WOR sells goods in the areas which include 16 of America’s most war-active cities of more than 100,000 people each*

*Facts proving the sales can be had by getting in touch with WOR at 1440 Broadway, in New York
“OUR AGENCY WANTS TO KNOW IF RETURNS FROM WLS HAVE STARTED COMING IN YET?”

TO ADVERTISERS who have used WLS, that’s “foolish question Number 1.” Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 proof-of-purchase letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That’s a typical response from WLS advertising. We have scores of other examples that WLS Gets Results. Just ask us... or ask any John Blair man.
Back the Attack
with BONDS
THE 3RD WAR LOAN DRIVE IS ON!

"So set a cross upon each war-born grave
And mark it well for all eternity;
Each is a symbol of the fallen brave
Who gave their lives in trade for victory.

And so these men shall not have died in vain
Put yet another marker on your heart;
Today, back up their courage and their pain . . .
Dig deep into your thanks and do your part."

Wpen
Philadelphia
950 on the dial
The MOST ECONOMICAL BUY in OMAHA

KOIL

is a MUST For Outstate Nebraska

Page 4 • September 20, 1943
There's a reason why smart time-buyers are increasing their WAAT schedules in America's 4th largest market—why there are only a few choice fall availabilities still open.

Write, wire or phone before it's too late!

WAAT, 15 Hill Street, Newark 1, N. J.

*Do you realise this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
Sam H. Bennett

Director of Sales, KMBC, Kansas City

Early in 1931 when Sam Bennett first went into broadcasting down in Texas, radio in the Lone Star State was still a pretty wild and woolly affair. Lightning changes were taking place in ownership and affiliation. But during the next nine years, Sam roped and throwed a real career for himself, and today, as Director of Sales for KMBC, he’s one of the best “hands” in the business. Hi-yo, Sam’l!

Come to think about it, all radio was pretty wild and woolly, back in 1931. In fact it was that very woolliness that first gave us the idea that there was a place in the industry for exclusive radio-station representatives—an idea considered very original in those days.

Naturally, we’ve learned a lot by living through the freshman period of radio station representation. (We realize this fact afresh every time we hear or read some of the ideas that newcomers sometimes advance!) But most especially we’ve learned that when we “get the order” we’ve only just started the job of helping to make that order a sound investment for you. Want a sample of what that means, here in this pioneer group of radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW......BUFFALO
WCKY......CINCINNATI
KDAL......DULUTH
WDAY......FARGO
WISH......INDIANAPOLIS
WIZX......KALAMAZOO-GRAND RAPIDS
KMBC......KANSAS CITY
WAVE......LOUISVILLE
WICN......MINNEAPOLIS-ST. PAUL
WMBD......PEORIA
KSD......ST. LOUIS
WFBL......ST. PAUL

IOWA:
WHO......DES MOINES
WOC......Davenport
KMA......Shenandoah

SOUTHEAST:
WCBM......BALTIMORE
WGGC......CHARLESTON
WIS......COLUMBIA
WPTF......RALEIGH
WOB......ROANOKE

SOUTHWEST:
KOB......ALBUQUERQUE
KOMA......OKLAHOMA CITY
KTUL......TULSA

PACIFIC COAST:
KICA......LOS ANGELES
KOIN-KALE......PORTLAND
KROW......OAKLAND-SAN FRANCISCO
IKKO......SEATTLE
KFAR......ALASKA
and WRIGHT-SONOVOX, Inc.
CBS to Stop Cow Catchers, Hitch Hikes

Action May Bring Demand Other Nets Follow

CBS last week took definite action on the problem of "hitch-hike" and "cow-catcher" announcements, long a matter of concern by network affiliates, by announcing that, effective Oct. 1, 1944, these "simulated spot announcements" would be eliminated from CBS commercial programs.

Coincident with this announcement, the CBS Affiliate Advisory Board adopted a resolution agreeing to cooperate by limiting station-break announcements to avoid disruption of the network pattern of entertainment-with-advertising.

Announcement was made in a brochure mailed to advertisers, advertising agencies and CBS affiliate stations, inviting them "to remove a 'triple threat' against the soundness and success of radio advertising while it is still, largely, a threat." Action is necessary at this time, the booklet points out, because of the growing use of hitch-hikers and cow-catchers which are currently employed on some 20 CBS programs, occupying more than 80 time periods.

Forestalls Protest

Action of CBS and its station advisory group follows an increasing volume of protests from network stations, which have recently taken the form of official resolutions adopted by NAB district meetings requesting the elimination of such announcements by the networks. Acting when it did, CBS is believed to have forestalled the culmination of these station protests into definite demands for immediate action, which were expected to develop out of the meeting of leading network affiliated stations scheduled for today (Monday, Sept. 20) at the Sherman Hotel, Chicago.

"Session was called by William B. Way, vice-president and general manager of KVOO Tulsas, and author of the "Broadcasting Declaration of Independence," which he sent to all stations last January. The basic reason for calling attention of the industry to this," Mr. Way stated in announcing the Chicago meeting, "was that I felt that certain practices within the industry were of such sufficient soundness and should be corrected. Among these are cow-catcher and hitch-hike announcements."

"CBS' plan will obviously receive close and complete scrutiny by the Chicago meeting, which may be expected to endorse the network ruling either in its present form or with modifications, and to request the other networks to enforce similar restrictions on their clients programs."

New Policy

New policy is stated by CBS as follows:

"There will be no change in our standard time limits for commercial advertising on quarter-hour, half-hour or full-hour programs. There will be no restriction on the number of products any client may advertise within those time limits. The only change in our commercial policies will be to preclude simulated spot announcements—that is, announcements which pretend to be divorced from the program, such as commercials which precede the introduction of the program itself or which follow its apparent sign-off."

'Gradual Reintegration'

Expressing the belief that the hitch-hiker and cow-catcher technique developed "more as a matter of convenience than as studied advertising strategy," used where one of the products has a smaller advertising appropriation or is handled by a second advertising agency or under other similar circumstances, CBS asks "no abrupt reversal of present practice. We invite, instead, a gradual reintegration of these simulated spot announcements into the framework of each program."

Techniques for advertising a second product within a single program have already been successfully developed, CBS states, listing Procter & Gamble Co.'s, Peper Young's Family and I Love A Mystery, General Foods' Adventures of the Thin Man, the Tezaco Star Theatre, General Electric Co.'s The World Today and Chrysler's Major Bowes' Amateurs, as examples.

Preamble of the booklet outlines the "indispensable idea in broadcast advertising" as "the host-and-guest relationship between sponsor and listener" which translates the broadcast announcement, "Jello brings you Kate Smith," in the listener's mind into "thanks to Jello, we get Kate Smith." When that relationship is broken, CBS points out, broadcasting loses much of its magic, "could become merely another mass medium on a cost-per-thousand basis."

'Trip-Hammer Trio'

And this basic equation is broken, the booklet continues, three times in three minutes when the advertiser closes his program a minute or so before the end of his time period and, after a brief pause, puts on a "simulated spot announcement" for another product; when in the 30-second interval following the conclusion of the last program a second spot announcement is "hurried on the air"; and when the next network advertiser delays the opening of his own program to put on another spot announcement, the third detached commercial in three minutes.

"This 'trip-hammer' trio of hitch-hiker, station-break and cow-catcher is relatively new to radio," CBS continues, "although its center-man, the station-break, is as old as a Bulova time signal or a pre-war weather report. Moreover, in themselves, such station-break announcements are wholly welcome to the listener when, like either of those two examples, they clearly render service in lieu of entertainment."

An 'Infliction'

Pointing out that no advertiser would think of using the first three minutes of his own time "to rattle off three separate spot announcements for three separate products" because "the tune-out could be measured by the minute," CBS states that that is just what happens when the "trip-hammer trio" appears. "Thus, what no advertiser would inflict upon his own audience, and what no station would inflict upon its own audience—is nevertheless inflicted upon that same audience by the parade of network programs which, march-

Disc Hearings Resume Today After Halt at Padway Request

WAR LABOR BOARD panel hearing on the American Federation of Musicians transcription ban, scheduled to resume last Friday morning, was postponed until 2 p.m. today (Monday, Sept. 20), at the request of Joseph A. Padway, general counsel for the American Federation of Labor, who is representing the AFM. Mr. Padway on Sept. 9, at the conclusion of the third day of the hearings and after presentation of the transcription industry argument, asked for and received a week's recess in which to complete the preparation of the union's argument [Broadcasting, Sept. 13].

In granting the AFM request for a recess, the panel overruled the objection of A. Walter Socolow, counsel for Associated Music Publishers, Empire Broadcasting Corp., Long-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio. Mr. Socolow argued that the strike has already caused these companies considerable hardships and that any delay was intolerable.

Panel also rejected the request of the transcription companies for an interim recommendation to the WLB to order the union to withdraw its ban on the manufacture of transcriptions by AFM members pending a final settlement of the dispute.

(Continued on page 50)
Two New Agencies Organized From Dissolution of B-S-H

Dancer-Fitzgerald-Sample to Start on Jan. 1;
Hill Blackett to Open Agency in Chicago

FIFM of Blackett-Sample-Hummert, establisher of many in 21 years of advertising, and which will dissolve Dec. 31 [Broadcasting, Aug. 16] is to be succeeded by two new firms composed of B-S-H executives and employees.

John G. Sample will join the firm to be comprised of himself, Clifford L. Fitzgerald and H. M. (Mix) Dancer, to do business as Dancer-Fitzgerald-Sample. All are formerly senior executives of B-S-H and widely known in advertising. Sample, who started the B-S-H firm in 1923 with Hill Blackett, was active in its management until June, 1942, when he was commissioned a Lieutenant Commander in the Navy.

Blackett's Plans

Hill Blackett, announcing the opening of his own agency in Chicago, Jan. 1, 1944, said the following former members of B-S-H will join him: Malcolm Hummert, B-S-H president, B-S-H, a senior account executive, handling Procter & Gamble (Dreft), Falstaff Brewing Corp., A. E. Staley Manufacturing Co., E. J. Brach & Sons (candy): Robert G. Wilson, vice-president, B-S-H, key copywriter for the firm.

Mr. Dancer


Doust McCumber

READERS Digest Assn., Pleasantville, N.Y., is reported considering a quarterly-hour weekly program on 1520 kc., starting about Oct. 7. No details as to format are available from BBDO, New York, agency in charge, although commentator Frazier Hall may be selected. Probable time is 10:15-10:30 p.m. Thursdays. Material from the Digest is to be the feature of another program—Radio Reader's Digest on CBS, sponsored by Campbell Soup Co., Camden, N.J.

BEHIND-THE-SCENES COUNCIL on production details for the new weekly BLUE What's New? held attention of this sponsor-agency-network-talent quartet before initial broadcast Sept. 4. Sponsored by RCA, the 60-minute program, originating from New York, was watched by various parts of the United States and shortwave pickups from abroad. Detal-deliberators are (l to r) Larry Robertson, BLUE Hollywood producer; Don Ameche, m.c.; David Sarnoff, president of RCA, and John Reber, New York vice-president of J. Walter Thompson Co.

GILLETTE RENEWS FOR WORLD SERIES

FOR THE FIFTH consecutive year, Gillette Safety Razor Co., Boston, has signed with Mutual for exclusive broadcast rights to the World Series baseball games, which start Oct. 5 in New York's Yankee Stadium. Gillette paid $100,000 for the radio rights and this total will go into a charity pool, from which the Red Cross will be the chief beneficiary.

Red Barber, noted sportscaster, who has covered seven consecutive World Series, will again handle the play-by-play report of the diamond classics, assisted by other announcers. The first three games will be played in New York, with broadcasts starting at 1:15 p.m. The remaining games in St. Louis regardless of the number necessary to decide the Series. Agency in charge is Maxon Inc., New York.

Mr. Dancer

LEHN & FINK Eyeing LEHN & FINK Products Corp., Bloomfield, N. J., was in the process last week of selecting a network to replace its current Take a Card quiz program, heard on Mutual since last April Wednesdays 8:30-9 p.m. Choice was said to be between Your Blind Date and The Life of Reilly, but no details were available from Wm. Eans & Co. New York, agency in charge. It was also rumored that the replacement show will probably be moved from Mutual to the BLUE.

Cough Drop Campaign SMITH BROS., Poughkeepsie, N. Y., will start its annual fall and winter campaign Oct. 4 on about 80 stations and several regional networks, using most of the same outlets included in last year's schedule. Cough drops will be promoted via spot announcements and chain breaks at the rate of five a week. Agency is J. D. Tarcher Co., New York.

Draft of Fathers Occupies Congress

But Wheeler and White May Hold Radio Hearings Next PROSPECTS for early hearings marked by the Wheeler bill (S-814) to reorganize the FCC were seen last week as the 78th Congress reconvened and the stage was set for action on various measures affecting the broadcast industry.

Senator White (R-Me) told Broadcasting that he planned to confer with Senator Wheeler (D-Mont.) on the Interstate Commerce Committee, regarding hearings as soon as the latter's bill to prevent the drafting of fathers is out of the way.

Discusses Plans

"I have every hope that we will be able to begin hearings within the next two weeks", Senator White said. He added that the Committee, of which he is a member, would, in all probability hear testimony from the FCC, the Federal Communications Bar Assn., the NAB, the networks, and representatives of independent stations.

Rep. Holmes (R-Mass.), author of the Wheeler bill, told Broadcasting that the White-Wheeler bill, also expects to hold hearings before the House Interstate Commerce Committee. He estimates that it will be at least several weeks before hearings can begin, as Committee members will wait until more pressing legislation, such as the drafting of fathers, is disposed of.

First place in the Congressional program was given to the Wheeler proposal to delay drafting of fathers until Jan. 1. No sooner had Congress reconvened when the Senate Military Affairs Committee called in high Army and Navy officials to testify regarding the needs of the armed forces.

Dr. Courrier, Doris Keane Plan to Revive WHIP ANNOUNCEMENT was made last week of the purchase of the equipment of the deleted WHIP, formerly known as WJWC, Chicago-Hammond, by Dr. George F. Courrier, associate pastor of St. James Methodist Episcopal church, Chicago, and Doris Keane, former official of the station. Two towers and radio transmitter equipment, and 25 acres of land in Hammond, Ind., were bought at a court sale under receivership proceedings from the Hammond Calumet Broadcasting Corp. in the Superior Court of Indiana Harbor.

The station, which had operated on 1520 kc. with 5,000 watts, went off the air Jan. 28, 1943 after John W. Clarke, principal stockholder, notified the Commission that he would not render its license and discontinue operation. War conditions which restrained coverage and operational losses were given as the reason for the discontinuance. Fourth stockholder with Dr. Courrier, Miss Keane, with the Senate shall Field 3d, owner of the Chicago Sun.

Application for reinstatement of the license is to be made soon.
Atlantic Refining Expands Grid List

Despite War, 69 Stations Will Carry 150 Top-Ranking Games

WITH 69 stations scheduled to carry football broadcasts under the sponsorship of Atlantic Refining Co., as compared with 58 last year, the company covers its marketing territory from as far south as Orlando, Fla., and westward to Cleveland. Southern stations have been added to last year's football coverage.

Joseph H. Rollins, advertising manager, announced last week that 93 college, 47 high school and 10 professional games are being broadcast from Pittsburgh, Colgate at Rochester, U., of N. C. at Georgia Tech, Iowa Navy at Ohio State, a night game between Virginia Military Institute and Temple, to be played at Philadelphia on Sept. 24, at the same time schedule.

All the games of the U. of Pennsylvania and of the Philadelphia Eagles (pro.) have been signed by Atlantic. Thirty-two top-flight announcements have been engaged to cover the contests. Assignments include Byrum Saam, U. of Pennsylvania; Woody Woff, U. of Pittsburgh; Don Manning and John Nebelt, Ohio State; Lee Kirby, Duke U., and Add Penfield, Georgia Tech.


Impressive Schedule

While war has caused havoc in collegiate athletics, disrupting normal gridiron schedules, Atlantic has managed to work out an impressive list of games, despite the many problems which had to be overcome before the program could be announced. This, and the unusually early opening of the football season explains why several games have already been aired, including Yale-Muhlenberg, Yale-Rochester, Rochester-Baldwin Wallace, and Muhlenberg-Villanova.

Atlantic schedule opens formally on Sunday, Sept. 25, with such spotlighted games as Princeton at Pennsylvania, Notre Dame at Pittsburgh, Colgate at Rochester, U. of N. C. at Georgia Tech, Iowa Navy at Ohio State. A night game between Virginia Military Institute and Temple, to be played at Philadelphia on Sept. 24, is also on the schedule.

The Atlantic schedule concludes on Dec. 5 with the game between the Green Bay Packers and the Philadelphia Eagles.

FCC to Study Time Brokers, May Decide to Regulate Them

A NEW STUDY of "time broker" activities in commercial broadcasting, presumably to ascertain just where the line shall be drawn, is being launched by the FCC's Law Department with the blessing of the Commission. The informal authorization came at the FCC meeting last Tuesday with only three members, Commissioners Graven, Durr and Chairman Fly present. It is assumed that the Commission did not authorize a formal inquiry by resolution because of the lack of a quorum.

What inspired the new study at this time is conjectural, although it is felt in some quarters that the disclosures of the House Select Committee investigating the FCC regarding time brokerage activities in the foreign language field in New York, had a bearing on it. This practice, constituting sale of block time to contractors or agencies, for resale and programming, is made up in the foreign language field. It also is used on other stations, usually smaller outlets in metropolitan areas.

Doubtful Practices

Time brokering per se is not regarded as improper or illegal. The past, and that in New York was that of the predecessor, the Radio Commission, in several instances has frowned upon the practice where it appeared to constitute delegation of full time or part-time to contractors or agents, to stations to conduct their business for them, using the time used and resold. Whether or not the practice is in the public interest depends upon the nature of the contract and the manner in which the time is sold or controlled, according to these past interpretations.

There are no regulations of the FCC banning time resale as such. It may be that the new study is being undertaken to determine whether hard and fast rules should be applied.

The type of situation regarded as improper and actually constituting an assignment of license for the period brokered, it was recalled, is one wherein the broker in effect sets himself up in the broadcasting business without a license for a station license or being subject to the regulations. There are instances, it is felt, where the broker or contractor practically has taken over the station's operation.

A pending case involving management contract or time brokerage is that involving WCAM Camden, N. J., licensees of the City of Camden. A contract was entered into with the Mack Sales Co. under which it contracted for all of the station's time for resale purposes. This case, however, is still under-litigated, though hearings were held last year.

One of the cases cited in the Cox inquiry on the foreign language situation in New York was that of Lido Belli who, Committee General Counsel Eugene L. Carey charged, was prevented by the FCC and OWI from conducting his business as a time broker for more than a month, resulting in loss to him of more than $90,000. Also cited were the cases of Andrea and Stefano Lucito, foreign language broadcasters, among others.

CBS Names Kemp To Detroit Office

Moskovics Takes His Post; Witt Now KNX Manager

ARTHUR J. KEMP, for four years CBS sales manager on the Pacific coast, has been named manager of sales for CBS in the network's Detroit office, a post vacant since 1941. It was announced last week by William V. Gettner, CBS vice-president in charge of sales. Succeeding Mr. Kemp on the West Coast will be George L. Moskovics, sales program manager in that office.

Joining CBS in 1936 as a member of the Pacific Coast sales department, Mr. Kemp had previously been with McManus Inc., Los Angeles Examiner; sales manager of KHJ Los Angeles, and KFRC San Francisco. He succeeds Mr. Gettner, who became publicity and merchandising manager for KNX Los Angeles, prior to its purchase in 1936 by CBS. Mr. Kemp has served as eastern representative for the CBS Pacific Network in New York, and in 1938 was special field representative for CBS-owned stations before returning to the Coast in his present position.

New Post for Witt

With the pending transfer of Mr. Kemp to Detroit, Donald W. Thornburgh, vice-president in charge of the CBS Pacific Coast division, announced that Harry W. Witt, present sales manager of KNX, has been named to the new post of assistant general manager of that station. Mr. Witt was manager of KGB San Diego, and with CBS, he has served as commercial sales manager of KNX and CBS Southern California sales manager.

Other personnel alignments on the coast include: At KNX, Charles Morton, CBS national sales service director, named KNX sales manager; Charles Morin, manager of the CBS San Francisco office, moving to Radio Sales, New York, as eastern sales manager for the Pacific network and KNX, and Wayne Steffner, formerly of the San Francisco sales office, named manager of CBS offices in that city.

Fox Case continues as director of public relations and West Coast news bureau. Hal Hudson continues as program director at Meredith Pratt at head of Radio Sales on the Coast.

Bond Renewal

BOND STORES, New York, issued a blanket renewal of news and musical programs for 40 stations throughout the country effective the first and second week of September. Agency is Neff-Rowg, New York.

BROADCASTING • Broadcast Advertising

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Noble
Sells
WMCA to Nathan Strauss

Former Housing Head Pays $1,255,000; May Have Associates

SALE of WMCA New York to Nathan Strauss, the former administrator of the United States Housing Authority, for $1,255,000, was announced last Monday by Edward J. Noble, present owner of the station and restorer-purchaser of the BLUE Network.

In making the announcement Mr. Noble said that he was disposing of WMCA in accordance with the FHA's policy of selling the homes of owners of stations operating in a single community, as in acquiring the network he is also becoming the licensee of WJZ, BLUE keystone of the BLUE Network has, however, an outright sale and not contingent upon the FCC's approval of Mr. Noble's acquisition of the BLUE, on which the Commission is currently holding hearings.

Follows Flamm Ruling

Sale of the station to Mr. Strauss follows a ruling by Judge Albert Cohn of the Appellate DivISION of the New York Supreme Court in the legal battle recently started by Donald Flamm, from whom Mr. Noble bought WMCA in 1941 for $850,000, to regain possession of the station through a rescission of that sale, which Mr. Flamm alleged he was forced to make as a result of threats and duress [BROADCASTING, Aug. 16, 23, Sept. 6]. Judge Cohn granted an order returnable Sept. 24 to show cause why a stay should not be granted, but denied an interlocutory stay to prohibit the sale until that date.

Nathan Strauss, purchaser of WMCA New York, has a long record of public service. Son of the famous philanthropist of the same name, he was born in New York City in 1909, attended Princeton and Heidelberg Universities, obtaining a special diploma, cum laude, from Princeton U. in 1929. On April 25, 1915, he married the late Evelyn Price, Sr., in New York.

Beginning his business career as a reporter for the New York Globe, he entered the publishing field in 1914, purchasing the magazine Puck. He was editor and publisher of Puck until America's entry into the first World War in 1917. At that time he enlisted in the Navy as an Ensign serving until December 1918 when he was honorably discharged. In 1919-20 he was assistant editor of the Globe.

By training and background a public servant, Mr. Strauss was a member of the Democratic nomination for the New York State Senate and the armistice of World War I, to represent the 15th Senatorial District. Though the district was normally Republican, Mr. Strauss was elected by a comfortable majority. He was reelected in 1922 and 1924.

With a record of progressive legislation, Strauss served New York as Senator at Albany for six years. He is best known for his reform in the field of public housing and is the author of the so-called "Strauss Law" which prevents housing discrimination against families with children.

Returning to private business in 1927, he became president of Strauss Stockholders, Inc., a hotel and restaurant equipment company, at the same time organizing the "Park Association of New York" to promote the extension of park facilities. In 1933, he organized the Hillside Housing Corp., largest low-rent housing project in the country.

In 1935 he was appointed by Mayor LaGuardia to make a survey of public housing in Europe. On his return he was appointed a Commissioner of the New York City Housing Authority. In the succeeding years, he led the movement which finally resulted in the passage of the U. S. Housing Act in 1937. By virtue of his appointment, he administered the U. S. Housing Authority in which capacity he served until February 1942.

FCC Okays WNYC Operation at Night

Special Service Permit in Effect to Feb. 1, 1944

SPECIAL SERVICE authorization for night-time operation of WNYC New York to Feb. 1, 1944, the duration of its current license, was granted last week by the FCC and the station has been set up for night-time operation, with the exception of its programming during nighttime hours will not interfere with the service of WCCO, and it specifically reserved the right to contest any application filed by WNYC for permission for operation for nighttime hours other than as specified in the petition.

WNYC has operated daytime on 830 kcs since 1922. The State of Minnesota as well as CBS had opposed breaking down the clear channel by the proposed evening operation which WNYC had sought since 1929, on the ground that it would interfere with programs for service to rural listeners in the north central area and that it was contrary to the Commission's rules.

Helps Army Medics

FERRY-HANLY Co., New York, has been assigned by the War Advertising Council to conduct a campaign for the Army Medical Ad-Verters. Purpose is in part to reassure the public that wounded servicemen are getting the best care, and to recognize the heroism of the medical soldier as a moral measure. Agency will appeal to advertisers in other fields to contribute time and space to the cause and will provide "copy material, through a pamphlet to be issued in a month or so under the title "A Matter of Life and Death."
"WHACHA MEAN BY 'IOWAY PLUS'?"

Lots of people seem to think we're covering a good deal of ground when we talk about reaching "Iowa Plus".

Maybe so. But sometimes we surprise even ourselves! For instance, we'd never have thought that our efforts to sell War Bonds would result in "WHO Clubs" as far away as Georgia or Texas. Yet in Littlefield, Texas, 176 people banded to-

goinger and bought $30,200 in War Bonds from W-H-O—and in Summerville, Georgia, another group printed special installment books entitled "Local Member W-H-O War Bond Club—A Mighty Club to Beat the Axis, Sponsored by Radio Station W-H-O, Des Moines".

