sorenson & Co., Chicago.

But the radio with no visible connection between the sending and receiving apparatus, circles the earth in a flash. It carries not only messages but the voices and personalities of speakers on waves of ether—science working with God for the benefit of all mankind.

This miracle of radio is not simply a means of communication. It is a mighty medium of information, free expression and discussion.

Any effort to restrict or circumvent it strikes a blow at one of our profoundest rights—the right of freedom of speech. It is a blow aimed at the Bill of Rights itself, America's most sacred document.

Such a blow, at our deepest liberties, has been dealt by a majority of the Supreme Court—Felix Frankfurter writing the majority decision.

went Afield

There was before the court a question on the licensing of radio stations and on wavelengths. There was no question whatever before the Supreme Court concerning radio. But Frankfurter, in writing the majority decision, deliberately went far afield and embraced that question. In his decision (Continued on page 24)
"It's a HONEY of a market, folks"

—and you can't cover it without

WHAT IS THE BEELINE?

The BEELINE is not a circuit, chain or network. It is a group of long-established key stations, each the favorite in its community, providing interlocking primary coverage of...

CALIFORNIA'S BILLION-DOLLAR MARKET and Western Nevada

These five stations blanket a state within a state—California's great central valleys—plus Reno, "biggest little city in the world" and wealthy western Nevada. This BEELINE market, topping the nation in value and diversity of agricultural products, is segregated by Nature. In primary coverage, alone, it ranks in area with Pennsylvania and Michigan combined; in population with Los Angeles; in retail sales, with San Francisco (plus new buying power of tens of thousands of soldiers and defense workers.) You can't cover this golden market with any other radio combination that approaches the BEELINE's huge, loyal audience. * We have the proof:

NEW HOOPER RATINGS - NEW CONTOUR MAPS
NEW MAIL-RESPONSE FACTS

...information important to every time-buyer. * New rate cards, too, make this five-station package one of radio's outstanding buys. There's "honey" for the taking...on the BEELINE!

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

ROBERT A. STREET, National Sales Manager  PAUL H. RAYMER CO., National Representatives
Special Assignment Plan Works Better In Bringing Federal Messages to Public

AN ESTIMATED total of 204,000 J ohn lisener impressions, the largest on record, resulted from radio assignments made last week to current war information campaigns through the special network assignment plan. One of several methods for channeling domestic radio programs.

The special assignment plan is now four years effective as of the beginning of the program, phi Cohen, deputy chief of the Radio Bureau, pointed out in commenting on the weekly OWI figures of estimated broadcast audiences to government campaigns. He explained that more and more broadcasters have been offering to contribute time under the assignment plan, with the result that last week the program hit its peak.

Other Impressions

"This is evident of the increasing number of activities of radio to participation in public campaigns," Mr. Cohen asserted, "it indicates the industry's voluntary efforts to do more through its medium for national welfare."

Under the special assignment plan, he explained, OWI writes a program, sponsors it, outlines the radio program, and sends the outline plan and needs in connection with its various campaigns. For last week's schedule, the Third War Loan led the list. The response was 100% with regard to willingness to cooperate in the program.

The total of listener impressions given by radio through the assignment plan last week was only part of the total of radio audiences to government campaigns. An additional 282,850,000 impressions was obtained through the network allocation plan and other programs brought the aggregate of listener impressions to 612,670,000, one of the highest figures attained.

While the Third War Loan was responsible for a large part (57%) of the increased audience during the week, considerable time was contributed to other campaigns. The V-Mail campaign received an estimated 100,760,000 impressions or 16.8% of the total, and the campaign to recruit women workers received 65,300,000 impressions or approximately 11% of the aggregate.

Other campaigns, accounting for approximately 57,000,000 impressions or about 15% of the total, included Labor Day, Fats and Grease Salvage, Prepare for Winter, War Bonds, United Nations Post Front Pledge, Conservation, Hold Prices Down, Overconfidence, Fighting Forces, The Enemy, and Home Forces.

The Third War Loan last week was scheduled on 45 network commercial and sustaining programs through the network allocation plan of OWI. Another 160 programs were scheduled under the special assignment plan, in addition to 891 network radio programs, covering transcribed announcements and 324 stations carrying additional 21 one-minute transcribed announcements. Two special events, musical dignitaries and Hollywood stars, led off the campaign.

Tubes for Canada

CANADIAN radio tube manufacturers, located largely in Montreal, Toronto, and western Canada, expect this year to meet 90% of the home radio tube replacement requirements. A survey by the Toronto Financial Post shows. Through dovetailing production schedules with vasty expanded war work, they hope to produce about 125 of the more important types of replacement tubes for civilian use. Average Canadian radio tube life is 4½ years, but many new stations have been built in the Dominion to meet the wartime expansion of the industry, which has increased threefold, now makes radio equipment for not only the Canadian forces, but also many of the United Nations Canadian radio tube production of communication instruments of all types for the armed services will reach $260,000,000, according to a government report.

Publicity as Career

FINDING that comparatively few manufacturers or large advertisers have created public relations splashes among their top executives and that the whole field is an expanding one, needing further classification, Verne Burnett, vice-president of public and stockholder relations of General Foods Corp., has written a guide book to the new field—public relations [Y and Your Public, Harper & Bros., $2.50]. Emphasis is placed on the public relations point of view in advertising.

SCHOOL STARTED

Radio Telephone Operators

Trained by WCKY

COOPERATING with War Emergency Radio Service WCKY Cincinnati has inaugurated training applicants for restricted radio telephone operator permits. John E. Dickerson, WCKY engineer, nears instructor by rank, will give the radio aid for the area Civilian Defense Corps and FCC, will teach the course. The course will begin next week. Following successful examinations, three class operators' certificates will be issued by FCC, and applicants will be utilized by the Greater Cincinnati CDD organization.

Emergency Radio Service plans to expand from 22 to 106 emergency stations in the area, which will be used also in post-war peace-time public emergencies to supplement telephone communications. Area includes Hamilton County, part of Clermont County, C.: Kenton, Campbell, and a portion of Boone County, Ky.

BEER BOTTLES pinch-bit for candles on this congratulatory cake that George Johnson (right), general manager of KTSA San Antonio, presents Harry S. Sobie, general manager of Lone Star Brewing Co., San Antonio, celebrating the signing of what is described as the largest contract that I pay radio package contract in South Texas for the third straight year over KTSA.

Senator Smith

(Continued from page 28)

he turned over to the FCC the control of radio programs, virtually giving them the power to determine who should speak over the airwaves and what they should say. A totalitarian government hardly could go further restricting expression.

This he has done at the very hour when freedom has been sent all over the world to fight and die for freedom of speech. It is passing strange that Felix Frankfurter, of Austria, should write a decision threatening American Freedom. He knows, by happy experience, what a glorious privilege it is to be protected by our splendid form of Government. For long years he has lived here and prospered well. He was educated in our colleges. He has been entrusted with office after office of dignity and influence. And finally he has contributed to Mr. Justice Murphy who wrote the dissenting opinion and whom I now quote:

Exceed Authority

"By means of these regulations and the enforcement program, the Commission would not only extend its authority over business activities, but would greatly enlarge its control over an institution that has become a rival of the press and pulpits as a purveyor of news and entertainment and a medium of public discussion. To assume a function and responsibility of such magnitude is an importance in the life of the nation, as a matter of constitutional authority to its duty to pass on individual applications for permission to operate a radio station and use a specific wavelength, is an assumption of authority to which I am not willing to lend my assent.

"... We exceed our competence when we gratuitously bestow upon an agency, power which the Congress has not granted. Since that is what the court in substance does today, I dissent."

...Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of control that should be exercised over it by the Government is a matter of deep and vital concern. Events in Europe show that radio may readily be a weapon of authority and misrepresentation, a means of entertainment and enlightenment. It may even be an instrument of oppression"

Calls the Roll

It is of vital importance to Americas everywhere that they know which men of the Supreme Court bench agree with Frankfurter and which agree with Rutledge. Therefore I shall call the roll of the Supreme Court.

Mr. Justice Black and Mr. Justice Rutledge will now take part in this occasion. Justice Rutledge, Justice Stone and Douglas agree with Mr. Frankfurter. Mr. Justice Roberts agrees with Mr. Justice Murphy in upholding freedom of speech. What a valiant but what an insanely small roll of honor. It is the duty of Congress to enact a radio bill, as prompt as possible, in order to nullify this dangerous court decision.

This bill must be clear, strong and forthright. It must state plainly the scope and the limit of the power to be delegated to the FCC. It must leave no loophole for broad interpretation of authority. This bill must guard and protect America's dearest freedom.

Our fighting men have left this sacred heritage to us in guarding keeping. We will betray them if we do not guard it with all our might.

What price freedom for the world if American freedom is sacrificed!! Remember Americas all—"Eternal vigilance is the price of liberty!"
OK, Mr. Noble!

This is our KEX Manager. We're glad to be going places with the Blue, Mr. Noble. I've heard a lot of good things about KEX.

You bought a good network there in the Blue—maybe you'd like to know more about KEX—the Blue Station in Portland, Oregon.

The survey figures show that KEX is stepping right up toward the top in listener popularity in the Portland area.

Wow.

KEX is a better buy than ever for spot advertisers.

And how he has grown! More than three quarters of a million people now live within a 50 mile radius. Happy to know these things.

I'm glad KEX is on the Blue.

KEX is represented nationally by the Paul H. Raymer Co.

Three of the famous Kaiser shipyards and dozens of other war industries are within the KEX service area. Portland citizens have twice as much spendable income as the national average.

Big Bargain Today.

KEX—Portland, Oregon
Because of the gas and tire restrictions, Fresno, Cal., like many other communities, has been unable to hold its annual county and district fairs. KMJ Fresno therefore took the alternative and sponsored a two day indoor Victory Garden Harvest Festival to display victory garden produce and home processed foods, with prizes of a complete garden tool set, war bonds and ribbons. Remote broadcast was aired over KMJ on the second night with participation by the 70 piece 22nd Air Force Band, augmented by a 35 piece drum and bugle corps.

**Deposit Slips**

DIRECT mail piece sent out by WROK Rockford, Ill., to the grocery stores of the city resembles a bank deposit slip. Promoting the current Morton Salt radio campaign the piece suggests to grocers "salt some away" by displaying Morton's salt and how it can be used for food preservation.

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**Merchandising & Promotion**

**Deposit Slips—Around the Clock—Milkman**

**Campaign—Scripts—Billboards & Radio**

Around the Clock

WWSW Pittsburgh has issued an attractive 8-page brochure stressing its promotion of Pittsburgh institutions, popularity of station personalities, growth of listener audience and sports coverage. Emphasis is given to its 24 hour around the clock operation and to advertisers who have used the station regularly for many years.

Milkman Featured

VARIED CAREER of Bob Martin, announcer of WTAG Worcester, was written up in the Worcester Sunday Telegram recently, picture included. His life story includes rescue from the Titanic, an acting career as member of "Our Gang" and a period in vaudeville.

WENR Folder

NEW two-page promotion folder of WENR Chicago titled, "Does WENR produce results?", printed on blue enamel stock, answers its front page query with a letter from W. A. Wade, president of the Wade Agency, Chicago, citing the nine year success story of Morris B. Sachs' "Amateur Hour on WENR. Inside pages list program schedule, and back page shows WENR primary station area map and 0.5 millivolt area.

**WAPI Campaign**

CAMPAIGN run by WAPI Birmingham, through newspaper, billboard and car card ads was published in a booklet issued by the station, titled "312 Million "Plugs". In addition to increasing listener interest, program affords each CBS Pacific station opportunity to stress local features through cutins. As public relations promotion, a copy of the broadcast devoted to analysis of how network shows are built, Wartime and post-war industry plans are also discussed.

**Distribute Scripts**

AS THE FIRST project of its newly organized publicity and radio relations department [BROADCASTING, Aug. 2], the Hillman Women's Group, of Hillman Periodicals Inc., New York, last week distributed free of charge to a selected list of 100 stations, the script of a dramatization of "Washington Girl", newsletter appearing in the October issue of Real Story, a Hillman magazine.

**Billboard and Radio**

TWO mediums get-together in the Detroit market to make up a 24 sheet billboard to sponsor Sweet Sixteen beverages for Carbonated Beverages, Inc. Both radio and outdoor advertising of the firm use Happy Joe Gentile of CKLW Detroit as central figure. Happy Joe handles the CKLW Morning Prog, on which Carbonated Beverages are promoted. Simons-Michelson Co. has the account.

**Premier Promotion**

SPECIAL features on a number of WLW Cincinnati regularly scheduled broadcasts are being planned to promote interest in the 55-city midwest premier of RKO's "Behind the Rising Sun", film based on book of same name by foreign correspondent James R. Young. Other recent films which have been promoted by WLW were "Hilier's Children" and "This Land is Mine".

**CBC Rebroadcasts**

THE CBC Radio Network heard in Canada every night over the Canadian Broadcasting Corp. network, since the early part of the war, as a half-hour late evening presentation, was cut to a quarter-hour Sept. 5 on the Canadian network, with remaining 15 minutes being used to rebroadcast other CBC programs of current interest to Canadian listeners. On Sunday evenings the CBC talk program American Guest Night in which Canadian and American news editors in Great Britain take part, is now being rebroadcast on the CBC net.

**AMP Agreements**

ASSOCIATED Music Publishers Inc., has negotiated a license agreement with WSB and has made extensions of license to the following stations: KFAC KOMO KOY KELM KVOD WHAL WORV WRNR WYFA WHAI WHEC WHYN WHIZ WHEL WXYT WMEX WYRH WNJC WDOD WRNL WSNR WSBY WTGB WYTH.
Most everyone in Washington knows Janice. Janice Grey. She comes from Minnesota but, like thousands of girls, she's now working in Washington.

