State Fairs are an important part of the daily living of people in Midwest America. WLS took the State Fairs to our friends who could not visit the Indiana, Michigan and Wisconsin expositions this year, with daily broadcasts from each fairgrounds. We went to the fairs to meet personally our listeners who did attend. We took the full WLS National Barn Dance to the Indiana Fair...put on three free stage shows daily in the WLS-Prairie-Farmer tent. This tent is always "home" to our listeners—a place to check their parcels, to eat their lunch, to meet their friends. For Illinois, which had no Fair this year, WLS broadcast a week-long "State Fair of the Air." Being so closely in touch with these homey, honest, hard-working people is one reason why "WLS is one of the family in Midwest America"...and a reason why WLS Gets Results!
For the past 23 years the Oklahoma Agricultural and Mechanical College at Stillwater has conducted a Farm and Home Week during August. Featuring the combined services of the Agricultural experiment station and the Extension Division, this annual event has been the high point in farm educational activity in Oklahoma. This year, as a result of wartime restrictions on travel, a cancellation was deemed necessary. But the need was greater than ever. Recognizing this, and knowing from past experience that KVOO could probably do something about it, College officials called Sam Schneider, KVOO farm Editor, into consultation.

The result of this conference is history, and very good history for the Farm and Home Week. Four broadcasts a day, each day of the week, planned, directed, and broadcast direct from the college campus by the KVOO Farm Department, brought this important week's events to Oklahoma's farms. What this vital extra service meant to Oklahoma agriculture in wartime is impossible of appraisal. But we know that here is a first in farm service that means something!

Giving farmers what they want in authentic, timely information is a policy that has made KVOO the Southwest's leading farm station.
Coverage?
The Entire U. S.—Our Primary Area—Covered Regularly by Our Station Relations Staff

Power?
An 870 Station Network With Over 4000 Kilowatts

Audience?
130,000,000 Radio Listeners in the United States

Impossible?—Not At All
OUR "SURVEY," THE 1943 MUSIC GUIDE, TELLS YOU WHY SESAC MUSIC IS USED ON A GREATER NUMBER OF STATIONS THAN ANY OTHER MUSIC

WE'LL BE GLAD TO SEND YOU A COPY

MORE BONDS FEWER BATTLES

New Address:
475 FIFTH AVENUE
NEW YORK 17, N. Y.
The Beautiful Ante-Bellum Homes of Natchez

ARE IN WWL-LAND

And so are 608,090 radio homes from 5 different states!

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

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

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CURRENT advertising schedules on our books are the heaviest in history.

Yes, suh! Nashville and the whole Nashville trade area are poppin' open with prosperity. Nashville is the market hub for a wide and rich agricultural area, now cashing in on 1943’s record-breaking crops and livestock. Industry, too, keeps on setting new high records. Every type of business is on a sustained boom.

The way to “take” this market is now, more than ever before, through WSIX. Our 5,000 watts (day and night) on 980 kc blankets the Nashville market.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.

5000 WATTS

980 KILOCYCLES
Technical progress depends upon tireless experiment to perfect performance.

Sylvania circuit engineers are performance perfectionists. They conduct never-ending tests on new circuit and tube combinations using experimental equipment. They constantly improve radio and electronic tube quality. And they compile data that is the raw material of invention.

This long-range Sylvania research policy, which maintained our standard of quality in peacetime, has proved invaluable in wartime. It has contributed to the improvement of military communications, to the volume production of cathode ray tubes, and to the development of timesaving electronic devices for war industry.

And it will prove no less valuable when victory widens the radio-electronics field. It will contribute to the development of FM radio and practical television. It will help to convert electronic military secrets of today into everyday miracles for better life and work tomorrow.

SYLVANIA ELECTRIC PRODUCTS INC.
Emporium, Pa.
RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
COLUMBUS IS NOW GEORGIA'S 2nd CITY!

With one of the largest percentage population gains of any American city—25.9% increase in civilian population between April 1st 1940 and March 1st 1943—Columbus has now moved into second place among Georgia's metropolitan cities.

In addition, Columbus offers the advertiser a bonus of Fort Benning, the nation's largest permanent infantry school, with a greater officer personnel than any other post in the country. The pre-war payroll at Ft. Benning amounted to $4,000,000 a month and is now much larger.