W-H-O is listened-to regularly by thousands of people we'd never dare claim in even our tertiary coverage. W-H-O gives its advertisers a bonus audience that is possibly as large as most Iowa stations' total audience. . . .

That's what we mean by "Iowa Plus". Write for a typical W-H-O mail count—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
12,000 Newscasts Leave Their Imprint

THE Office of Censorship not only has no criticism of Radio's handling of news but is proud of the record being made by the industry as a co-partner in the unprecedented experiment of voluntary, civilian censorship. As of last Saturday, this record showed only 177 confirmed violations of the Broadcasting Code in a total of 12,044 news shows heard or read by the Broadcasting Division's radio news desk. That's a batting average of 98.3% for the radio news editors of the nation acting as their own censors. It is convincing evidence that radio, working with an equally alert press, has succeeded so far in throwing up an effective security screen around our global war operations.—Charter Heslep

THROUGH the operation of two simple controls set up to check on Code observance throughout the country, the radio news desk of Censorship has monitored, reviewed or prosecuted every one of 12,044 shows.

The two controls are a monitor of network programs which enables us to hear 400 to 600 shows a month and spot checking of selected groups of stations which brings us the same number of news scripts every 30 days.

This uncounted millions of words include, up to now, the outgivings of more than a hundred network commentators and newscasters at least one entire week's production from more than a third of all the stations of the country.

Four Standards

NAB is making a sound move in setting up a committee to formulate standards to be put before the industry that will improve the overall presentation of news on the air. Any apparent shortcomings do not represent an indictment of all broadcasters. In most cases, the practices cited are found in relatively few stations; I may even be accused of fly specking.

The standards that seem pertinent to this column's discussions are Accuracy, Honesty, Integrity and Responsibility. Let's start with Accuracy.

No single move will do more to advance broadcasting. I hope this committee will recommend that no broadcaster ever put a line of news on the air unless it has been read carefully by someone. Consider the care a well-edited paper exercises. Every story is read by the city editor, telegraph editor, or department head. Then a copyreader goes over it, word by word. The news editor gives it a look-over. The composing room proofsread it and the managing editor or some editorial executive checks the proofs before the paper locks up. That's five operations. No wonder bad bulls in the press are collectors' items.

But what happens in some radio stations? The ticker buzzes merrily in a corner. Shortly before the next newscast an announcer bounds over, measures up on his arm the amount of copy he needs or snips off the last roundup and rushes to the mike.

Of the 340 stations spotchecked to date more than half originate no news. That means several million listeners get only what comes over the tickers and what is fed from the networks. It seems reasonable to conclude also that in some of these same stations there isn't a single person employed who possesses much newspaper experience. This situation places a terrific responsibility on the networks and the news services serving radio. Doubtless the manpower shortage explains some of this lack of enterprise by individual broadcasters.

Checking the Copy

Copyreading comes as natural as breathing on a newspaper. A 40-a-week desk man has no inferiority complex about cutting the stuff of a $1,000 a week columnist's management should give their news editors complete authority to copyread all material, including press association copy, and have the final word—even if that would mean ordering control to cut the program if a commentator tries to use material the editor has ordered out. No commentator, analyst, ace reporter or Jack-Keeber who's complete stuffed shirt or afflicted with a messiah complex is going to resent competent and intelligent copyreading.

Dozens of stations, particularly those in semi-rural communities, are attempting considerable local coverage. The police blotter, courts, city government, community meetings and that lifeblood of the small newspaper—the personals—are being used. Here, too, accuracy should be paramount, especially where the relation between station and listener is apt to be very personal.

We've all acquired habits as voluntary censors that should be carried over to post-war broadcasting. We refer to the Code report to verify all messages sent in by telephone, to check the source of emergency notices, to edit letters from overseas and to check personal items to see that no clues are given on troop or ship movements. All of these checks promote accuracy—as well as security. Accuracy should be one of the cornerstones in any set of radio news standards.

Honesty is the next standard. When I was pondering a switch from city room to radio news room, an old broadcasting veteran said to me: "The biggest thing you've got to realize is that you're going into the show business." Well, after I got into radio, and especially after a year on an observation post in Washington, I wondered if radio management wouldn't do well to forget it is in the show business when it is promoting its news department. Legitimate promotion of commentators and services—yes. Prestidigitation of rewriting and extravagant claims for this or that "newsboy"—no.

Today, radio tosses around the word "commentator", "news analyst", "editor", "newscaster" and "reporter" like so many balls kept in the air by a juggler. An opening commercial or top sheet on some stations breathlessly tells you that this or that "international expert, famous newspaperman, ace reporter", is about to give his keen analysis of the news and comment on the great events of the day. And what comes next? A collection of 10 to 15 stories clipped from a wire service. In some cases there isn't a single pencil mark on the copy. This phoney buildup also hits a network now and then.

Those Nickel Extras

Then, there is the plagiarist. A wire service man comes up with a good think piece. Or a correspondent gets a real beat. Or a rewrite man happens to do a particularly fine piece of writing. How many commentators give the service or the man credit?

This deception also extends in a lesser degree to the stations. The newspaper labels most of its material. The press and picture associations call quickly and loudly when that log or agate credit line is omitted. But some stations blithely present the news "as gathered by the WWW newspaper".

A station discovers it has an announcer who is very facile in reading news. He may never have written a story or handled a piece of copy in his life, but in no time at all he may become a commentator. Yet he'd be paralyzed if he had to write his own script.

Remember how you cursed in the old days when you put out a nickel for an extra that amounted to a fake? Well, radio has abolished most of the newspaper extras—both legitimate and spurious—but in some cases has appropriated this vice as its own. One salv- (Continued on page 41)
Mightiest tribute in many a day came when OWI tagged radio the "fourth front" in the war.

Not only on battlefields and through shortwave broadcasts has the industry made the grade, but on the home front as well. Fast, complete news coverage, keen and accurate news analysis show Americans where they stand and where they're going. Powerful weapons in winning wars!

And we at WMCA are proud indeed of our own fourth front warriors . . . men and women carrying on one of New York's hardest hitting news offensives. Proud too that so many advertisers have chosen to attack the New York market by way of WMCA's stronger-than-ever news front.

**JOHANNES STEEL**
Dynamic, convincing, world-recognized for his predictions. Steel has rubbed elbows with Europe's famous and infamous who today shape the history he interprets. Rivals the nation's top commentators in popularity and appeal.

**FIVE-STAR FINAL**
One of America's first dramatized news shows. A gripping roundup of world events brilliantly re-enacted. "Five Star Final" matches any network show in dramatic importance and human interest, in national fame and prestige.

**DR. FRANK KINGDON**
This noted scholar, journalist brings an all-American viewpoint to the international scene. Widely quoted in the daily press, Dr. Kingdon has created an unusual standard of impressive news analysis.

**RICHARD EATON**
The ink hardly dries on Washington blueprints before Eaton takes the air from the capital with a report to local listeners. A growing roster of important guests testifies to his intimacy with diplomatic, political "greats."

**ALICE HUGHES**
Women—yes, men too—turn to "A Woman's Views" by syndicated columnist Alice Hughes for comments on home and world affairs. Audiences understand her crisp newspaper style, like her sincere approach.

**BUSINESS FORUM**
Prominent industrial and business leaders gather for weekly round-table discussions about problems affecting trade in the metropolitan area. The only exclusive program of its kind where businessmen "tell all."

**CIVILIAN DEFENSE NEWS**
Born of a nation thrust into war, Lilian Okun's "Civilian Defense News" brings to the city's vigilant millions vital news on local activities...facts keyed to everyone's attention, sent into the home by a clever reporter.


**NEW YORK TIMES NEWS BULLETINS.** Every hour on the hour, the world's leading newspaper broadcasts up-to-the-minute news bulletins...most outstanding public service in New York.
Chairman Indicates Field of Program Content May Get Scanning; Sponsored News an Issue

IMMINENT invasion by the FCC of the field of program content, presumably as an outgrowth of the Missouri Supreme Court decision delving into the FCC control over the "composition of the traffic", seen in recent expressions of the Commission, and more particularly Chairman James Lawrence Fly.

Following the hearing Sept. 10 on the proposed sale of the BLUE Network Co. to Edward J. Noble, New York industrialist and broadcaster for $8,000,000, cash, which was devoted almost entirely to programming procedures and policies, Chairman Fly at his press conference last Monday discussed news programming and handling of the controversial issues by stations and networks. He posed the question of whether news broadcasts should be sponsored at all.

News Problems

Prior to the May 10 Supreme Court decision, it was generally accepted that the Commission would consider program content only "after the fact" or in cases of license renews, where past program service of stations could be taken into account. With the case of the BLUE Network proceeding centered around news policies, sponsored programs, and unwillingness of the BLUE and other networks to sell time to membership or cooperative groups, was seen as the first indication of FCC consideration of "composition of the traffic".[BROADCASTING, Sept. 13]

At his press conference, also participated in by Commissioner C. J. Durr, Chairman Fly said the whole question of news coverage and sponsorship is bedeviled by the "necessity of avoiding restrictions and constric-
tive and exclusive measures. We seem to be simply sticking to the point that so long as an outfit is legally empowered to sell over a national network, it will get the time, and if not it won't get it. That's too easy a standard. Then, too, I would support the view that any network permits that small restricted group to promote their own ideas and their own philosophies and press those upon the public's attention. You have that in a number of instances, which only accentuates the fact that you don't render a broad public service.

"I rather suspect that if the present tendency continues, the overall utility of the broadcasting will tend to diminish from day to day, month to month, year to year, because of the power of adopting restrictions and constric-
tive and exclusive measures. We seem to be simply sticking to the point that so long as an outfit is legally empowered to sell over a national network, it will get the time, and if not it won't get it. That's too easy a standard. Then, too, I would support the view that any network permits that small restricted group to promote their own ideas and their own philosophies and press those upon the public's attention. You have that in a number of instances, which only accentuates the fact that you don't render a broad public service.

Mr. GOW GOES to Washington to cover the reconvening of 78th Congress, new appointments, and to get transcribed interviews with those who make the news. One of the biggest news makers on the Hill is Senator Rayburn (D- Tex.), (left) chats here with newsmen George Gow.

L. W. Herzog Named FM Sec-Treas. At Open Board Meeting in New York

L. W. HERZOG, W55M (WTMJ) Milwaukee, was elected secretary-treasurer of the Yankee Network at an "open" board meeting at the Ambassador, New York, last Tuesday. He succeeds Robert T. Bartley, who resigned this office along with his vice-presidency of the Yankee Network to join the NAB in an executive capacity.[BROADCASTING, Aug. 30]

G. M. Jansky Jr., of Jansky & Bailey, Washington consulting radio engineers, was elected technical advisor of FMFI, filling a post that has been vacant since Paul A. de Mars of the Yankee Network, its former occupant, entered the Navy. Walter J. Damm, W55M, FMFI president, was named to represent the organization on the new radio Technical Planning Board, with Theodore C. Streibert, W7NY (WOR), New York, FMFI vice-president, as his alternate.

The reports were delivered by committees studying the advisability of increasing marginal field strength of FM stations from 50 to 100 microvolts and the desirability of retaining or changing the present method of allocating power on the basis of market area coverage. It was decided to consolidate the handling of both problems in a single committee with W. R. David of General Electric Co., Schenectady, as chairman. Other members of this new committee are: Ray H. Manson, Stromberg-Carlson Mfr. Co., Rochester, N. Y.; Everett Dillard, Commercial Radio Equipment Co. (K49KC), Kansas City; F. M. Doolittle, W6FI (WDRC), Hartford, and Mr. Jansky.

Committee will present a full report at the next FMFI board meeting in the studios of WGN Chi-

cago, on Nov. 17. It was voted to continue the "open meeting" policy, inviting any FMFI members who are able to attend. This policy has been a great success wherever it has been tried, Mr. Damm said.

Marcus Loew Booking Agency (W5SNY, WHN), New York; WJJD Inc., Chicago, and Piedmont Publishing Co. (WSJN), Winston-Salem, were elected as members, bringing the FMFI roster up to a total of 65. Meeting was attended by about 45 members, including all nine board members.

LADY ESTHER CUTS AGENCY CONTRACT

PEDLAR & RYAN, New York, and Lady Esther Co., Chicago, have severed relations. It was learned last week. Agency has been handling public interest program that started on CBS last October by Lady Esther.

The program was not involved in the deal, according to Pedlar & Ryan. Failure of the agency and the sponsor to agree on new policies made the termination in a mutual agreement to part company, it was said. Separation went into effect last week as far as handling copy, including production, etc., but the agency has lined up programs for the coming year. Selection of another agency is in progress.
September 1943 also starts ahead of 1942's record of advertisers confidence in KOA.

Words are superfluous with such convincing evidence to offer of KOA's selling power, and ability to satisfy KOA advertisers. Just further proof of the fact that once KOA serves 'em - they stay on KOA.

Advertisers who have seen the light — and know the value of KOA's 69% Listener Loyalty....68.8% Dealer Preference—continue to pour in renewals....While others clamor for a place in the Sun which shines over KOA's vast coverage area.

Few Stations In the Nation Can Equal KOA's Dominance

50,000 WATTS 850 KC.
KOA First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

BROADCASTING • Broadcast Advertising

September 20, 1943 • Page 15
Picture of
190,365 housewives buying food...

The young lady is having a busy day.

She is competing for a prize on “The Missus Goes A-Shopping” ... the favorite quiz-and-fun show of New York housewives. Every program plays to a packed house of 350 women. The waiting list for studio tickets is six weeks long!

It’s an informal, zany program, conducted by nimble-tongued John Reed King. From the time the first studio visitor appears, the fun flies thick and fast. It’s a madhouse. And for fifteen minutes laughter buckles the walls.

It’s the highest rated show in New York at 8:30 A.M. More New York women—more by 88%—listen to “The Missus” than to the second ranking program. In fact, one out of every three radio-available housewives are tuned to “The Missus”. 190,365 housewives each day.

Advertisers listen, too. Seven major food chains enthusiastically endorse the show. Sponsors wait in line to participate. (No time is now available for sale.)


Of course, it’s on WABC.
Management Responsible, NAB Group Says on 'Editorializing'

Joint Resolution by News and Public Relations Committees Follows Kaltenborn-White Debate

THAT MANAGEMENT of stations and networks must take responsibility for what is broadcast over their transmitters was voiced in a resolution on editorializing and the functions of news conductors adopted jointly by the NAB News and Public Relations Committee and the NAB Public Relations Committee at the conclusion of meetings held concurrently at the Waldorf-Astoria, New York, last Wednesday and Thursday.

The resolution reads: "Responsibility for all broadcasting rests and must continue to rest on individual stations in such work management.

The industry recognizes and accepts this responsibility and the Radio News Committee of the NAB is certain that various management policies, however they may occasionally differ, are designed to further the public interest."

Kaltenborn vs. White

The action followed an attack by the veteran news analyst, H. V. Kaltenborn, upon the recent ruling of Paul White, CBS director of news, forbidding the voicing of editorial opinion by commentators on that network. Mr. Kaltenborn expressed strong contrary views in an address at a joint luncheon meeting of the two committees on Wednesday, at which the Association of Radio News Analysts were guests.

"Don't hampering the great cause of freedom of the air by adopting a rigid code of rules to govern all radio commentators," Mr. Kaltenborn told the committees. "If a man has the ability you can get for the money you can pay him. Tell them frankly what you expect; what you are trying to do on your station or your network and give them their freedom to come out of the line correct. If they continually violate what you deem to be an essential policy, fire them. But don't pretend that you are going to be able to keep a commentator worth his salt from expressing his personal opinions."

White Restates Views

Taking issue with Mr. White, the commentator cited article six of the code of the Assn. of Radio News Analysts, of which he is president: "The Association opposes all control of broadcast material, except as far as may be necessary to provide for the safety of the public."

After the meeting Mr. White restated the policies he outlined to CBS news analysts Sept. 7. Emphasizing the network's lack of editorial views except in regard to radio itself, he said that by "extension, those men selected by us to interpret or analyze the news must also refrain from expression of editorial opinion or our non-editorial position becomes an empty shell."

Mr. White said, "Ideally, in the case of controversial issues, the audience should be left to draw their own conclusions from the analysis as to which side the analyst himself actually favors."

The function of a news analyst, Mr. White said, "is to marshal the facts, and out of his common or specific knowledge to present these facts so as to inform his listeners rather than persuade them. The analyst should attempt to present the known record, should fairly present both sides of controversial questions, and in short, should give the best available information upon which listeners can make up their own minds."

Mr. White bases his views on the limitation of available frequencies and on the monopoly situation of radio and press as media for public expression. Without a non-editorial policy, he declared, a powerful one-sided position on serious issues could result, as taken by a small group of broadcasters. Permitting 30 or 40 news analysts with nationwide audiences and regular periods to build loyal listeners, the freedom to preach their own views "would be to create for CBS a super-editorial-page instead of no editorial page at all. To create this atmosphere, within the genuine spirit of democracy, would be merely a hollow phrase," he concluded.

Radio News Courses

The recently organized Radio News Committee announced as its first task or project a plan for adding to the available courses in schools of journalism the installment of courses on technique of preparing news for broadcasting and presenting it on the air. The committee will study courses at Columbia U., Northwestern U. and will consult with educators to expedite placing these courses in as many educational institutions as possible to help alleviate the serious personnel shortage in radio news bureaus, the announcement stated.

The committee took no action at its first meeting on the problem of newscast operation and standards, deciding to hold until definite recommendations for the next meeting, which will be held in about two weeks.

During its two-day meeting, the news committee heard Charter Henley of the Radio Division, Office of Censorship, in a talk titled "After 12,000 Newscasts" [see (Continued on page 58)]

NBC Public Service Programs Up 60%: Betterment is Goal, States Trammell

EXPRESSIONING satisfaction with development of NBC's public service programs and increased public service department nine months ago, Niles Trammell, president of NBC, stated that still better programs could be developed for the following year. Mr. Trammell spoke Sept. 15 at the conclusion of the annual two-day meeting in New York of the service department at which Dr. James Rowland Angell, public service counselor, presided.

According to a report by William Burke Miller, manager of the department and war program manager, public service programs have increased by about 60% in the nine-month period, while Dwight Herrick, assistant manager of public service, exalted to the group the status of the NBC Listeners' Advisory Panel, and demonstrated with records the promotion of public service public relations through the NBC "Parade of Stars."

Others to Assist

A plan for a public service series which would invite the cooperation of outside groups at different intervals during the coming year was suggested by Clarence L. Menser, v-p, in-charge of programs. A. L. Ashby, v-p, and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on the FCC regulations, and Albert White, director of information, brought the meeting up to date on public developments in Washington.

A total of 28,182 nurses, 89,994 nurses a.d.s., and 749,475 home study students have been enrolled by the Red Cross through the NBC program That They Might Live, it was reported by Jane Tiffany Wagner, director of women's war activities, adding that the figures were still incomplete.

Representatives of other NBC divisions making reports at the meeting included:

- Frank E. Mullen, v-p, and general manager; John F. Royes, v-p, in charge of international relations; Sterling Fisher, assistant public service counselor; Sheldon R. Hinkley, Jr., manager of the stations department; Judith Walker, manager of the central directory; L. H. Jones, manager of public service department; Jennings Pierce, who is in charge of the department on the West Coast; Albert Crewe, of the central directory; Frank Oster, research assistant, and assistant to Dr. Angell; Arthur Forrest, service division manager; and Fred Grieve of the press division; Louis Titterton, manager of the script department; W. S. Mathiason, business manager; G. B. Wood, director of finance; Max Jordan, director of advertising; Ed Schutt, manager of sales; and Carl Chamberlain, editor of the script division; Gilbert Chase, production assistant; and Edward Sarnoff, president of RCA; William S. Vail, public relations manager; and Walter West, manager of special services.

Lucy Heads CBS Affiliates Group

Board Votes Action Against Mutual Rebroadcast Plan

C. T. LUCY, general manager of WRVA, CBS Richmond affiliate, was elected chairman of the CBS Affiliates Advisory Board at their fall meeting in New York Sept. 15 and 16. Mr. Lucy was unable to attend and Arthur B. Conner, president of the Midwest Broadcasting Co., served as temporary chairman.

Mr. Lucy has been general manager of WRVA since the 50,000 watt station was established in the fall of 1925, and has also served with NAB.

Discourage Practice

Members unanimously passed a resolution against "the proposal for transmitted rebroadcasting of programs originally broadcast over one of our networks—a direct action against Mutual's Daytime Playhouse Plan [Broadcasting, Aug. 30]. Opposition was voiced by the three major networks that after the final reading of the plan were revealed, the complaints, claiming the proposal is detrimental to network radio as well as to nighttime radio [Broadcasting, Sept. 6]."

The resolution reads:

Resolved, that in view of the wastage of radio facilities which would result from the indiscriminate duplication of programs broadcast over one of our networks, the proposal for transmitted rebroadcasting of programs originally broadcast over one of our networks is contrary to the public interest, and the members of the Columbia Affiliates Advisory Board hereby request Columbia to take such possible steps to discourage any such practice."

Triple-Threat Plan

Board also discussed "Triple Threat" booklet the network sent out to affiliates, advertisers and agencies, recommending the elimination by Oct. 1, 1944, of all hitch-hike and cow-catcher announcements, as detrimental to commercial radio. The group passed a resolution limiting station break announcements to service announcements with non-competitive sponsorship and cushioned by intervals preserving and following station breaks.

Members attending were: Franklin Doolittle, WCRC Hartford; John M. Rivers, WSCC Charleston, S. C.; Hoyt B. Wooten, WREC Memphis; C. W. Myers, KOIN Portland, Ore.; I. R. Lounsbury, WKBW Buffalo; Arthur B. Church, KMBC Kansas City, Mo.; Leo J. Fitzpatrick, WJR Detroit.
WRGB has received the Award of the American Television Society for the “greatest contribution to television program development of the year.” In recognition of this award, station WRGB makes this promise—to rededicate itself to experimentation which will advance the art of television programming and studio techniques.
College Radio Courses Need Revision

More Background Work And Less Technical Training Needed

By CLARENCE L. MENSER
Vice-president in Charge of Programs.

RECENT discussions in broadcasting concerning the contributions the colleges are making through courses in radio, have two things in common which are interesting. It seems to me, however, that Prof. Ray-
mond W. Tyson of Pennsylvania State College in his defense of the colleges has missed much of the real point.

No one in the industry should say that the colleges have not made a worthwhile con-
tribution. Prof. Tyson is pretty general in his statements, but the subject he is treating is one in which it is difficult to be specific. No one can indicate in today's world just what anybody's contribution to the radio industry is likely to be.

It seems, however, that the college courses in radio are very busy doing two things they shouldn't be attempting, while neglecting some of the obvious things which they are eminently qualified to do. A parallel might be drawn from the field of medicine. We wouldn't think very highly of a college which set up courses in medicine designed to give its freshman students a sharp knife and an adjustable saw with which they could start in cutting muscles and sawing off legs.

Preparatory Work

Every reputable college which wants to make a contribution to the field of medicine offers pre-
medical courses. These courses are built on a theory that every good doctor should have a background of general information about the human body, about chemistry and a lot of other things that are basic to his use of various techniques which he learns elsewhere.

Colleges which want to do courses in radio should take a page from this book. They should quit trying to teach the professional techniques, which they are not equipped to teach either in personnel or equipment. Instead, they should spend the time on things they are prepared to do well. For example, if possible, introductory courses in radio, college courses can do a tremen-
dous service by teaching things which can be taught about the business of writing.

Two cases are especially important. One is actual writing and the other is a study which will give a background for that writing. Much can be taught about the use of words. The average writer who comes to us for a job has apparently never learned very much about the expert use of words in picturesque speech. Yet words are the things upon which he is to base his career.

Likewise he doesn't know very much about writing for character types. And in thousands of cases he has never learned to stimulate his imagination and then apply it to his writing either in the type of characterization, or in the type of situation he plots.

A radio writing course could give a lot of study to dramatic structure and to plot and story lines. Certainly it should involve a critical analysis of popular radio shows, both as to their structure and as to their audience acceptance or rating. A fundamental writing course should give training in adaptation of various literary works, with particular emphasis on the problems of translating extremely visual scenes into an acceptable form for radio.

Background Important

The actor in a college course could be given tremendously important background material. The average actor has very little concept of what kind of an instru-
ment his voice really is. Thousands of actors who come to us for auditions are handicapped by the fact that they play upon their voices exactly like a fiddler player who saws away on a single string. The fact that the human voice is capable of great flexibility and that this flexibility, as to color and quality and all the other aspects, is tremendously important in the overall effectiveness of the performance, is given too little emphasis.

The same thing applies to diction and to study of characterization and other basic elements in the actor's art. In these fields much can be taught. And a college course is a proper place for it.

For the producer, the study should not begin with producing programs. It should begin with background training. This training should involve study of the literature of music and drama. It should involve an analysis and study of successful programs on the air. It should include musical training in order to develop an ear for sound. In this connection, it is amazing how many producers are inclined to direct with their ears instead of with their eyes.

In short, this is because they simply have had no basic training to educate their ears to voices and to music. Even a study of scene design is a proper part of the radio producer's background.