More important, she's a heroine! Heroine of a daytime serial—Janice Grey, Washington, D.C.

It's a show on WTOP at 3:00 to 3:15 p.m. every weekday. Written by WTOP. Cast by WTOP. Produced by WTOP.

A daytime serial so localized—that so depicts normal just-around-the-corner happenings—that it grips the listener's imagination: focuses her attention: demands her loyalty.

Janice Grey, Washington, D.C., has all the animation, all the suspense, all the heart-throb of good daytime radio. Its locale and many of its incidents are so familiar to Washington listeners that they might have happened next door (and maybe they did). Janice Grey is not just a "character." She's a person who is sharing the experiences of her listeners. She's part of their lives.

You ought to make a date with "Janice." It's a remarkable show... a proved radio formula, personalized and localized for Washington women. It's a TOP opportunity for an advertiser wanting to identify himself with Washington families.

"Janice Grey, Washington, D.C." is the kind of polished, potent, professional radio that has made WTOP so popular.

It's one of eight bright new WTOP-created, WTOP-produced shows now on the air.

Small wonder that advertisers invest more money in WTOP than in any other Washington radio station!

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
The NBC Music Library (more than 100 tons of tunes) — the largest working collection in the world — is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

CUT UTILITY USAGE, SAYS JOINT APPEAL

RELATING a group of topics which have been the subject of important war messages, the three government agencies last week jointly appealed to the public to cooperate in a new program for the conservation of fuel, manpower and utility services. The program was launched by FDR, ODT Director Joseph Eastman, and Petroleum Administrator Harold Ickes, joined in the appeal. The program covers coal, oil, gas, electricity, communications, water and transportation, and the agencies which run it appeal to the public to learn the facts and do their part in the national effort.

Their statement said that further efforts must be made by each citizen to reduce usage of these materials and facilities. "When this is done," the statement continued, "we are confident the supplies and resources on hand and future production can be stretched to meet the nation's needs."

Francisco Named CIAA Assistant Coordinator

DON FRANCISCO, director of the Radio Division of the Office of the Coordinator of Inter-American Affairs, has been named Assistant Coordinator of the agency, Nelson Rockefeller,CIAA coordinator, announced last week. Mr. Francisco will continue to direct CIAA radio activities.

Prior to joining CIAA, Mr. Francisco was president of Lord & Thomas, having joined the advertising agency in 1931 and assuming the presidency in 1938, succeeding Albert D. Lasker. He has been with the Rockefeller organization nearly three years.

J. B. Williams News

J. B. WILLIAMS Co., Glastonbury, Conn, which discontinues its Nero Wolfe series on the BLUE Sept. 27, last week took over sponsorship of the five-weekly Time magazine worldwide news review, presented 9:15 p.m. on WQXR New York. The company, which has used WQXR extensively, will promote Glider brushless shave cream. First portion of the show covers latest news of the day, the second portion dealing with sidelights and news features reported by Time's 203 correspondents. Williams Agency is J. Walter Thompson Co., New York.

170 on Sunkist List

CALIFORNIA FRUIT Growers Exchange, Los Angeles, in a concentrated advertising campaign starting Sept. 13 will use 170 stations of Keystone Broadcasting System. Utilizing lemons with photographic copy, approximately 21 transcribed announcements per week will be used on each station. Agency is Foote, Cone & Belding, Los Angeles.

F. E. MYERS & BRO. Co., Ashland, Ohio, famed manufacturer of water systems and one of the oldest advertisers in the farm field, will begin testing three types of early-morning radio programs Sept. 13. Marking Myers' first real use of radio, the programs will be carried by 11 stations. Each will feature Big City Frank, a new radio personality portrayed by Vic Smith, Chicago actor. One group of stations will air a 15-minute program thrice-weekly with Farmer Frank and tunes and songs by the Myers Music Makers. A second group will broadcast a five-minute program twice-weekly featuring Farmer Frank alone, while still another group will broadcast one-minute announcements by Farmer Frank twice-weekly.

Stations carrying the test programs, all of which will be transcribed, are WLS Chicago; WJZ Detroit; WBNS Columbus, Ohio; WMBD Peoria; WJBC Bloomington, Ill.; WDAN Danville Ill.; WLOE Lima, Ohio; WCAR Pontiac; WSBT South Bend; WROK Rockford Ill., and WADC Akron.

The test is under guidance of S. S. Burnett, Myers advertising manager. Meldrum & Femwthcr, Cleveland, is agency.

Packer's Spots

OSCAR MAYER & Co., Madison, Wis. (meat packers), on Sept. 9 started participation on the late morning half-hour homemakers' program, Feature Foods, heard five-weekly on WLS Chicago. Contract is for 52 weeks. The Mayer Co. on the same date began participation on the five-weekly early morning 55-minute program, Sunrise Salute, on WBBM Chicago. for 13 weeks. Company is also sponsoring five-minute market reports daily on WIBA Madison, Wis. Agency handling the account is Mitchell-Faust Adv. Co., Chicago.

Jane Cowl on Blue

SIX SPECIAL programs, with actress Jane Cowl as narrator, have been arranged by the BLUE as part of its cooperation with the Third War Loan drive, to run Sept. 9, 14, 17, 21, 28 and 29 in the 10:15-10:50 p.m. hour. The series, written by Ira Marion, BLUE scriptwriter, will dramatize the true stories of six American soldiers wounded in action and now in naval hospitals in this country. Each program will end with a two-minute talk by the soldier whose life has been told, speaking from his hospital bed.

CVI Joining CBC

CVI Victoria, B. C., joins the national network of the Canadian Broadcasting Corp. as soon as line or FM facilities can be arranged. It was announced following the recent meeting of the CBC Board of Governors at Vancouver and Victoria.

BOARD of Directors of Decoy Records Inc. New York, last Tuesday decided the regular quarterly dividend of 25 cents per share on the company's capital stock, payable Sept. 30, 1943, to stockholders on record Sept. 18, 1943.
THE DETROITER
PUBLISHED WEEKLY BY THE BOARD OF COMMERCE

DETROIT RIDES THE CREST

TEN YEARS AGO Detroit suffered its sharpest depression. Today it enjoys its greatest prosperity.

In 1933, banks were closed. City bills were unpaid. Nearly four years of mounting depression had reduced factory employment to less than 200,000 workers. An increasing welfare load numbered 70,000 cases.

For a brief interval, people lost faith in Detroit. City Bonds that now bring $120 could be bought at but little more than one-fourth of that price in 1933. City bills went unpaid. Municipal employees received City Scrip or nothing. Total City deficit as of May 31, 1933, exceeded $21,000,000. Bonded debt of $377,661,252 brought total obligations up to $400,000,000.

Ten years of increasing peacetime activity, growing payrolls and war prosperity—halted momentarily by brief recession of 1938—brought Detroit to levels hard to realize until comparisons are made with prior years.

Most significant is the rise in factory payrolls. As Detroit industry goes, so goes Detroit. Factory worker families, on the average, will receive about $5,000 this year. Weekly pay envelope of average Detroit workman will purchase nearly twice as much in goods and services today as it did in 1933.

Department store sales have risen to their highest level. Bank deposits are more than double their highest pre-war figure. Savings deposits have increased by more than $100,000,000 over the past eighteen months. War Bond savings have been greater.

Table pictures other outstanding changes in Detroit over past decade.

DETROIT STATISTICS—A DECADE OF ACTIVITY

<table>
<thead>
<tr>
<th></th>
<th>1933</th>
<th>1943</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Debt</td>
<td>$399,322,184</td>
<td>$308,880,455</td>
<td>-23%</td>
</tr>
<tr>
<td>Detroit Bonds (10 year)</td>
<td>39.00</td>
<td>120.00</td>
<td>+208%</td>
</tr>
<tr>
<td>Bank Debts</td>
<td>3,807,132,000</td>
<td>29,800,000,000</td>
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<tr>
<td>Bank Clearings</td>
<td>1,940,566,338</td>
<td>19,750,000,000</td>
<td>+915%</td>
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<tr>
<td>Savings Deposits</td>
<td>112,437,402</td>
<td>439,843,756</td>
<td>+291%</td>
</tr>
<tr>
<td>Total Bank Deposits</td>
<td>334,656,984</td>
<td>2,026,182,007</td>
<td>+505%</td>
</tr>
<tr>
<td>Factory Employment (County)</td>
<td>194,829</td>
<td>585,000</td>
<td>+200%</td>
</tr>
<tr>
<td>Weekly Factory Earnings</td>
<td>$22.00</td>
<td>$61.50</td>
<td>+179%</td>
</tr>
<tr>
<td>Total Factory Payroll (County)</td>
<td>210,239,008</td>
<td>1,800,000,000</td>
<td>+796%</td>
</tr>
<tr>
<td>Value Factory Output (County)</td>
<td>1,260,406,608</td>
<td>9,500,000,000</td>
<td>+655%</td>
</tr>
<tr>
<td>Department Store Sales</td>
<td>587,717,000</td>
<td>174,000,000,000</td>
<td>+197%</td>
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<tr>
<td>Value Buildings Erected</td>
<td>3,945,765</td>
<td>29,600,000</td>
<td>+70%</td>
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<tr>
<td>DSR Traffic Volume</td>
<td>254,343,585</td>
<td>583,000,000</td>
<td>+111%</td>
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<tr>
<td>Railroad Tonnage (Area)</td>
<td>15,936,593</td>
<td>28,000,000</td>
<td>+76%</td>
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<tr>
<td>Real Weekly Earnings (1933—100)</td>
<td>188</td>
<td>188</td>
<td>0%</td>
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<tr>
<td>Population (Area)</td>
<td>2,080,000</td>
<td>2,845,000</td>
<td>+37%</td>
</tr>
</tbody>
</table>

* Totals for 1943 estimated on basis of first half gain over corresponding period of 1942. Other data as of July 1, 1943.

—John R. Stewart

WWJ
America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

ASSOCIATE STATION W45D—F. M.

BROADCASTING • Broadcast Advertising

September 13, 1943 • Page 29
Henshaw to MacLaren

DON HENSHAW, radio director of Walsh Adv. Co., Toronto, has joined the account executive staff of MacLaren Adv. Co., Toronto. For the past year he has been working for the National War Finance Committee of the Canadian government as public relations advisor, duties which he will continue. Prior to joining Walsh Adv. Co., he was radio director of A. McKinn Ltd., Toronto. He came to Toronto in 1934 from WIOD Miami, where he was studio manager, and began putting on radio productions for the Canadian Radio Broadcasting Commission, predecessor of the Canadian Broadcasting Corp. In addition to his agency work, he writes and produces a number of shows.

Studio Notes

PROBLEMS faced by cast and crewmen are dramatized on the weekly Stockmen's Trails program on KROW Oakland, Calif. Series is prepared and presented by Farm Credit Administration Department of Agriculture.

ETRM, outlet for NBC in El Paso, Tex., celebrates its 14th year on the air this month.

CEREMONIES were held Labor Day, Sept. 6, to award a silver cup, offered by WOSU Charleston, S. C., to the best activity at the Navy Yard showing the best all-around record for the first seven months of 1943, to the electrical shop at the yard. Cup was awarded by John Rivers, WOSU general manager and president.

FIRST PLACE in Omaha community singing show quartets contest went to the WOW Omaha quartette, Lyke DeMoss, Ray Olson, Tom Chase and Thomas Holts. The four had never sung before as a group, and won over 15 competitions, singing "By the Light of the Silvery Moon". Contest was sponsored by Omaha World-Herald.

WCBT Ronsalle Rapids, N. C., on Sept. 1 joined Mutual, making a total of 210 MHS affiliates owned by J. Windfeld Crew, Jr. WCBT operates on 1320 ke 250 w.

THIRD birthday celebration broadcast Aug. 29 of WIPF Herrin, Ill., was aired from the campus of Southern Illinois Normal U. in Carbondale, and featured a new type of service-men participation show. Members of the Air Force Training Detachment located on the campus of SINU participated on the program.

Southwest Broadcasters, Inc.

Ken Shaw, President

Hardcore, Promotion Director

International News Service

253 East 45th Street

New York City

Ernest Brandeis

Dear Mr. Brandeis:

Every now and again it seems to "pay off" to lean back and view from a broader perspective all the miscellaneous factors which enter into radio station operation. Such an occasion inspires this letter.

Thank it's only fair to pass along to you the fact that we find the service of International News Service to have been one of the bright spots of our operations during our first year. We have found INS to be alert, reliable and complete. This, I presume, is no more than to be expected. What does seem to be "beyond the line of duty" has been the personal attention we have received upon occasion. We are a small station in a small town, nevertheless, we have in more than one instance received the benefit of direct interviews of our Congressional Delegation in Washington, for example, and specific follow-ups from other of your bureaus. We appreciate that kind of service you can be sure, and it is of material benefit in building local prestige.

The comment we frequently hear on our newscasts goes something like this: "why have you just as good news over KFUN - even more complete - than you go over the larger stations?" We believe in giving credit where credit is due...hence this letter to you.

Tours very truly,

radio station KFUN

C. H. Twilley

Thanks, Mr. Twilley.

ENTAB

W39NY's New Schedule

W39NY, New York FM station owned by the Municipal Broadcasting System, is operating on a new daily schedule from 6-10 p.m., carrying many of the programs heard on WNYC, New York municipal station, as well as live musical programs of its own origination. Located atop the Municipal Bldg. in New York, the station operates on 139.9 mc, covering sections of New Jersey and Long Island.

WIP Philadelphia staged a gigantic radio revue, "The American Way," on Sept. 10, specifically planned for the Third War Bond Drive. From 10:30 p.m. until early morning, all the theatrical stars in town paraded before the WIP microphones.

A RECIPROCAL exchange of programs between the British Broadcasting Corp. and the Canadian Broadcasting Corp. was started Sept. 11, shop lifting. The programs, dealing with the common heritage of the British and Canadian people, are expected to be heard over the air every week. Three Canadian to British programs and three British to Canadian programs are featured in the weekly series.