If you aren't covering Columbus, you aren't covering Georgia—and the best way to cover Columbus is with WRBL, which Hooper shows blankets Columbus with a rating of 81.2% low to 96.8% high. Any hour of the day or night, at least four out of five Columbus listeners are tuned in on WRBL.
John Elmer, in that we didn’t start work at ten. But, praised be the Lord, we have come up the hard way so far as our careers in radio are concerned. Every man in our outfit started at the bottom of the ladder and literally learned this business from the ground up.

So what? Well, so we know what radio advertising is, and where it fits into merchandising plans, and how to help make it the most effective medium you can use. That’s our primary conception of good radio selling, here in this pioneer group of radio station representatives.
Decca Pact Covers Fees Direct to Union

Will Be Used for AFM’s Private Relief

FORMAL contracts between the American Federation of Musicians and Decca Records Inc. and World Broadcasting System, which were reported in the final stage of preparation on Friday, permit these companies to employ AFM members for the making of phonograph records and transcriptions in exchange for the payment of royalty fees by the companies directly to the union, according to A. Rex Riccardi, assistant to AFM President James C. Petrillo.

Acceptance of this principle, which had been vigorously rejected by the recording industry including both World and Decca when the AFM first proposed it last February, is considered a major victory for Mr. Petrillo and his union, which is understood to have exclusive administration of the revenue, to be used for a relief fund for the benefit of the union's unemployed members.

Six other transcription companies last week stood pat on their refusal to support “a private AFM relief roll.”

No ‘Unfair’ Clause

Contract does not require the withholding of the World library transcription service from stations labeled unfair by the AFM, Mr. Riccardi said. This had been suggested by the union as a possible means of settling its ban on transcriptions during earlier negotiations with the transcription companies who had turned it down at the time as being both illegal and bad business practice.

Contract terms, said Jack Kapp, Decca president and WBS chairman, “cover a period of four years beginning Jan. 1, 1944, but allow for the making of new phonograph records and transcriptions immediately. The contract provides that Decca will pay fees at a set rate for every phonograph record sold, ranging from ¼-cent on a record sold to the public for 35 cents, increasing to 6 cents for a record selling for $2, and 2½% of the retail price above that amount.

“For electrical transcriptions used for broadcasting, Decca subsidiary, World Broadcasting System, is agreed to pay 3% on the rental revenue from transcriptions used more than once. For commercial transcriptions used only once and then discarded, there will be no fee other than the normal payment of wage scales to musicians.

“None of these fees will be passed on to the consumer,” Mr. Kapp stated.

Importance the AFM attaches to the principle of payment directly to the union may be gauged from the fact that the union was willing to accept a contract which, if accepted by every company making phonograph records or transcriptions, will produce fees of less than $500,000 a year, a feeble sum when contrasted with the $15,000,000 to $20,000,000 a year which Mr. Petrillo estimated the AFM could get from the phonograph record companies alone, “with any sort of a fee” (Broadcasting, June 28).

Union also agreed to let the contract run more than twice as long as the two-year term it originally set as the maximum.

The contract terms were outlined to the other transcription companies—Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio Recording Division and Standard Radio—whose appeal to the Government Labor Board to let the union proposal, which the AFM recording ban had resulted in the appointment of a War Labor Board panel to conduct hearings on the matter, during an off-the-record session of those hearings in New York last Tuesday morning.

WOR New Recording

These six companies declined the union’s offer to let its members return to work for them at once if they would agree to accept any agreements that might be negotiated between the AFM and World. WOR Recording Studios, which has no library service and therefore is not required to pay any fee to the union or anyone else beyond the normal wages to musicians, on Wednesday signed such an agreement with the AFM for commercial transcriptions only, receiving permission to begin recording immediately, although no transcriptions are to be released until the final contracts have been signed. WOR was not a party to the WLB panel proceedings.

In rejecting the offer, A. Walter Socolow, attorney for the six companies, said that information about the contract revealed to them during an off-the-record session with the AFM on Tuesday morning included terms that were “thoroughly abhorrent” to his clients, whom he described as “completely and totally” unwilling to accept them. This stand had been made clear, he said, in a letter written to the union on Feb. 23 by a number of companies making phonograph records and transcriptions, including both Decca and World.