Needs Background

Many other items might be mentioned. They all point to the fact that the average applicant for a programming job in a major station or major network is woefully lacking in a sound substantial background of the things on which he should base his professional career. In the early days of radio this was perhaps unavoidable. It isn't avoidable any longer. Colleges start talking about teaching things which they are qualified to teach and which the professional radio industry isn't much interested in teaching. And by the same reasoning the colleges should leave to professional radio—or at least to professional radio schools—the perfection of those techniques which, when applied to the proper background, would be a real contribution to the radio industry.

Wall Paper Test

UNITED Wall Paper Factories, Chicago, (cedar closet wall paper and ready pasted wall paper) on Sept. 6 started a test campaign of station breaks and participations five times weekly in four markets on WCCP WHO WGY KGQ. Agency is MacFarland, Aveyard & Co. Chicago.

FAST THINKING by Shep Chartoe, WNAX director, when the skies opened up on the Spirit of '45 broadcast from Yankees (S. D.) at dedication of WNAX's new 927-foot tower, produced the moving van-studio. The drenched actors (I to r), Chuck Worcester, CBS farm director, Fred Hills, proprietor, Art Smith, WNAX program director, with Chartoe, Al Chance, producer, and Mrs. Eloise Warner, CBS educational director, far back in the van, took refuge here when the alert Chartoe hiked the truck and drove to the rescue.

CHOCOLATE DRIVE DEFIES SHORTAGE

ROCKWOOD & CO., Brooklyn, will enter its annual seasonal campaign for Chocolate Bits in October, with one of the largest schedules in its history, despite limited supplies.

Intent on reinforcing its brand in anticipation of the post-war period, Rockwood will spend an institutional commercials—not a usual practice for a spot advertiser. To avoid dis-
appointing women, announcements explain that while Chocolate Bits may not always be available, each dealer will get some from time to time.

Home economics programs have produced best results for Rockwood, and this year's schedule consists of three to five weekly participations on this type of program on 19 stations in selected markets from coast to coast, with the possibility of adding others. Starts Oct. 4 on WOR WSBR WBZ WNAC WGN WJR WFBM KSTP KDRA WFAA WOGG KIOO KQW KKW WSAI WBEN and will continue through May of next year. Schedule is similar to the 1941-Pre-
Towers for CHOCOLATE DRIVE DR. OIL & PEPPER 1,-Univ. of Minnesota: Sept. 6-Oct. 19, 1943, THE PEARL HARBOR DRIVE.

Beaumont-Spot Campaigns

BEAUMONT Labs., St. Louis, a subsidiary of Grove Labs., through Donahue & Co., New York, will start its annual campaign for Four-Way Cold Tablets, Oct. 4. Schedule is expected to comprise about 200 stations, as compared to 75 last year. Firm will use locally built programs, concentrating on news. The agency has lined up a similar spot campaign on about 100 stations for Grove Labs., in behalf of Grove Vitamins. Agency handles advertising for this product in the East and South. Cam-
paign starts Sept. 15.

Shell in Minnesota

SHELL OIL Co., New York, as in past seasons, is sponsoring quarter-hour periods preceding and fol-
lowing U of Minnesota games on KSTP St. Paul, and the Minne-
sota Gopher program. The 1-2-3-4-5 "dope" on the teams and players of the day's game, and the second program highights of the game and scores of other gridiron events. Agency is J. Walter Thomp-
sion Co., New York.
Perhaps you haven't thought about the eighth dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth.

These are the dollars (and every eighth dollar of your appropriation) that should be at work for you in America's greatest market... where 9/8 (12.3%) of the nation's retail purchases are made... Metropolitan New York. They should be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is not working for you in New York... if you are under-spending in this vital market... chances are you're under-selling here as well. And that means you need WOV.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its lowest-cost-per-listener of any New York independent, can turn your extra dollars into extra sales and bring you your full share of this greatest market of them all. No other Metropolitan station can make those eighth dollars do so much!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGUIRE, NAT'L. REP.

WOV FOR VICTORY
NEW YORK
Where “E” means more

To some, the letter “E” is merely the fifth letter of the alphabet. To Detroigers and Clevelanders, it has more significant meaning. To them, “E” is the symbol of excellence so many of them wear so proudly for their records in war production. It is significant, as well, of the $420.88 average per family invested in “E” War Bonds . . . an accomplishment which sets a high mark for the entire nation. It indicates their determination to help end the war as soon as possible. We think, too, that it might well stand for the ease with which WJR and WGAR blanket two of America’s greatest markets . . . in war or in peace.

**WJR**
THE GOODWILL STATION
Detroit

**WGAR**
THE FRIENDLY STATION
Cleveland

**KMPC**, Beverly Hills, Calif.
Under same management

BASIC STATIONS...COLUMBIA BROADCASTING SYSTEM

BACK THE ATTACK...WITH WAR BONDS
than Excellence
National War Fund Tops OWI Campaigns for Week of Oct 11

Other Subjects are Listed in Preview of War Messages to Be Aired by Broadcasters

TOPPING the war message schedule for the week beginning Oct. 11 are campaigns for “National War Fund” and “Stick to Your Lacing — A War Job.” Both subjects are covered in recordings sent by OWI to affiliated and independent stations in both the “KW” and “QC” stations groups. Other subjects to be covered during the week of Oct. 11 are indicated in the accompanying table, which will show any station operator what war messages his station is scheduled to receive for broadcast during that week.

Although not designated for sponsorship, and therefore not permitted to be given out, the announcements on “Better Breakfasts and Lunches” would seem to be popular material for certain groups of sponsors who will probably be interested in giving them out for those spots during the course of their programs. The government is interested in promotion of better nutrition for children, war plant workers and all able-bodied citizens in having an adequate diet. Local food concerns may wish to tie in.

War Fund; War Jobs

“National War Fund” is the cooperative effort of 17 national relief and service organizations, combined with thousands of local community relief groups, to use funds for the 100% voluntary drive. The drive begins Monday, Oct. 4, for a goal of $250,000,000, to be raised by Nov. 20. This is the national wartime version of the Community Chest programs. Unlike most OWI messages, the NWF announcements will be live messages supplied by local Fund leaders.

“Stick to Your War Job” is a campaign designed to curb the alarming and undesirable turnover among workers in war plants. They must be told how important it is that the flow of supplies to the men at the front be continued without any slowing down or interruptions. Stations in war production centers may find opportunities for specially effective use of these messages.

“Better Breakfasts and Lunches” is a phase of the nutrition drive. The announcements, for independent stations in all groups, urge listeners to supplement breakfast meals with cereals, eggs and fruit, and to add plenty of green and yellow vegetables, fruit and milk to their lunches.

Scheduled on the networks are announcements in behalf of WAC recruiting and Red Cross Nursing Classes, as well as the announcements for the National War Fund. OWI states that the WAC enrollment rate must be tripled in order to fill the 200,000 specialized Army jobs now open to women. Opportunities for service will be extended to those who can serve as nurses aides in hospitals and clinics. The announcements will explain that there are courses for those who can spare 10 hours per week, with actual practice in military and civilian hospitals; and a two-hour course for those who wish to be prepared when illness strikes at home.

“Hold Prices Down” is a campaign to be carried on the networks the week of Oct. 11, via the Special Assignment Plan. Listeners will be told of the Government’s seven-point program to hold prices in line, and will be urged to use that line for a springboard as they join the fight against inflation.

For better timing of transcribed war messages for the week of Oct. 11, OWI has urgent plans for radio spots under present programs to urge to OWI’s Schedule No. 77. This lists subjects assigned under the Network Allocation Plan and the National Spot Plan, therefore avoiding conflicts and duplications of subject at too frequent intervals.

Batteries Wear Out

RADIO batteries being difficult to obtain, one determined rural listener of KSTP Minneapolis-St. Paul takes the batteries from her telephone and uses them on her radio. The system works fine but the telephone company is beginning to wonder why her telephone batteries wear out so rapidly.

OVERSEAS RADIO BUREAU REVAMPS

LOUIS COWAN, formerly head of the radio output division of the radio program Bureau of the OWI’s Overseas Branch, has been named chief of the bureau, in a reorganization of that unit under Joseph Barnes, deputy director of Atlantic operations, has been acting head of the Bureau since resignation last July of John Housman, now with Paramount pictures.

New head of the radio output division is Al Holland, former assistant chief of the program division. Mr. Holland also serves as assistant executive director of Atlantic operations. The program division is now headed by Lawrence J. Goodman, a former signal corps officer in control. Werner Michel has been named head of the broadcasting division, formerly known as the production division. The fourth unit of the bureau, the script analysis division, has been placed under the direction of Leonard Carleton, who previously headed the program division.

Purpose of the reorganization is to chart the administrative setup of the organization on paper, it was explained by William L. Weber, special assistant to the Director of Overseas Operations. No change in policy is involved, he said.

The script analysis division constitutes the only new addition to the organization. It establishes a liaison between the Bureau and the overseas audience point of view and to determine the effectiveness of programs as soon as they are produced, according to Mr. Weber.

Godwin Renewed

EARL GODWIN’S news program has been renewed by Ford Motor Co., for another 16-week period beginning Oct. 9 and running to Jan. 8, 1944. Maxon Inc., Detroit, is agency.

Radio Cooperation Is Lauded by OWI

Station Relations Head Praises Volunteer Control Centers

EXCELLENT cooperation of the broadcasting industry in setting up volunteer control centers to facilitate operation of government sponsored programs with OWI regional offices was reported last week by John W. Hymes, Radio Bureau station relations chief.

Prior to leaving for a tour of Denver, San Francisco and Los Angeles, which will wind up a series of meetings with the 12 station relations regional offices, Mr. Hymes reported the expansion of the OWI plan is now in operation and gives every promise of working smoothly.

He asserted that the regional consultants to OWI have been especially helpful in presenting the plans to the where the centers operate. The willingness of stations to join in setting up the centers and paying the expenses is a recognition of the importance of the programs.

OWI Stations Clear Programs

The voluntary centers, he explained, are functioning the way the OWI主任 work of field offices disbanded by OWI when its funds were reduced by Congress [Broadcasting, July 29]. Stations clearly government programs through the centers which in turn clear with the OWI regional station relations office in the territory.

Recent visits were made to New England cities by Hal Fellows, general manager of WEEI, who is the Boston OWI regional consultant, and Walter A. Hackett, OWI regional chief, to explain the plan for the voluntary centers. They reported complete acceptance of the plan in the following centers in which station representatives have participated: Worcester, Mass., Dave Harris, WTAU; Springfield, Mass., Wayne Latham, WSPR; Hartford, Conn., Paul Levin, WSN.

Another group of centers was set up in New York state as the result of visits made by Herb Pet- tey, managing director for WHN, who is regional consultant for New York and for Earl Godwin, OWI regional chief. The new centers and the representatives chosen are: Rochester, Charles Silverson, WHAM; Syracuse, Robert Soule, WPBF; Buffalo, Edgar T. Wamley, WBN.

Mr. Hymes plans to meet with OWI regional chiefs, consultants, local stations and advertising agencies on his tour of the West. Upon his return he expects to have the full list of voluntary centers, embracing about 30 cities.

E. R. BORROFF, manager of WEXN Chicago and vice-president in charge of BLVE network midwest operations, has been appointed consultant for the OWI regional office in Chicago.

Quaker Oats Spots

QUAKER OATS Co., Chicago, beginning Sept. 20 will sponsor a campaign of one-minute transcribed announcements daily on 60 stations; contract is for 15 weeks. Agency is Ruthrauff & Ryan Chicago.

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 11. Send the spots officially dedicated for sponsorship (none this week). Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each “X” stands for one-minute announcements per day, 12 announcements per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>STATION ANNOUNCEMENTS</th>
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<td>Group A</td>
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<td>Red Cross Nursing Classes</td>
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<td>Better Breakfasts and Lunches</td>
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<td>3</td>
</tr>
<tr>
<td>Hold Prices Down</td>
<td>Group D</td>
<td>3</td>
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</tbody>
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*These station announcements will not be recorded but will be supplied live to each station by local representatives of the National War Fund.

See OWI Schedule of War Messages No. 77 for programs and war messages under National Spot and Network Allocation Plans.

WOII PACKET, WEEK OCT. 11

Page 24 • September 20, 1943

BROADCASTING • Broadcast Advertising
This is an introduction
to something new in network radio.

It is a plan designed for the four-way benefit
of listeners, advertisers, the nation’s
war effort, and the broadcasting industry as a whole.

This booklet explains how
these benefits can be realized, and provides
details on the operation of the plan.

Have you received your copy?

THE MUTUAL BROADCASTING SYSTEM
An Announcement about Dancer-Fitzgerald-Sample

On December 31, 1943, the partnership of BLACKETT-SAMPLE-HUMMERT will be dissolved. We will continue our associations in the advertising agency business with a new firm—DANCER-FITZGERALD-SAMPLE.

As Mr. Frank Hummert has already announced, he and his wife, Anne Hummert, will continue to produce their radio shows as HUMMERT RADIO PRODUCTIONS. These services will continue to be available to the clients of DANCER-FITZGERALD-SAMPLE.

Dancer-Fitzgerald-Sample

247 PARK AVENUE NEW YORK

221 NORTH LA SALLE STREET CHICAGO

Westinghouse Changes

GWILYM PRICE, president of Peoples-Pittsburgh Trust Co., Pittsburgh, has been elected a vice-president of Westinghouse Electric Mfg. Co. He assumed his duties Sept. 15. Westinghouse in New York has made a number of changes in the managing personnel of district offices. David M. Salesbury transfers from the North Pacific district to New York, while W. M. Jewell, acting manager at Detroit, and San Francisco manager, has been shifted to Seattle. John H. Fisher, New York general manager, becomes Middle Atlantic district manager.

8-In-1 Spots

FORD HOPKINS Co., Chicago (8-in-1 cold tablets), starting Oct. 5 will sponsor two live shows and time signal announcements on an undisclosed number of stations. One of the shows, Radio Gossip Club, featuring Eddie and Fanny Cavannaugh will be heard Tuesdays, Thursdays and Saturdays on WMAQ, Chicago; the other, Names Behind the News, on the same days of the week, 5:20-5:30 p.m. Both shows will run 26 weeks, and the time signal announcements at seven a week for 24 weeks. Agency is H. W. Raster & Sons, Chicago.

Pulpwood Opportunity

WHILE over 1,000 newspapers are carrying advertisements placed by local paper mills in the nation wide campaign of the War Activities Committee of the Pulpwood Consuming Industries, there is little indication that radio stations are taking advantage of the opportunity to sell time to the mills, a committee spokesman said last week. Committee is engaged in a drive to increase pulpwood by urging farmers to cut wood in their farm lots. Additional workers in the pulpwood industry are also sought.

Best Foods Expanding

BEST FOODS Inc., New York, currently experiencing the greatest sales year in its history, will further expand through six major advertising media, including radio, according to Albert Brown, advertising and merchandising director. Radio is confined to programs on WOR and WEVD New York, the Mayon Sisters weekly quarter on the Blue on behalf of Force cereal having been discontinued early in August.

Extends Campaign

TAYLOR REED Corp., Mamaroneck, N. Y., will extend its fall newspaper advertising campaign in behalf of Jumbo pudding, and Cocoa Marsh milk booster, and is expected to use radio after the first of the year for these products. Firm introduced Jumbo pudding via radio in 1941. Agency is Tracy, Kent & Co., New York.

IN A Rift with Fanny Brice over air credit, Phil Rapp, writer-director of the N.C. Maxwell House Coffee Time, resigned following the Sept. 9 broadcast. Al Kaye, West Coast radio director of Benton & Bowles, has taken over production.
Crossley made the survey during the last two weeks in May . . . 68,226 coincidental telephone calls in Metropolitan New York, Philadelphia, and eight key cities of 75,000 population or over outside of Metropolitan New York, but within WJZ's half-millivolt line. These eight cities are representative of this vast Outside Area where 8,100,000 people live.

Crossley's findings have made it possible to establish a factor between a station's New York rating and its rating in this prosperous Outside Area. WJZ's factor during the morning periods is 2½ . . . in other words, its rating Outside is just that much greater than its New York rating. So, on WJZ, a 2.0 rating in New York means a 5.0 Outside -- a 5.0 means a 12.5 and so on.

Get the Facts on All Four New York Network Stations for Yourself

Get the facts on the survey and the facts on each station's factor between Inside and Outside listening for the morning, afternoon and evening. Write for a copy of this new Crossley Multiple Market Survey, plus an analysis of why and how it has revolutionized New York radio time buying.

CALL OR WRITE WJZ, NEW YORK CITY, TODAY
NAB Group Urges New Radio Laws
5th District Meeting Opposes Petrolio Force Tactics

NEW RADIO legislation held the spotlight at the NAB Fifth District meeting at Atlanta, Sept. 11. The Legislative Committee was urged to secure passage of measures "best for the public and all interests of the industry" in a resolution adopted by the group. Discussion of the Supreme Court Decision, the White-Wheeler Bill and the Holmes Bill consumed the entire morning.

The group adopted a resolution pressing the NAB board of directors and headquarters staff to oppose vigorously Petrolio's efforts to persecute and exact tribute from the radio industry. Heartily endorsed was John Outler's presentation of the latest developments in the Retail Promotion Committee plan.

Lew Gordon, director of public relations for the Citizens' and Southern Bank, Atlanta, was the luncheon speaker, complimenting radio's support of the Third War Loan drive. Industry problems in manpower and materials were discussed and reports given from NAB headquarters. Jim Woodruff Jr., Columbus, Georgia, director of Fifth District, presided, and NAB was represented by Willard D. Egolf, assistant to the president.

Members of the Fifth District appointed to the Legislative Committee were: Harry Ayers, Anniston, Ala.; Henry Johnston, Birmingham; Leonard Reinsch, Atlanta; Walter Tison, Tampa.

Registration

Registration for the Sept. Fifth District meeting was as follows: Jimmy Davenport, Dan Harbey, C. B. Hicks, WATL Atlanta; John Fulton, Frank Gaither, Ben Akerman, G. B. Adair, Mrs. Elizabeth McCarthy, Dorothy Kirby, WGST Atlanta; Leonancy Winch, John Outler, Alwilda Lindsey, Beth Barnes, Mary Caldwell, Mary Ben Erwin, WSB Atlanta; Jim Woodruff Jr., Bill Massie of WBRL Columbus; Herb Daniel, WSAV Savannah; Jim LeGate, Harry Cummings, WIOD Miami; Fred Borton, Fred Mizer, WQAM Miami; Alex Campbell, WKAT Miami; K. G. Marshall, WRRC Birmingham; Thad Holt, WAPI Birmingham; Ed Norton, WAPI WMRR WFQO; Frank King, WMFR WFOY; Walter Tison, WFLA Tampa; L. S. Mitchell, WDAE Tampa; Marion Hyatt, WJCH Atlanta; Charlie Smithgall, Julian Flint, Ewald Cockritz, WAGA, Atlanta; H. Wimp, WPAX Thomasville, Ga.; Charlie Pittman, Carl Williams, Al Low, WBML Macon; Red Cross, Wilton Cobb, WMAZ Macon; Jack Williams, WAYS Waycross, Ga.; Roger Van Dazer, WALB Albany, Ga.; Happy Quarles, Pinky Talley, WRGA Rome, Ga.; W. G. McErde, WDBO Orlando; Aline Willis, Willett Kempton, Atlanta OWI; Willard Egolf, Washington NAB; W. F. Danenbarger, Stanley Whitaker, Atlanta UP; Maurice Coleman Atlanta Agency; Easton Woolley, New York NAB.
In the works

A New, National Advertising Campaign
to create larger audiences for
Blue Network Programs

Advertisers using The BLUE know from experience that The BLUE, for the past three years, has been doing the “head-and-shoulders” job of building audiences for BLUE programs.

This has been accomplished through our “Audience Building Kits” — and the wholehearted cooperation of our stations from coast to coast.

IN THE WORKS NOW — is a new, national advertising campaign to be conducted by The Blue Network and its affiliated stations — to build still larger audiences.

We’ve been working on plans for the past year or so; we’ve developed many “blaze-the-trail” ideas; and with more and more good new programs starting on The BLUE — we’ve got much more to offer the radio homes of America than ever before.

AND WE ARE GOING TO CALL THEIR ATTENTION TO ALL OUR PROGRAMS — to build more audiences and better ratings for our advertisers — to continue to make The BLUE A CONSTANTLY BETTER BUY FOR OUR ADVERTISERS.

Watch for the full story of The BLUE’s new Audience Campaign.

The Blue Network
A RADIO CORPORATION OF AMERICA SERVICE
Milk Rationing, Subsidy Planned, Asserts Bowles

ACUTE PROBLEMS in milk production are leading OPA to plan measures for milk rationing and subsidy payments to maintain output and hold prices in line, Chester Bowles, OPA general manager, said last week.

A new OPA program to cut another 23% from the cost of living through reductions in prices of apples, oranges, onions, potatoes, lard, vegetable oils, and peanut butter is planned he said.

A new, cooperative program for price compliance is in preparation.

A release issued last week directed attention to the amendment of 250 OPA price regulations changing grade marking and standard requirements to conform with the Taft Amendment to the Price Control Act. This was passed by Congress to block unauthorized attempts to institute a system of grade labeling. The report points out where OPA has relied on established trade practices to fix price-controlled products.

OFFICE GAG greeted F. V. O. Konyzenski, "Bald Bull of the Blue Room" of WTCN Minneapolis-St. Paul on the second anniversary of his appointment as salesman of the station. Dolls, suckers, facsimile contracts and hanging swan added to the fun. Van shows Judy Brydon, traffic manager, part of the exhibit the staff prepared.

New AFRA Pacific

AFRA announces signing of a new contract at WOL Washington and renewal contracts at W2E1 Boston and WKAT Miami. The WKAT contract was negotiated for AFRA by Leonard Lyon, former secretary of the Miami local and recently appointed a field representative of the National Union.

Plan to Ask Deferment

For Cal. Agency Eligibles

RECOMMENDATION to local draft boards for occupational deferment of advertising agency writers and producers will be made by the California State Selective Service. This announcement was made by Col. Kenneth E. Leitch, state director of CSSS, in a communication to the Hollywood committee representing the broadcasting industry.

Bulletin suggesting that serious consideration be given agency writers and producers will be prepared by CSSS for distribution to local boards. Col. Leitch added that deferment of pre-Pearl Harbor fathers in these categories was assured.

FIRST on the list of "Top 10" daytime and evening programs on the August Program Ratings report by C. E. Hooper, Inc., is Ellery Queen, followed by Kay Kyser and His Royal Family. Others on the list, in order, are Mr. District Attorney, Your Hit Parade, Duarte Moore-Cuntz, Richfield, Oil, News, Take It Or Leave It, Can You Top That?, Miles Laboratories News.

New CBC Executives

A NUMBER of changes among top ranking executives of the National Program Office of the Canadian Broadcasting Corp., at Toronto, have been announced, following resignations of assistant program supervisor George Taggart and Drama Supervisor Rupert Lucas (Broadcasting, Aug. 30).

Charles Jennings, Toronto, supervisor of program planning, succeeds to the post of assistant supervisor. Andrew Allan, CBC Vancouver, drama producer, has been moved to Toronto to become program supervisor, and R. S. Lambert moves from educational broadcast advisor to supervisor of educational broadcasts.

Jennings has been with the CBC since its inception, before that being chief announcer at ex-CKOK, Toronto. Allan has been with CBR for a number of years. Lambert came from the BBC shortly before the war, was editor of the National Union's publication, The Listener.

Canada Seeks Thaw

RESCINDING of the freeze order on power increases will be asked by the Canadian Assn. of Broadcasters at the Sept. 20 meeting of the Canadian Broadcasting Corp. Board of Governors at Ottawa. A CAB delegation will meet with the CBC Board to consider the Parliamentary Committee on Broadcasting's recommendation that Canadian stations be allowed to increase power to the limit of the Havana Treaty before the time limit expires. Canadian independent stations are limited to 1 kw, except those that have more power before the CBC took control November 2, 1936. Many stations with more than the 1 kw limit could go to 50 kw with CBC permission, but CBC policy is to keep all high powered stations within their own organization, such as CBA CFB CBL CBK.

Show for Canadian Drive

PRACTICALLY all Canadian stations will be used on the Fifth Victory Lown All-Star Variety Show, an hour network program to run five weeks prior to and during the Victory Loan campaign for $1,200,000,000, the largest ever held in Canada, and the second this year. Seven offices will be used on the English speaking net on Wednesdays 9-10 p.m., starting Oct. 6, and 14 stations on the French language net Sundays, 8-9 p.m. starting Oct. 3. The War Finance Group of the Advertising Agencies of Canada, a pool of all agencies, is placing the account.

Schutter Expands

SCHUTTER CANDY Co., Chicago (Old Nick and O'Hot Candy), beginning Sept. 25 will expand its NBC network broadcast of the Starring Curt Massey program, heard Saturdays, 5:45-6 p.m., originating out of WMAQ, Chicago, for a total of 79 stations. Agency is Sherman & Scott, Chicago. The program expanded from 19 to 39 stations Sept. 11.

JANE ELLEN MANKIN, former receptionist at the Interior Dept's radio studio, has been appointed as public relations officer for radio for the Marine Corps, Women's Reserve, New York headquarters.