REPORTS on sales of Bonds from War Bond headquarters in the four states comprising the WNW-WSAI Cincinnati area are being aired at frequent intervals during the Third War Loan Drive. Plan is aimed at arousing a competitive spirit in the various districts. WSAI is scheduling a 15-minute program each day to promote interest in the drive.

WWL New Orleans is plugging the current Third War Loan Drive with special sign-on and similar sign-off at night, in addition to announcements and special programs at other times. Station recently supplied talent for local Bond rally held in New Orleans.

Thomas Rejoins Lyons

EARL G. THOMAS, former Chicago radio director of McCann-Erickson, and for the past year a captain in the Army, has been named executive vice-president of A. & S. Lyons Inc., to manage the New York office of the talent agency. Mr. Thomas was recently placed on an inactive status after completing his special Army assignment as theatrical adviser and producer of all-soldier shows and revues. Arthur S. Lyons said the appointment of Mr. Thomas is the first step in an expansion program "in anticipation of an unprecedented increase of activity in the entertainment world immediately following the war." Mr. Thomas was radio director of A. & S. Lyons from 1928 to 1936. He founded and was first president of the Chicago Radio Management Club.

Drake Joints Blue

FRANCIS DRAKE, World War I pilot, author and aviation editor of Readers Digest, has joined the BLUE's Blue's commentators. He now broadcasts a 10-minute aviation commentary on the BLUE Sundays in the 1:45-2 p.m. period, following a five-minute report on world news. First program was heard Sept. 12.
August 9th, 1943.

Mr. F. C. Sowell  
Station WLAC  
Third National Bank Building  
Nashville, Tennessee  

Dear Mr. Sowell:  

I've been away from the office for the past four weeks, and have been extremely gratified to note the wonderful job you're doing for Sunway Vitamins. You are our lowest cost station at this time, and I am more than happy with the results.

I'm working along the same lines with other stations, and wonder if you would be good enough to send me scripts of all copy you are using, since I feel this would be of benefit to them. I'll greatly appreciate receiving this by return air mail because we are working on copy now and would like to use this for material.

I'd like to suggest also that you let me have a few recordings of your shows, for which of course I'll be glad to pay for any expense involved, to be used only for audition purposes. These can be done at your convenience.

Again I want to congratulate you on the very swell job you are doing for us, and thank you personally for all your fine cooperation.

Cordially yours,  

SORENSEN AND COMPANY  

When Miss Wageman states that WLAC is her "lowest cost station," she simply means she is getting more $1.00 orders per advertising dollar spent on WLAC than from any other station. 'Nuf said!
Robert Southey might well have had radio broadcasting in mind, when over 100 years ago, he wrote:

"There are three things that ought to be considered before some things are spoken —the Manner, the Place and the Time."

Fort Industry Stations offer radio advertisers the "Manner" of the expert. Always that studied presentation that fits the job to be done.

Fort Industry Stations offer radio advertisers the "Place" where folks listen and respond. The importance of these Fort Industry markets is a matter of record for all to read:

IN OHIO—Toledo, Lima, Zanesville

IN WEST VIRGINIA—Wheeling, Fairmont

IN GEORGIA—Atlanta

Fort Industry Stations offer radio advertisers the "Time" that counts—spot announcement and program time units built up to a maximum of efficiency by major network and personalized local programming.

Fort Industry "Manner," "Place" and "Time" are your assurance of results!
Stark Facts of War

WAR NEWS coverage enters a new phase with the ruling by President Roosevelt that the stark and grim facts of warfare be revealed to the public. It is one thing to run "horror" stories and print pictures of the American dead and wounded in the newspapers and magazines; quite another to describe them over the air.

Radio's intimacy makes the task difficult. To bring news of blood-shed, of maimed and blinded men to the fireside requires news handling of a kind radio hasn't yet been called upon to handle. The result is that the impact of the printed word or picture isn't that of the human voice. Straight news handling of news stories, when processed for the spoken word, isn't difficult; in fact there has been abundant praise for radio's war news jobs.

Whatever may be said of OWI, it has performed its radio function with all due respect. President's order reinforces OWI's position as the war news dispensing agency. The decision to present the facts about war to the public means that radio will be called upon to handle its share. Dramatization of war's bloody side obviously is to be avoided. On the other hand a rapid-fire announcer, using clipped phrases, probably can handle horror gracefully.

The industry must employ skill and care in this new task. It may need some guidance. That's the job of OWI up to a point. It's still a good idea, on questions of this delicate nature to invoke the maxim: "When in doubt, don't!"

The Fighting Fourth

DOWN in Asheville, N. C., the other day, 60 broadcasters got together for an NAB district meeting. It was a scheduled session for all the world like other meetings of the 17 NAB districts. Yet it was a historic standpoint because it reflected a change in industry attitude—a militant determination to get things done.

Broadcasters will recall that the Fourth District a couple of years ago set off the fireworks over NAB reorganization. This time they got busy on legislation under the spur of their pair of aggressive directors—Don S. Elias, director-at-large from WWNC Asheville, and Dick Shafto, WIS Columbia, district director.

These broadcasters from North and South Carolina and Virginia and West Virginia, with the District of Columbia thrown in, take their industry seriously. They were aroused to action by the fighting words of the veteran South Carolina Senator "Cotton Ed" Smith, who called for Congress to "nullify" the Supreme Court decision giving the FCC control over "composition of the traffic".

Unable to be present because of illness, Senator Smith sent his address to be read. It wasn't an address for beauty's sake. It was a direct, calculated appeal to Congress by the dean of the Senate and the ranking member of the committee in which radio legislation originates, to protect the traditional freedoms that are Democracy. He called for a new law to state plainly the scope and limit of the powers delegated the FCC, which "must leave no loophole for broad interpretation of authority". He said it was the "duty of Congress to re-enact a radio bill as promptly as possible to nullify this dangerous court decision".

Senator Smith expressed more clearly than any one in the industry those guarantees which radio seeks. Radio asks no special privileges or favors. It seeks only the security, peace of mind and "freedom from fear" which will permit it to perform maximum public service.

There was another speaker, too, who talked straight from the shoulder. D. Hiden Ramsey, general manager of the Asheville Citizen-Times, advised broadcasters they might take a leaf from the book of experience of newspaper publishers. The press long ago learned the truth of the expression "Eternal vigilance is the price of liberty". He said the threat to freedom of radio will not be lifted with the passing of certain individuals or groups from high places in public life. The decision which gave rise to grave fears for freedom of radio was not a decision of Justice Frankfurter, but of the Supreme Court, he admonished. It is not Chairman Fly who is going to carry out this decision, but it will be other officials in the years that are to come, he said.

"There can be no secure independence for the individual unless you have government by law and not by men!", said the distinguished Southern editor.

Important leaders in Congress and thinking men in kindred pursuits are aware of the fate that will befall radio unless there is action, speedy and certain. As long as the House Select Committee is investigating the FCC, the FCC won't attempt to invoke the Supreme Court "reforms". It's the industry's best insurance policy. The time to act is now. The boys in the Fourth District are leading the way.

Jimmy Accuses

ONE WONDERS where or when Jimmy Petrillo will be stopped. He has now stooped to name-calling. At the hearing before the WLB panel on the recording strike, Petrillo cited Elmer Davis, OWI director, as a Government official who had used his influence against APW. He alluded to Mr. Davis' former employment at CBS and added that "I can't say whether or not he is now but I think he will return to their employ after the war is over."

Mr. Davis is a patriotic American citizen, who at great personal sacrifice left a position as one of the nation's foremost news analysts to become OWI head at the president's request. He was named as Government officer in charge of war information, to observe that the recording ban would interfere with morale by depriving both the armed forces and the public of desired recorded music. Other Government officials have also commented on that obvious fact.

We won't go into other aspects of Petrillo's characteristic table-clumping and industry-damming performance before the WLB panel. We do go along with the observation of A. Walter Socolow, counsel for the transcribers at the WLB hearing, that the APM czar's accusation against Mr. Davis is "thoroughly reprehensible".

(Continued on page 38)
CROWDS follow KOIN
...on and off the air!

Above—A solid city block of humanity hears the KOIN-Portland Civic Orchestra, presented by Portland’s Mayor.

Below, left—KOIN Orchestra attracts immense crowds at Portland’s Victory Center.

Below, right—KOIN Orchestra and Chorus sponsored by the Mayor in summer series of City Park concerts.

THE PUBLIC SERVICE STATION IN
PORTLAND, OREGON

FREE & PETERS, INC. National Representatives
David Grimes, Philco, Is Killed in Plane Crash

DAVID GRIMES, 47, vice-president in charge of engineering for Philco Corp., who was abroad on a special war mission, was killed Sept. 4 when his transport plane crashed in Northern Ireland. He served in the last war as chief radio officer at Kelly Field, Texas, and at bases in England. After the war, he joined AT&T as a research engineer in telephony. While doing research work on a consulting basis he invented the "Grimes Inverse Duplex Circuit" used by many early radio amateurs in home-made receivers.

Mr. Grimes joined Philco in 1934, and under his direction the company played a leading part in developing and producing electronic equipment for the Army and Navy. One of his strongest convictions was that a network of television relay links beaming programs from one station to another 25 to 40 miles apart would make possible a nationwide television service in a relatively short time.

JOHN R. KENNEDY, formerly of the purchasing department of the RCA Victor Division of RCA, has joined Columbia Recording Corp. as manager of material procurement and control.

MILTON Y. CARLSON, formerly of the advertising department of Los Angeles Examiner, has joined Don Lee Broadcasting System Hollywood, as advertising manager.

MARK WAKEFIELD has joined KEVR Seattle as account executive.

Our Respects to (Continued from page 38)

served to temper Mr. Kopf, whose name from that time was spoken of with greater respect in the commercial broadcasting field. Drakebett Chemical was an early Kopf account. So was Real Silk Hosiery and the Hoover Vacuum Cleaner Co. And when he stepped into the Procter & Gamble set-up he played a major role in turning that company into the biggest single customer on NBC.

And Kopf continued to lace up the Midwest with such accounts as Jergens-Woodbury, American Rolling Mills, Brown & Williamson, Pabst Brewing and others. Meanwhile, his record sheet began to read like chapter headings in a Horatio Alger book. Jan. 1, 1939, appointed sales manager of the NBC Central Division; Oct. 9, 1940, appointed general manager of the Central Division effective Nov. 1 of that year, when Sidney Strotz went to New York as NBC program vice-president; Oct. 3, 1941, elected vice-president of NBC. Throughout the process, we have learned, everyone continued to call him "Harry", yet no one underestimates his executive ability, based on a fast sales attack and lightning wits upon demand.

Harry Kopf likes to drive a fast car, or did; bowls with equal alacrity, plays "at" golf; collects fishing tackle toward the day he can really go in for it a la Walton. A bachelor, Harry Kopf lives in a large house in Evanson, Ill., with his brother, Dick, and a married sister, who can find him in a comfortable deck chair in the back yard whenever there is any curling to be done.

CBS says this is our primary:
22 counties - 3 states - 1,032,302 people (75% white). Hooper says this is our popularity: 63.8% tuned to WSPA. Uncle Sam says this is our payroll: Industrial - $107,084,220;
Farm - $93,226,133. No wonder WSPA is South Carolina's FIRST station.
Locate your FM Transmitter for maximum coverage

Locate your FM Studio for convenience

Bridge the gap without wires with a G-E ST relay

Programs from W41MM, the Gordon Gray studio at Winston-Salem, N. C., are today being relayed, without wires, to its 3-kw transmitter high on Clingman's Peak 110 miles away. A G-E Station-to-Transmitter unit makes this wireless relaying possible. In similar use at FM stations in Chicago and Schenectady, and at international short-wave stations in Boston and New York, the S-T relay has proved its economy, reliability, and unequalled transmitting fidelity in months of flawless day-in, day-out service.

General Electric S-T equipment permits complete FM program fidelity from 30 to 15,000 cycles—the total range of the human ear. This apparatus takes the place of technically inadequate or prohibitively expensive wire-line construction...for no connecting wires are needed! General Electric alone has pioneered and developed this wireless type of equipment...and G. E. is the only manufacturer who can supply it.

A complete General Electric S-T relay-equipment installation includes:

1. A 25-watt FM transmitter.
2. A rack-mounted station monitor.
3. A double-conversion, crystal-controlled superheterodyne FM receiver.
4. Special directional antennas that provide a 100-fold power gain between studio and transmitter.

It's not too soon now to start locating the site for your post-war FM transmitter. G. E. has the experienced engineering personnel to help you find the best location, the S-T relay transmitter and receiver to reach it, and the studio and antenna equipment to operate it... plus broadcast and programming experience to help you select and train your future FM engineering and studio staffs. We welcome your inquiries.

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Keller to MBS

ROBERT KELLER, former manager of the licensing division of Associated Music Publishers, has been appointed manager of program operations for Mutual, it has been announced by Adolph Opfinger, Mutual program director. Mr. Keller, prior to joining AMP six years ago, was manager of the literary rights division of NBC.

HARRISON WOOD, Hollywood news analyst, is commentator on the five-week quarter-hour commentary sponsored by Grove Laboratories on Don Lee Pacific stations. Series started Sept. 6.

CARVEYTH WELLS, explorer-writer, has started a weekly quarter-hour commentary, "Nations Behind the Battlefronts," on NBC Pacific stations.

LT. RON DEACON, Royal Canadian Air Force and the Canadian Army respectively, and are now based at the CBC Toronto studios. J. A. MARTIN, an announcer and Cecil Hobbs at the record library.

D. STEVENS, member of the Spitalny's orchestra, are getting into the radio business and are known to the radio people of the area.