Mr. Socolow did not then amplify his statement, made Tuesday afternoon during a public session of the hearing, but at the conclusion of the session he told the press: “It’s a slush fund and we won’t subscribe to it.”

Attitude of WLB

“The letter referred to was a rejection of an AFM proposal to call off its ban on recording in exchange for the companies agreement to pay to the union a fee on contracts to use the recording companies, said Mr. Petrillo in statements later made to the press.

Mr. Petrillo stated, “If that assumption that a specific industry owes a special obligation to persons not employed, by it—an obligation based only on such persons membership in a union . . . “Any such private and isolated system of unemployment relief within an industry is not only contrary to public policy, but would be in direct conflict with the various plans under discussion in Government circles for the expansion of uniform and nationwide social security measures.”

After announcing his clients’ rejection of the union proposal, Mr. Socolow asked the panel for a WLB order to the union to make its members available to his clients as well as to World, to eliminate any competitive advantage to this company. He also requested an immediate resumption of the panel’s hearing on the recording ban.

The panel postponed action on these requests until the following Monday [Sept. 27], pointing out

(Continued on page 61)
Brown Quits CBS in Censor Protest

Winchell Joins Attacks Against White Rule

On Editorializing

CECIL BROWN, whose stormy career as a CBS foreign correspondent saw him banned from the air by both the Italian and the British governments, found that the truth as he saw it despite censorship restrictions, has resigned from CBS.

Announced reason is disagreement with the network's news policy forbidding the expression of editorial opinion by commentators, which has recently been under fire from H. V. Kaltenborn and Walter Winchell.

CBS announced last week that Bill Henry of the network's Washington staff will take over Mr. Brown's 8:55 p.m. news period, sponsored five times weekly by Johns-Manville Corp., effective with the Sept. 27 broadcast.

CBS Viewpoint

Following a statement Sept. 9 by Paul White, CBS director of news broadcasts, to the AP managing editors that there would be no more editorializations, contractual matters are born out the cudsels for the radio commentators at a meeting of the NAB Radio News and Public Relations Committees on Sept. 15 to which Mr. White rejoined.

On Sept. 29 CBS published a portion of these instructions as a full-page advertisement in one Washington and two New York newspapers.

CBS contention basically is that the commentators should help listeners to interpret the facts on controversial issues, but should leave them free to make up their own opinions.

The debate was debated on the CBS People's Platform last Saturday by Morris L. Ernst, author, lecturer and attorney for the Newspaper Guild, and Sydney Kaye, executive vice-president and general counsel of BMI.

Mr. Brown announced he was leaving CBS at a news conference at his New York residence last Wednesday, when he made public a letter written that day to Paul White, in which he states: "My resignation was submitted because, as an American citizen, find it impossible to continue my work under the network's policies, as you have formulated for CBS."

Brown Contradicts White

Taking issue with a statement in PM, New York newspaper, that "White said that Brown's departure was in no manner connected with the present censorship row... (10/3) Brown in which he states: "My resignation was submitted because, as an American citizen, find it impossible to continue my work under the network's policies, as you have formulated for CBS."

World Series on One Network

Opposed by Senator Maybank

WORD, Spartanburg, to Carry Games Following Protest Submitted by Station to FCC

EFFORT by Senator Maybank (D-S.C.) to make the World Series available to all stations irrespective of network affiliation was revealed last week in a letter the Senator wrote to Judge Emanu- saw Mountain Landis, baseball, in which he urged that an event of such universal public interest should not be confined to one network or particular group of stations. Judge Landis' reply was not altogether satisfactory to him, Senator Maybank said, and he has written the Judge for clarification.

Complaint to FCC

Senator Maybank's view was highlighted recently when Roger Shaffer, manager of WOR, telegraphed the FCC soliciting its con- currence in securing the series broadcasts for the 25,000 soldiers of nearby Camp Croft and the citi- zens of Spartanburg. He said Mut- ual had refused to carry the series on the ground that WMRC, 250-watt Greenville station 30 miles distant, provided satisfactory coverage. The tele- gram stated that an engineering survey had indicated WMRC does not have a satisfactory signal over Camp Croft and Spartanburg.