PHIL LALONDE

CKAC - MONTREAL

Says Montreal likes Szath-Myril

"Beyond a doubt Szath-Myril and his Symphonic Swing Orchestra is one of the most sensational groups we have ever broadcast. His colorful style appeals to all ages and the long list of well chosen selections has been a decided boon to our programming.

Lang-Worth has found a place at CKAC which would be mighty hard to replace. We feel that the splendid work you are doing must contribute greatly in Radio's effort to increase public morale."

Szath-Myril and his Symphonic Swing Orchestra is exclusive to Lang-Worth and forms an integral part of Planned Program Service.

LANG-WORTH, INC.

420 MADISON AVENUE • NEW YORK, N.Y.
RCA is in a unique position to anticipate and serve broadcast station equipment needs. Here are some of the reasons why:

- **RCA makes and sells receivers.**
- **RCA makes and sells tubes.**
- **RCA has a well-qualified engineering department experienced in the design of broadcast equipment.**
- **RCA operates the world's greatest electronic laboratories.**

Development of improved broadcast station equipment is facilitated by this set-up. Results show in RCA service to the industry.

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

**RCA BROADCAST EQUIPMENT**

- **RCA**'s line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.
- **RCA** is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.
Issues That Don't Exist

IS THE FCC moving in on control of the "composition of the traffic" over the air? That, in the language of the Frankfurter opinion of the Supreme Court last May 10, is a function of the FCC. It means, in plain words, control over station programs. The Communications Act says just as plainly that the Commission shall have no censorship power.

Events of the last few days appear to frame the picture on "composition of the traffic". At the initial hearing on the proposed sale of the BLUE Network to Edward J. Noble Sept. 20, practically all of the questions from the bench were on program policies and procedures, and the sale of time for discussion of controversial issues. Matters relating to the qualifications of the proposed new owner, or to finances and physical structure, which is what the hearing is about, were hardly touched upon. Another hearing was scheduled 10 days later.

Chairman Fly at his press conference last Monday—a day before Congress reconvened—discoursed freely on news programs and commentators and discussion of controversial issues. If the industry does not see the light, he said, it will be a matter "for the consideration of the Commission".

Everyone in radio is interested in discussion of both sides of controversial issues. Radio's record has been excellent on that score. But till now we didn't know it was a matter of grave concern at the FCC or that it was any of the Commission's business except in those rare instances where palpable unfairness cropped up, and became a subject of formal complaint. Then the FCC, as we always understood the statute, could take into account the past service of the station on renewal of license, or in revocation proceedings.

The Communications Act specifically precludes the FCC from exercising program censorship. In its narrowest concept, that means the scratching out of particular words or sentences on the air. Censorship takes on a new connotation in wartime. That is a function specifically delegated to a wartime agency—The Office of Censorship.

Then where does the FCC's function begin or end as construed in the light of the Supreme Court opinion and of the Communications Act of 1934? If the terms are not contradictory, they are, to say the least, confusing.

At the BLUE Network hearing CIO, although not a party in interest, was allowed to use it as a sounding board, even to the point of cross-examination of witnesses. CIO, its counsel said, wants the right to buy time but also wants more good sustaining time. It wants to solicit memberships. The NAB Code, adhered to in principle by the networks, precludes the sale of time to membership organizations who sell ideologies, rather than merchandise. We think it is a sound policy.

The questioning at the BLUE hearing appeared to be slanted toward some requirement, somehow, that would force equal allotment of time, either sustaining or commercial, to all comers whether the listeners want it or not; whether it's good radio or bad. It sounded for all the world like the common carrier concept.

Congress has said also that broadcasting stations are not common carriers. Their rates are not to be fixed or regulated. Congress said "hands off" to the FCC on both censorship and rate regulation.

There is no issue on the matter of balancing time for the discussion of controversial matters. It's being done. We're all against anything that would retard radio's public service mission just as we're all against sin. But radio, we hear, has done nobly, in spite of all this poppycock about issues that don't exist.

Congress is in session again. Proposed legislation to clear up the record and end the confusion is pending. It isn't a case of personalities or injured feelings. It's simply a question of having Congress, as the duly delegated spokesmen for the electorate, speak on a matter entrusted to it alone.

No's for News

FIVE YEARS of hot, hopping news from all parts of a warring globe culminated a few days ago in the radio surrender of Italy and Gen. Eisenhower's radio announcement of the nation's capitulation. Yet even higher peaks will be attained before radio and the press have finished reporting World War II.

To meet its role, both media are continually developing their technique and preparing to improve their methods in the years ahead. Members of the Associated Press Managing Editors Assn. heard the relative roles of radio and press discussed in Chicago Sept. 8-11. And the News Standards Committee of the NAB went into radio's particular role in New York last Thursday.

The need for continuous improvement of radio's reporting of the news was born out at the AP session where it was agreed that radio is forcing newspapers to adopt new and better methods. Competition between the two media, now friendly, should become even more so as they work together in their separate tasks of informing the public they serve.

As broadcasters look over their news structure, they will find helpful a series of observations by Charter Heap, News Editor, Broadcasting Division, Office of Censorship. Charter spoke in his unofficial capacity as a radio newsmen and pointed out some places where improvement can be made. His observations are printed on another page of this issue.

First observation centers around Accuracy, of which there obviously should be plenty in the transmission of news to the listening millions. Any newsmen knows that accuracy is mostly a matter of hard work, but Charter points out that news editors must have sufficient authority to do a thorough job of checking and copyreading.

No. 2 Heslep point is Honesty, with phoney buildsups of newscasters, false labels, lack of credit lines and the overworked "bulletin" drama built up.

Finally, says Charter, the broadcaster owns Responsibility to listeners. It is a responsibility on the part of news editors to fight for their rights and a responsibility on the part of stations to present the most complete coverage possible. Incidentally he calls for more and better coverage of local news.

Our Respects To—

JOHN VINCENT LAWLESS HOGAN

IF WQXR New York, recently styled by publisher M. Lincoln Shuster as the "radio station with a soul," sprang from the brow of John V. L. Hogan of Forest Hills, Long Island, it did so because the very pattern of his life foretold that it should. WQXR was a "natural" for a man whose hobbies reveal an honest lover of classical music, founder of a church choir and an amateur pianist and xylophonist, all superimposed upon a career as one of the nation's foremost electronic engineers.

Mr. Hogan is the inventor of the "gang-condenser," or single dial control, which transmitted the radio receiver in the 20's from a mess of tuning gadgets—the vacuum tube, and in 1910, Mr. Hogar joined Prof. R. A. Fessenden's transatlantic station at Brant Rock, Mass., as chief research engineer, later becoming manager. In 1921 he resigned to "freelance" as a consulting engineer. In that pre-QXR era, he was active in broadcast allocation work, and was a key witness in the 1928 broadcast reallocation hearings.

Mr. Hogan's name crops up in the memory of those who participated in those momentous broadcasting days.

WQXR, Mr. Hogan's brain child, first saw light in 1929 when, operating on 100 watts, it started as an experimental television sound station. To the accompaniment of the televised images, Mr. Hogan used classical records on the sound track—for no better reason than that he liked them. To his surprise, people who could not receive the images could pick up the musical accompaniment—and he was soon deluged with fan mail, pleading that he continue the broadcasts.

But it was Mr. Hogan's station was conceived in the image of classical music, it was no less dedicated to high fidelity reproduction. The fact that WQXR was a pioneer in high fidelity transmission was no accident, because this was another field in which Mr. Hogan was experimenting at the time. High fidelity was especially important to him since overtones and high frequencies are vital to the accurate transmission of good music.

Coincidentally Mr. Hogan told them that he was ready to attempt to make a commercial "go" of a station that assumed the listener was an intelligent and cultivated person. Others said this was the most amazing (Continued on page 38)
Lord Baltimore Filling Stations know their way around these parts. So, when they decided to sponsor the Washington Redskins Professional Football Team this season, Station W-I-T-H was selected to cover the Baltimore area.

Many reasons dictated the choice: W-I-T-H is the most sportsminded station in Baltimore. And, on a cost-per-home covered basis, W-I-T-H is about the most economical advertising medium in town.

No matter how you look at it, no matter what you're selling, experience has shown W-I-T-H DOES A GREAT SALES JOB IN BALTIMORE.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week
RAYMOND GRAM, covered from news more of ALVIN BICK St. Nutrition, FRANK Clatchy Newspapers, Ind., ARTHUR network sales Story more of Louis as director under the Cooperative Analysis of Sept. 20, from NBC's national spot and local sales department, where he has sold and handled the WEAF New York, for the past two years. He replaces Tom Finley, who has been transferred to the BLUE network sales staff.

MACK TWAMLEY, 10-year-old son of Edgar H. Twamley, manager of WBEN Buffalo, is making his first Broadway appearance in the play "Tomorrow, the World" at the Barrymore Theatre.

ARTHUR E. RICHARDS, on the sales staff of WSBT South Bend, Ind., is the father of ROBERT KIMBALL, who joined KLX Oakland, Cal., as account executive. He was formerly with Mr. Clatchy Newspapers, San Francisco.

SPEENCE CADDWELL, sales manager of CKWX Vancouver, is on a business trip to eastern Canada and New York.

FRANK J. HINDS has been appointed special representative at Winnipeg of PHOENIX, radio subsidiary of Canada Press (Canada's A.P.). He comes from the Press Sales head office in Toronto.

DEAN SHAFFNER, formerly research consultant to the New York State Joint Legislative Committee on Nutrition, has joined the staff of Crosley, Inc., in charge of production of the Cooperative Analytic Investigation of Broadcasting reports.

RA. P. BRUNTON, owner of KJBS and KJU, has been elected a member of the board of directors of the San Francisco Press Club.

DAVID R. MARS has joined KMOX St. Louis as director of advertising and sales promotion. He was former- ly promotion manager for the St. Louis Star-Telegram. Prior to that, he was with D'Arcy Adv., St. Louis. William V. Ediger, former advertising director of Hyde Park Breweries, St. Louis, is now a member of the KMOX sales staff.

DONALD D. SULLIVAN, account executive with WMT Cedar Rapids, la., is the father of a boy.

JAMES A. HAGAN has been appointed commercial manager of WNWV Asheville, N. C.

ALVIN BICK of the Western Newspaper Union of St. Louis and Memphis, has joined the sales staff of WMPS Memphis.

R. C. JENKINS, sales manager of FSTP Minneapolis-St. Paul, has been decorated by the OCD for his more than 1,000 hours of voluntary work in the past year.

ROBERT L. MITCHELL has recovered from an illness which overtook him shortly after he joined the sales staff of WOKC City, where he was formerly with WXY Oklahoma City, and Tad Advertising, Dallas.

RAYMOND GRAM SWING, BLUE news analyst for the New York Daily News, was released Sept. 17 by Doubleday-Doran Co., under the title "Preview of History."

JUDGES RECALL after deciding that first prize of $100 War Bond for naming KMBK Kansas City's 400-acre farm, goes to Merle Sidener, chairman of the board of Sidener & Van Riper, Indianapolis, for his suggestion, "KMBK Service Farm". Contest, (BROADCASTING, Aug. 23) expanded to provide 22 additional War Bonds and Stamps because of large number of entries. Absorbing the rural atmosphere are (1 to r): Bert Cavanagh, radio director of KMBK; Mr. Sidener, who handled all local sales for KMBK; Sam H. Bennett, general sales director of KMBK (chin on cane) Oscar Straube, president of Nutrena Mills, Kansas City; J. C. Cudmore, president of Kansas City Stock Yards Co.; Karl Sidener, Indianapolis, Ind., representative of the International Livestock Breeders' Ass'n.

Our Regards to (Continued from page 54)

idea ever set forth in the radio industry. Even sponsors thought it a weird notion. No one had ever believed Bach, Beethoven, and Brahms could sell toothpaste on the air. But, then, as Mr. H. Twamley pointed out, no one had tried it.

The cynic's cravat turned to surprise when the idea was a hit. Listeners were attracted almost immediately. Mr. H. Twamley states where they could hear good music all day long. And, although it has never actually been called upon to sell toothpaste, WQRX has sold everything from books to cosmetics, automobiles, cheeses, cough remedies, cigarettes, and radios—without a single soap opera, dialect comedian or hill-billy band on the program.

Historically, Mr. H. Twamley's experimental station, whose call letters were W2XR, became WQRX in 1936 when the Interstate Broadcasting Company was formed, and Elliott M. Sanger, now executive vice-president and general manager, joined the concern. In seven years, WQRX's power has jumped from 1,000 to 5,000, and in 1941 to 10,000 watts. Sponsorship has increased steadily, and Mr. H. Twamley's original idea has proved fruitful commercially as well as transmissionally. But the station continues to operate as it originally set out to do: 80% concert and light music, 20% intelligent news and commentary.

Expansion of WQRX to 10,000 watts, a large increase in the size of the staff, and further new developments have not affected Mr. H. Twamley's association with his brainchild. Never, even during the war, when he has found it necessary to devote a larger part of his current working hours to communication problems of the National Broadcasting Co., has Mr. H. Twamley joined the Army Air Forces. His laboratory in Long Island City is working full-time on war communications developments, especially in the fields of facsimile transmission and the provision of improved substitutes for critical technical instruments. Meanwhile, the station is doing a sales job successfully under the skillful leadership of Mr. Sanger, leaving Mr. H. Twamley free to devote a large part of his time to war problems.

Mr. and Mrs. H. Twamley (she was Edith MacLennan Schrader) live in Forest Hills, and have one son, John Vincent, an aviation cadet in the Army Air Forces. With no spare moments in which to play the piano, Mr. H. Twamley is extremely active in civilian defense work and among other activities serves as chairman of the Forest Hills Citizens Defense Committee, as a member of Committee IV of the Board of War Communication, a director of FMIB, chairman of the executing committee of the National Air Races, and travels to Washington every week to serve as Special Assistant to the Director of the Office of Scientific Research and Development.

Ex-Commentator Indicted

JOHN C. LeCLAIR, former professor of history at two New York colleges, and former commentator on several New York stations, was indicted last week by a Federal Grand Jury on charges that he served as a paid agent of Japan during March, 1938, through July, 1941. Most recently assistant personnel director of International Telephone & Telegraph Co., Mr. LeClair pleaded guilty to the indictment charges and will probably be placed on trial later this fall.

HARRY W. FLANNERY, Hollywood news analyst, sponsored on CBS Pacific stations by Planters Nut & Candy Co. as well as by the McCann-Erickson agency and Elmer Harris, playwright, on a recently completed play, "Up the Shae."

ALAN SUBGAL, author of this Is the Last Laugh, was the late writer of New York and Chicago, has joined the Army. Lou Scelfield and Ken Buese were to write the weekly half hour drama, now heard on Chicago.

DICK LEONARD, blue direktor, has resigned from the network to free lance.

HOWARD S. KEFFER has been named in charge of all NBC publicizing activities at WSPR Springfield, Mass. He was formerly assistant Publicist.

TED ANTHONY, previously with WATT Atlanta, has joined the WGST Atlanta announcing staff.

CAMP RITCHIE, former CKLW traffic manager, was drafted Sept. 20, ex-newscaster, left CKLW a year ago to join the Indian Air Force, and is now First Lieutenants and roommates in London.

CY HOWARD, Mitt Josefsberg, Tack Eucelberry and George Balzer have been signed as writers on the weekly NBC Jack Benny Show, resuming Oct. 10.

CAPT. NORMAN ROSS, former Chicago freelance announcer, is teaching classes in safety in flying at the Army Air Forces Safety Division, Winston-Salem, N. C.

JOEL Holt, announcer of WOV New York, and M. C. of Children's Army Air Forces, has resigned Sept. 15 to become an aviation cadet at the Technical Training School, New Haven, Army Air Forces.

GERALD HOLLAND, who left the NBC script division to freelance is again writing for the network. His latest assignment was for This Nation at War for the National Assn. of Manufacturers.

RICHARD DE RAINBES, formerly in NBC's script division, is now a captain in the army.

LT. JOHN H. GAREY, former guide in NBC's guest relations department, and prisoner of war when his parents reported to NBC last week, is now reported as missing in action Aug. 6.

LT. VAN KALLIGBOD, bomber pilot in the Army Air Forces, and former in the NBC traffic department, and Rosemary Burke, until recently secretary to Charles Holbrook, blue salesman, have announced their engagement.

GIFFORD CAMPBELL, head of the studio transcription department of WOR may not have been the father of a girl.

JACK CLEARY audition director of the BLUE, is the father of a boy.

MATTHEW BARR, publicity director of WNBG Philadelphia, is the father of a girl born Sept. 12.

LEONA BENDER, woman war commentator and former artist on WOAI San Antonio, has joined the staff of KMAC San Antonio as commentator and director of public relations.

ALVYN BACH, veteran announcer of KYW Philadelphia, celebrated his 25th wedding anniversary last week.

FRED KNIGHT, formerly of WTRY Troy, N. Y., has joined the announcing staff of WIBG Philadelphia.
When you're out to do a job, there's nothing quite as valuable as husky helpers.

WGN has one of the largest "families" in radio. When WGN sets out to do an advertising job for you, the whole family helps. Many advertisers have already found out that this results in greater sales impact.

Another reason why WGN leads all major Chicago stations in the volume of local, national spot, and retail business.
Lucille Moses, formerly of Blue Hollywood publicity staff, has started a daily quarter-hour feminine commentary, Yes, Ladies! on KEIRN Bakersfield, Calif.

Caryl Coleman, producer of NBC Hollywood, has been appointed WJZ Coast continuity director.

Lothar S. IMM, for the past year a chaplain in the Army and previously a writer on small newspapers, has joined the continuity department of WLS Chicago.

Herc Newcomer, production manager of WAOV Vinncennes, Ind., and formerly WCAU Philadelphia, has resigned to freelance in the East. Max Petty, former announcer of WAOV now with the Army in North Africa, is writing, producing and acting as m.c. of a special show to be featured at all the Army camps in North Africa and over the Algiers radio. Paul Price has recently joined the WAOV announcing staff.

Vince Duggan, announcer of CJOR Vancouver and formerly chief announcer of CFRN Edmonton, has joined the Royal Canadian Air Force.

HeLEN AR Que, producer of CRB Vancouver has moved to eastern Canada.

Jack Temple, former announcer of CBS San Francisco now in the Army Air Forces, is the father of a boy.

Edgar C. Deffenbaugh joins WMC Memphis, from WSOY Decatur, Ill., and WJFP Herrin, Ill., to become production manager, replacing Robert Moreland who is entering the service.

MAURICE WENZINGER, formerly of KGWF Kearney, Neb., has joined the announcing staff of KSAL Salina, Kans.

Earl Davis, formerly of WOHi Owensboro, Ky., has joined the announcing staff of WMPS Memphis.

Charles Acton Lewis, formerly KMTR Hollywood has been named program director and news editor of WFTL Orlando, Fla., and Marjorie Davis, continuity writer, has joined the station as women's director.

Amalie Deren, who has just received a Ph.D. from Syracuse U., has joined the program analysis staff of CBS research department. Lee Vine, announcer, leaves the network Sept. 21 to join the Army. Before joining CBS a year ago he served on the network's Philadelphia affiliate, WCAU.

IRENE BARCLAY, former publicity director of KFTI Twin Falls has been appointed secretary to manager Adriel Fried of KLI Oakland, Calif.

Charles A. Cooney, newspaperman and former assistant telegraph editor of the San Francisco Call-Bulletin, has succeeded Don Martin as head of the KPO San Francisco bureau. Martin has joined the NBC news staff in Hollywood, replacing Joy Storm, who has been transferred to the production staff.

Milton Starks, former head of KNX Hollywood transcription department, has been transferred to station TV, engineer. Seymour Hurst has taken over Starks' former duties.

Bill Marlowe, announcer-newscaster of WMC Memphis, Tenn., has been assigned the Beel newsreader for McClellan & Robbins, Bill Reeves, former station director of WSHB Cocoa, Tenn., has joined the announcing staff.

Jack Slattery, chief announcer of KNX Hollywood, has completed three assignments as narrator on Paramount film trailers.

Mutual's Staff Increases 79.6% Since January 1st

Personnel in the New York headquarters of Mutual has increased by 79.6% since the first of this year, according to the MBS personnel department. Most of the new Mutual personnel has already been announced, including John W. Boler, special representative in the Northwest; Robert Keller, manager of program operations, who takes over J. de Castro, in charge of the "Mutual Daytime Playhouse Plan"; Edwin T. Otis, assistant to the managing editor; Arnold Roston, art director, and Blanche Wofle, of the MBS publicity department.

Additions to the sales promotion and research department, not announced before, are Harold Coulter, former promotion and research manager of KYW Philadelphia, and the Blue. New assistant sales service supervisor is George M. Burghart Jr., assistant sales service supervisor formerly in NBC's sales department.

Edward Devlin of the announcing staff of the Canadian Broadcasting Corp. at Toronto, has moved to CJBR Vancouver.

Leo Miskin, former New York City newspaperman, on Sept. 13 joins the CBS press information department, replacing Michael Bocii, who has resigned to join the publicity division of Young & Rubicam, New York.

Richard Oske, formerly a reporter with the New York Herald Tribune and publicity agent for the Shuberts, has joined the publicity division of the Blue.

George J. GOW, WLW-WSAI Cincinnati newscaster, married Miss Lee Bergman of Dallas, Sept. 9. Their honeymoon was spent in Washington where GOW covered the opening of Congress.

Bob Fetterson, of WING Philadelphia is the father of a boy.

Arthur Labores, recently honorably discharged from the Army, has joined the staff of Hartford.

Dallas Mason Williams, news editor of KTKN Ketchikan, Alaska, is the father of a son. Mrs. Williams is the former Jeanie Hughes, radio actress with KOMO-KJR Seattle.


Hicks in Algiers

George Hicks, manager of the Blue's London news office, has arrived in Algiers according to information received last week by G. W. Johnstone, director of news and special features. Arthur Feldman, who was recently named assistant to Mr. Hicks, has assumed the managerial duties at the London office. Mr. Hicks will spend some time in the Mediterranean theatre, broadcasting his observations by shortwave to Blue listeners.
This little tube can't help you smell. But it can help you talk, see and hear. Right now, it helps direct guns, planes, ships. It ought to get a war medal.

It has given birth to a new art called Electronics.

In 1912 in the Bell Laboratories, Dr. H. D. Arnold made the first effective high-vacuum tube for amplifying electric currents.

Vacuum tubes made possible the first transoceanic telephone talk by the Bell System in 1915.

Vacuum tubes are now used on practically all Long Distance circuits to reinforce the human voice.

That's why you can talk across the continent so easily. Over 1,250,000 electronic tubes are in service in the Bell System. Bell Laboratories developed them, Western Electric made them.

But both Laboratories and Western Electric are busy now with war—turning out tubes and putting them to work in many a device to find and destroy the enemy on land, in the air, and under the sea.

After the war, this Bell System army of tubes will work in thousands of ways for peace.

HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.
THE MEDIUM of radio becomes an accomplice in demonstrating the operations of telepathy in the hands of Joseph Dunninger, telepathist, who reads the minds of his listeners as well as of members of the studio audience, in a weekly program which started on the BLUE Sunday, Sept. 12. Feats performed on the series include the projection of telepathic messages to radio listeners, who are asked to confirm them by mail; and a series of “Brain Busters” described as long-distance mind-reading demonstrations.

Art Series
PAINTERS AND SCULPTORS living in New York are heard in a weekly discussion of their art on WNYC, New York’s municipal station. Museum directors, gallery owners and critics, as well as artists take part in the program which is designed to “make the people of New York City feel more at home with the work of their own contemporary artists”.

WIBBW listeners

CORN accounts for only a very small part of the huge farm income in WIBBW’s six state listening area. Yet, in Kansas alone, there is a 78,120,000 bushel crop, already selling at 36% higher than last year. That’s a tidy chunk of spendable income in itself. And WIBBW listeners on farms and in small towns ARE spending.

Their first purchases automatically seem to be for WIBBW-advertised goods. But that’s natural! For years, these buyers have had confidence in WIBBW . . . liked our friendly personalities, entertainment and service. The moral is obvious. If you’ve always banked to handle your cash with a shovel . . . use WIBBW!

Bond Drive Program
LAUNCHING a million dollar bond drive, Weiboldts Stores, Chicago, devoted the regular morning half-hour Your Neighbor Program on WMRAQ Chicago, Sept. 16, to special music, talks and initial reports on progress of the bond campaign in the company’s six stores in Chicago and suburbs. The program honored the company’s men and women in service. About 350 studio guests, members of families of service men and women, were feted at breakfast following the broadcast. The Weiboldt account is handled by Needham, Louis & Brorby, Chicago.

World News
DAILY WORLD News Roundup is now being carried Mon. thru Fri. on the Canadian Broadcasting Corp. national network in a quarter hour early evening program. Starting in Ottawa or Toronto with Wilson Woodside as commentator, the roundup shifts to battleships and world capitals where CBC has men stationed. A. E. Powley is in charge of the London bureau, and war correspondents Peter Sturhur, Andrew Cowan and Matthew Halton are in the Mediterranean theater.

Replace OWI Series
REPLACING the OWI series, recently taken off the air, over WOWO-WGL Fort Wayne, Ind., is Proudly We Hail, product of the ingenuity of the Fort Wayne continuity department. New series deals with war information, story of an American hero, transccribed music, and suggestions to the individual helping him to do aid the war effort. Proudly We Hail has been so successful that sponsors of the former OWI series have transferred to the new series.