You sophisticates in big cities probably have no idea of what an aggressive radio station can mean to the people of a rural area—even an enormously rich rural area like the Red River Valley. WDAY is the big source of information and entertainment and interest, to 1,537,477 people around Fargo.

>You know all at WDAY!

Page 38 • September 13, 1943
Said the Destroyer to the Invasion Barges:

"Mine field destroyed — channel clear!"

They work together better... because they can talk together

As the sea and air barrage
Shatters the early dawn
Out plow the mine sweepers
Their night's hairtrigger work done...

Across their bows
Sweeps the destroyer leader
Throwing water and "making smoke..."

Lurking in the man-made fog
The invasion barges
Await the signal to move in
Ears glued to their radios
Like villagers' ears
To a party line...

Suddenly it comes
The flash that says
The coast is clear
And the whole armada
Starts moving in as one...

What unseen "switchboard"
Connected every radio in the fleet...
"Locked" each to the same wave length
To save the seconds that win battles?

It's all done automatically
By a tiny crystal of quartz
Cut as precisely as a precious stone.
And as carefully mounted
To form a unit that synchronizes every radio
And feeds the message through
At the predetermined frequency...

Today I.T.&T.'s manufacturing associate
Federal Telephone and Radio Corporation
Is one of the leading producers
Of crystal units for our fighting forces...

Tomorrow I.T.&T.'s broad experience
In communications
Will help men build
A better world.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad St., New York, N.Y.

Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION

IT&T
MARY P. VAUGHN has joined the promotion department of WINN Louisville.

CHARLES LEIDINGHAM has joined the announcing staff of WLYA Lynchburg, Va.

ARTHUR JACOBSEN has joined the announcing staff of KGOO Missoula, Mont.

ED PERRY, staff announcer at WPIC New Orleans, has left for training in the Marine Corps.

CHARLES MALLON, announcer of WNOX Knoxville, has joined the Merchant Marine and Jack Larrabee has transferred from announcing to radio news work on KGRI San Francisco short-wave station for the office of the Coordinator of Inter-American Affairs.

Ruth Davies of the artists staff last week began a three-week commercial quarter-hour for Porter-Carracci, featuring her songs and musical playing.

MICHAEL STOKEY, former announcer of WLS Chicago, is an aviation cadet stationed at the Army Air Forces training field at March, Tex.

MARIAN LEE has shifted her daily half-hour early morning narrations program, "Women's World," from KMIR Hollywood to KWWK Panama.

HILL ROHANNAN, former announcer of KOH Reno, has joined KROW Oakland, Calif.

ALAN MAN, formerly of KFAX Los Angeles, Calif., has joined KGREG Long Beach as announcer, replacing Vincent Alexander, now in the Army. Charles Richardson is also new to KGREG. He was formerly at KYW Houston.

THOMAS PELUSO, formerly with Universal and Columbia film studios, has joined NBC Hollywood as western division musical director. He replaces Charles Dun, now musical director on the CBS Jack Carson Show. Mr. Dun had replaced Johnny Richards, now in the Army.

FRED HAYWARD, former WPB Hollywood production manager, is now a Lieutenant in the Service Command following completion of training at Officer Training School.

DON ELDER, NBC announcer, and Irene Scheldahl of Northwood, N. D., were married Sept. 4 in Chicago.

Brady Joins UP
FRANK BRADY, promotion manager of United Features Syndicate, has been named promotion manager of United Press, New York, succeeding Walter Rundle, now on foreign assignment for UP, according to Hugh Baliff, president of UP. Prior to joining United Features, Mr. Brady was associate editor of Motion Picture Magazine and later, of The Vitas Magazine.

A graduate of Columbia U, and an Army flier in the first World War, Brady worked as special sports correspondent for the New York Tribune, city editor of the Evening Sun.

Awards to Radiomarine
RADIO MARINE Corp., of America, which on March 8 of this issue received the Maritime "M" pennant, has won a star "for continued achievement in completing wartime schedules." Radiomarine also was awarded the Army-Navy "E" pennant, and a star thereon, for high achievement in production of war material in December last year, and in March, 1943.

AGENCY Appointments


SUM HARBOR PACKING CO., San Diego, Calif., (canned tuna), to Foote Cone & Belding, Los Angeles.


VITAMINS PLUS, New York, to Baker Adv. Agency, Toronto. Fall plans are being drawn.


ARTHUR JACOBSON, former actor and a member of the NBC Central Division production staff, has been named production manager to succeed Charles U quhart, who resigned to join the Army. Jules Hulvaux, program manager of the division, announced last week.

JACK GIBNEY, who for five years handled the U. of Georgia football broadcasts at WBBR, Columbus, has joined the announcing staff of the NBC Central Division in Chicago.

Ask a Blue Spot Sales representative for complete details!
OLDTIME aviators will tell you they flew by the "seat of their pants." Today, fliers use instruments.

Broadcasting has gone through the same cycle. Today, broadcast station operators have learned the need of adequate—and dependable—instruments.

In these pages you have been told before, and will be reminded, that RCA is the only broadcast equipment manufacturer making a full line of test and measuring equipment.

Obviously, a manufacturer who makes a complete line of broadcasting apparatus is in the best position to produce measuring and test instruments that are correctly designed to meet broadcasting needs.

RCA test and measuring equipment for broadcast stations includes:

- Oscilloscopes
- Beat-Frequency Oscillators
- Distortion Meters
- Volume Indicators
- Power Units
- R. F. and A. F. Noise Meters
- R. F. and A. F. Noise Meters
- H. F. Field Intensity Meters
- Broadcast Field Intensity Meters
- Audio Frequency Meters
- Phase Monitors
- R. F. Frequency Monitors
- Modulation Monitors

and a special line of Television Test and Measuring Equipment.

Descriptive literature with full information will be sent promptly regarding any of this equipment. Please address inquiries to RCA Victor Division, Radio Corporation of America, Camden, N. J.
Listening-Post Groups Formed To Aid in Peabody Selections

Some 2,000 Persons in 100 Cities Will Assist in Evaluating Broadcasts in Their Regions

LISTENING-POST committees have been set up throughout the United States to aid the George Foster Peabody Radio Awards Board in its annual selections, according to Dean John E. Drewry, Henry W. Grady School of Journalism, the University of Georgia, which, with the assistance of the NAB, administers the Pulitzer prizes of the air.

Under direction of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, arrangements have been made whereby about 2,000 persons in over 100 cities in more than 40 States will evaluate programs in their own communities and make recommendations to the Peabody Board through Dean Drewry's office.

Other Posts

Similar listening-post committees have been set up in the following universities: Boston, Colorado, Georgia, Idoho, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Missouri, Montana, North Carolina, North Dakota, Ohio, Pennsylvania, Rutgers, South Carolina, South Dakota, Southern California, Utah, Washington, West Virginia and Wisconsin.

Members of the national advisory board of these awards are: John H. Benson, president, American Ass'n of Advertising Agencies, New York; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Mark Ethridge, publisher, Louisville Courier-Journal and Times; Joseph Henry Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempffert, science editor, New York Times; Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, Director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, president "Yaddo"; Edward Weeks, editor, Atlantic Monthly, Boston; Dr. S. V. Sanford, chancellor, University System of Georgia; Earl J. Glade, vice-president, KSL Salt Lake City, Utah, representing the NAB.

Awards this year are to be made for news, drama, music, education, and children's programs, and to individual stations, rendering meritorious public service.

Dec. 10 is the closing date for entries.

City Builder

CONSOLIDATED Mining & Smelting Co., Trail, B. C., has started a thrice-weekly half-hour program on CJAT Trail, to promote pride in Trail as an industrial city, and to develop an esprit de corps among company employees, and community goodwill towards the firm. Institutions, Firms, produced by CJAT in cooperation with C M & S industrial relations division.

Chairmen of the listening-post committees set up by Mrs. Lewis are:

- Mrs. Dorothy Krause, Boston; Mrs. Raymond E. Kirk, Western Massachusetts; Mrs. C. T. Wilden, Northern Maine; Mrs. May Chevalier, Post Falls, Idaho; Mrs. Lucile Landin, New York City and metropolitan area; Mrs. Howard Roche, Chester, N. Y.; Mrs. George Navias, Albany and Schenectady, N. Y.; Mr. Kenneth Bartlett, Syracuse, N. Y.; Mrs. David Reuter, Pittsburgh, Pa.; Mrs. John G. Dumb, Pittsburgh Area, Pa.; Mrs. Robert Cornelison and subcommittees, New Jersey; Mrs. J. D. Robinson, Eastern North Carolina; Mrs. E. V. Coppyer, Greensboro, N. C.; Mrs. Herman Warren, Winston-Salem, N. C.; Mrs. Arch Travick and subcommittees, Middle Tennessee Area; Mrs. George Truitt, Kansas City Area; Mrs. Sherman Johnson, Columbus, Mo., and Areas; Mrs. F. H. Linkenberg, Louisville, Ky., Area; Mrs. L. H. Houston and subcommittees, Southern Alabama; Dr. John Aynsley and subcommittees, State of Texas; Mrs. M. R. Williams, Oklahoma City Area; Mrs. R. T. Greenhoff, Indianapolis Area; Mrs. C. C. Wiley and subcommittees, Colorado; Mrs. Walter Magaw, Cleveland Area; Mr. Henry Lamb, Toledo Area; Mr. John Locke, Cincinnati Area; Mrs. Waldo Abbot, Detroit Area; Mrs. George Palmer and subcommittees, State of Minnesota; Mrs. W. F. Ottmann and subcommittees, State of Nebraska; Mrs. Margaret Skoddard, Cedar Rapids, Clinton, Waterloo, Iowa City; Mrs. Cyrus R. Hillis, Des Moines and Ames; Mrs. Forrest Senn, Wichita Area, Mrs. J. D. Reed, Minneapolis Area; Mrs. Irma Bilzer, Salt Lake City Area; Mrs. B. C. Taylor, Portland Oregon Area; Mrs. A. H. Fish.
Dubonnet on Blue

DUBONNET CORP., New York, a subsidiary of Schenley Import Corp., on Sept. 4 launched its new BLUE show for Dubonnet wines with a format very different from its five-minute weekly Alec Templeton show, last BLUE broadcast of which was Aug. 27. The new series, which is of "night-time calibre" and is titled "Dubonnet Time" with Xavier Cugat, is heard Saturday morning 11-13.30, with a repeat at 1:30. Originating in the blue studios in Hollywood for at least the first 11 weeks, the show features Lin Romay, singer, the Cugat orchestra and choir and a male singer as yet unselected. Agency is W. H. Weintraub & Co., New York.

Wismer Covers Games

HARRY WISMER, BLUE sports-caster, will cover the outstanding "football games of the week" on the BLUE starting Sept. 18 with the Notre Dame-Michigan U game at Rockford, Ill. Network has not scheduled any particular games for the present, preferring to select one until the Monday preceding the date of the skirmish, when the choice will be made on the basis of team record.

STROMBERG-CARLSON Co. of Rochester, N. Y., has been granted a six-month renewal of its Army "E" Award for constant peak production and constant excellence in production of communications equipment.
Clifford, Pattison, Beach Named B & B Executives

CHARLES CLIFFORD and Henry O. Pattison Jr. have been elected vice-presidents of Benton & Bowles, New York, and Edward R. Beach has been named secretary and treasurer of the agency. It was announced last week by Clarence B. Goshor, president of B & B, following a meeting of the board of directors.

Mr. Clifford has been with the agency since 1943, having previously been copy chief at Brown & Thomas and H. W. Kastor & Sons. Mr. Pattison began his present work in the B & B copy department last year, having spent the previous 10 years with J. Walter Thompson Co., in charge of creative work for various accounts. Formerly with Procter & Gamble Co., Mr. Beach has been assistant to the president since he joined Benton & Bowles last February.

SAMUEL E. HUNSACKER has joined the copy department of N. W. Ayer & Son, Philadelphia.

MICHAEL J. BOSCHI, formerly of the information division where he handled publicity on the Kate Smith program, has joined the publicity department of Young & Rubicam, New York, agency handling that show for General Foods Corp.

LATHAM OVENS, script chief of Erwin, Wasey & Co., New York, has been named head of the radio script division of Donahue & Co., New York. He will continue his association with the War Manpower Commission as writer-consultant.

Wile Back at Y & R

FRED WILE JR., for the past year on the public relations staff of the War Manpower Commission in Washington and previously manager of the radio department of Young & Rubicam, New York, has returned to the agency as manager of the research department. Mr. Wile was a passenger on the Congressional Limited Sept. 8 when it was wrecked at Philadelphia. He was riding in the diner and was not injured.

WILLIAM MAILLEFERT, time-buyer of Compton Adv., New York, on Sept. 15 is taking leave to join the Army Transport Service in the division handling small boat operations.

FREDERICK P. DUNCAN, vice-president of Fillmer & Smith & Ross, has been appointed vice-chairman of the advertising and selling committee of the Advertising Club of New York. Course starts its 20th year Oct. 18.

WALTER LURIE, supervisor of news shows for the overseas branch of the Office of War Information, New York, has joined the radio division of the Office of Emergency Management, New York, as radio production director.

BRYTON BROWNE, head of the Chicago advertising agency bearing his name, is the father of a girl.

ROBERT RUSSELL, promotion director of Blacketer & Hummer, New York, has joined the sales staff of Joseph Hershey McGillinva, New York.

RAY BROHOLM, formerly radio director of Gneither-Bradford, Chicago, has joined United Adv., Co., Chivalro, as an account executive, handling Charm Knit, St. Paul (hair wire kit) and Udga, St. Paul (stomach tablets).

J. WIDMANN BERTCH, former deputy director of the Salvage Service of the WPA, has been named vice-president of Geer, Cornell & Newell Agency, New York.

JOSEPH HERSHEY McGILLVARY, has been appointed national station representative for KMO, Tacoma, and KIT Yakima, Wa.