The situation was resolved, how- ever, when Richard F. Connor, Mu- tual station relations executive, telegraphed WORD: "Please be advised that neither Mutual nor WMRC have any objections to your carrying the world series broad- casts. Any arrangements you make with the advertising agency, Max- on, Inc., are acceptable to us." Mr. Connor also telegraphed to this effect after it had queried Mutual about the case.

Plans are going ahead by Gillette to purchase WORD to carry the series in addition to WMRC, ac- cording to Maxon. R. A. Jolley, owner of WMRC wrote Mutual Aug. 30, according to the network, stating that WMRC were glad to feed the series to WORD and were benefitting from the arrangement because of the interest shown by fans and explaining that WMRC had objected to the arrangement last that date. This request was grant- ed and became effective following his final broadcast for Johns- Manville last Friday.

Walter Winchell's attack on the network's "no editorial opinion" rule appeared in his column in the New York Daily Mirror last Tues- day, wherein he stated, in part: "Shipping for the minute the possi- bility of free speech and free press, the point comes up- who owns the air? The idea seems to prevail that certain wavelengths are reserved only for certain holders and can be taken away from them if they operate contrary to the public welfare. Since freedom of expression is guaranteed in the Bill of Rights, who would strike this wonderer that CBS is making the best use of its franchise when it orders a ban like that?"

Declaring that the rule is dan- gerous in time of war, as a re- porter for CBS might be "stopped from attacking the poison of the text of Japan and Germany and Italy," Winchell continued that "aside from being a danger- ous rule, it's a silly one. Any re- porter worth a damn doesn't need such a nonsensical rule in an hour. But that way lies vicious and ir- responsible reporting."

"Radio has committed many sins," he concluded, "but its record on news has been swell. Now if it reduces news reporting to the level of some executives, then it'll be time for the air to be purified."

CBS News Policy Explained By White

Responsibility to Serve the Public Interest Stressed

REITERATING the "long-established" CBS policy of forbidding its commentators to editorialize the news, Mr. White stressed the responsibility of the listener, Paul White, CBS director of news broadcasts, last Thursday spoke before a luncheon meeting of the Ass'n of Radio News Analysts at the Hotel Algonquin, New York.

His talk, in which he further explained the CBS news policy, fol- lowed closely on the heels of recent criticism against it by such commen- tators as Walter Winchell and H. V. Kaltenborn [BROADCASTING, Sept. 20].

Public Interest

"In view of the limitation on fre- quencies and the number of possible networks reaching coast-to- coast audiences," Mr. White said, "a considerable responsibility to serve the public interest rests upon individual station and network managements . . . Complete Jour- nalistic freedom probably is attainable in an ideal, but the fact that it is difficult if not impossible to attain does not seem to me to impair the ideal itself, nor excuse the broad- casters from a constant and vigi- lent effort to attain it."

"To sum up," Mr. White added, in conclusion, "every item of genuine news interest, irrespective of what it is, will be presented fearlessly and fairly over CBS. Our schedules are wide open to the most partisan speakers on every major controversial issue in the news, where the battle of opin- ion can be waged as (and where it is announced as such). This is most important to us be- cause it eliminates the camou- flaged fact that opinionated reporters could otherwise insinuate into a field which we think should remain simon-pure, honestly objective, and editorially neutral."
Radio Prepares Nationwide Retail Drive

116 Cities To Hear Presentation By Broadcasters

RADIO UNDERTAKES its most ambitious drive for business—the retail field—with the world premier of its retail promotion plan, in Washington Oct. 12. The campaign is concluded Nov. 10, entailing an overhead of approximately $125,000, a coast-to-coast itinerary of 116 cities will have been covered with master showings. Retailers and advertisers representing a substantial percentage of the entire field will have viewed the Jam Handy-produced talking motion picture and companion slide film.

The Washington premier, at the Statler Hotel, culminates a year and a half of planning and production by the Retail Promotion Committee of the NAB, headed by Paul W. Morency, general manager of WTIC Hartford, and one of the most aggressive men in radio. Sheldon R. Coons, expert in retailing and advertising, did the spade work, assisted by Dr. Julius Hirsch, economist, and author of standard text books on distribution costs and Dr. Paul Lazefard of Columbia U's radio research branch. They made surveys among consumers, radio listeners, retailers, radio advertisers and agencies.