Musical For Navy
DEDICATED to the U. S. Navy, is Full Speed Ahead, a five-times weekly musical program on Mutual. Show presents orchestra and choral music from the Naval Receiving Station in Brooklyn the first two days of the week, followed by a WAVE show, and featuring a vocalist and the WOR New York, orchestra, the remaining two days.

Farmers Swap
SWOP SHOP is a new morning program on CKBI Prince Albert, Sask., in which farmers can announce their swaps of machinery which they are no longer able to buy.

WIBBW in Topeka “The Voice of Kansas”

BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPING PUBLICACTIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Page 40 • September 20, 1943  

BROADCASTING • Broadcast Advertising
The effect of the war is the virtual banning of the word “flash!” I shudder every time I read a story whose format calls for insertion of a last-minute bulletin. Some radio men seem to think they can order news to break to suit station schedules. This practice often forces a news editor to prostitute his judgment and give listeners a completely poney bulletin.

Speed and freshness is one of the greatest advantages radio has over the slower paced press. But I wonder if some radio operators realize that even though it has the pace of a tortoise as compared with broadcasting, a good newspaper that gets a break on edition time can get on the street in 20 to 30 minutes. Today, with newscasts on the hour, quarter-hour, half-hour and sprinkled in between, the bulletin quality of any news break fades quickly. New millions have become regular radio newsmen—only to have to bulletin them to death to hold their interest.

A good news writer can revamp his show smoothly to put a new top on it within 30 minutes of air time. Why not restrict the use of the word bulletin to those newscasts that occur within 30 minutes of airtime? It’s so easy to keep the freshness of radio news before the listener by phrases like “less than 2 hours ago, a dispatch from North Africa said…” If such a standard were accepted in the radio newsrooms of the country, the word bulletin would again come to mean something to the public. If the public is to develop complete trust in radio’s presentation of the news, we’ve got to be honest with it.

Sponsor’s Rights

The next goal post is Integrity. Here, let us look at sponsor censorship, controversial issues, propaganda and time chiseling.

Just last week a friend asked me to read the manuscript of a proposed text on radio writing and supervision. Several pages were devoted to “sponsor’s rights.” The author inferred that if a news spot was sponsored by an airline, for example, and a flash occurred on that line, the news should be played down.

A large oil company sponsors many newscasts. This firm has been in the spotlight on many occasions — sometimes a most unfavorable spotlight. To my knowledge, the agency placing this radio business never has protested the use of stories critical of its client. I hope that station management will stand resolutely behind the judgments of their news editors if demands are made to suppress a story.

There is the much discussed problem of editorializing on controversial issues. As I understand it, the present broadcast practice aims primarily at preventing the possibility of political control by any party over any segment of broadcasting. But if you had read all the scripts that have passed over the radio news desk in Censorship, you would conclude this theory is a dead letter in many cases. Network commentators certainly reflect almost every shade of opinion on controversial subjects. And you don’t often hear a disclaimer by the station or the chain. Two outstanding men appear to voice the views of extreme conservatives. A half-dozen others expound the liberal viewpoint with the fervor of a crusader. The most conspicuous example has been the battle raging over our foreign policy.

Other Governments, Too

There are stations that boldly label certain programs as “editorial.” Several news programs devote a section to what is called openly “the editorial page.” And this is not confined to national issues. What appears to be a possibly dangerous practice is presentation of only one side of a question while claiming that what is said is the whole picture.

Propaganda is a much abused word that means many things to many people. Some claim that all the Government releases funnelled through OWI into the stations are propaganda. Without discussing the merits of that condition, I think it fair to point out that other governments are bombarding our radio news desks with free material. Some of it is definitely slanted to give other governments’ points of view. And it is being used. What of this broadcaster’s ability to protect the integrity of his news? This is not said in criticism of the excellent information service operated by the neutral allied governments. But it is a red flag to radio news editors to weigh carefully all propaganda. Pressure groups and minorities in this country are active. Many have powerful backing and plenty of money. The flow of handouts and transcribed features to stations is going to increase. And all this imposes a heavy burden on the station management and its news editors to keep their judgments keen and sharp.

A sound policy should be to adapt
Gates is Fighting Today to Serve Tomorrow

Headquarters speaks... battle stations answer. Platoons, companies, regiments and divisions move into action, with Radio directing all movements... maintaining desired contact at all points.

In many of these battle stations, the Gates trade-mark carries on with the American star of Victory. Gates transmitters, tuning and control units, amplifiers and remote equipment are all in the fight and efficiently meeting the strenuous tests that tax the performance ability of any equipment.

When this war is won... you will enjoy the advantages of new Gates engineering methods created by the needs of the war... and designed for the needs of an eager-to-move industry.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment — whether you are Gates-equipped, or not.

as qualifications for a station news editor the same high standards required for admission to the Radio and Press galleries of Congress. Require the news editor to divorce himself of outside promotion, lobbying, publicity and other work — and pay him accordingly. There aren't many stations today—even those originating no news—that cannot with profit to their service to the public employ a fulltime man in charge of news and coverage of special news events. And if they get the right men, the broadcast-ers will be taking a major step toward safeguarding the integrity of their news.

Now, for the time chisellers. At a cocktail party recently, a "public relations counsel" boasted that he was getting his clients' products plugged on 205 stations every week for only $3.50 per station. That's the cost of producing a 15-minute show, the platter and mailing charges. The vehicle is a well-writ-ten news feature with the free advertising worked in very skillfully. The press agent added that he was not dealing only in teakettles—that he had many big stations on his free list. All of us have been following the current argument about railroads buying thousands of lines of newspaper space, but getting the same advertising free over the radio.

Scare Easily

The last goal post is Responsibility. Perhaps here is where a plea should be made for more aggressiveness by individual stations in news handling. Several times "no broadcast" slugs have been slapped on stories on the wire services through misunderstanding or just plain stupidity. But I have yet to hear the first complaint from a radio news editor.

Again, it sometimes appears that almost any shavetail or one splitter can scare the wits out of a station with a single phone call. Cases are on record of an officer—way out of bounds—ordering a broadcaster to suppress a program or story. Willy-nilly, it is done.

I should state here that we have a huge Army and Navy with many newly indoctrinated officers. It is to be expected that some will make mistakes or that some will try to throw their weight around. We always get 100% cooperation in such cases from the top rank in Washington.

Is a station licensee obligated to provide news for his listeners? Most stations now find the news department they frequently kicked around is today a good money maker. It's so profitable that some of them are losing all sense of proportion and scheduling newscasts and commentaries in such profusion over the broadcast day that it is a wonder that the ratings of all news shows aren't dragged down by a bored public. But what about the leaner days that may come?

War has brought us the biggest audience in radio history. It was news that did it. I feel that the radio news editor of today and in the future should rank as equal in importance with other department heads.

Some leaders in the industry are mystified that the public and Congress appear to have so little interest in the welfare and advance-ment of radio. The average citizen will run a temperature when free-dom of the press becomes an issue in any part of the nation. But all of us know how little he bothers about matters affecting the free-dom of radio—which is freedom of speech. I understand that a survey is to be made to find out why Mr. and Mrs. Citizen seem to care so little for an institution that brings them so much. Some critics blame this condition on lack of an aggress-ive public relations policy of the industry. Some psychologists say it is because Mr. and Mrs. Citizen still have to pay out money for their newspaper and that radio is free. Perhaps that factor will dis-appear in some future year when everyone owns a television and fac-simile set and has to pay service charges to keep the receiver supplied with paper.

Radio should give more adequate coverage of local news, for local commentators translate the news into terms of their own particular main street and crossroads, for ob-jective but authoritative discussions of local problems. At least two small stations recently have hired reporters to gather just this kind of news and put it on the air. A few are devoting one spot a day entirely to local items. I'll wager a reasonable...
Redbow Schedules

AS IT'S the initial part of a recently announced plan to promote "Redbow" dried food products in the East, Graham Co., New York, is using participation on women's programs on WJZ WCAU WJR WOV WOR. Some schedules started recently, while others are a continuation of previous commitments. Agencies are Emil Mogul Co., and Commercial Radio Service, New York.

KMMJ Is 167th Blue
KMMJ Grand Island, Neb., joined the BLUE as a basic supplementary station Sept. 15, bringing the total number of BLUE affiliates in 167. Operating daytime only with 1,000 W on 750 kc., the station is operated by KMMJ Inc., under management of Wick Heath.

ONE OF THE MOST important missions of World War II—the time and place of surrender of the Italian fleet—was the secret of Com. Harry C. Butcher, former broadcast executive, who proceeded under confidential orders of Gen. Dwight D. Eisenhower, Commander in Chief of the Allied Forces, as his representative on that momentous occasion early this month.

Com. Butcher, former Vice President of CBS in Washington, as aide to Gen. Eisenhower, was aboard the British Battleship "Warspite", heading a British flotilla, when word was received Sept. 9 to proceed on a secret mission. This was revealed in a dispatch by Clark Lee, representing the combined American Press, published Sept. 11. Only Com. Butcher knew the nature of the mission until the British Admiral aboard the ship received a message from Admiral Sir Walter Brown Cunningham to proceed to the appointed spot.

Com. Butcher was quoted as having said: "We weren't sorry to leave. In the night landings at Salerno we were attacked for three hours by German planes. One torpedo missed us by a few yards."

Another dispatch from Valetta, Malta, by James Wellard, representing the combined American Press and dated Sept. 13, also covered the surrender of the Italian fleet and made mention of Com. Butcher. Mr. Wellard reported a "little comedy" just before the Italian Admiral arrived to surrender. Admiral Cunningham, the dispatch related, had lost a button from his tunic, and he laughingly demanded a safety pin so he could look presentable. As the aide supplied the pin and while the British Chiefman was fixing himself up, Com. Butcher, as Gen. Eisenhower's representative on this occasion, made a movie of the procedure.

"Don't you dare take a picture of me like this, Butch," laughed Admiral Cunningham. But Com. Butcher, said the Wellard report, went right ahead.

USE OF MAYO Bros. as a trade name and "Mayo Bros. Vitamins Inc." as corporate name constitutes misleading advertising in the sale of vitamin preparations the Federal Trade Commission has charged in a complaint against Mayo Bros. Los Angeles, and its officers, Irby L. Mayo, Oran Frank F. Mayo and Paul Murray.

New York Radio Club
Opens Sessions Oct. 7
FIRST MEETING for the fall-winter season of the Radio Executives Club of New York has been scheduled for Oct 7. As a wartime measure, the luncheon sessions will be held on the first and third Thursdays each month, instead of weekly. Meeting place has been shifted to the Gothic Room of the Hotel Shelton.

Officers include Murray Grabhorn of the BLUE, president; Beth Black, Joseph Katz Co., vice-president; Ninette Joseph, J. D. Tarcher Co., treasurer, and Warren Jennings, representative in New York for WLW Cincinnati, secretary.

Chairmen of the various committees are Linnea Nelson, J. Walter Thompson, Membership Committee; Frank Silvernail, BBDO, House Committee, and Marvin Kiirsch, Radio Daily, Speakers' Committee.

Vick Commentaries
VICK CHEMICAL Co., Greensboro, N. C., which has been lining up its fall radio campaign for Vatronol and Vaporub for the past several months [Broadcasting, July 6, Aug. 16], on Sept. 13 started Carey Longmire, News, Monday, Wednesday and Friday, 1:45 p.m., on WEAP New York.

Robert McCormick, speaking from Washington, is substituting for Mr. Longmire, who is currently in England.

Program is one of the many Vick has been purchasing on stations throughout the country. Agency is Morse International, New York.
LEO P. BOTT Jr., who recently joined the Chicago office of BBDO, has been transferred to the Buffalo office of that agency as account executive.

PAUL TERRY, former continuity director of KTBI, Tacoma, Wash., has joined Barnes-Chase Adv. Co., San Diego, as copy writer.

AL REITWITCH has been appointed radio director for show productions and commercials at Weiss & Geller, Chicago. He will retain duties as account executive and will be assisted in time-buying by Helena Clayton, director of media.

EVELYN ELAM, manager of the radio script department of Grant Adv., New York, has been named radio director for the Dr. J. Q. show, NBC program sponsored by Vitamins Plus, New York, a Grant account. She replaces Perry Dickey, who resigned to join the program department of NBC. Joining Grant recently as a copy writer is Ignatius Sacco, new to radio.

JOHN F. MATTHEWS, formerly a member of the copy department of Ralph H. Jones Co., Cinematone, has joined Kenyon & Eckhardt, New York, as a commercial writer in the radio department.

NEW IDEAS FOR SELLING A NEW ERA

"Post-War Stacker is too kind a name to call you."

"Now John, don't get excited, I only suggested that advertising costs be held in proportion to sales volume. I saw that marketing principle in Printers' Ink several years ago."

"That was pre-war thinking. Printers' Ink mentioned it because it was the way we did business, but things are different today."

"How do you mean different? We're still doing business for profit, aren't we?"

"Naturally! We went to war for the preservation of the American way of life, the system of free enterprise. But we have a larger responsibility today — a responsibility to our country."

Far-fetched? Well, maybe, but it was actually promulgated and duly reported in Printers' Ink. Top-flight advertising, marketing, merchandising and administrative business men, who build, approve and spend the nation's advertising and selling budgets, generally use Printers' Ink as a platform for their ideas as well as for the wealth of information it contains. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, marketing, management and sales, provides the vital difference that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink

PERSPECTIVE FOR PROSPECTIVE SELLING
...always read, often quoted, never ignored
Jack Johnstone has joined the copy department of Benton & Bowles Inc., New York, as a vice-president. He was formerly a vice-president and 
copy chief of the New York offices of Blackett-Sample-Hummert Inc.

William A. Cornish, formerly in the radio department of William Morris agency, New York, and previously 
partner in an agency of his own, has joined J. M. Mathes Inc., New York, as assistant to Wilfred R. King, 
director of radio and motion pictures.

William P. Maloney, publicity director of BBDO, New York, 
recently became the father of a girl.

Jack Moore, BBDO, N.Y., time-buyer, is the father of a girl.

H. L. Bogart, formerly of Alberman Corp., has joined the public relations 

O. A. Felson, vice-president of MacFarland, Aveyard & Co., Chicago, 
was at one time western manager of McCaffey Public Relations, Chicago.

Edward A. Grossfeld, for seven years assistant advertising manager 
of Hart, Schaffner & Marx, Chicago, 
has been appointed Chicago manager of the Kalam Co., Chicago.

Following recent appointment of Earl G. Thomas as executive vice-president 
of A. L. Loewy & Co., New York, 
talent agency [Broadcasting, Sept. 13], the company has announced 
two new members of staff. Irene Lee, former story editor for various 
film producers, will work with Mr. Thomas, and Richard Kraeuter, 
previously with Vinton Freedley, New York theatrical producer, will work in the 
musical comedy section.

Dr. Franklin R. Caw, research and 
sales promotion director of the Farm Journal and the Farmer's Wife, 
on Oct. 1 will join Arthur Kudner Inc., New York, as director of marketing 
and research. Dr. Caw is president of the Philadelphia chapter of the American 
Marketing Association, and a member of the national farm machinery 
committee of the Committee on Economic Development.

Jim Hill, former radio director of Schwimmer & Scott, Chicago, has 
joined Neblett Radio Productions, Chicago, 
as producer and writer. Mr. Hill will continue to handle Coronet Light 
Audio, heard 1:45-2 p.m. Sundays on CBS for Schutter Candy Co., Chicago.

Richard C. Morrissey, for 14 years a member of the sales staff of New York Subway Adv. Co., New York, 
has been appointed manager of the company's western office in Chicago.

New Ferguson Office

Courtland D. Ferguson Inc., advertising agency which has 
maintained offices in Washington 
and Baltimore for a number of 
years, has announced the opening of 
a branch office in Richmond, Va. Frank G. Christian has been 
named manager of the new office.

Mr. Christian was formerly with 
Cecil, Warrick & Cecil, both in 
Richmond and New York, and he 
has done writing for many radio personalities as well as writing 
advertising for newspapers and 
magazines.

Bertich Joins G-C&N

J. Widman Bertich, former 
deputy director of the salvage section 
of the War Production Board, 
has been appointed vice-president of Geyer-Cornell & Newell, New York.
He will serve in Washington 
as account executive on the War 
Dept., which recently appointed the 
agency to handle advertising for the Army Air Forces.

K&E in Chicago

Chester A. Foust, who 
resigned as vice-president of J. Walter 
Thompson Co., in August to 
head the new Kenyon & Eckhart 
office in Chicago as vice-president, 
has established offices in the Field 
Bldg., 136 S. LaSalle St. New 
accounts, he said, will be served from 
Chicago after Dec. 31. He said fac-
cilities and staff for radio produc-
tion originating from Chicago, are 
being arranged.

Sgt. Sturdee Jarvis

Sgt. Sturdee Jarvis, Royal 
Canadian Tank Corps, died during the 
Scarlet campaign. He was 
formerly in the radio department of 
Vickers & Benson, Toronto, and 
on the staff of CJIC Saul Ste. 
Marie, Ont.

Nbc Will Be Host Sept. 21 to 12 
Central American journalists 
who the United States under the auspices 
of the National Press Club.

Frank Quits Weintraub

Yasha Frank has resigned as radio director of William H. Wein-
traub Co., New York. He joined the 
agency recently to handle radio pro-
grams including the Gertrude Law-
rence package show which is to 
start on the BLUE Sept. 30 under 
sponsorship of Revlon Products, 
New York. Mr. Frank is understood 
to have resigned over interference 
in his handling of the production 
after Charles Martin, freelancer, 
and director of Philip Morris Co. 
Playhouse on CBS, was brought in 
by Gertrude Lawrence's manage-
ement, to direct the program. Mr. 
Martin has been named writer-
producer-director for the entire 
show. A new radio director for the 
agency had not been selected by the 
middle of last week.

Results

Gamble-Skogmo Inc.

361 W. Mixed Ave.

GMC STORES

Store number 20

City: Bismarck, N.Dak.

Date: 8-17-43

K.F.Y.R. Broadcasting Station,
Bismarck, N.Dak.

Gentlemen:

We are very pleased to advise you that after using one 
twenty-five word chain break ad, we sold $600 worth of merchandise 
during two days. In view of the fact that we did not use any 
other form of advertising, we think these results were outstanding 
and a good recommendation for radio advertising.

Sincerely,

Gamble Store No. 20
Bismarck, N.Dak.

By /s/ H. M. S.

... Speak for themselves!

And remember... that Bismarck's trade area is a 
comparatively small part of the terrific KFYR area.

Ask any John Blair man for the full story.

KFYR Bismarck

560 kilocycles. N. Dak. 5000 Watts

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Radio Advertisers

ATLANTIC REFINING Co., Philadelphia, will sponsor the eight Ohio State football games at home and abroad scheduled for WBNX Columbus, starting with the Ohio-Iowa Navy Pre-Flight School encounter Sept. 25. Announcer for the series is Johnnie Nebbett, Chicago free lance announcer and sportscenter, former sport and special events announcer for the station. N. W. Ayer & Sons, Philadelphia, handles the account.

J. B. POWERS, of Export Advertising Assn., will conduct a clinic on export advertising for the advertising and selling course of the Advertising Club of New York.


MILES SHOE Co., New York, on Sept. 13 will start six weekly sponsorships of Pauline Stone's 4:45-5 p.m. program on WNEW New York, which has been cleared on a sustaining basis for the past year. Program is titled Hollywood Digest Monday through Friday, and on Saturday is named Broadway Beat. Agency for Miles is Grey Adv. Agency, New York.

DAYTON SPICE MILLS, Dayton, Ohio, has renewed its contract with WLW Cincinnati for a substantial schedule of day and night station breaks for Old Reliable Coffee. Contract placed through Kircher, Lytte, Heiton & Collett, Dayton.

EXTENDING distribution of its soy bean products to the Eastern section of the country, Soy Food Mills, Chicago, is using five times weekly participations on Alma Kitchell's Women's Exchange program on WJZ New York, promoting Golden Wheat-Soy Mix, one for griddle cakes and waffles and another for muffins. Agency is Jim Duffy Inc., Chicago.

McMAHAN FURNITURE Co., Santa Monica, Calif. (retail chain), on Sept. 13 started sponsoring the five-weekly quarter-hour transcribed series, Linda's First Love, on KNX Hollywood. Contract is for 52 weeks. M. C. M. Agency, Santa Monica, has the account.

Convene by Air

CONVENTION by radio will be held Sept. 25 by the National Assn. of Foremen, says Frank H. Irelan, chairman of the convention committee. A one-hour n.g broadcast is planned for local meetings of city and shop foremen's clubs throughout the country. Speakers include Charlie E. Wilson, executive vice president of WPB; Paul G. Hoffman, president of Studebaker and national chairman of the Committee for Economic Development., and LL. Gen. William S. Knudsen.

KASKEL's, New York department store, on Sept. 10 started A Song and A Smile With Borden Stuart on WOV New York, to promote furs and other goods. Program, quarter-hour five-times weekly show, features popular records, with Miss Stuart singing along with the disc, is handled by J. R. Kapick Adv. Agency, New York.

CHICHEE BOX, Lake Geneva, Wis. (assorted cheeses), new to radio, has placed 23 live announcements on WABA Chicago to run from Sept. 8-21. Announcements will emphasize early Christmas mailing to service men overseas. Account is handled by Copley Co., Chicago.


MARSHALL FIELD & Co., Chicago, has started sponsorship of a five-minute transcribed music-and-interview series titled The Personal Air, six-weekly mornings on WBBM Chicago, and five mornings weekly on WGN Chicago. Program will feature brief interviews with prominent and prospective employers of the company. Contracts for 13 weeks were placed by Charles Daniel Frey Adv. Agency, Chicago.

SOLVENTOL CHEMICAL PRODUCTS Co., Detroit, has started sponsorship of the quarter-hour transcribed musical program titled High Light House on WGN Chicago. Contract, for 52 weeks, is placed by Holmes Associates, Detroit.


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MARKMAN CLOTHIERS, Chicago (Allyn & Bacon) has placed a contract for six 10-minute transcribed early evening programs weekly for 52 weeks on WNID Gary, Agency is Markleigh Adv. Agency, Chicago.

ADLER, Inc., Chicago (dress materials), on Sept. 6 started sponsorship of the noon five-minute six-week transcribed musical program titled Personality of the Day on WJJD Chicago. Contract, which is for 13 weeks, was placed by Gour- fain-Colb Adv. Agency, Chicago.

ROSEFIELD PACKING Co., Alameda, Calif. (peanut butter), on Sept. 23 started sponsorship of Skippy Hollywood Theater on KBO Denver and on Oct. 20 on KGMB Honolulu and KBWR Hilo and on Aug. 27 added WHO Des Moines Firm using 14 stations. Account was placed by Garfield & Guild, San Francisco.

Harvel Watch Co., New York, sponsor of John B. Hughes on Mutual Sunday evenings at 10, from Sept. 12 until the end of the Third War Loan drive, is replacing its commercials with War Bond appeals. Hughes, in addition to his news commentaries, is interviewing service men recovering from active duty during September, presenting each guest with a bond and a wrist watch. Agency is A. W. Lewis Co., New York.

Mustertone Co., Cleveland, started the initial part of its full and winter drive for Mustertone, Mustertone Cold Tablets, and Children's Mustertone. September will see a five-minute recorded musical program on three Canadian and two U. S. stations. Titled Musical Curtain Calls, and presenting various well-known singers such as Nelson Eddy, the disc is aired five-times weekly on CKCO, CFRH and WOR, and three-weekly on CHIC and WWJ. Agency is Erwin, Wasey & Co., New York.

E. Scott Kilgore of the Navy Department, formerly CBS engineer in New York and vice-president - general manager of WNBZ Saranac Lake, N. Y., reports that he and his copy of Broadcasting survived without injury the Labor Day wreck of the Congressional Limited.

Ensl Kilgore said he was eating supper in the ill-fated dining car and just four minutes before the wreck he was focusing to his seat to finish reading his copy of Broadcasting before arriving in New York. "I could just as well have remained in the dining car to read Broadcasting as the car was not crowded, but for some reason or another I took the magazine and returned to my car," he said.

Fortunate enough to be in one of three forward cars which were not damaged Ensl Kilgore stated that when the accident occurred scarcely a shock was felt in his car and he believes it first that a disaster had occurred.

Ogilvie Flour Mills Co., Montreal (terrene), has started a spot announcement campaign on a number of Canadian stations. Account was placed by J. J. Gilbous Ltd., Montreal.

Quaker Oats Co., Peterborough, Ont. (Aunt Jemima pancake flour), starts in October spot announcements on 14 Canadian stations. Account was handled by Spitzer & Milla, Toronto.

Survived Wreck Ensl Kilgore Left Diner to Read 'Broadcasting'

New York City and Environs

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs

1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs

1,250,000 or 9.6% of the population of Greater New York listen to POLISH language programs

670,000 or 5.1% of the population of Greater New York listen to SPANISH language programs

WNX brings to this audience its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

We're not influenced by ANY METROPOLITAN STATION, Regional or National Network

We're distinctly home folks-formers who top the nation as No. 1 producers of home workers on central New York. Yes, indeed cash income from crops alone this year is 75 million dollars, and that is only the beginning. You can't afford to pass up this active market.