Serving and Selling the Greater Savannah Seaboard Market.

WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

Page 44 • September 13, 1943

BROADCASTING • Broadcast Advertising
Once there was a station. With two strikes on it. Daytime. No national rep. Non-network. Major market. Competition all over the lot. It wafted sweet sustainings to a rating of about 0.00003.

Suddenly management changed. So did programming. Even national promotion was used. The auditor finally bought some black ink.

"Leave us explain."...

In 1936 WORL was a struggling station in Boston. Business was bad, competition worse. George Lasker was hired to do a rejuvenating job. He rejuvenated Here's how:

Here he changed programming. Sold harder. Banged at the trade with BROADCASTING. Without benefit of national representation, network, et al., he built his national spot business from nil to six figure dough in 1943. Writes Mr. Lasker:

"My advertising schedule in BROADCASTING has directly helped me increase my national billings thousands of dollars. Every good agency and advertiser in radio knows my station through my advertising in BROADCASTING."

Need we draw a diagram?
**THE BUSINESS OF BROADCASTING**

<table>
<thead>
<tr>
<th>STATION ACCOUNTS</th>
<th>WLS Chicago</th>
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<tbody>
<tr>
<td><strong>Crow's Hybrid Corn, Milford, Ill.</strong> (seed corn), 3 sp weekly, 18 wks, thru Critchfield &amp; Co., Chicago.</td>
<td></td>
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<tr>
<td><strong>W. F. McLaughlin &amp; Co., Chicago (Manor House Coffee), 3 sp weekly, 52 wks, thru Ivan Hill Adv., Agency, Chicago.</strong></td>
<td></td>
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<tr>
<td><strong>Pan American (PWT), 3 sp weekly, 26 wks, thru More Internationale, N. Y.</strong></td>
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<tr>
<td><strong>Vick Chemical Co., New York (Vap-O-Rub), 3 sp weekly, 26 wks, thru More International, N. Y.</strong></td>
<td></td>
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<tr>
<td><strong>Servinghill Nurseries, Tipp City, Ohio, 3 sp weekly, 5 wks, thru Lee Boitelle, Three Rivers, Mich.</strong></td>
<td></td>
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<tr>
<td><strong>Ringling Bros., Chicago, 9 as thru George H. Hartman Co., Chicago.</strong></td>
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<tr>
<td><strong>Kroger Products Co., Chicago (dye), 11 as weekly, 12 wks, thru Earl Lodgin &amp; Co., Chicago.</strong></td>
<td></td>
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<tr>
<td><strong>Pan American Coffee Bureau, New York, 1 as weekly, 13 wks, thru J. Mathes.</strong></td>
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<tr>
<td><strong>Railton Purina Co., St. Louis (cereal), 1 as thru Gardner Adv. Co., St. Louis.</strong></td>
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<tr>
<td><strong>Pure Milk Assn., Chicago (institutional), 3 as weekly, 52 wks, thru Freska, Felser &amp; Freska, Chicago.</strong></td>
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<tr>
<th>KYW Philadelphia</th>
<th>WFL, Philadelphia</th>
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<tr>
<td><strong>Rowell's Hybrid Corn, Camden, N. J. (seed corn), 4 as helpful wanted announcements thru Atkin-Kynett, Philadelphia.</strong></td>
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<tr>
<td><strong>Coronet Magazine, Chicago (Coronet) 15 as, thru Schlesinger &amp; Scott, Chicago.</strong></td>
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<tr>
<td><strong>Bell Telephone Co., of Pennsylvania, Philadelphia (telephone service), 3 as weekly for 13 wks thru Gray &amp; Rogers, Philadelphia.</strong></td>
<td></td>
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<tr>
<td><strong>Real Television, Philadelphia (used care), 2 as weekly for 13 wks thru Samuel Taideman, Philadelphia.</strong></td>
<td></td>
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<tr>
<td><strong>The Arrow Store, Philadelphia (men's clothing), 2 as weekly for 13 wks thru Harry Feigenbaum, Philadelphia.</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Musterole Co., Cleveland (Musterole), 5 as weekly, 26 wks thru Erwin, Wasyx, N. Y. C.</strong></td>
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<tr>
<th>WFIL Philadelphia</th>
<th>WRBM Chicago</th>
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<tr>
<td>Musterole Co., Cleveland (Musterole), 6 as weekly, 26 wks, thru Erwin, Wasyx, N. Y. C.</td>
<td>Atlantic Brewing Co., Chicago (Tavern Pale Lager), 3 as weekly and 4 as weekly, 16 wks, thru Weiss &amp; Geller, Chicago.</td>
</tr>
<tr>
<td>Grove Labs., St. Louis (cold tablets), 6 sp weekly, thru Russel M. Seeds Co., Chicago.</td>
<td>Grove Labs., St. Louis (B-Complex Vitamins), 4 as weekly, thru Donahue &amp; Cox, N. Y.</td>
</tr>
<tr>
<td>Manhattan Soap Co., New York (Dynto Soap), 6 as weekly, 26 wks, thru Franklin Bruck, N. Y.</td>
<td>Dr. Jaynes, Philadelphia (cold remedy), 13 as weekly, for 52 wks, thru J. M. Kern, Philadelphia.</td>
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<tr>
<td>Sal-Fayne Corp., Dayton (Sal-Fayne), 52 wks, thru Douglas Hall, Dayton.</td>
<td>KFRC San Francisco</td>
</tr>
<tr>
<td>SFU &amp; Washington DC, 6 as weekly, 26 wks, thru Raymond Epper Advert Adv., N. Y.</td>
<td>SFB &amp; Washington DC, 6 as weekly, 26 wks, thru Raymond Epper Advert Adv., N. Y.</td>
</tr>
<tr>
<td>Lampman's Meats &amp; Butcher Co., Chicago (Meats), 1 as weekly, thru W. C. Baldwin, Chicago, 1943.</td>
<td>W. C. Baldwin, Chicago (Lamb), 1 as weekly, thru Sherman &amp; Marquette, Chicago.</td>
</tr>
<tr>
<td>California Ship Building Corp., San Pedro. (as wanted), 78 as, thru Foota, Cone &amp; Redling, Los Angeles.</td>
<td>San Francisco (vitamins), 1 as weekly, 13 wks, thru Serven- gen &amp; Co., Chicago.</td>
</tr>
<tr>
<td>KJH Hollywood</td>
<td>WMAQ Chicago</td>
</tr>
<tr>
<td>Quaker Oats Co., Chicago (Ken-L-Dri), 30 as, thru United States.</td>
<td>Quaker Oats Co., Chicago (Ken-L-Dri), 30 as, thru United States.</td>
</tr>
<tr>
<td>Metropolitan Co., Los Angeles (nectar foods), 4 as weekly, 4 weeks, placed direct.</td>
<td>Metropolitan Co., Los Angeles (nectar foods), 4 as weekly, 4 weeks, placed direct.</td>
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**OWL Guide Lists Sponsorship Series**

Winter Campaign Has Many Commercial Possibilities

SPONSORSHIP possibilities of the regional Prepare for Winter program of the OWL Domestic Radio Bureau are noted in the September Woman's Radio Program Guide sent to directors of home making programs and others who reach women listeners.

All phases of the Prepare for Winter program have sponsor possibilities, the Guide points out, listing prospective program mounts with program subjects which are likely to appeal to them, as follows:

- Coal dealers and the local gas company—"Order Coal Now" campaign.
- Oil dealers—"Order Fuel Oil Early."
- Wood Dealers—"Order Wood Early."
- Appliance firms—"Heat-Seal Your Home."
- Hardware and department stores, lumber yards, building material dealers, banks and other lending institutions—"Weatherstripping, doors and windows, insulation, etc."
- Heating engineers—"Check up on Your Heating Equipment."

**Bank of America Series Boosts War Bond Sale**

DEVOTING efforts to the task of selling $300,000,000 in War Bonds through its 126,000 employees, Bank of America, Trust & Savings Assn., San Francisco, on Sept. 9 started sponsoring a weekly half-hour variety type program, California Carry On, on CBS California stations (KXN KARM KROY KQW KGDM), Thursday, 7:30-8 p.m. (PWT). Contract is for 13 weeks.

Featured as m.c. and vocalist is Elsie Janis, famed during World War I as the Sweetheart of the AEF. Al Sack is musical director with Bill Forman, announcer. Included are weekly dramatizations of episodes in the lives of California heroes who have been cited for bravery in the present World War. Portions of the broadcast are also devoted to the home front importance in bringing the war to a speedy conclusion. Antony Stanford programs producer of J. Walter Thompson Co., San Francisco.
WIEBOLT STORES, Chicago (department stores), have purchased the 26 transcribed episodes of the children's dramatic series titled The Crimson Bear for a late afternoon quarter-hour five-weekly broadcast starting Nov. 12 on WENR Chicago. The series is produced by Radio Transcription Co. of America, Hollywood, and was presented by WIEBOLT Stores in 1938 and 1939. Program will be in addition to the current five-weekly morning half-hour Your Neighbor Program on WMAQ Chicago. Agency is Needham, Louis & Brody, Chicago.

GLEN P. HOLDER, formerly account executive of Morse International, New York, has been named advertising manager of Vitamins Plus, a division of Vick Chemical Co., which is a Morse account.

RICHARD R. CARLIER has been promoted from assistant advertising manager of Continental Can Co., to advertising manager, replacing Herbert A. Goodwin, newly appointed director of sales development.

THE MAY Co., Denver, is sponsoring a series of 15-minute broadcasts over KOA Denver beginning Sept. 7 and running for 14 weeks from 6:45 p.m. Sundays. Program will include quarter-hour dramatization under the supervision of the Navy entitled Heroes of the United States Navy. Rest of the program is composed of Navy hero dramatizations handled by the KOA staff.

NABOB PRODUCTS Ltd., Vancouver (coffee), has started studio musical quartet-hour three-weekly on CFRB Toronto. Account was placed by Cochfield Brown & Co. Ltd., Toronto.

EMPIRE STRUCTURAL STEEL FABRICATORS, Inc., Syracuse, will sponsor the Empire Concert Hour over WSYR Syracuse beginning Sept. 12 and continuing for a period of 13 weeks. 11 piece string orchestra will be featured on the show as well as guest artists and three minute story on the "romance of steel!"

BROOKS CLOTHING Co., Los Angeles (men's clothing chain), on Sept. 6 started three-weekly quarter-hour commentary by John Burton on KNX Hollywood. Contract is for 13 weeks. Hillman-Shane-Breyer, Los Angeles, has the account.

J. C. ENO (Canada) Ltd., Toronto, (Eno's Fruit Salts, Scott's Emulsion, Brylcreem, and Macleans toothpaste) has started three transcribed musical programs three-weekly on a large number of Canadian stations. Account was placed by Atherton & Currier, Toronto.

NUTRI-MONE Co., Los Angeles (plant foods), new to radio, has placed direct a four-week test campaign ending Sept. 30 using four live spot announcements weekly on KJH Hollywood.

EASTERN-COLUMBIA, Los Angeles (department store), on Sept. 1 started sponsoring a nightly, three-hour transcribed light classical and ballad program, Newsion Time, on KPVD Los Angeles, with latest UP bulletins presented on the half-hour. Contract is for 12 weeks. The Mayors Co., Los Angeles, has the account.

DOWNTOWN BUSINESS MEN'S ASSN., Los Angeles, on Sept. 17 started sponsoring a weekly quarter-hour commentary, featuring Ray Smith, manager of that organization, on KECA. Contract is for 13 weeks. Mays & Bennett Adv., Los Angeles, is the agency.

STANDARD TRANSFORMER Corp., Chicago (employment), last week started sponsoring three five-minute Morningco programs daily six days a week on WATE Chicago. Account is handled by United Broadcasting Co., Chicago.

SPIEGEL'S, Inc., Chicago (mail order house), on Aug. 30 started a five-week, quarter-hour late afternoon dramatic program titled Salt and Pepper on WATE Chicago designed to attract new employees. Contract which is for four weeks, was placed direct.

WESTERN MONTANA BUILDING & LOAN ASSN. is sponsoring a five minute spot program on KGQ Missoula, Mont., outlining postwar developments in home and building equipment.

VAUGHN'S, Los Angeles (used cars), expanding its radio schedule in early September started six-weekly 60-minute recorded program on KFAC and KPS. Total of 53 hours of recorded music on Sundays, has been started on KGF. Contracts are for 13 weeks. Firm sponsors the weekly Evening News, mid-night to 6 a.m. on KFAC, and a six-week 30-minute recorded evening program on KPVD, supplemented by Sunday transcribed programs totaling four hours on KPVD. Allied Adv., Agencies, Los Angeles, has the account. Charles G. Ganz is account executive.
Cox Probe to Charge Contempt
(Continued from page 9)

Rep. Edward J. Hart (D-N.J.) likely to go along. The fifth member, Rep. Warren G. Magnuson (D-Wash.) attended only the very first hearing July 2 and appeared then to support the Commission all out.

More Hearings Expected
In the Near Future

Rep. Miller already has announced his intention of introducing a bill to transfer the war activities of the FCC to the military or other Government agencies. There is the likelihood of another brief hearing, to conclude the testimony on that score before the bill is drafted. The Committee itself, however, may undertake sponsorship of this separate piece of legislation, in line with the recommendations of the Joint Chiefs of Staff to the President. Disclosure of the proposed executive order to accomplish this end, still reposing in the White House, was made at the opening hearing July 2.

Before Congress recessed last July, Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, made the definite announcement that hearings would be held on the White-Wheeler bill when Congress reconvened to continue "uninterruptedly" until definite conclusions are reached. No specific date has been set, however, and it was said at the Chairman's office this would await his return sometime this week, after he had conferred with Senator White (R-Maine).