Lewis H. Avery, director of Broadcast Advertising of the NAB and secretary of the Retail Promotion Committee, has coordinated the plan, and has arranged for the immediate direction of Mr. Morency. A bird's-eye view of the project, supported by more than 400 stations, has been given broadcasters at district meetings held during the last few weeks.

Preview to 1,000

The premier in Washington under the auspices of Washington stations will be before a representative audience of retailers, industrial and government officials expected to exceed 1,000. Thereafter, showings will be made in 120 cities having a population of 75,000 and over. It was estimated that at least 25,000 of the country's leading retailing and radio executives will view the presentation.

The comprehensive survey and showing will delineate how radio can serve them, as the largest single industrial entity in the nation, in the same way it has served practically all other fields engaged in merchandising products and services. Radio, while steadily increasing its clientele among retailers, has not been able to gain industry-wide acceptance in a retail field.

Following the Washington kick-off, 15 broadcasters, selected to serve as masters of ceremonies for the industry showings, will begin their sectional tours. These men, carefully trained in their duties, will go to specially arranged schools, one to be held in Detroit the week of Oct. 4 and another in New York the week of Oct. 11, will be equipped with films and projectors and will work through local committees of broadcasters.

Although national networks and their managed and operated stations, as well as many of the larger stations in the committee, probably will reap no real benefits from the campaign, because of national S. T. P. commitments, they pitched in wholeheartedly in helping to underwrite the project, according to the NAB committee breakdown. The National Retail Dry Goods Association, the National Retail Hardware Association, and gave the committee helpful cooperation all down the line.

The Washington committee handling the premier includes Carleton Smith WRC, Carl Burkland WTOP, Henry Seay WOL, Ben Baylor WAML, and Ben Larson WWDC. This showing will set the pattern for all other presentations.

Traveling M.C.'s

Broadcasters selected to serve as masters of ceremonies for the Travelling Serial show are: M. F. "Chick" Allison WLYW - WSAI; Lewis H. Avery NAB, Harry Burke WOW, Donald D. Davis WHB, James Gains NBC, Arthur Hull Hay WABC, Kingsley P. Horne WEEI, Walter Johnson WTCI, John Nell WOR, John M. Outler WSB, Clyde Pemberton KFJW, William R. Royal, Frank Webb KDDA, Frank P. Wright San Francisco Radio Broadcast Bureau, and E. Y. Planigian WSPD. All the cities in which the master showings are to be made have been notified of the dates, and as soon as confirmations are received a complete schedule will be released. C. C. Armstrong, executive treasurer, was in New York last week arranging the itinerary.

The presentations are designed to cement friendly relations and understanding between retailers and broadcasters by showing in detailed dramatic form the mutual problems of both. The whole plan is one of rendering a service to retailers that will produce results for both client and medium.

Inertia in use of radio by retailers led to the launching of the promotion plan at the NAB Convention in May. 1943. Following an exhaustive study by an industry committee headed by Mr. Morency, the campaign was agreed upon upon the most pressing basis ever undertaken in radio. The problems to be coped with, it was agreed, were lack of understanding of retailers' problems by broadcasters and, conversely, too little knowledge of the use of broadcasting on the part of retailers.

Five Sections

The master showing of the plan consists of: (1) A History and Development of Retailing—a talking motion picture featuring Sheldon R. Coons; (2) Distribution Tomorrow—a critical analysis of post-war problems by the master of ceremonies, using prepared charts; (3) "America Takes to the Air"—a talking slide film designed to aid retailers and distributors in the use of broadcast advertising. The books designed to aid retailers and distributors in the use of broadcast advertising will be presented. These five books are intended to convert the interest expressed through the presentation into action by retailers. They cover: How to Buy Radio Time; How to Measure Radio Advertising; How to Promote Your Radio Program; The Elements of a Successful Radio Program; and Radio and Retailing in 1943.

The Committee appointed at the NAB Convention in Cleveland in May, 1942, to study the whole retail problem and to recommend a course of action, headed by Mr. Morency, included: Robert Donald WISH, Gene L. Cagle, Texas State Network; Dietrich R. Robinson, KDKA, Pittsburgh; James V. McConnell NBC, Kennedy K. Hatchakopian NBC, Detroit; John H. Hall Hayes WABC, Walter Johnson WTCI, G. L. McCarthy ABC, York; Bob Druke, Charles J. Roux KOL, William Crawford WOR, and Lewis H. Avery, director of broadcast advertising NAB, who are named secretaries of the committee.