The low-cost way to sell Wisconsin folks is via the Wisconsin Network's stations—each station has its own loyal following with its own local identity as well established as that of the leading department store or supermarket and with the same influence. Each station is heard ALL THE TIME, not just when the weather is right. Is it not true that the Wisconsin Network's stations are the happiest and most popular advertising vehicles in the country? But for results never before believed possible! It will pay you, too, to use the Wisconsin Network.

We are all in it to BUY WAR BONDS!

Roberts Biological Laboratory, Toronto (Allyn & Bacon), has a spot announcement campaign on a number of Ontario stations. Account was placed by MacLaren Adv. Co., Toronto.

Golden State Dept. Store, Los Angeles, on Sept. 13 started a Sunday afternoon one-minute program of recorded popular music, as well as a quarter-hour broadcast of highlights of last week's transcriptions on KFAC. Both contracts are for 13 weeks. Ned Newman Adv., Los Angeles, has the account.

Fitzsimmons Stores, Los Angeles (chain grocers), out of radio two years ago, started a five-weekly quarter-hour newscast on KFAC, Los Angeles for 52 weeks. McElroy Advertising, Los Angeles, has the account.

Southern California Naval Service Network, Los Angeles, new to radio, has started a weekly quarter-hour transcribed program. Our Navy's Fighting Heroes, on KFJ Los Angeles, and KGB San Diego. Each program is for 13 weeks, having started Sept. 4. Coast Western Adv. Agency, Los Angeles, has the account.

Inland Manufacturing Co., Dayton, Ohio, subsidiary of General Motors, has started its early morning sports program on WING Dayton.

P. S. Bustin Drug Co., Toronto (cough medicine) has placed a weekly five-minute newscast on WJJD Chicago and KFOX Los Angeles.

Mercro-Nonstrand Co., Oak- land, Calif., (tires), has started, on KGQ San Francisco, sponsorship of its 10-minute news program, starting in October spot announcements on 14 Ontario stations. Agency is Ralph Jewell, Oakland.

Inland Manufacturing Co., Dayton, Ohio, subsidiary of General Motors, has started its early morning sports program on WING Dayton.

London House Products Ltd., Montreal (tea and coffee), has started spot announcements on 41 Ontario stations. Account was placed by Foreigncast Broadcasting Co., Toronto.

Terminal Island Fish Packers Assn., Terminal Island Fish Packers Assn., on Sept. 20 started a two-week campaign of more than 100 announcements on KGER and KFOX Los Angeles. Group on that date starts a five-minute program twice-daily on KFOX. Allied Adv. Agency, Los Angeles, has the account.

Agash Refining Corp., Brooklyn, is expanding its spot campaign for Roya- Coyc, edible oils. With the addition of spot announcements following news programs on Yiddish and WNYC New York. These schedules went into effect the last part of August. Company continues participations on Eddy's Food & Home Forum on WOR New York, and is completing negotiations for additional time in New York. Agency is Dieners & Dorskind, New York.

You can't cover Wisconsin except with Wisconsin Network.
CBS In Greatest Promotional Drive
Spending Nearly $1,000,000 To Promote Listening

BEGINNING Sept. 25, CBS stations in 119 cities will launch simultaneously what CBS has announced as "the most comprehensive and powerful campaign of voluntary program promotion ever undertaken in network radio," to promote the network's commercial programs.

Radio, with more than 45,000 special announcements, including some 600 invitations to listen recorded by the stars of CBS sponsored shows; "sustained, frequent and sizeable space" in newspapers with a combined daily circulation of more than 12,000,000; ear cards in all CBS "station cities" where transportation advertising is available, to a total monthly passenger circulation of over 40 million; more than 500,000 posters, with an initial showing of 65,000; extensive direct mail promotion, including more than 50,000 miniature postcards, will also be used in the campaign.

Cost Shared

To run for a minimum of 25 days, and up to two months if the stations want to continue it, the campaign over-all cost is estimated as close to $1,000,000, to be proportioned between the network and the individual affiliate stations. Noted artists, such as James Montgomery Flagg, Bertram Zadig, Hugo Gellert, John DeGroot, Fred Chance and Iggy Goodenow, were engaged to produce the posters, many of which present portraits of CBS stars and directors drawn by Flagg.

Thomas D. Connolly, director of program promotion, is credited with instigating the special promotional campaign, although Paul Hollister, vice-president in charge of advertising and promotion, and the entire network promotion staff, have devoted much of their energy to this drive during the past few months.

Announcement emphasized that this campaign in no way replaces the normal advertising of the network or its stations, but is "superimposed" on the regular procedure of program promotion.

Big Bones

FIVE-POUND dice are used in "Shoot the Works," a half-hour quiz program started on WMAA New York, Sept. 18, for Herbert's Blue White Diamonds, New York. Dice determine the winnings due a contestant who successfully answers a question given by Joe O'Brien, m.c. Dice are rolled onto a runway—a mike suspended overhead carrying the sound to listeners. Account placed direct.

802 Levis Tax; First AFM Concert Date Made

ONE PER CENT TAX on scale wages of all members of New York AFM Local 802, was voted at regular September by-law meeting, for the purpose of augmenting the Local's general fund. At the "price list" meeting in April, 802 membership killed the 2½ per cent tax which had been in effect for several years. Jacob Rosenberg, president of the Local, presided at last Monday's session, which was attended by 1,000 of the 22,000 members.

Harry Suber, treasurer of 802, in charge of arrangements for the free concerts to be given by the New York Philharmonic-Symphony Orchestra in near-by localities as part of a series sponsored by the national AFM, reported that the opening concert in the New York series will be given in Poughkeepsie, on Sept. 23.

McClatchy Insignia

CHECK of $1,500 from Eleanor McClatchy, president of McClatchy Broadcasting Co., Sacramento, and payable to Walt Disney for creation of Scoopie Bee and Gabbie Bee, has been turned over to Army Emergency Relief Fund at Disney's suggestion. Characters are used as masthead insignia for the McClatchy newspapers in Sacramento, Fresno and Modesto, as well as the syndicate's five stations KFBI KMJ KGW KERN KOH.

FIRST RADIOPHOTO service between the United States and Brazil was inaugurated Sept. 7, operated by Mackay Radio and Telegraph Co., an associate of the International Telephone and Telegraph Corp. Mackay Radio's president, Admiral Luke McNemar, said the service has been arranged through the cooperation of the Coordinator of Inter-American Affairs. Located at Rio de Janeiro, the operating unit is the Campanha Radio Internacional de Brasil.

Magazine Deal

IN A COOPERATIVE deal with 187 stations, Kermit-Raymond Corp., New York, is promoting a number of publications, including Liberty Magazine, the Ace Fiction Group, The Flying Aces, Secrets and The Woman. Under the present arrangement, started last December, Kermit-Raymond supplies stations with radio shows which may be sold to a local sponsor. In exchange, the stations contribute 50-word spot announcements for publications serviced by Kermit-Raymond. Spots are distributed at the rate of about four a week for all magazines.

The DETROIT Area Hits A NEW HIGH!

5,000 WATTS DAY AND NIGHT 800 Kc. MUTUAL SYSTEM

means the easiest way to sell in the nation's greatest war arsenals.

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CBS Stops
(Continued from page 7)
ing in succession, give sandwich-space to these divorced commercial.

"This places the responsibility for control and correction squarely at the network's door. It is a responsibility not only toward the listening public but toward our stations and our advertisers, whose interests and success we hold, in large degree, in trust."

Audience Reaction
To meet that responsibility, CBS reports that it has analyzed audience reaction to the triple-announcement technique and found strong evidence against it, that it has presented the problem to the CBS Affiliates Advisory Board and secured "an enthusiastic vote of station cooperation," and that it is now asking any of its advertisers who are using either hitch-hike or cow-catcher announcements "to absorb such advertising into the framework of their entertainment programs as rapidly as their plans will permit—with final elimination of these simulated spot announcements by October first of next year."

Noting that the station-break commercial in itself constitutes no "triple-threat" and when properly handled creates no audience disapproval, and also that from 30% to 50% of the station's own revenue comes from this source, CBS reports that when the matter was discussed with the Affiliates Advisory Board, these representatives of CBS stations, at their Sept. 16 meeting adopted the following resolution:

Resolved, that in view of the steps which CBS is taking to eliminate simulated spot announcements b:fore the opening and after the closing of network programs, all members of the CBS Affiliates Advisory Board will, by October 1, 1944, and to the fullest possible degree before that date, observe the following restrictions in the broadcasting of station-break announcements and will cooperate with CBS in effecting the same policy on all affiliated stations:

First: Station-break announcements, wherever feasible, will be limited to service announcements, such as time signals, weather reports (when permitted) and other service bulletins.

Second: Sponsorship of such station-break announcements will be limited to products which do not compete with products advertised on either the preceding or following network program.

Third: Adequate 'dead air' or pause will be left between the closing of a network program and the station-break announcement, likewise between the closing of the station-break announcement and the opening of the next program, to avoid hurried delivery or 'crowding,' and to provide an appropriate cushion between the station-break announcement and both network programs."

ORVILLE J. NEUWERTH, formerly production manager at WBBM, Chicago, has been named to the position of assistant program director effective Sept. 20 to succeed Les Mitchell, who has resigned to freelance. George Case, of the WBBM production staff, will take over Neuworth's duties.

ARTHUR FORCE, radio news editor for the OWT News Bureau, is to be inducted into the Army Oct. 5 at Ft. Meade, Md., as a private. He has been in Washington for a year coming from NBC New York, where he was night news editor. No successor has been named.

Radio Retail Film
In Debut Oct. 12
Business: Federal Officials To View NAB Presentation

The national premiere of radio's great cooperative promotion in the department store field will take place at Washington, Tuesday, Oct. 12. Under the auspices of the Washington stations, a representative audience of merchants, editors, and government officials will see a motion picture and slide film presentation on problems of retailing and what radio offers for their solution.

The presentation is divided into five parts:

1. History and Development of Retailing.
2. Distribution Tomorrow.
3. America Takes to the Air.
5. Retailing's Future in Radio.

More than 90 acters took part in the section "Why Radio Works." Speciallly interesting to retailers will be the section on postwar problems of distribution. Sheldon R. Coons, former manager of Gimbel Brothers, and the national authority retained by the NAB Retail Promotion Committee to make the studies and supervise the promotion, said that while the retailer has his worries now, these may "pale into insignificance when compared to those likely to face him in the post-war economic upheaval."

He added that the film study has a powerful story to tell—a story so factual as to be an eyeopener.

Sectional Tours
"To my knowledge," Mr. Coons said, "this is the first time where one industry has made such a sizeable investment in a study which would lead to the solution of problems of another industry. We owe the National Dry Goods Assn. no little appreciation for its endorsement and its constant encouragement of this project."

After the Washington showing 16 representative leaders of radio, each equipped with films and projectors, will start sectional tours to 120 cities of 75,000 population or better, in all parts of the country. In each city invitations will be extended by local committees of radio and retail executives. It is expected that 25,000 local leaders in these fields will view the presentation by Nov. 10.
Warns Educators They Must Take Advantage of FM Band Made Available for Their Use

WHOLE new portions of the spectrum, formerly deemed useless, have been opened through wartime research and will be available after the war, FCC Chairman James Lawrence Fly told the Federal Radio Education Committee luncheon session last Friday at the Hotel Statler, Washington.

Chairman Fly warned the educators they must take full advantage of the choice FM frequencies available if they are to retain them since expanding need for worldwide communications and new aviation uses in all probability will crowd the post-war spectrum even more tightly than the smaller spectrum was jammed before the war.

George Adair, Assistant Chief Engineer of the FCC, addressed the afternoon session on FM broadcasting and its possibilities as an educational aid and suggested a way of modernizing educational programs through the use of FM stations by school systems.

Not to Early

Chairman Fly urged that it is not too early to begin plans for use of the five educational channels. “Plans should be laid now to get going at the earliest possible date,” he said. “For inevitably, after this war, there will have to be a reshuffle of frequency assignments.”

Recalling that educational institutions were among the first to pioneer in the radio medium and to receive radio broadcasting licenses, he reminded the committee the majority of the early educational stations have dropped by the wayside and warned that history could repeat itself.

Paying high tribute to programming achievements of commercial broadcasters, Chairman Fly reminded that educational programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio can offer. “On the FM radio band, let me assure you, you’re going to be travelling in fast company,” he said. Symphony and opera are education whether they are treated in the classroom or are sponsored, and “the news programs which have done so much to make commercial radio an indispensable part of our daily lives are no less educational because they are not called courses in current events,” said Chairman Fly.

Mr. Adair told the group that the only logical course to take in meeting the challenge of present-day conditions and the distraction of competing interests is to “make the courses of study and their presentation such as to demand the interest of the students.” The problem, for solution, he said, is to make competing interests allies instead of trying to fight them.

WSAY Loses Plea To Restrain AFM

ATTEMPT of Gordon Brown, owner of WSAY, Rochester, to get an immediate restoration of network musical program service failed last week when New York Supreme Court Justice William F. Love denied his motion for a temporary injunction against James C. Petrillo, president of the AFM, and the AFM local, Rochester.

Mr. Brown had asked for the temporary injunction pending trial of his action for a permanent injunction, plus undetermined damages, charging the local and national unions with illegally coercing the Blue and Mutual networks into refusing to feed musical programs to WSAY since last July, when the station refused to hire five musicians as demanded by the local. Dispute is now pending before the War Labor Board.

Judge Love held that no coercion or intent to destroy WSAY’s business had not been proved, although he felt the station’s troubles developed a different showing. Case is scheduled for the fall calendar.

Coffin Joins CBS

TRISTRAM COFFIN, special assistant to OWI Director Elmer Davis, has resigned to join the news staff of CBS in Washington, D. C., Sept. 20, as reporter-announcer. Mr. Coffin has been with OWI since its creation in June, 1942, coming into the agency from the old Office of Facts & Figures. He had been with Robert Allen of Washington Merry-Go-Round, Enquirer reporter on the Indianapolis Times and newscaster at WIRE Indianapolis.

MBS Answers

TO ANSWER “the questions people are asking” about Mutual’s new Daytime Playhouse plan [Broadcasting, Aug. 30], the network last week mailed out 5,000 copies of a 22-page booklet entitled “Questions and Answers On The Mutual Daytime Playhouse” to advertising agencies throughout the country, to Mutual’s 211 affiliates as well as all other stations. Enclosed with the booklet was a letter signed by Miller McClintock, president of MBS.

Television Subsidiary

COLUMBIA CONCERTS Inc., New York, has organized a radio-television department under the direction of Walter Preston, freelance performer, director and executive in radio and recorded music for 18 years. Radio and television activities of Columbia Concerts and opera stars, heretofore handled by various divisions, will clear through the new department.

Looks Like Everybody’s Moving To Atlanta

Well, maybe not everybody, but more than 46,000 have moved into Atlanta’s home counties of Fulton and Dekalb during the past three years. Of course, these folks live practically under WAGA’s antennae—all of which demonstrates that, if you want to reach the CREAM of the Georgia market, WAGA’s the station to buy, and at a smaller cost per potential listener!

Good Engineering has always been the Basic Foundation of Every Really Successful Radio Station

COMMERCIAL RADIO EQUIPMENT CO.
Radio Engineering Consultants

Also operating E4XKC, Kansas City’s Pioneer Commercial FM Station

5000 Watts
570 KC.

OHIO’S 3rd MARKET

WBKN
YOUNGSTOWN, OHIO

5000 Watts
570 KC.

WAGA
ATLANTA

5000 Watts
DAY AND NIGHT
590 KC.
...they laughed when we sat down to play

Television Plan
PROGRAM for post-war television was announced last week by Norman D. Waters, president of American Television Society. Five-point plan calls for active talent production by all television studios; encouragement of PCC to remove its prohibition of ownership of more than three television stations by a single organization and to put operation on the same basis as sound broadcasting; cooperation with radio, theatre, movies, schools and publications, with a committee studying their relationship; a central clearing house supplying television information to advertisers and agencies; and the advice that no changes be made in technical standards causing delays at the war’s end.

Townsend Talks
TOWNSEND NATIONAL Recovery Plan, Los Angeles (political), on Sept. 20 starts sponsoring a six-weekly quarter-hour transcribed political talk on KLS Oakland, and KTRC Vistasia. Group also sponsors that program five times per week on KGER Long Beach, KPAS Pasadena, and KFMB San Diego. Other stations will be added to the list. Little Sheldon Adv., Los Angeles, has the account.

Radio Program guide with station tabs for insertion in slots next to the time of day or night when desired program is broadcast has been designed by Broadcasting Program Service, New York. Local station call letters may be written on reverse of tabs by erasing the glazed surface.

No Errors!
War is not a baseball game! Each hit really counts—in terms of enemy ships and planes. The effectiveness of a gun is measured in terms of the number of objectives it reaches. And each shot is carefully, scientifically plotted. Too much is at stake to allow for errors.

Radio broadcasting cannot afford to be hit-or-miss, either. Every message is effective only in terms of the listenership. The station which reaches the largest share of Canada’s richest market has proved its worth. CFBF broadcasts half the leading sponsored programs in a key area, fed by three stations. That is the measure of CFBF’s effectiveness—a record well worth noting.

Prophecy Spots
VOICE OF PROPHECY Inc., Los Angeles (religious), besides sponsoring the weekly half-hour Voice of Prophecy on 209 Mutual-Don Lee stations, also uses a transcribed version of that program on some 40 stations nationally. Weekly Spanish and Portuguese transcribed translations are also released on 45 stations in Central and South America. Letter series is being cut by Radio News Reel Recording Division, Hollywood. NBC Radio-Recording Division, Hollywood, transcribes the English version. Agency is J. C. Hoskin & Associates, Chicago.

MBS Signs Symphony
MBS has scheduled the Cleveland Symphony Concert series, arranged between network and orchestra officials [BROADCASTING, Aug. 9], Sunday 9 to 10 p.m., beginning Oct. 10. This necessitates moving The Old Fashioned Revival, sponsored by Gospel Broadcasting Assn., Los Angeles. Mutual executives said the GBA had been offered the 7-8 and the 11 p.m. to midnight Sunday hours, but that no decision has been made. Revival agency is R. H. Alber, Los Angeles.

Fij-Oil Expands
CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo), has contracted for weekly station break announcements for 62 weeks to start Nov. 3 on WENR Chicago, in addition to daily spot announcements and five-a-week five-minute programs on WCFL Chicago. Agency is Malcolm-Howard, Chicago.

Discussing plans for the WLW contract calling for the sixth consecutive year of broadcasting over WLW by the Manhattan Soap Co., New York, are Rae B. Elbroch (1) timebuyer for Franklin Bruck Adv. Corp., N. Y., and Archie Tarr, advertising manager for the Manhattan Soap Co. Renewal of the contract is for three-weekly quarter-hour newscast which promotes Sweatsheet Soap.

No Errors!
War is not a baseball game! Each hit really counts—in terms of enemy ships and planes. The effectiveness of a gun is measured in terms of the number of objectives it reaches. And each shot is carefully, scientifically plotted. Too much is at stake to allow for errors.

Radio broadcasting cannot afford to be hit-or-miss, either. Every message is effective only in terms of the listenership. The station which reaches the largest share of Canada’s richest market has proved its worth. CFBF broadcasts half the leading sponsored programs in a key area, fed by three stations. That is the measure of CFBF’s effectiveness—a record well worth noting.
Watson-Dodd Ban Held Not Binding
Invades Executive Authority,
President Tells Congress

PRESIDENT ROOSEVELT told Congress last Tuesday that he will not be bound by the provisions in the Urgent Deficiency Appropriation Act of 1943 calling for the removal from office after Nov. 15 of Edwin Watson and William E. Dodd Jr. of the FCC's Foreign Broadcast Intelligence Service and Robert Morse Lovett, Secretary of the Virgin Islands.

The provision directs that no one can be paid to the three officials after Nov. 15 unless they are nominated by the President and confirmed by the Senate. It was attached to the Deficiency Bill enacted before Congress recessed in July, as a compromise to House demands for the immediate ouster of the officials and Senate refusal to accept the amendment. The House had charged the men with subversive political affiliations [Broadcasting, July 5, June 28].

Would Have Veted

The President's message to the Senate expressed his view that the rider "is not only unwise and discriminatory, but unconstitutional!", He explained he would have vetoed the bill if it had been possible to do so without delaying essential war appropriations and that the Senate had yielded to the House for the same reason.

Ex-Lax Also Challenges FTC on Ad Text Warning

FEDERAL TRADE Commission has no authority to compel use of certain specific phraseology in advertising and has no jurisdiction over subject matter of warnings and directions for use of a medicinal product like Ex-Lax, asserts Ex-Lax Inc., Brooklyn, and the Joseph Katz Co., Baltimore agency for Ex-Lax, in a joint reply to an FTC complaint of misrepresenting its therapeutic effects and failing to reveal harmful consequences that may result from its use. The challenge to Commission authority to specify, in effect, the subject matter of warnings is similar to the stand of Miles Labs., Elkhart, Ind., concerning one of its remedies [Broadcasting, Sept. 6] in which Miles charges the FTC with assuming powers belonging to the Federal Food & Drug Administration. The question of jurisdiction can be decided only in a Circuit Court on appeal from a Commission order restraining advertising practices cited in the complaint.

Stanco Bows to FTC

STANCO Inc., New York, and its agency, McCann-Erickson, New York, have stipulated with the Federal Trade Commission not to use advertisements for Mistaol Drops and Mistol Drops with Ephedrine which do not reveal that the preparations are dangerous to persons suffering from certain conditions and excessive use may cause nervousness and sleeplessness. If the warnings appear in the labeling, the advertisements need only contain a caution to use only as directed.

News For Krank's CONSOLIDATED ROYAL Chemical Co., Chicago (Krank's Shave Cream), beginning Sept. 18 will sponsor a quarter-hour news program on WBMM Chicago, for 26 weeks. Program will feature Robert F. Hurleigh, PA central division manager, formerly Washington Times and Post newspaperman. Mr. Hurleigh was new editor of WOL Washington four years, becoming director of news for WFBR Baltimore in 1936. He joined the radio subsidiary of Associated Press in 1941. Agency is Arthur Meyerhoff, Chicago.

Engineers Contract

WITH two major changes agreed upon, renewal of contract between KFI-KECA Los Angeles, and National Association of Broadcast Engineers & Technicians was concluded Sept. 10. Contract calls for reduction in the spread of scales for studio and transmitter engineers from present nine-year basis to six years. Wage scale would range from $265 to $340 monthly. Supervisory staff receives increases of $20 per month. Contract has been submitted to the 10th Regional War Labor Board, San Francisco.

Music and Football

LEAF CHEWING GUM Co., Chicago, starting Oct. 16 will sponsor Musical Scoreboard, a quarter-hour Saturday afternoon program of music and the day's college football scores on WGN Chicago. The contract is for seven weeks. Agency is Bosell & Jacobs, Chicago.

Graysons Drop Series

GRAYSON'S SHOPs Inc. of California (West Coast women's apparel chain), without explanation or advance notice and 11 weeks before the expiration of its network time contract, cancelled on Sept. 5 the weekly half-hour program Stay and Go on six NBC Pacific coast stations. Settlement is being worked out for filling billing amounting to $13,000. Program featuring Joe E. Brown as once had been on NBC for 15 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

Robert West Howard, associate editor of Farm Journal, has been appointed Editor-in-Chief of Pathfinder Magazine, Graham Patterson, publisher of both publications, announced. Mr. Patterson succeeds Emil Harja as editor of the weekly.

Pro Games on WWSW

FOR the 10th consecutive pro-football season, WWSW Pittsburgh will broadcast the complete ten-game schedule of the newly-merged Pittsburgh Steelers and Philadelphia Eagles team. Sponsored by Spear Men's Shop of Pittsburgh, the broadcasts will be handled by Joe Tucker, WWSW sports announcer, aided by Bill Cullen. The first game is scheduled for Oct. 2 when Brooklyn plays at Philadelphia.

A TOTAL of 40 stations in the United States and Canada had purchased The Weird Circle, two months after NBC's Radio-Recording Division put the transcribed mystery series of 26 half-hour programs on the market.

Best Radio Buy

In Baltimore!

WBAM

AND THE BLUE NETWORK

John Elmer
President
Geo. H. Roeder
Gen. Manager

FREE & PETERS
Exclusive National Rep.

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Bell Heads New OWI Overseas Bureau in L.A.
FORMATION of the Los Angeles Overseas Bureau of OWI, with Ulric Bell as chief, has been announced by Robert E. Sherwood, director of the Overseas Branch. The new Bureau represents a consolidation of OWI overseas operations in Southern California which deal with various media employed in disseminating information outside the Western Hemisphere. Major emphasis of the Bureau is upon service to the motion picture industry.

Mr. Bell has been OWI Overseas representative in charge of liaison with the motion picture industry since October, 1942. Prior to entering Government service, he served 25 years with the Louisville Courier-Journal as reporter, city editor, Sunday editor and Washington correspondent. Offices of the new Bureau are in the Taft Bldg.

Wolff Leaves OWI
NAT WOLFF, Hollywood Deputy Chief of the OWI Domestic Radio Bureau, has resigned and will join MGM to lay groundwork for future television and motion picture coordination. Cornwell Jackson, deputy assistant, has been recommended by Mr. Wolff as his successor to the OWI Hollywood post. Jack Murphy, announcer of KFRC in San Francisco, has joined the Overseas Branch of OWI in San Francisco.