While the broadcasting industry, at a number of district meetings, has gone on record favoring prompt consideration of the White-Wheeler bill, reports persisted that the Senate hearings might be delayed, largely because of overtures from the FCC.

Chairman Fly himself commented on these prospects at his press conference last Monday. Asked whether he had heard anything about the hearings, he said he doubted whether there would be any hearings on that bill at an early date, but said that there may be "other hearings". Reminded that Senator Wheeler said he expected them to get going shortly after Congress reconvened, the Chairman asserted that he did not know how soon they would start and significantly added:

"I would not anticipate their going at a very early date, though I think something might depend on the other hearings. It is conceivable that we might get a different sort of hearing before the Senate Committee, particularly if we don't get a hearing before the other committee."

Mr. Fly, in his vigorous criticism of the Cox Committee, has repeatedly charged that the proceeding is "star chamber" and that the Commission has not been permitted to present its side. The cross-fire between Chairman Fly and the Cox Committee has been characterized as excelling anything seen in Washington for rough and tumble controversy.

Fly May Have Inning
Before Senate Committee

The speculation was that Chairman Fly felt he would be given the opportunity to answer the Cox Committee through an appearance before the Senate Committee, but without the White-Wheeler bill as the vehicle. No confirmation of this, however, was forthcoming from Senator White's office.

Meanwhile, the Cox Committee staff, under the direction of General Counsel Garey, is continuing its field investigations, with hearings to resume sometime after Congress convenes. No date has been set. Investigators, it was learned, are now in the South in connection with certain station transactions. These are believed to be a follow-up of recent investigations made in Florida which were said to have surrounded the proposed sale of WFL. Ft. Lauderdale, by Ralph A. Horton to the Fort Industry Co. The FCC last week set this transaction down for hearing.

Investigations also are being continued in Chicago, where the Committee previously had gone into the matter of the sale of WHIP, which later became WJWC, to Marshall Field, publisher of the Chicago Sun, and John W. Clarke, investment banker.

In connection with what Mr. Garey has branded the FCC's "Gestapo tactics", the Committee is expected to pick up the case of WBAX Wilkes-Barre, which has caused considerable industry commotion for several years. This will come after the conclusion of the RID-FBS phase, it was indicated.
FIRST TO FLASH NEWS OF ITALY’S SURRENDER

Forty-four minutes before General Eisenhower made his dramatic radio announcement of Italy’s unconditional surrender, United Press correspondent Richard D. McMillan flashed the news direct from North Africa.

The United Press was well ahead of any other service.

This world beat is a fresh example of alert reporting and split-second transmission — two qualities which contribute to “The World’s Best Coverage Of The World’s Biggest News” by United Press.

UNITED PRESS
WLB Hears Disc Dispute
(Continued from page 12)

meant that the transcription companies paid $216 for the amount of programs they formerly could buy for $50.

In 1937, Mr. Socolow continued, Joseph N. Weber, then AFM president, invited the makers of phonograph records and transcriptions to discuss the AFM's unemployment situation, but realizing that it was the users rather than the makers of recordings that were chiefly concerned, dropped them and called in the broadcasters. As a result of extended negotiations the broadcast industry agreed to spend an additional $1,500,000 for the employment of union musicians, which sum was allocated to the stations and included by them in their individual contracts with their local unions. Subsequently, the Dept. of Justice declared this national agreement illegal, he said, and it was not renewed although the individual contracts were continued.

In June 1942 Mr. Petrillo notified the recording industry that the AFM would not work for them after July 31 and on Aug. 1, 1942, the ban on musical recordings went into effect, without any demands being made by the union, Mr. Socolow said. The Dept. of Justice instituted a civil suit for an injunction against the AFM in the Federal Court in Chicago, which dismissed the complaint on the basis that a labor dispute was involved, a decision which the Supreme Court upheld.

Meanwhile the Senate had appointed a committee to investigate this strike, which was told by FCC Chairman James Lawrence Fly and OWI Director Elmer Davis of the serious effect the ban might have on national morale. In January 1943 Mr. Petrillo was called to testify and during his examination he promised to get his union's executive board together to draw up demands to submit to the recording secretary.

AFM Finds Library Discs 'Small Peanuts'

On Feb. 11, the union submitted a proposal that it would make no extra charge for transcriptions played only once, as commercial discs had been, but asking that the AFM be paid a percentage of library service fees for a fund to be used by the union in employing otherwise unemployed musicians for public concerts, etc. The recorders rejected this proposal as "destructive and dangerous" since it assumes that a specific industry owes a special obligation to persons not employed by it—obligations based only on such persons' membership in a union."

When this rejection of its offer was received the AFM charged the employers with bad faith; the latter asked for an immediate meeting to negotiate wages and hours; the union put them off. When they did meet in April, the transcription and phonograph record companies asked for separate negotiations as their operations are so dissimilar. After several days of discussion with the AFM board, the transcribers offered to increase their pay for musicians employed on library service transcriptions, but when the AFM had studied their revenue figures and discovered that the in-
The transcribers then appealed to the National War Labor Board, which held hearings to determine whether or not it had jurisdiction, during which hearings, Mr. Socolow stated, the AM agreed to resume work if its objective were attained. Mr. Petrillo, Mr. Socolow reported, admitted that the AFM has no unemployment problem now, but the union was looking forward to the time that its members come home from war.

During these hearings Mr. Petrillo made an informal proposal that any station using transcriptions should be required to employ as many live musicians as those used in the manufacture of the recording, the function of these stand-bys to be to listen to the recording. The WLB, upon deciding that it did have jurisdiction in this case, appointed the tripartite panel which is holding the present hearings.

Milton Diamond, attorney rep-

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS
Halifax, Nova Scotia
JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

NAB Publicity Chairmen
FOUR MORE NAB district public relations chairmen have been appointed, leaving districts 6, 11 and 14 the only ones for which chairmen have not be appointed. New chairmen are P. G. Pullridge, director of public relations, Earle C. Anthony Inc., Los Angeles, appointed by Calvin J. Smith, director of the sixteenth district; Edward E. Lindsay, WSOY Decatur, Ill., appointed by Leslie C. Johnson, director of the ninth district; George D. Coleman, WGBI Scranton, Pa., appointed by Roy Thompson, director of the third district.

Mr. Friedman began by pointing out that delegates to the annual AFM conventions, elected by the more than 700 AFM locals in the United States and Canada, had for years presented resolutions asking their president to do something about the competition of "canned music", before Mr. Weber called his conference of recorders and broadcasters in 1937, when he told them that unless they found a way to alleviate the union's unemployment situation the AFM would stop making recordings.

When the national plan of settlement which had been worked out was declared illegal, Mr. Friedman said, the broadcasters asked the AFM to have the local unions continue to deal individually with the stations, promising that employment would increase, even without a national agreement. But, he went on, this did not happen. Things got worse instead of better as broadcasters refused to employ musicians, stating they could get all the music they needed from the networks or recordings.

So, he explained, in 1942 the union decided to stop making records, with no demands and no conditions. Then the NAB began its newspaper campaign portraying Mr. Petrillo as a czar and urging Government action against him. Mr. Friedman said, until finally he
appeared before the Senate Committee, consistently answering that "more employment" was the sole object of the ban on recordings.

After the Senate Committee had forced Mr. Petrillo to promise to submit demands to the industry, Mr. Friedman said, negotiations were started, first combined, and then separately, with the makers of phonograph records and transcription records. The phonograph record companies flatly rejected the AFM's royalty proposals, he said, and the transcription negotiations got no place, either, so the union resumed its position that it will make no records until its unemployment situation can be helped by doing so.

Petrillo Seizes Floor

For Impassioned Speech

 Asked by Mr. Meyer if he felt that the problem involves the whole recording industry and that no effective settlement can be reached with the transcription companies alone, Mr. Friedman answered yes. Mr. Meyer then asked why the AFM had not asked for the phonograph record companies to be included in the hearings, as it could have done, to which Mr. Friedman replied that since the three major phonograph record companies have transcription company affiliates they were represented in effect, but that they preferred to use the transcription issue as a guinea pig.

When Mr. Zaritsky posed a question about AFM policy, Mr. Petrillo, who had heretofore sat quietly by, rose and launched into an impassioned oration during which he charged the "other side" with using the Government and the newspapers to "crush the AFM" and declared that "if it weren't for the Government agencies this would have been settled."

Describing how he was summoned by the President of the United States and asked what he could do to get music to the people and how as a result of that request the AFM had appropriated $250,000 for a series of free symphony concerts, Mr. Petrillo stated that "we've never gone to the Government for help, but the other side is using the Government to crush the AFM."

Pointing out that the AFM had said from the beginning that it was not going to make any more records, Mr. Petrillo said that the union didn't want to meet with the recorders. "We met with them only because they were powerful enough to get the Government agencies to order us to meet," he declared.

"If it weren't for the Government agencies this would have been settled," he shouted. "They're using the Government to put us in the spot where we're wrong."

Transcription Makers Called 'Stooges' by Petrillo

Referring to the small income of the transcription industry, Mr. Petrillo said that the AFM would profit by paying them the $250,000 they make a year to get out of business. "They're only stooges for the recording industry who are making more money than ever before," he said.

Commenting on the WLB request to the FCC for data on this year's income of broadcasting stations, Mr. Petrillo said, "You'll see more profits than you ever saw before in all your life. He added that if some stations are making money and the Government thinks them essential to the war effort, why doesn't the Government subsidize them as it has other war industries, instead of asking the AFM to subsidize them.

He said that if any station is unable to hire musicians all that is necessary is to ask him or the AFM local to get them, stating that "this is a sort of gypsy business" and that the men will be glad to go wherever they can find work.

Mr. Petrillo urged the Panel not to order the AFM back to work for the transcription companies pending a settlement, declaring that such an order would kill any chance of a union victory, as there will be no settlement, because in a few weeks the industry could make enough records to make them independent of the union for years.

Petrillo Seizes General Settlement Possible

When Mr. Petrillo ended his speech, Chairman Meyer asked just what he had in mind when he said that the employers had used the Government agencies to beat down labor and that this matter could have been settled if it had not been for the Government agencies. Mr. Petrillo avoided a direct answer, saying that before Elmer Davis went to OWI he was working for CBS. "I don't know whether he's working for them yet," he said. "I don't think so, but I'm betting he'll go back to CBS after the war is over."

Asking the question a second time, Mr. Petrillo explained that first the Dept. of Justice brought suit and then the Senate started an investigation, making it necessary for the AFM to employ lawyers to represent it, while the Government was paying for the other side.

Mr. Zaritsky asked if the AFM's
problem would be solved by a WLW decision in this case and when Mr. Petrillo answered no, asked if including the record companies would help, to which the answer was yes. He drew from the union leader a statement that he would not be averse to sitting down with the broadcasters, phonograph record makers and transcription companies to work out a general settlement.

Harry Steeper, assistant to Mr. Petrillo, read letters from the War Department and the Navy thanking the AFM for offering to make records for juke boxes without cost provided the members of the fighting forces be allowed to hear them without putting nickels in the juke boxes, but in each case pointing out that the present supply of records seems satisfactory and that no special arrangement is necessary.

Socolow Refutes Petrillo's 'Stooge' Charge

When Chairman Meyer questioned the pertinency of such letters, AFM Counsel Padway argued that since the WLW had taken jurisdiction in this case largely on the evidence presented by Mr. Fly and Mr. Davis that depriving small stations of records would be harmful to the war effort, the union should be allowed to show that it is helping, not hindering, the nation's prosecution of the war. He said that he would present letters from Mr. Davis and others to show that the Government is getting all the records it can use and that the AFM has cooperated 100%—"not 99.9%, but 100%"—with every war agency.

Mr. Meyer said there might be an indirect effect on the war effort if a small station is deprived of records, as well as the direct effect of a refusal to cooperate with the Army or Navy, but that he would allow the AFM an opportunity to rebut.

He then recesses the public hearing and called for an executive session of the Panel with the AFM committee, which was continued the following morning.

When the public hearings were resumed Wednesday afternoon, Mr. Socolow refuted Mr. Petrillo's charges that the transcription companies are stooges for the broadcasters and phonograph record companies by itemizing the companies he represents, showing that they are all independent organizations except the Radio-Recording Division of NBC, which is part of a network organization that, in turn, is part of RCA which also includes a phonograph record company.

World Broadcasting System, separately represented, was an independent organization until six weeks ago, Mr. Socolow said, when it was acquired by Decca Records Inc.

Columbia Recording Corp., a CBS subsidiary, employs no musicians for the manufacture of transcriptions and is not a party to the proceedings, he added.

In answer to Mr. Petrillo's accusations that the Government had allowed itself to be used by the transcription industry against the union, Mr. Socolow pointed out that the Dept. of Justice had originated its suit independently and without any urging from the industry, which also had no part in instigating the Senate investigation, but which, after all attempts at negotiation had failed, did initiate the present proceedings by calling on the Government for assistance in halting a strike which was utterly disrupting their business.

Mr. Socolow denounced Mr. Petrillo's intimation that Elmer Davis had misused his official position to the advantage of the recording industry because of his previous affiliation with CBS, as being "thoroughly reprehensible." He also cited Mr. Petrillo's statement that the AFM had never failed to comply with any request made by a Gov.
WRITE—at an art
examples that
That's the
quickly, generously they respond when
with their hands? Then
exceedingly moderate
touch the emotional chords
of these "salt of the
earth" folks.
That's the secret of our "DIREC-
TIONAL PROGRAMMING"—per-
fected over the past 22 years—mainly
exclusively at the great 70% m's who
work with their hands. It's yeses to
test for proven VOLUME RESPONSE
—at exceedingly moderate rates. For
examples that tell a potent story,
WRITE—

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

WDZ
1000 WATTS
TUSCOLA, ILLINOIS

FORESEEING THE FUTURE, officials of WGAR Cleveland show ap-
proval of the new retirement-trust plan which the station has put into
effect for its employees. Discussing the plan are (seated L to R): Leo J.
Fitzpatrick, vice-president WGAR and WJR Detroit, and John F. Patt.
WGAR vice-president and general manager. Standing are F. M. Thomas,
secretary-treasurer who holds same position at WJR; Eugene Carr, as-
sistant to G. A. Richards, president of WGAR, WJR and KMPC Beverly
Hills-Los Angeles; William A. Alfs, general counsel for the three stations.

imply that Mr. Davis had done
anything dishonest, but he declared,
that he had been shocked when Mr.
Davis had asked the union to call
off its ban on recordings without
first giving the AFM a chance to
present its side of the argument.