The Advisory Committees which prepared specialized data were:

- Advisory Committee of Time Buyers on Study of Purchase of Radio Time—Charles J. Ayres, Boudinot & Hage Inc.; J. T. France, Young & Rubicam Inc.; John D. Hagedorn, WGN; James T. Cooper, WOR.
- Advisory Committee of Executive Directors on Production of Radio Programs and on Sales Promotion—Charles F. Phillips, ABC; W. L. S. Brown NBC, Thomas D. Conoley CBS, Joseph Creemer WOR, W. J. Hauser BLU.
- Advisory Committee of Broadcast Executives on Study of Radio, Film and Print in Radio Dealers' Advertising—Jack Coopers, chairman, William A. Reishe, Radio Show; Harold L. Fair WHQ, chairman, William J. Adams, WCHS.

SHOWINGS OF RETAIL PLAN

LIST of cities to be covered in the sectional presentations of the NAB Retail Promotion Plan through Nov. 10:

- ALABAMA—Mobile, Montgomery.
- ALASKA—Juneau.
- ARIZONA—Phoenix.
- CALIFORNIA—Los Angeles, Oakland, San Francisco.
- COLORADO—Denver.
- CONNECTICUT—Norwalk, Hartford.
- FLORIDA—Gainesville, Jacksonville, Miami.
- GEORGIA—Atlanta, Columbus, Macon.
- IDAHO—Evansville, Fort Wayne, Idaho Falls.
- IOWA—Cedar Rapids, Davenport, Des Moines, Dubuque, Sioux City, Council Bluffs.
- KANSAS—Wichita.
- KENTUCKY—Louisville.
- LOUISIANA—New Orleans, Shreveport.
- MARYLAND—Baltimore.
- MICHIGAN—Flint, Kalamazoo.
- MINNESOTA—Albert Lea, Duluth, Minneapolis, St. Paul.
- MISSOURI—Kansas City, St. Louis.
- NEBRASKA—Lincoln, Omaha.
- NEW HAMPSHIRE—Manchester.
- NEW JERSEY—Newark.
- NEW YORK—Albany, Buffalo, New York, Rochester, Utica.
- NORTH CAROLINA—Asheville, Charlotte, Durham, Fayetteville, Newport, Burlington, Greensboro.
- NORTH DAKOTA—Fargo, Grand Forks.
- OHIO—Akron, Canton, Cincinnati, Cleveland, Columbus, Dayton, Springfield, Toledo, Youngstown.
- OKLAHOMA—Oklahoma City, Tulsa.
- RHODE ISLAND—Providence.
- SOUTH CAROLINA—Charleston, Columbia, Greenville, Spartanburg.
- TENNESSEE—Bristol, Chattanooga, Kingsport, Knoxville, Memphis, Nashville, Pigeon Forge, Gatlinburg, Nashville, TEXAS—Austin, Brownsville, Dallas, El Paso, Fort Worth, San Antonio.
- UTAR—Provo.
- VIRGINIA—Danville, Lynchburg, Richmond.
- WASHINGTON—Seattle, Spokane, Tacoma, Portland.
- WEST VIRGINIA—Beckley, Charleston.
- WISCONSIN—La Crosse, Milwaukee, Racine, Wausau.

BROADCASTING • Broadcast Advertising

September 27, 1943 • Page 11
Approval of Blue Sale to Noble Is Seen

FCC Cites Stand On Freedom of Speech

ACQUISITION of the BLUE Network Co. by Edward J. Noble from RCA for an 8 million dollar cash figure was seen as a virtual certainty despite a culling given the New York's major swing to the Blue Network on network programming policies at the concluding hearing before the FCC sitting en banc in Washington last Monday.

Obviously using the hearing as a vehicle for commitments on future policies of the BLUE regarding sale of time for exploitation of "ideas" as well as products, FCC Chairman James A. Fly held the record on the tranfer hearing open until Mr. Noble supplies a broad statement of proposed policies, particularly of speech". Mr. Noble was subjected to the same sort of questioning, largely by Chairman Fly and Commissioner C. J. Durr, as that fired at Mark New York's SRC president, during his appearance Sept. 10.