Joint Board Plans Post-War Studies
To Formulate Suggestions To FCC, Other Organizations
RADIO TECHNICAL Planning Board, to make studies to develop post-war radio services and products, was officially launched last Tuesday at the Hotel Roosevelt, New York, when nine industry and service groups unaniously approved in principle the organization plan developed by committees of the Radio Manufacturers Assn. and the Institute of Radio Engineers.

In addition to the RMA and IRE, the nine sponsoring organizations include: American Institute of Electrical Engineers, American Institute of Physic's, American Radio Relay League, FM Broadcasters Inc., International Assn. of Chiefs of Police, NAB, NIB. Other "sponsors" are expected to join RTPB later for work on many technical projects, including utilization of the broad-spectrum and system standardization of television, FM and other public radio services.

General plan of the RTPB organization, which will formulate recommendations for the FCC and other organizations concerned, will be developed in detail at another meeting to be held in New York Sept. 29.

RMA Meeting
Problems of war and postwar production of radio apparatus and parts held the spotlight at the annual fall meeting of the Radio Manufacturers Assn., held last Wednesday and Thursday at the Roosevelt Hotel, New York.

Meetings of the RMA sets and parts divisions on Wednesday morning were concerned largely with problems of manpower and of the termination of Government wartime projects, including the disposition of war inventories, and production and pricing of new receivers and parts, etc. Post-war planning committee session in the afternoon discussed the probable postwar situation, with a view for surveys and for adequate advertising and public relations to acquaint the public with the situation which will prevail in the industry when peace comes.

Board of directors, meeting Thursday morning with RMA president Paul V. Galvin president, heard and acted on reports from officers and committees. About 100 radio manufacturers attended the two-day session.

It was announced that the RMA tube division will meet with the WPB Radio & Radar Division in Washington on Tuesday, Sept. 21, to discuss the allocation of facilities for the manufacturing of radio tubes for non-military use in receiving sets and broadcast station transmitters.

Moves to CBS
BOURJOIS Inc., New York, which has presented Here's to Romance on BLUE for Evening in Paris since April is moving the show Oct. 14 to CBS. Foote, Cone & Belding, New York, disclosed no reason, but possibly the company wants a little time than its current 6:00-6:30 spot Sunday evening. It will be heard on the full CBS network of 139 stations SUNDAYS 10:30-11 p.m. Dick Haymes, singer, and Dave Brokman's orchestra are featured.

Firms Accuse Program Of Infringing Upon Idea
COMPLAINING that the essential theme, script and title of the program Guess Who is its exclusive copyrighted property, Audiocriptions, New York, has taken action toward obtaining an injunction, an accounting of profits and damages for the broadcast of a series by that title on WOR New York. Centering on the identification of well known voices presented via records, the case started on WOR for Sheffield Farms Co., Aug. 11. Agency is N. W. Ayer & Sons, New York.

Similar legal action was contemplated last week by Kermit-Raymond Corp., New York, on the basis that they had purchased from an individual the rights to a program of that title broadcast on WPM in 1937 and 1938, and had offered the show for sale. Firms had approached the agency and station on the subject of possible infringement four weeks before the WOR show went on the air, it was said. Radio Events, New York, is also understood to claim past ownership of the program and to be considering taking action against the WOR broadcasts.

KOB Joins NBC
KOB Albuquerque, N. M., on Oct. 1 will join NBC as a member of the Mountain Group, which is now KOA Denver and KDYL Salt Lake City. KOB was formerly independently available to NBC advertisers using the Mountain Group. Station, owned by Albuquerque Broadcasting Co., operates on 1050 ke., on 10,000 watts, with special authorization to use 50,000 watts until local sunset and 25,000 watts night power.
WINNERS in WGAR Cleveland "Idea Contest" receive their War Bond and War Stamp prizes from John F. Patt, WGAR vice-president and general manager. These WGAR staff members rewarded for their ideas are (1 to r): David Baylor, program director; James Martin, announcer; Dorothy Macdonald, announcer; Keith Baldwin, salesman; Mr. Patt; Reg Merridew, announcer; Joan Bauer, receptionist; Lloyd Wingard, acting chief engineer; Carl George, director of operations.

IDEA CONTEST held by WGAR Cleveland among its staff members to further the war effort through both programs and station activities reached a highly successful conclusion according to John F. Patt, WGAR vice-president and general manager. Prizes ranged from $50 War Bonds to $10 in War Stamps. Ideas submitted are already being considered by the programming staff.

Following prize winners are listed in order of contest results:
Carl George, director of operations; David Baylor, program director; announcers, Dorothy Macdonald, Reo Merrifield and James Martin; Lloyd Wingard, acting chief engineer; Keith Baldwin, salesman; Joan Bauer, receptionist.

Winning ideas were:
(1) WGAR Community Forum — Three-day session in which national leaders would participate, with local important personages given the opportunity to question them. Broadcast, if possible.
(2) One Man's America — Series dramatizing the average American, stressing fact that everyone has something to contribute toward better living.
(3) What of Tomorrow? — Series on scientific advancement, probing world of tomorrow and possible living conditions.
(4) United We Stand — Series built around nationality groups in U.S. and war effort participation.
(5) Letters from Fighting Fronts — Readings from letters written by service men.
(6) Family Discussions — Current events as discussed by a family in their home.
(7) Analyze the Analysts — Series bringing forth opinions of radio commentators and producers.
(8) They Fight Without Arms — Dramatizations of peoples of Nazi-occupied countries.

BRISTOL-MYERS CO.
RESUMES 2 SHOWS
BRISTOL-MYERS Co., New York (Irons, Sal Hepatica), following a 13-week summer hiatus, on Sept. 29 resumes "Time to Smile," with Eddie Cantor on 126 NBC stations, Wednesday, 9-9:30 p.m. (EST). Talent includes Eddie Cantor and Bert (Mad Russian) Gordon, with Nora Martin as vocalist. She replaces Di-rh Shore, featured on her own GBS program starting Sept. 29 and sponsored by General Foods. Harry Von Zell is "Time to Smile" announcer, with Dave Elton as Hollywood producer of Young & Rubicam.
Firm on Oct. 5 resumes Duffy's Tavern on 122 BLUE stations, Tuesday, 8:30-9 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PWT). Series continues to feature Ed Gardner as Archie and will originate from Hollywood while he works in a Paramount film. Johnny Johnston is vocalist, Joe Hill, New York producer of Young & Rubicam, has been transferred to Hollywood to produce.

"Time" Lauds Hope
PAYING tribute to Bob Hope as a "legend to show business" and "first in the hearts of servicemen," Time Magazine last week devoted its front cover to the famous radio comedian as well as six columns of copy in its "theatre" section. The Time feature ties up with Bob's return last week from a record-breaking 11-week tour of camps and hospitals in England, North Africa and Sicily. "Back home again," Time says, "To resume another life in which he is tops.... the name Hope has become a radio synonym for Tuesday night." Hope's NBC program for Pepsodent Co. will be back on the air Sept. 21.

AMERICAN Federation of Musicians has notified its locals that a national television scale of $18 an hour, with rehearsal time at $6 an hour and overtime of $4.50 for each quarter-hour, has been in effect since 1940 and is the scale for all members of AFM. Notice followed the action of the union's New York local (S02) in establishing its own video scale of $12 an hour [Broadcasting, July 19].

AFM Video Scale
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Plambeck Returns From British Trip
Broadcast for WHO Farm Audience Through BBC

HERBERT PLAMBECK, farm editor of WHO Des Moines, returned to the United States last week from a two-months' tour of Great Britain where, as a guest of the Ministry of Information, he observed the agricultural war efforts of farm families in England, Scotland, Ireland and Wales.

To give mid-west farmers a better understanding of Britain's war problems, Mr. Plambeck broadcast each Saturday a quarter-hour report of his impressions by short-wave from the BBC studios in London through GSP. These programs were rebroadcast simultaneously by WHO whose union station was picked up and rebroadcast by other Iowa stations. To insure reception in Iowa, the same programs were broadcast by other British short-wave stations during evening hours, transcribed by WHO and rebroadcast at 10 p.m.

High Interest

WHO's regular Corn Belt Hour program on Aug. 14 originated in the BBC studios in London with English farm men and women as talent. The program, beamed by short-wave from GSP, was rebroadcast with remarkable clarity by WHO WOC KICD KBUR KBIZ and WOI. An earlier program was arranged by NBC using short-wave to New York and lines to Des Moines.

The station reports that it has never had a program series which attracted so much attention from farm people. The pick-ups by short-wave at Des Moines were declared as good as any network pickup from London at New York.

Effect of Winchell Disc Refusal Studied by FCC

PEEL OF WRAL Raleigh, N. C., a network affiliate of FCC investigation of the BLUE's refusal to place Walter Winchell's Jergen's Journal on WRAL would not involve a test of the territorial exclusivity clause of the FCC's network regulations unless it was shown that the BLUE had a contract, arrangement, or understanding, express or implied with a station to withhold the program from WRAL, according to the FCC legal department. A network is under no compulsion to make a program available to a station which asks for it, regardless of whether the program is being heard in the area or not.

It is not known whether the BLUE has replied to an FCC letter asking the network for plans of its refusal to sell the program. Winchell is not heard in Raleigh where BLUE has no network let. It was indicated at the FCC that Jergens had asked its agency, Lenne & Mitchell, to add WRAL to the list of stations carrying Winchell after a poll of listeners by WRAL had indicated they wanted the program.

Stand on Merger Asked of Equity

MERGER of three talent unions with the American Guild of Musi- cal Artists was discussed at Actors Equity headquarters in New York last week by committees representing the American Federation of Radio Artists, Actors Equity Assn. and Chorus Equity. The move has already been approved in principle by the recent national convention of AFRA [BROADCAST- ing, Sept. 6].

The meeting adopted the following resolution: "Resolved that the radio section (AFRA) of the joint committee requests the chairman of the meeting (Bert Lytell, Equity president) in his report to the Equity Council to ask for a statement concerning the desire to merge and for the power of the Equity committee to discuss, participate and formulate ideas which they would bring back to their Council."

AFRA delegations comprised Lawrence Tibbetts, president of both AFRA and AGMA; Philip Bohl, executive secretary; George Heller, treasurer; Henry Jaffe, counsel; Lucille Wall, John Brown, Ben Grauer, Minerva Pious, and Kenneth Roberts. Equity and Chorus Equity were represented by Mr. Lytell, Paul Dullzell, executive secretary; Ruth Richmond, executive secretary of Chorus Equity; Bebecca Brownstein, associate counsel; Philip Loeb, Rhys Williams and Alfred Harding.

The Equity group will report to this union's Council meeting on Tuesday, Sept. 21, and the committees will again meet on Wednesday, Sept. 22, to discuss the Council's response to the resolution.

Symphony Cancels

BECAUSE of a breakdown in negotiations between the board of directors of the Philadelphia Orchestra and Local 7 of the American Federation of Musicians concerning the 36-week series of CBS Saturday afternoon concerts starting Oct. 9, the series will not go on as scheduled. CBS announced last week. CBS signed an exclusive three-year contract with the Orchestra last June, calling for a payment of substantial yearly amounts to the Assn.

P&G Replacement

AS A REPLACEMENT for its five-weekly serial Snow Village on NBC, Procter & Gamble Co., Cincinnati (Ivy flowers) on Oct. 11 will start a new serial show by Ruth Adams Knight, tentatively titled Sharp Corners, in the 11:30-11:45 a.m. spot. Agency is Compton Adv., New York.
CONTRACT ADJUSTED: Ewing Leaves WDSU

F. K. Ewing, for the last 15 years general manager of WDSU, New Orleans, last week announced his resignation following adjustment of his contract with the station's new owners, Fred Weber, former general manager of Mutual, has assumed management of the station as executive director.

Mr. Ewing, operator in his own right of WMIS Natchez and WGRM Greenwood, Miss., said the settlement, reached Sept. 11, provided payment of $12,000 in cash to him. His contract provided for an annual salary of $15,000.

Mr. Ewing asserted that inability to prescribe division of duties between the general manager and the executive director resulted in the contract settlement. The agreement was amicable on both sides, he said.

A veteran newspaper executive and broadcaster, Mr. Ewing has been in radio since the cat's whiskers days in New Orleans. He was associated with Joseph H. Uhalt, founder of WDSU, throughout his ownership of the station, which was terminated with FCC approval of its sale early this month. The station was purchased by E. A. Stephens, New Orleans automobile dealer; H. G. (Bad) Wall, president of WIBC Indianapolis; and Mr. Weber for $200,000 cash. The sales transaction, as approved by the FCC, included provision for retention of Mr. Ewing as general manager. The separation agreement was reached following Commission approval.

Woodrow on 7

WOODROW STORES for Men's Furnishings, New York, formerly the Sarnoff-Irving chain, is currently using 10 to 15 minute sports news programs six-weekly in seven medium-size cities in the East and South. Company, which has been on the air for the past year, has introduced a new translated commercial which starts off with a brief dialogue: "Do you know what...no what?" followed by a "hot lick" tune starting, "You've got to go...go...go...to Woodrow," Agency is Pettingell & Fenton, New York.

EDNA BEST, stage and film actress has joined the Hollywood radio production department of Young & Rubicam. She is the wife of Nat Wolf, OWI Hollywood Deputy Chief of the Radio Bureau.

"I know you'll feel right at home—the Mystery Chef on WDFA Flint Michigan will teach me to cook navy beans."

RADIO'S HEART

KGR1 Aids Butte Family—When Tragedy Hits

RADIO'S HEART is as great and limitless as the air that carries its messages, as Butte, Mont., discovered through a local tragedy. The Jackson family—father, mother, three children—were driving to a nearby town when the car veered off the road. When the twisted wreckage settled, Billy, 9, found his mother and father dead, his brother and sister unconscious.

The chief of police contacted KGR1, asking help in locating two Jackson brothers. The were located, and Ed Craney, KGR1 manager, told them of the tragedy. That night, Mr. Craney broadcast the Jackson story. He appealed for aid to keep the remainder of the family together, and started the fund at $50 from KGIR. Listeners soon pledged over $6,200. Every service the family needed was contributed. Now, thanks to KGR1 and its listeners, the children need not be sent to an institution. And as Mr. Craney put it, "We can feel proud . . . of contributing a share of goodness to the world."

Scholl Doubles Time

ANNUAL campaign of Scholl Mfg. Chicago (foot remedies and appliances), will be twice as large as last year. Firm has bought time in six Eastern Seaboard cities, six in the Midwest, three West Coast stations, three in Southern. Contracts, covering 26-week period, call for five to six transcribed announcements and chain breaks weekly. Stations are KFI KPO WTIC WGN WHO WWL WBAR WJR WOOD WYU WLP WBO WGB KDKA WSM WYER WTAR and KIRO. Agency is Donahue & Coe, New York.

Wage Hike Upheld

WAR LABOR BOARD upheld the wage adjustment allowed by the Conciliation Service providing for $5 wage increase for all engineers and technicians of WIBG Philadelphia. The wage increase, retroactive to June 18, was granted because the station had increased its power to 10,000 watts after a contract was negotiated with Broadcast Local No. 1, A.C.A. The wage increase was allowed for all the men in the various salary classifications and established a basic starting salary of $40 a week at the station.

Diamond Spots

LOUIS A. ROSELAAR, New York diamond cutter, is distributing spot announcement material to local dealers in key cities for placement on local stations in behalf of Multi-Facet diamonds. Between 50 and 40 dealers are understood to be involved. This is said to be the first time a trade name has been thus promoted for a specific diamond. Multi-Facets were introduced about six months ago. Radio promotion has been in effect for about two months. Agency is William G. Seidenbaum Adv., New York.

Crawford News Schedule To 10½ Hours Weekly

CRAWFORD CLOTHES, New York, which recently expanded its schedule on WMCA New York to a total of 10½ hours weekly, has signed a contract with WQXR New York which makes the clothing firm the largest sponsor of news programs on that station. Schedule calls for a total of 28 news programs weekly plus commentary by Dr. Frank Kingdon, educator, fed from WMCA New York where he is also sponsored by Crawford.

Dr. Kingdon is heard from 10:30-10:45 p.m. thrice weekly. With the exception of several ten-minute programs, the remainder of the Crawford schedule consists of five-minute news periods. Contract went into effect Sept. 13. Agency is Al Paul Lepton Co., New York.

PA "Selling Aids"

IN SUPPORT of the campaign by the NAB to help stations with merchandising, the FACETS Assn., radio subsidiary of AP, is mailing out 18 "selling aids" aimed at the advertiser, each describing a PA telescript. Written for spot radio news, the telescripts reach stations on the 60-word, one-minute AP radio news wire in script form, titled, timed and cued for sound. "Selling aids" are packaged to include data on buying habits and tastes of the rural and urban audience.

NOW in its 12th year, Carnation Contested Hour, NBC program sponsored by Carnation Co., Milwaukee, will present its 6000th broadcast Monday, Sept. 27. Agency is Erwin Wasey & Co., Chicago.

"COUNTER-SPY"

Thrilling! Dramatic! Sensational!
The 1943 "Idea" Program Blue Network Co-op MONDAYS - 8:00 P.M.
Available now for Local sponsorship

WINN LOUISVILLE with

WINN YOUR BLUE NETWORK STATION IN LOUISVILLE, KY.

moment Broadcasting—

LOOK TO LINGO

For advanced design and superior performance in

VERTICAL TUBULAR STEEL RADIATORS

PATENTED FM TUBULAR STEEL RADIATORS

We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

J. H. LINDSAY & SON, INC.
CAMDEN, NEW JERSEY

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

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NAB Group
(Continued from page 18)
page 12], based on his monitoring experiences during the last year.
Russell Hogen of the War Production Board's Information Division, spoke in "A Government Agent Looks at Radio", and Bruce Robertson, Associate Editor of BROADCASTING, talked on "News of Radio Within the Industry".

Rex Howell, manager of KFJK Grand Junction, Colo., played a recording made in the station's studio during the early Sunday morning bombardment of the city a few months ago which had moments train caught fire in the yards. The whine of speeding shells and the wham of their explosion needed no words to give a dramatically vivid picture of the scene. Mr. Howell said that radio again proved its public value in time of emergency: phone calls dropping 75 per cent shortly after KFJK had begun broadcasting news of the bombardment, and not a single civilian casualty occurring, which he credited at least partially to the station's continued warnings to listeners to stay off the streets and not to handle shells dropped on their premises but to phone the location of the shells for removal by experts.

Public Relations Plan
Members of the Radio News Committee attending the sessions were: Spence Mitchell, NAB, Tampa, who acted as temporary chairman in the absence of chairman Karl Koenner, managing director, KMBC Kansas City; Paul White, director of network news, Bill Brooks, director of News, NBC; Tom Eaton, news editor, WTTC Hartford; Rex Howell, manager, KFJK Grand Junction, Colo.; Bill Dowdell, news editor, WLW Cincinnati, and Walt Dennis, NBC news bureau chief, secretary.

The NAB Public Relations Committee announced the adoption of a comprehensive working plan on public relations for the industry, based on active participation of local station management. Details will be presented to broadcasters by their district public relations chairman at district meetings and direct mail.

"Under the plan adopted by the committee," Edger B. Bill, WMBD Peoria, chairman, said following the meeting, "radio's place in American life will be asserted and substantiated wherever there are broadcasting facilities."

Dorothy Lewis, coordinator of listener activity for the NAB, discussed her contemplated fall tour of 22 cities to promote radio's service, and also reported the organization of the Association of Women Directors of NAB, which now has more than 600 Members.

William D. Egel, NAB assistant to the president, who perfected the details of the working plan, presented a completed panel of district public relations chairmen,

Blue 'Creditor' Group Plans Defamation Action
ASSERTING he would file suit against the BLUE Network within a day of two for defamation, libel and slander on behalf of himself and 31 other BLUE creditors, Ira Chase Koehne, Washington attorney, told BROADCASTING last Friday he would base his appeal to the FCC for right to cross-examine witnesses at the hearing of the dispute between the two networks. He named BLUE hearing Sept. 20 on the averments in his court action against the BLUE.

Creditor status is claimed for the 31 "in tort", based upon the alleged defamation of character on the part of the BLUE. Names and addresses of the creditors follow:


The following creditors named by Mr. Koehne have "some rights of . . . the class of member plaintiffs (named above), and therefore are made associate defendants so that they may assert rights as they see proper . . . ."


men, with the appointment of C. T. Magman, WTCN Minneapolis, District 11; Mrs. G. M. Phillips, KIDB Bois, District 14; W. H. Sommerville, WWL New Orleans, District 6.

Also attending were committee members Leslie Joy, KYW Philadelphia; Edgar H. Twamley, WWJ Buffalo; Frank M. Russell, NBC Washington; George Cran- dall, CBS New York; Neville Miller, NAB president, Washing- ton; and district chairman Edward E. Hill, WTAG Worcester (1); Michael R. Hanna, WICU Ithaca, N. Y. (2); George D. Coleman, WGBI Scranton, Pa. (3); Vernon H. Prichle, WTAM Cleveland (7); John Elwood, KPO San Francisco (15).

Guts Research Post
JACKSON TAYLOR, vice-president and director of adver- tising, Erickson, New York, and agency account executive for 11 years, has been named director of research. He will supervise and direct the three sub-divisions of the department: merchandising research, copy research, and market research. Paul E. D. Weld, former research director, will act in an advisory capacity to all divisions.

New Abeyance Plan
Of NBC Criticized

GENERAL FEELING of dissatisfaction by New York advertising agencies with NBC's recent announcement that the operation of its abeyance or waiting list of prospective advertisers "must be entirely contingent upon our (NBC's) judgment," was ex- pressed to BROADCASTING last week, after release of the NBC letter signed by Niles Trammell, presi- dent, and sent to all agencies.

According to one agency official, the change in policy by NBC is setting a "very bad precedent" for future programming. If a network sets itself up as the arbitrary critic of whether a program is good or bad, it was pointed out, the result should be very stultifying to radio in general. How can NBC think that its opinion of what program is best fitted for a newly available period is better than the opinion of an agency official or an advertiser, it was asked.

According to the NBC letter: "Due to our program contributions to the war effort, with a complete sold-out schedule, the reduction in our so-called network time periods, and because we must maintain the best in a complete national network program service to both our associ- ated stations and the public, we are faced with a far greater responsibility than ever before with respect to the character and quality of our programs.

"In consequence it is now necessary to advise you that hereafter whenever a period of time becomes available, the operation of our abeyance list must be entirely con- tingent upon our judgment and final decision as to the quality and type of program to be broadcast in that particular period. We may on rare occasions find it necessary to suspend the abeyance entirely in order to give the program of im- portance to the position of leader- ship of NBC in the particular period that becomes available."
War Ad Council Expands Its Executive Committee

WAR Advertising Council last week announced expansion of its executive committee from five to eight members, the three new appointments including Charles G. Mortimer, Jr., vice president, Allied Stores, and William E. Johnson, president of General Foods Sales Co.; William Reydel, partner of Newell-Emmett Co., and John Sterling of This Week magazine.

These new members will serve in addition to the officers: Chester J. LaRoche, chairman; Harold B. Thomas, president of the Centaur Co., vice-chairman; Paul B. West, president of the Association of National Advertisers, vice-chairman; Francis Britton, vice-president of McCraw Hill Publishing Co., and Frederick R. Gamble, managing director of the American Assn. of Advertising Agencies, secretary.

Raleigh Changes


Hom. C. M. Robertson, Jr.
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Chip,

In these days of more buyers than sellers, I suppose a lot of business firms are tempted to knock on their doors, instead of knocking over boards in what would be "normal" time. Nobody, I suppose, is not doing these boys at WCHS. I just heard the boss say that this year again our station is going to carry a live football schedule. And what of the statement "carry"? I don't believe any of that tape loop "carry." No air! This station boys a live direc- tion to every school in this area a play-by-play description of each and every game. The home of W. Va. Uni- versity is what this station is. We send our own network engineer. Sam Male, from Charleston, but that doesn't keep us from sending picture all over the country. So, to the thousand of you in this area we will give you the story of each and every game. Regards

Dale GY

WCHS
Charleston, W. Va.

On the CONTROL ROOM

FRANK A. DIENGHER, chief engineer of KBH Radio, Santa Barbara, Calif., has joined KWWK Pasadena as transmitter engineer. Holder of the Purple Heart award, he recently received his honorable discharge from the Navy.

BILL KAISSER has returned to the technical staff of KFM Fresno, Calif.

FRANK JOHNSON has joined KW Stockton, Calif., as technician.

Cecil HUMBERER, formerly with WEKL Royal Oak, Mich., and Paul Schafer, formerly with WJOH Hamilton, Ind., have joined the engineering staff of WOOG-WGL Fort Wayne, Ind.

G. L. BYNUM, Army Signal Corps, has joined the engineering staff of WLVA Lynchburg, Va., as transmitter technician.

EARL ISOM, transmitter engineer, has left WWNL New York to join the engineering department of CBS.

HAROLD RUFF and Hubert Glade, technicians, have joined the technical staff of WTMJ-WGM Milwaukee Journal stations.

FRANK C. SCHNEPPER, formerly with the KILO KALCO broadcasting system, has joined the engineering staff of WFLA Tampa, Fla.