Mr. Padway then launched into
a vehement denunciation of the
publicity campaign against Mr.
Petrillo, stating that there never
was "a dirtier, more vicious pamphlet" than C Is for Caesar,
issued by the NAB. Repeating Mr.
Petrillo's statement that the broad-
casters have the union "punch drunk on the floor," Mr. Padway
declared, "We've always gotten up
before the count of 10. We're in
this to finish. They can't do
with us what they did with ABCAP
because right is on our side. Once

Page 54 • September 13, 1943
they realize that, this controversy will be over."

He said that what the employers want is for the AFM "to subsidize more than 500 stations who don't want to employ a single musician, since this industry can supply music to them with 200 musicians."

Asking if the controversy is a strike, he continued, "We're striking against a machine. We're in competition with a machine."

Chairman Meyer cut short Mr. Padway's peroration, suggesting that he make his rebuttal after Mr. Socolow had completed the presentation of the transcription companies' side of the controversy. Mr. Socolow charged the AFM with trying to make work where none formerly existed through its avowed intention of destroying the transcription industry, pointing out that the courts of two states had already denied the union's right to impose this made-work policy on other branches of the entertainment industry.

**Socolow Hits Unemployment Claim**

Stating that any claim the union has against the transcription industry must be based on unemployment, Mr. Socolow offered in evidence a study made last year by radio stations comparing the AFM rosters and the city directories in 112 cities where both were available. Of 35,553 AFM members shown in the rosters he said, the city directories listed only 55.9%. Another 33.1% were listed under other occupations; 5.2% were listed without occupation, and only 17.2% were listed as musicians. Asked by Mr. Zaritsky about the 44% not found in the city directories, Mr. Socolow said that many musicians travel about, holding cards in more than one local union, and that, even without these persons, two thirds of those in the directories, by their own choice, had listed themselves as primarily engaged in other occupations than music.

This two-to-one ratio was verified, Mr. Socolow said, in a survey made last spring by Hooper-Holmes in Rochester, Kansas City, Baltimore and Nashville, four test cities of the 29 which Mr. Petrillo had told Sen. Committee presented the AFM's worst unemployment problems. Personal interviews with every AFM member in those cities, he stated, failed to disclose a single unemployed person, except for a few unemployables, but only one third of the AFM members were employed in the field of music.

**Socolow Calls for Grievance and Remedy**

Mr. Zaritsky suggested that possibly AFM members not currently employed in music had taken to other work because of a lack of work as musicians, and there was a general discussion as to what is "unemployment".

Mr. Socolow declared that the union has no right to withhold the services of its members from the transcription companies without stating its grievance against them and its proposed remedy. There has never been any complaint from the AFM about wages, "the highest scale ever paid musicians," or conditions of employment on transcriptions, he stated.

The AFM is an "open" union, which will admit as a member "any one who can find high C on a piano," Mr. Socolow said.

Declaring that before the AFM can ask for a dole it must prove serious unemployment, he said that the advent of sound movies in 1929 displaced about 18,000 musicians.

C. Lloyd Egner, NBC vice-president in charge of the recording division, said that in his 25 years in the recording industry he has seen the growth of recording paralleled by the AFM, stating that recordings, radio, and similar inventions bringing music to the public have increased the public's desire to hear music and so have created employment for musicians.

AFM counsel Padway agreed with the statement that the phonograph has increased the desire to hear good music, explaining that the musical record in the home has never hurt the AFM and that when the ban was effected home recordings were exempted, to which Mr. Socolow retorted that no phonograph record for home use has been made since Aug. 1, 1942.

Chairman Meyer summed up the

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**NBC Public Service Meet**

NBC's Public Service Department will hold its annual fall meeting in New York Sept. 14 and 15 to make plans for the coming year, it was announced last week by Dr. James Rowland Angell, public service counselor of NBC. Representatives from all divisions of the department, including Judith Waller, manager of the Central Division public service department, and Jennings Pierce, director of that department on the West Coast, will be present.

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**"We Understand Results: KRNT Delivers Them"**

—reports R. W. Byerly


"Winston & Newell sponsor 95 Super-Valu Stores in Iowa, of which 22 are in Des Moines. Last October, we decided to test radio as a stimulant for store-traffic. After a careful check, we chose Station KRNT, with a 25-minute Saturday morning show, Darts and Dashes, as the selling vehicle."

"The show clicked from the beginning—hence our original order has had three renewals. Also, we now use spot announcements on Station KSO as a build-up for daily sales."

"We don't pretend to understand the technical side of radio—but we do understand results, which KRNT and KSO are delivering in full measure."
Johnstone to B&B

JACK JOHNSTONE, formerly vice-president and copy chief of Blackett-Simple-Hummer, New York, has been named vice-president of the copy department of Benton & Bowles, New York.

there is a problem, there'd be no problem today.

Again denouncing the NAB for its attacks against him, which he said have "cemented my organization in 100% for me," he shouted that "even if I'm out tomorrow this seabreeze music fight will go on." The AFM could not supply enough men to produce all the music that's on the air, he said, "but only 10% of that music is live and the rest is canned."

In a more serious vein, the union leader pleaded for a unified attempt to find a way to control recordings, despite the adverse court ruling in the Whitman case. "There's enough money for all of us," he declared. "You don't want to go out of business. We don't want to go out of business, but this fight will go on until we get together to settle it."

Mr. Petrillo launched into a bitter diatribe against "those boys in the back row, Mr. Kaye and Mr. Miller," whom he accused of leading the industry in the wrong direction. "If there's a secondary boycott in Butte, why is there no secondary boycott for those birds," he shouted. "He can't make a deal as long as that pressure is behind him."

 Asked by Mr. Socolow to permit his men to go back to work for the transcriptions companies just enough to enable them to continue their normal business activities, pending a final settlement of the controversy, Mr. Petrillo said it couldn't be done now. "We're demanding control of the library services," he said, "and we know that you have a problem in telling a man in Butte that he can't have your records because the AFM won't let him. That's a secondary boycott and you probably can't do it. But we have our problems, too. We'll have to sit down and talk it over."

He added that if he let the men go back to work on the same basis as before there would have been no point to the strike, to which Mr. Egner stated that "during the weeks we spent negotiating with you we never said we expected to have the men return to work on the old basis."

During his attack on the NAB, which he said "although we've heard they aren't interested in this fight, have supplied Socolow with all of his facts," Mr. Petrillo said that from an NAB survey the union had found more than 160 stations who don't employ musicians "but are going to within the next 60 days. I'll tell them that I'm only doing this because the NAB gave me the information on which to base my demands."

WANT TO BUILD UP THE RATING on a Sagging Show? . . .

- So you've got a show on your station—you know it's a good show—your Program Department knows it's a good show—and your sales department has sold the show to a swell sponsor. But—the sponsor is getting that "if it doesn't show a rating I'll cancel!" Look in his eye... and you are beginning to get gray hair. That's where FILMACK fits.

Let FILMACK direct the listening ears of enormous movie theatre audiences to this program of yours and it will soon be a success. FILMACK—an outstanding, powerful promotion that lives thousands of listeners to a radio show—is yours for the asking. Investigate FILMACK—and your promotion troubles are over. Write us—we send complete information.

FILMACK
Chicago, Illinois

1325 S. Wabash Ave.
WHENEVER IT HAPPENS
WHEREVER IT HAPPENS

AP IS ON TOP WITH THE NEWS

Last Monday: Disastrous train wreck
Last Tuesday: Another bad train wreck
Last Wednesday: ITALIANS SURRENDER!

Typical comment:
“We used AP for the first break. Throughout AP showed great writing, swell background, full details. Prescott Robinson says his regular 2:30 p.m. show, all devoted to Italy, was a real AP wrap-up. Thanks a million.”

John Whitmore,
Acting Director, War News Service
WOR, New York.

Typical comment:
“Congratulations on your prompt and complete coverage of both train wrecks. Quick, accurate, comprehensive, and well written.”

George C. Biggar,
Program Director,
WLW, Cincinnati.

Typical comment:
“We both think AP coverage of Monday’s train wreck was superb. Well ahead, and well handled.”

Seigfried Mikelson, News Editor,
A. E. Joscelyn, Manager,
WCCO, Minneapolis.
Radio's New War Role
(Continued from page 7)

as voluntary censors.” He explained that commentators often ask OC advice before making speculative comments.

Flashed by Networks

News of Italy's surrender was flashed by the four major networks between 11:47 and 11:50 a.m. with United Press claiming a one to three-minute scoop over the other news services as it relayed the report across the continent. CBS, the BLUE and Mutual all carried the talk by Gen. Eisenhower at 12:30 p.m. (New York time), as he personally confirmed Italy's surrender, speaking from Allied headquarters in Algiers. NBC, however, was unable to pick up the general's speech due to monitoring difficulty, although the network promptly carried a full summary of his address.

After the first bulletin at 11:47, the BLUE cancelled its regular Living Should Be Fun program to bring a talk by William Hillman from Washington at 11:55 a.m. At 12:56 p.m., the BLUE picked up a broadcast from Algiers by BBC Correspondent Robert Dunne. NBC, ABC and Mutual all analyzed the surrender of Italy at 1 p.m. on the BLUE, and Hillman with Martin Agronsky broadcast from Washington at 1:45. During the afternoon the BLUE had another roundup from Algiers, one from Washington with the three aforementioned commentators, and from 7-7:30 p.m., the network put on a special program with Henry J. Taylor as narrator. Broadcast featured a special script written by Sue Taylor White of Freedom House, entitled “Decline and Fall Fascist Version.”

Don Goddard, NBC commentator, devoted his regular 12-12:15 noon program to the news from Italy, after NBC's first report at 11:47 a.m. At 12:40 p.m., NBC presented a summary of the available facts about the surrender by Merrill Mueller, NBC correspondent in Algiers, and at 2:42 the network again picked up Allied headquarters in Algiers for later reports.

Eisenhower Repeated

WOR, Mutual's New York outlet, presented the news at 11:49 a.m. with the full Mutual network carrying it at 11:50. Boake Carter concentrated on news of the surrender on his 12 noon program, and after Gen. Eisenhower's talk, Mutual carried five minutes of late news flashes. Jack Thompson, Mutual correspondent in Algiers, spoke from there at 12:54 p.m., and at 1 p.m. Sydney Mosely devoted his commentary to new developments.

At 1:30 and 2 p.m., MBS rebroadcast Gen. Eisenhower's speech, and reported that its Washington affiliate, WOL, had received a request for the transcription from Gen. George C. Marshall, chief of staff of the U. S. Army.

News of the surrender of the Italian fleet came over Mutual at 2:02 p.m., and on WOR, which was broadcasting Martha Denne's program, bulletins were broadcast about the fleet and about Badoglio's statement that Germans were now considered enemies of the Italian State. Later in the afternoon, Mutual presented its commentator, Cedric Foster, a talk by Cassius of the Division of the Interior, and frequent two-minute bulletins, which interrupted regular programs.

Bob Trout gave CBS listeners the first news of the surrender when he was cut in the Aunt Jenny program at 11:47:15 a.m. During the noonday Kate Smith program, Ted Collins, her assistant, reported on the event, and after Eisenhower was presented, CBS put Trout on again. At 12:40 p.m. Major George Fielding Eliot analyzed developments in Europe at 12:45 p.m. George Moorad spoke on CBS from Washington. John Daly, CBS correspondent in Algiers, Quincy Howe from New York, and Robert Dunne, the BBC correspondent in North Africa, were all heard on CBS during the afternoon, and at 2:30 p.m. Trout and Daly broadcast again in connection with the Allies' instructions to the Italian people on what they should and should not do, as well as giving news of the surrender of the Italian fleet.

Shortwave Repeats

At 5:30 p.m. Sept. 8 the first shortwave broadcasts to Latin America from the CIAA gave full coverage to the welcome news, as well as rebroadcasting the full declaration by Gen. Eisenhower. At 8:50 p.m., the CIAA presented a repeat via Radio Teleatro of a former broadcast to Latin America, featuring a drama dedicated to the life of Garibaldi, noted Italian patriot.

Alejandro Sux, correspondent for the Buenos Aires newspaper El Mundo, broadcast his commentary on the Italian situation at 10:00 p.m., and the CIAA presented a roundtable discussion of the surrender at 10:30 p.m. Participants were Dr. Enrique Fabrigat, formerly of the Uruguayan Cabinet; Gen. Carlos Garcia Palacio of the Chilean Consulate, and Dr. Vincente Tovar, Latin American commentator. At 10:45 p.m., the CIAA shortwaved to Latin America a poem entitled "Hacia La Victoria," written by Walt Whitman on the subject of the 1848 Italian revolution. News broadcasts in Spanish and Portuguese were shortwaved to the other Americas during the later evening hours.

PROCLAMATIONS

TEXT of radio proclamation by Gen. Dwight D. Eisenhower announcing the Italian surrender follows.

This is Gen. Dwight D. Eisenhower, Commander in Chief of the Allied Forces.

The Italian Government has surrendered its armed forces unconditionally. As Commander in Chief, I have granted a military armistice, the terms of which have been approved by the Governments of the United Kingdom, the United States and the Union of Soviet Socialist Republics. Thus I am acting in the interest of the United Nations.

The Italian Government has bound itself to abide by these terms without reservation. The armistice was signed by my representative and the representatives of Marshal Badoglio and it becomes effective this instant.

Hostilities between the armed forces of the United Nations and those of Italy terminate at once. All Italians who now act to help eject the German aggressor from Italian soil will have the assurance and the support of the United Nations.

Marshal Badoglio's proclamation on the surrender of Italy, read over Rome radio, follows:

The Italian government, recognizing the impossibility of continuing the unequal struggle against the overwhelming power of the enemy, with the object of further and more grievous harm to the nation, has requested an armistice from General Eisenhower, commander in chief of the Anglo-American armed forces. This request has been granted.

The Italian forces will therefore cease all acts of hostility against the United Nations armed forces, however they may be.

They will, however, oppose attacks from any other quarter.

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.
FCC Hearing on Blue Sale
(Continued from page 10)

tener acceptance, service to ad-
tisers, physical setup and overall
policies. Mr. Noble is buying more
than the three M & O stations; he
said, because the BLUE covers an
integrated operation of 166 affil-
ated stations, built up over a peri-
od of 17 years. Fifty new stations
have joined the network since it
began independent operation in 1942—practically all of them in-
dependents up to the time.

Indicative of the up trend in
BLUE time sales, is the fact that
it will do an estimated business of
$15,903,000 in 1943 as compared to
$11,461,000 in 1942.

Policy on Commentators

The BLUE's policy in connection
with commentators was opened by
Commissioner Craven. Mr. Woods
said the BLUE looked for men with
newspaper background to
sell goods,
to clarify his
views or theories.

Mr. Woods said that the
news network did not sell time
for religious programs. Mr. Woods
explained that 30 to 40 propositions
had been received for the purchase
of the BLUE but that there was only
one specific offer at the time of the
acceptance of the Noble bid. He said,
in re-
tion to Chairman Durr, that
his instruction from David
Sarnoff, RCA president, was that
a "fair price" be received and that
the property be sold to people who
could operate it in the public inter-
est and not for the purpose of
making money alone. He declared
the BLUE was a profitable operation
and that its outlook is good, even
though one cannot predict the post-war
market.

Time Allocation

At the afternoon session Mr. Cot-
ton, who formerly was an FCC at-
torney, questioned Mr. Woods about
the network's policy on allocation
of time to labor unions. After hav-
ing reiterated that the network
did not sell time to membership or-
ganizations, Mr. Woods obtained
permission to question the CIO at-
torney. He asked whether CIO was
interested in "buying time" and if it
was, that the BLUE is looking for
business and would like to hear
from the union. Mr. Cotton replied the
union wants the "privilege" of
buying time.

Chairman Fly, still appearing to
view the code provisions as dis-
criminatory, inquired whether the
networks "sold" time to the Red Cross.
Mr. Woods said it didn't and
wouldn't sell time to the Red Cross,
but gives it. Moreover, he said that
the "membership solicitation" by
the Red Cross actually is a receipt
for the $1 paid in and could not be
construed on the same plane as

other membership organizations. Gov. Case backed up Mr. Woods.

Mr. Woods sought to sum up his
policy with the observation that his
network does permit advertisers to
sell ideologies. Questioning then
went around to such commentators as
Winchell, Pearson and Tomlin-
son, and to network restrictions on
their. Mr. Woods said the advertisers
buy these commentators be-
cause they deliver large audiences,
but do not control what they say.
The network rarely is called upon
to alter their copy, he said.

Mr. Hugh was called to the stand
before Mr. Woods' cross-examina-
tion was completed, to allow him to
have an "unanswerable" train. In character-
istic homespun fashion he told the Com-
mission that some 100 of the BLUE
affiliates feel that Mr. Noble seems
to be "what we have been hunting
for a long time. He explained
the seven members of the advisory
committee decided to poll the affili-
ates and received, thus far, unani-
ous approval from 94 stations, with
other telegrams en route.

WMCA Order Pends

JUSTICE Albert Cohn of the
Appellate Division of the New York
Supreme Court last week over-
versed decision in the appeal of
Donald Flamm for a stay order
to prevent Edward J. Noble from
selling WMCA pending the hearing
of Mr. Flamm's motion for a tem-
porary injunction by the full ap-
pellate division on Sept. 24. It was
agreed no effort will be made to sell
the station until Judge Cohn
issues his decision.

AFFILIATES OF CBS
TO MEET SEPT. 15

FALL MEETING of the CBS affil-
irates advisory board, to be held in
New York Sept. 15-16, will cover
special matters of interest to both
the affiliates and the network, as
well as the question of legislation
for a new radio act, and the new
CBS schedule of commercial and
sustaining programs.

CBS executives planning to
attend the session, the fourth of its
kind, are: William S. Paley, presi-
dent; Paul W. Keaton, vice-presi-
dent and general manager; Joseph
H. Ream, vice-president and secre-
tary; Frank Stanton, vice-presi-
dent; Frank K. White, vice-presi-
dent and treasurer; and Herbert
Akerberg, vice-president in charge
of station relations.

Members of the board are:
Franklin Doolittle, WDRC Hartford;
J. R. Lounsberry, WRB BW Buf-
alo; C. T. Lynch, WRVA Rich-
mond; John M. Rivers, WCSC
Charleston, S. C.; Hoyt B. Wooten,
WREC Memphis; Leo Fitzhugh,
WJR Detroit; Clyde W. Rembert,
KRLD Dallas; C. W. Myers, KOIN
Portland, Or; Fred M. Vreven,
KCMC Kansas City, Mo.

Influencing Sales

FAR Beyond Pontiac

In cities ... villages ... farms ...
... for miles and miles around
Pontiac ... the messages of na-
tional, regional and local adver-
tisers are heard over WCAR's
1000 station watts.

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

THE ARIZONA NETWORK

Phoenix, Arizona

THE BARNES COMPANY

BROADCASTING • Broadcast Advertising
September 13, 1943 • Page 59
**Actions of the Federal Communications Commission**

**SEPTEMBER 4 TO SEPTEMBER 10 INCLUSIVE.**

**SEPTEMBER 7**

WLOL Minneapolis—Granted consent to acquisition control of Independent Merchants Network, Inc. by Ralph L. Atlas from Beatrice L. Devaney, David J. Winton and Charles J. Winton Jr. for total consideration of $7,000.

NBC New York—Granted extension authorization to permit recorders on a total of 161 stations controlled by NBC, that may be heard remotely by U. S. extension transmitter to transmit programs to CBM, CBL and BNL stations operated by NBC.

KFI Los Angeles—Adopted order granting permission for reconsideration filed by KPI directed against action of FCC granting application of Iowa State College of Agriculture (WOU). Ames, for special service authority expired on June 6 a.m. to local sunrise, CST, 1 k.w., to Feb. 1, 1944. to set aside said application; denied application for hearing on specified issues.

Ober Davis C. Anthony's be made party to hearing.

**SEPTEMBER 8**

KOLA Little Rock, Ark.—Adopted order denying permission for duplicate operations by Arkansas Broadcasting Co., directed against action of FCC granting permission to change station of Baylor U. and Cary P. Collins for CP for new station in Corpus Christi, Tex. WPTL, Ft. Lauderdale, Fla.—Designated for reconsideration, applications for assignment of CP and license of WPTL and relay station from Ralph A. Horton to The Ford Industry Co. Designated for reconsideration, application for change of CP 1200 to 600 kw, change station of WPTL, change station of KPTL, and to set aside said application and to move transmitter to Ft. Lauderdale, Fla.

**SEPTEMBER 9**

WSWX W. Lafayette, Ind.—Granted extension completion date to Sept. 24, 1944, for construction, operation and scheduled authorization.

WPFLA Tampa, Fla.—Granted oral argument on petition to dismiss.

**SEPTEMBER 10**

American Network Inc.—Denied without prejudice petition to intervene re application of EBay Co. for transfer of control.

**Applications . . .**

**SEPTEMBER 7**

WIBZ Bangor, Me.—Mod. CP for power increase, new equipment, DA, to extend completion date.

Messrs. U. of Mich., Ann Arbor—CP for new commercial station on Nov. 6, 1944, to set aside said action; designated for reconsideration.

**SEPTEMBER 9**


**Network Accounts**

All Time Eastern Wartime until indicated

**New Business**


GILLETTE SAFETY RAZOR Corp., Boston on Sept. 16 sponsors Medco Bettina-Jimmy Shields on Mutual, 10 weeks.


**AP Meeting**

(Continued from page 8)

SAFETY for the Inland Waterways Navigations is discussed by the American Institute of Electrical Engineers. The meeting was held at the office of the Institute, 35 W. 42nd St., New York, N. Y., on Sept. 30. The meeting was attended by about 80 persons, including representatives of the United States Navy, the United States Marine Corps, the United States Army, the United States Coast Guard, and several other government agencies.

David P. Harrington, chairman of the meeting, spoke on the importance of safety in the operation of ships and boats on the Great Lakes. He emphasized the need for better training of ship crews and the importance of using modern equipment to improve safety. Harrington also discussed the role of the federal government in promoting safety in navigation.

In his opening remarks, Harrington noted that safety is a critical issue in the operation of ships and boats. He stated that accidents can occur due to a variety of factors, including mechanical failures, navigational errors, and人为错误. Harrington emphasized the need for a cooperative approach to improving safety, involving all stakeholders in the maritime industry.

The meeting included discussions on a range of topics, including the role of the USCG in promoting safety, the use of new technologies to improve safety, and the importance of training and education for ship crews.

The meeting concluded with a roundtable discussion, where participants shared their thoughts and insights on the issues discussed. The meeting was well attended, with many attendees expressing interest in future meetings and opportunities for collaboration.

The American Institute of Electrical Engineers continues to play a valuable role in promoting safety in the maritime industry. The organization regularly hosts meetings and workshops on safety-related topics, bringing together experts from government, industry, and academia to share knowledge and insights. These events provide a valuable platform for stakeholders to work together to improve safety on the nation's waterways.
ANNOUNCER—With operator license desires combination setup. Age 50—5 years present position. Expect special equipment for broadcasting. Exceptional work guaranteed. Box 286, BROADCASTING.

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Available—For writing position, continuity or promotion. College graduate, 4-F, with 60 kilowatt n-w. Expect year’s contract. Box 276, BROADCASTING.

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Position Wanted—No or about October 1. Will receive Honorable Discharge from Army. Seven years experience in radio. Announcing—selling—production. Age 26, married, two children. Box 269, BROADCASTING.


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MODULATION MONITOR—Approved Frequency Monitor. $217 foot tower or higher. Antenna Tuning Unit. Box 276, BROADCASTING.

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A BOSTON STATION—Had time to sell. The station manager had a problem. How he solved his problem is graphically de-scribed on page 45.

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WGAR Is Granted Change to 1220kc

WIBC Gets 5,000 Watts; WHBC Slated for WGAR Spot

PAVING the way for 50,000-w operation by WGAR Cleveland, the FCC last Wednesday announced a proposed reclassification of the station's frequency. The FCC stated that this change would increase power from 1,000 to 5,000 watts. The frequency, originally was specified for use in the United States as a Class II station in the Michigan area and presumably was slated to be WIBC. That station's owners, a company owned 5% by the Fort Industry Co., which he hands, and 10% by Comdr. Storer. A possible application is still pending.

In announcing its proposed approval of the WGAR shift, the FCC simultaneously disclosed its denial of the application of WADC Akron, for assignment on the 1220 kc. channel with 50,000 watts. It also announced denial of the application of WHHC Columbus, to change frequency from 640 to 610 kc. and increase power from 500 watts unlimited time to 1,000 watts full-time.

Contingent upon the WGAR action, the Commission announced it would grant a construction permit to WHBC Canton, to make changes in transmitting equipment, install a directional for nightime use and increase its frequency from 1230 kc. to 1480 kc., occupying the present WGAR facilities with an increase in power from 250 watts to 1,000 watts.

In announcing the proposed WGAR grant, the Commission specified changes in the station's directional antenna for nighttime use and a local move in transmitter site. The grant, it said, is subject to the condition that WGAR shall take whatever steps are necessary to improve the signal power over the Clevel and business district to comply with the rules and regulations when material and equipment again become available for construction of broadcast facilities. The Commission interpreted as meaning that as soon as the equipment becomes available, WGAR will be authorized to increase its power to 50,000 watts. Originally, the application sought that output but the wartime freeze conditions necessitated the revision.

A second condition was that WGAR shall submit proof that the proposed radiating system is capable of producing minimum effective fields as required under Commission regulations. WGAR, it was stated, was faced with finding a new location because of war plant operation at its present location. Moreover, it has suffered considerable breakage there.

The 1220 kc. channel, a Mexican 1-A frequency, originally was specified for use in the United States as a Class II station in the Michigan area and presumably was slated to be WYZ. That channel is not used, however, and WGAR sought the facility. Recently an application for the facility in Detroit was filed by L Comdr. George B. Storer, through a company owned 99% by the Fort Industry Co., which he heads, and 10% by Comdr. Storer. That application is still pending.

Supplies on Hand

In its 22-page proposed findings of fact on the WARD-WHBC grants the FCC brought out that WGAR would require use of two crystals ground to 1220 kc., copper wire for two towers, two concrete bases for all towers, additional wire for transmission line, and a building to house the transmitter. The station has the crystals and wire for the transmission line on hand, along with 26,000 feet of copper wire for the ground and proposes to get additional wire by salvaging the former ground system of WJR Detroit, its sister station. It proposes to use a farm house for the transmitter building to be reconditioned at an estimated cost of $375, including 124 man hours of labor. The cost for relocating the towers and technical equipment at the proposed location, including 1,804 man hours of labor, would be $6,046.

Construction involved in the WHBC application would be a 1,000 watt transmitter, 1480 kc.

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