JAMES MACKENZIE REID, supervisor of remote engineers for WOR New York, has received a special pin and letter from J. R. Tappole, WOR chief engineer, to mark his 10th year with the station.

CARL LaROCHE has joined the technical staff of WSBR Stamford.

JAMES L. RAKUSIN, of Providence, R. I., has received the Silver Star for gallantry in action during the last six months in the European Theater of Operations. Radioman Rakusin was aboard the destroyer Smith during the action in which the carrier Hornet was sunk.

FRANK BERNATO, engineer of WICA Ashtabula, Ohio, was recently inducted into the Army Signal Corps.

WILLIAM Moore, formerly of WLOK Lima, Ohio, is now transmitter engineer at WGN Chicago. Roy Cone, formerly of WBIT Madison, Wis., and Robert Weymüller, formerly of WATT and WMIR Chicago, have also joined the engineering staff of WGN.

WILTON (Skeeter) CHILES is now acting chief engineer of WIOD Miami in place of M. N. Barrick, who has resigned.

GE Names Three APPOINTMENTS to key positions in General Electric's radio dept. were announced by Walter R. G. Baker, vice-president. Arthur A. Brandt has been named general sales manager, formerly serving as radio advertising manager and later sales manager for radio and television receivers. Ernest W. Heney is now assistant to the vice-president in charge of the electronic dept. He had been man- ager of transmitter and tube sales. V. M. Lucas was appointed general manager of the government division after a long association with GE's radio business.

Graybar Appointments

NORMAN M. WHITE has been appointed district operating manager for Graybar Electric Co., Dallas, effective Sept. 20. He has been with Graybar since 1922, serving the company in Philadelphia, Baltimore and, until his new appointment, as St. Louis service manager. J. E. Ernest has been named district operating manager at St. Louis, taking over the duties formerly performed by Mr. White. Ernest started with Graybar in Chicago in 1924 and has served in many capacities since that time.

Engineers to Meet

FALL MEETING of the War Radio Conference of members of the Radio Manufacturers' Assn., Engineering Dept. and the Institute of Radio Engineers will be held in Rochester, N. Y., Nov. 8-9. Meeting will feature speeches by prominent men in the field, and a display of H. U. S. Army Signal Corps equipment.


DON WALL has joined the control room staff at CKY Winnepeg.

ROBERT MCKAY, former engineer of WEAK El Paso Lansing, Mich., has joined the engineering staff of WBBM Chicago.

MASSON COPPINGER, transmitter engineer of WBBW Topeka, Kansas, is the father of an 8 lb. 3 oz. girl born Sept. 7.

KARTON G. (Pug) MARQUARDT is the new chief engineer of WBIB Topeka, Kansas.

M. J. MINOR, effective Sept. 13, will become acting chief engineer of WBT Charlotte, N. C., replacing Jim J. Belougy, who has been appointed chief engineer of CBS engineering, Chicago.

FRED HAMMOND, former program director of KPRY Riverside, Calif., is now transmitter engineer at KYRO, San Antonio, Texas, is new transmitter engineer at KPRO, Riverside, Calif. He previously was chief engineer of the Texas State Network at Abilene, Tex.

PAUL QUAY has left the WHK-WCLF Cleveland engineering staff to join the Marines.

FLORENCE J. KISHER has joined the WIOE Boston as transcription operator.

GEORGE HIXENBRUGH, maintenance engineer of W3JT Cedar Rapids, Iowa, married Mary Shirley of Cedar Rapids on Aug. 28.
**Decisions . . .**

**SEPTEMBER 14**

KROC Rochester, Minn.—Granted transfers from Agnes A. Gentling, executor of estate of Gregory P. Gentling, to Leonard C. Miller et al. of the estate. Involves transfer of 25,653 shares of stock from executor to trustees.

ERTV Milwaukee—Granted consent to involuntary assignment license from Geo. F. Stahl, Inc., to William Edison, executor of estate. Transfer of 1,000 shares of stock to executor.

WBSAI Cincinnati—Granted petition operated by new transmitter after minor power changes.

WBEN Boston—Denied petition to correct license to permit operation at night with DA after local sunset at Gainsville, Fla., instead of Boston.

**SEPTEMBER 16**

WLX Hangar, Mo.—Granted mod. CP for power increase, new equipment, DA-N, effective as of Sept. 20, 1945.

WABY Albany, N. Y.—Granted license to cover CP for power increase, DA-N, etc.

**Applications . . .**

**SEPTEMBER 12**

KWTZ Springfield, Mo.—Mod. CP to change hours, move transmitter and DA, for changes in DA, on Sept. 10. (Pending.)

KQN, Los Angeles—Mod. license to change frequency, amended to CP for new transmitter, Sept. 10. (Pending.)

**SEPTEMBER 12**

KOH Reno—The Bee Inc. licensee of KOF, change corporate name to McCaw Broadcasting Co. of Nevada, Inc. (Pending.)

Nashville Broadcasting Co. Nashville—Granting application for renewal re-application for CP for new station at Nashville.

WJWB New Orleans—Accepted appearance of re-application for renewal.

**Network Accounts . . .**

All line Eastern Wartime unless indicated

New Business

**DEPT. OF FINANCE,** Dominion Government, Ottawa (Fifths' Victory Loan) on Oct. 10.

**KELLOGG CO.,** Battle Creek, Mich. (Kellogg's All Bran), on Sept. 20, starts Jack Larch and the Three Sons on 21 Yankee Network stations, Mon. thru Fri., 1:15-1:30 p.m.; Agency: Kenyon & Eckhardt, N. Y.

**SWEETS CO. of America,** New York (Toronto Star), milk fortification ad, on Sept. 14, starts (1) week Tuesday thru Saturday.

**CONTI PRODUCTS CORP.,** New York (Charge It), to Oct. 5, ads 9 days in New England Blue stations, totaling a total of 14 Blue stations, Tues., and Thurs., 5:15-5:30 p.m.; Agency: Jones & Co., N. Y.

**BEAUMONT LABS.,** St. Louis (4 Way Soap), on Oct. 19, starts for 13 weeks, Roake Carter, on 34 Don Lee stations, Tues. and Thurs., 6:30-7:15 p.m.; Agency: PTW.

**DR. PEPPER BOTTLING CO.,** Dallas (Diet Dr. Pepper), starts a 16 week 114 Blue network show on 114 Blue stations, Sun., 4-5:30 p.m. Agency: Tracy-Locke-Dawson, Dallas.

**Tentative Calendar . . .**

**WOKO Albany, N. Y.—License renewal (Sept. 20).**

**RCA Transfer of BLUE NETWORK to American Broadcasting System, New York (Sept. 20).**

**JOHN MORRELL Co.,** Ottowa, La. (Red Heats), on Sept. 11, adds The Beider Chat Shoppe across 40 CBS stations.

**HODGSON CO.,** Canton, Pa. (Old Homestead), on Sept. 15, adds The World on 22 CBS stations.

**AGENCY: YOUNG & RUBICAM, N. Y.**

**Renewal Accounts . . .**

S. C. JOHNSON & SONS, Frampton, Ont. (Foor wax), on Sept. 28, resumes Fibber McGee & Molly on 2 CBS Broadcasting Corp. stations, Tues., 9:30-10:45 p.m. Agency: Needham, Louis & Brobury, Chicago.


**BOSTON-MYERS Co.,** New York (Pan's Sal Hoagie), on Sept. 29, resumes Eddie Cantor's Time to Smile on 140 NBC stations, Wed., 8-9:30 p.m. Agency: Young & Rubicam, N. Y.

**VITAMINS PLUS Inc.,** New York (Vitamine Plus capsules), on Oct. 5, begins two-weekly show on 35 stations, Tues., 10:15-10:30 p.m. Agency: Compton Adv., N. Y.

**COCA-COLA Co.,** Atlanta, on Sept. 20, resubmits 9 weeks for Spotlights Band on 5 Georgia stations, Sept. 19-27, Wed., 10:15-10:30 p.m. Agency: D'Arcy Adv., N. Y.


**REYNOLDS TOBACCO Co.,** Winchester, Va., on Sept. 27, adds The Blue Note, on 52 Blue stations, Mon., 5-6 p.m. (rebroadcast 10:30-11:00 p.m.). Agency: William Etoy & Co., N. Y.

**HEINZ KB Corp, Wheeling, W. Va., on Sept. 26, resubmits Wheeling Steelworkers on 96 Blue station, Mon., 5-6 p.m. Agency: Critchfield & Chicago, Chicago.

**CONTINENTAL RADIO & TELEVISION Corp.,** Chicago (Central Radio), on Sept. 8, renew for 52 weeks World News Today on 10 NBC stations.

**AGENCY: Crittenden & Eger, Chicago.**

**NATIONAL RUBBER Co.,** Wheeling, W. Va., (cigars, tobacco), on Sept. 27, adds The National Rubbing of Green Vectors, on 37 Blue stations to programs, making a total of 101 Blue stations, Mon., 9-9:30 p.m. Agency: Walker & Downey, Pittsburgh.

**Network Changes . . .**

**LOUIS ANGELI St. Louis,** (White King, Silver Pin), on Oct. 1, adds RUG KOMO KQX KSFD to Art Baker and the News on 125 NBC stations, Mon. thru Fri., 10:45-11:55 a.m. (PTW), making a total of 17 stations.

**AGENCY: Raymond R. Morcan Co., Hollywood.**

**LEWIS-HOWE Co.,** St. Louis (Tunes), on Oct. 9, shifts Tunes show on 53 CBS stations Sat., from 8:30-8:50 p.m. to 10:45-11:05 p.m., at which time High Pals Sales Co., Chicago (beer), shifts Blue Ribbon Town on 197 CBS stations from 10:15-10:45 p.m. Agency: George Wolffe & Williams & Cunningham, Chicago, for Tunes and Warwick & Legler, N. Y., for Pals.

**DUFFY-MOTT Co.,** New York (Juices), on Oct. 13, shifts What's Your Line from 6:45-7:00 p.m. to 9:00-9:15 p.m. Agency: Al Paul Leffton Co., N. Y.

**BROWN & WILLIAMSON TOBACCO CORP.,** Louisville, Ky., on Sept. 11, adds any commercials on People Are Funny, NBC Friday, to WABY Bristol, Tenn. (British Furniture Co.), and WIOI Miami (Florida Power and Light Co., and First National Bank of Miami), in an effort to promote the program in local areas, NBC's promotion department has been using special promotional material for use as a window display.
CLASSIFIED
Advertisements

Situations Wanted, 10c per word. Help Wanted and other classi-
ications, 15c per word. Bold face listings, double. BOLD FACE
CAPS, triple. Send checks, money orders. Be sure to type all
words for box address, forms close one week preceding issue.
Send Box replies to RADIO BROADCASTING, National Press
Bldg., Washington 4, D. C.

Help Wanted
Engineer—First Class who can immediate-
ly or in short time qualify as Chief, Glee
Chorus, etc., for management. Must have
been experienced in handling local news
and in writing commercials. Will sell.
$500 Watt Network Station, Ohio and
vote for first letter. Box 306, BROAD-
CASTING.

Announcer—Permanent position with
5 kw, regional network station for draft
defered man. Box 309, BROADCAST-
ING.

Retail Salesman—Permanent position and
excellent opportunity for able experienced
man. WOC Davenport, Iowa.

CONTINUITY—NEWS EDITOR—Capable
man or woman, no entry. Being ex-
perienced in handling local news and in
writing commercials. Will sell.
$500 Watt Network Station, Ohio and
vote for first letter. Box 306, BROAD-
CASTING.

SALES PROMOTION—Excellent opportu-
nity for experienced, able, energetic
Sales Promotion Director. Duties in-
clude full charge of all Sales Promotion ac-
tivities of local independent sta-
tion in major market. Station is in the
Eastern Section. Reply should con-
tain complete experience, details, salary
requirements. Box 304, BROAD-
CASTING.

1000 WATT—New York State CBS re-
gional-station offers exceptional opportu-
nity for seasonal announcer. En-
close photograph and full curriculum in
first letter. Write Box 306, BROAD-
CASTING.

Program Director—Permanent position
with 5 kw regional network station in the
South East for qualified man. Brite
previous experience, qualifications and
draft status in your reply. Box 301, BROAD-
CASTING.

Two Experienced Announcers—$40.00 per
week to start. Write WKEE, Muskogee,
Oklahoma.

ANNOUNCER—Experienced for 5 kw
Basic Network affiliate in midwestern market.
Permanent position. Blake full salary;
properties, including experience, status;
draft status, salary expected and
rate available. Box 307, BROAD-
CASTING.

Announcer—Writer—Permanent position
to draft deferred man. $60 for 48 hours to
start. Send transcription, continuity
samples, and details to Manager, WFDF,
Flint, Michigan.

Program Director—Fully qualified, must
do news. Full details first letter experi-
ence, draft and salary. KBZT, Ot-
tawa, Iowa.

NEWMAN—ANNOUNCER. Must be
capable of writing word, draft expected.
Real opportunity for one who can
quality. Radio Station 428. Box 314,
BROADCASTING.

Draft Deferred—Licensed first, second, or
class three operators. Good vacancy in
5 kw, network station. Box 308, BROAD-
CASTING.

Central Engineer—Experienced. Perman-
ent position. Draft deferred. Ideal condi-
tions. Box 293, BROADCAST-
NING.

Promotion Man—Progressive Southern sta-
tion on major network can use a pro-
motion man willing to work. Ideal setup
with recently authorized power increase
to 6000 watts effective half frequency.
Thriving war market. Box 316, BROAD-
CASTING.

Situations Wanted
Announcer-Newsman—A decade in the
business. If you need a good staff man
write Box 312, BROADCASTING.

Situations Wanted (cont'd)

Outstanding Organizer. Operator li-
cense desired combination. Age 28—
29, permanent position. Has special
Hammond equipped for broadcasting. Exceptional work guaranteed. Box 306,
BROADCASTING.

Station Manager—Newly employed, desires
permanent position with progressive
station. Fourteen years' experience ra-
dio and newspaper. Outstanding record
in building volume and audience. Age
28—30, married with family, disk status
3-A. Box 303, BROADCASTING.

Continuity Writer—Young man, three
years solid metropolitan, rural experi-
ence. Production, announcing, dramatic
work. Will travel. Box 311, BROAD-
CASTING.

Program Director—Splendid eleven year
record with successful metropolitan
station. New challenges in familiar field.
Able to assume charge immediately.
Box 299, BROADCASTING.

Manpower Shortage!—Six years experi-
ence, announcing, programming, sales.
Draft status. Box 302, BROADCAST-
ING.

Sports Announcer—Also news, special
events. All major sports play-by-play.
Ten years experience. References. Ad-
ditional work in draft exempt. Box 300,
BROADCASTING.

General Manager—Local network affili-
ate engineer or manager or commercial
position in larger stations or larger mar-
ting area. Draft status. Opportunity for
six years newspaper. Box 296, BROAD-
CASTING.

ANNOUNCER—Thoroughly experienced
in network announcing. Includes discri-
mination. Desires change. State salary possibilities.
Box 305, BROADCASTING.

Write Box 313, BROADCASTING.

Lindlar Returns
FOR the sixth consecutive year, Victor H. Lindlar is returning to
WOR New York, for Serutan Co.
J2ersey City, with his five weekly
quarter - hour health program. Series
starts Sept. 21 in the 9-9:15 a.m. slot,
and on a 52-week contract. Agency is
Raymond C. New York.

Nozema Renewing
NOZEMA CHEMICAL Co., Bal-
timore (mediated negotiation), dur-
ing the next several weeks is re-
newing on 22 stations its Quiz of
Two Cities program. Titles vary in
different cities, but the shows are
usually half-hour weekly quiz ses-
sions. Agency is Ruthruff & Ryan,
New York.

EXPERIENCED SALESMAN
looking for tough selling job with
network station. Now in charge Na-
tional and Local Sales for outstanding
5000 w Regional Network Station.
Box 301, National or Local, has
showed large increases every year for past
three years.

Have personally sold department
stores and important retail accounts.
Good contacts in National Field.
Pleasing personality—used to handling
salesmen. Familiar with Sales Promo-
otion and all the operations of a
station. Draft Exempt.

Now wanting substantial salary.
Accustomed to hard selling and pro-
ducing results. Excellent references.
Describe position, salary, opportuni-
ties. Only interested perma-
nent position.

WRITE BOX 313, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

Radio Engineering Consultants
Frequency Monitoring

• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

SAINT PAUL, MINNESOTA

Noxema

Radio Engineering Consultants
Frequency Monitoring

• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

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• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.
Radio Promotion Speeds Bond Sales

Novel Schemes Among Campaigns Staged by Industry

FROM radio stations all over the country reports are being received about the time and effort the broadcasting industry is diverting from regular business to the promotion of the 15 billion dollar Third War Loan. Some stations are even giving up complete scheduled programs to devote all attention to the Drive as well as programming special events, stunt broadcasts, local rallies—all in the interest of selling War Bonds to “Back the Attack.”

The industry went all-out on the opening of the drive Sept. 9, with Radio Day. Dawn to dusk progress and the four major networks fired the air with the message of “Back the Attack” by purchasing an extra $100 War Bond during the 22 days of the campaign.

Effort Continues

Radio talent and time did not cease on behalf of the Loan. On Sept. 9, the industry has continued in masse on its own and with the aid of special programs, announcements and campaigns arranged by the Treasury, OWI and various other organizations working in the interest of making the drive a success.

Fearing the surrender gave radio another chance to assert its value as a medium designed to unite and inform the people as well as to serve them. The news of the surrender was announced by Gen. Eisenhower over the Ail- giers radio on the very eve of the launching of the Third War Loan. Fearing that the moral effect of the good news might seriously handicap the Drive, the Treasury immediately telegraphed stations all over the country asking them to assist in diverting the potential hindrance by increasing the listening audience that was far from being won as Italy was the weaker of the Axis trio [Broadcasting, Sept. 13].

Response Rapid

Response to the Treasury's request for the four major networks to devote one day during the next two weeks to Third War Loan promotion was rapid. Mutual, on its Bond Day, Sept. 18, scheduled 14 consecutive hours of third war promotion. Broadcasts from overseas via the BBC and programs from Canada composed part of the day's events.

The BLUE, on Sept. 19, programmed consecutive hours of fifth war shows in behalf of the drive from 8 a.m. to 1 a.m. the following day.

Remote were aired from abroad and from hospitals in this country featuring interviews with wounded servicemen.

Plans for the CBS day, Sept. 21, and NBC day, Sept. 26, were all being formulated as Broadcasting went to press. Sept. 23 has been set aside as Independents' Day for all non-affiliate stations. The schedule depends on the individual station. The NAB is acting as a clearing house between the stations and the Treasury.

Reports show that the individual stations are cooperating to the fullest and also independently promoting the drive. KMCA San Antonio, is daily broadcasting a full hour War Bond show. WBT Charlotte, N. C., is devoting a large portion of its weekly broadcast hours to War Bond promotion. We Salute program each weekday evening covers Carolina fighting men.

Feature prominent and representative people of the area, KLO Salt Lake City has made a series of one-minute transcribed appeals on behalf of the drive. Discs are being available at intervals. KREE Brownsville, Tex., is airing live appeals by public officials and clergy. N. B. C. Hartford, Conn., has built the “Victory House” in downtown Hartford complete with stage, public address and lines to the studios. Special shows originating from this point include Army band, vaudeville, orchestra, civic leaders and various radio and screen talent.

A “Victory Queen” contest was sponsored by WKBZ Muskegon, Mich., through the county bond committee. Queen candidates entered the contest with an initial Bond purchase was made. Half-hour participation program used by WENY Elmira, N. Y., during the Second War Loan is now being successfully used during the current campaign. Titled Bond Boosters the show is broadcast five nights a week. On Sept. 12, WSAV Rochester, N. Y., arranged for the personal appearance of Fulton Lewis Jr., Mutual commentator, to deliver an address from the UI of Rochester over Mutual network. Tickets for admission to the broadcast were distributed on the basis of War Bond purchases.

Fulton Lewis Jr. made the initial address opening the Drive in Columbus, Miss., over WCBU.

“Buy a Bond and Make a Record” is the slogan of KTUL Tulsa, and the special two-hour show held five days a week from a downtown street. Quarter-hour broadcast each noon opens the show with a War Bond appeal by civic and business leaders. Bonus for Bond buying customers is free recording of personal message which may be mailed to servicemen.

Bond Auction

Everyday WICA Ashtabula, O., devotes a 30-minute program, Back the Attack, exclusively to the sale of War Bonds. KDRO Sedalia, Mo. every evening is using a live hill-billy show for Bond promotion.

KRRA Lufkin, Tex., sold its entire quota of $1,200,000 in Bonds the first day of the drive. Since 7 a.m. Sept. 9 and for the duration of the drive WJUB Cookeville, Tenn., has been devoting all program time, commercial or sustaining, to the War Bond Drive. WLDJ Jacksonville, Ill., is daily programming interviews with prominent citizens. KFIZ Bond du Lac, Wis., is likewise presenting noteworthy from its area in the interest of the campaign.

Opening day stunt for WBBW Welch, W. Va., was sponsorship of a War Bond auction from the stages of the local theatres. Local merchants contributed worthwhile articles to be offered to the highest War Bond bidder. Articles were displayed in store windows and bids were taken by phone to be used as opening bids when the auction was broadcast that evening.

WCKY Cincinnati sponsored the “Miss America” contest in that area and War Bond rally was tied in with the final selection for “Miss Greater Cincinnati”. WISH Indianapolis brought the BLUE feature America’s Town Meeting of the Air to Indianapolis shortly before the start of the Drive and raised more than $2,500,000 from the sale of tickets to the broadcasts which opened the drive for Bond purchases. WLAB Albany, Ga., started its campaign with a huge outdoor rally and parade sponsored by local organizations. Shows are also being staged at a nearby Army field in the interest of War Bonds.

WAVO Vincennes, Ind., has tried out its War bond broadcast schedule to the Treasury for the Third War Loan Drive. All commercial advertisers have relinquished their commercial announcements and in addition many sponsors are presenting special shows for Bond promotion. WIP Philadelphia is continuing its Victory Caravan series which it used during the Second War Loan. Series is sponsored by local industry in the Philadelphia area.

Victory Matinee series of WBBM Chicago has aided in making the station one of the top Bond selling outlets. Series is produced by WBBM with station talent. WSDM Minneapolis will also be a series of five-minute talks by local celebrities in behalf of the Loan. WGN Chicago is sponsoring numerous radio and television War Bond promotion. Chicago civic and culture leaders also are making appeals over WGN as well as various sets of foreign groups whose representatives have members in the service.

Detroit Invaded

WENR Chicago is using every available sustaining hour and commercial talent in the interest of the drive. WWJ WJR WKYZ Detroit, Mich., all covered the mock invasion of Detroit made by Cana- dian troops Sept. 9. Civic leaders were given the tie-in with the Third War Loan was used. These stations are continuing the effort with programs and spots. WTAM Cleveland is repeating its record made in the Second War Loan by sustaining programs a week for the promotion of the present drive. KBTM Jonesboro, Ark., is broadcasting a series of programs a day after noon from various downtown business houses and different articles are auctioned for War Bonds.

Beginning Thursday, Sept. 9, and continuing every Thursday during the drive all copy on WING Dayton, O., plugs the Third Loan and there is no merchandise advertising on the WOS Beckley, W. Va., Bond Box sold $3,000 in Bonds in 60 minutes Sept. 9. WIBG Philadelphia in cooperation with a local Masonic club staged a two-hour bond rally on Sept. 13. Over a million dollars in Bonds were sold on the air and purchasers received tickets to a War Bond movie presentation at a local theatre. WJIK Chicago has been one of the champion Bond sellers in the WABC New York set- up. The station has lines into a “Victory Tent” behind one of the local department stores where personalities stage special broadcasts and then are taken to a battery of telephones installed by WABC to take pledges for Bonds.
THERE'S a new name on the horizon in the "Heart of America." Through the splendid cooperation of prominent advertising men in all parts of the country who submitted hundreds of excellent name suggestions, it was possible to decide upon one best describing the idea and the purpose of this newest of KMBC firsts—livestock farms operated in service to farmers everywhere. Here the teachings of Phil Evans, KMBC's farm editor, are given practical application, and the findings resulting therefrom are passed on to KMBC listeners. With such a fundamental simplicity of purpose, it is only logical that the name KMBC Service Farms should result. We of KMBC congratulate Merle Sidener of Sidener and Van Riper, Inc. in Indianapolis for submitting the winning name, and extend our deep appreciation to all, for it was the accumulative contributions of everyone making possible the final selection.
DOES IT BEAR FRUIT?

... LOOKEE!

SIZE is no measure of productivity. If radio coverage, big or little, doesn't bear fruit in paying quantities, it is worthless.

In the case of WKY, you can get BOTH big coverage and big productivity. WKY's coverage is greater than that of any other Oklahoma City station—an incontrovertible engineering fact. WKY's superior productivity is based on the hard, cold fact that far more persons listen to WKY than to any other Oklahoma City station. The June-July Hooper shows WKY with 44.3% of Oklahoma City's morning listeners; 58.1% of its afternoon listeners; and 53.0% of its evening listeners.

WKY has the two things necessary to make radio advertising bear fruit abundantly... coverage AND listeners.

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