Code Criticized

There appeared to be no basis upon which the Commission could deny the transfer, which involves only the assignment of the licenses of the three BLUE-owned stations WOR, New York; ENR Chicago, and KGO San Francisco. It was expected however, that the opinion, supported at least by a majority of the Commission, would criticize sharply the provisions of the NAB Code of Ethics, adhered to in principle by the networks.

These provisions deny sale of time for discussion of controversial issues, and exclude membership in labor or cooperative groups from using the air for spreading of their ideologies and solicitation of members.

Because Mr. Noble's agreement with three New York banks covering a loan of 4 million dollars expires Nov. 1, it was expected that Commission action would be forthcoming prior to that time. Mr. Noble's statement of policy regarding sale of time to labor unions, cooperatives and other groups not identified with brand name exploitation, it is anticipated, will be filed within a fortnight.

Several points were clared up first hand by Mr. Noble in his testimony including:

(1) Retention of the name "BLUE Network Co." for the foreseeable future. American Broadcasting System Inc. is simply a holding company and there is no present idea of substituting that name for the BLUE.

(2) Executive personnel of the BLUE, including Mark Woods as president and Edgar Kobak as executive vice-president will be retained.

(3) Mr. Noble has no immediate plan of taking in partners on the BLUE. On a long-range basis he proposes to offer stock amounting to less than control, to the BLUE management, to affiliates of the network and, possibly later on, to the general public.

(4) James H. McGraw Jr., chairman of McGraw-Hill, business paper publishers, was definitely interested in buying a controlling interest in the BLUE with Mr. Noble but dropped out at the eleventh hour because of health. He is "definitely and permanently" out of the picture and will not join in the venture.

(5) An independent survey will be made by Mr. Noble of Blue Network program policies with a view to establishing those that will best serve the public interest.

(6) Mr. Noble has no plans on future additional financing, particularly in connection with new broadcasting services, but is in a position himself to acquire funds through his own resources.

(7) The $8,000,000 price established for the BLUE did not embrace a separate figure for each of the three owned stations and he had made no attempt to "reconstruct" values for the stations. The network was purchased as a going concern based on "ordinary public practices".

Despite repeated statements by Mr. Noble that he had an "open mind" on the whole matter of program acceptance, Mr. Fly insisted upon nailing him down by citing specific program sponsors as compared to hypothetical leagues or organizations which might desire to spread their gossips via radio. He took the position that time should be available to television organizations, labor unions included, where they have "ideas" to sell in the public interest.

Sale of 'Ideas'

The network regulations came into focus during the hearings, with Mr. Woods recalled to the stand in connection with station complaints on refusal of the BLUE to provide programs desired over these non-network outlets by advertisers. These related particularly to the Jergens-sponsored Walter Winchell program Sunday nights. A case cited by both Chairman Fly and Commissioner Paul Walker as a "violation" of the network regulations involved WRAL Raleigh, Mutual outlet, which sought the Winchell program and evidently convinced Lennen & Mitchell, Jergens agency, that it should have the program. Mr. Woods explained that WRAL sought only the Winchell program at full card rate but, despite negotiations, had not come to terms on a regular affiliation agreement with the BLUE.

The whole tenor of the two days of hearing on the BLUE transfer was viewed as test in the newly found authority of the FCC stemming from the May 10 Supreme Court decision on network regulations. This opinion, forming the basis for the industry drive for remedial legislation at this session, appears gaining Commission control over the "composition of the traffic" over the air, dealing with programs. It also conveys expensive powers relating to business operations of the industry upon the Commission.

Renewed efforts by Philip Handelman, New York attorney representing Donald Flamm, former owner of WMCA, in his suit against Mr. Noble seeking reversion of the latter's purchase of WMCA in 1941, were unceremoniously blocked by Chairman Fly at last Monday's hearing. Mr. Handelman sought to appear in his own right as an attorney and a citizen on the question of Mr. Noble's fitness to own a network. Mr. Fly, however, was all prepared with a formal opinion he read, and excluded any statement by the New York counsel. A subsequent petition to intervene filed by Mr. Handelman was tentatively denied prior to adjournment of the hearing, but a formal ruling would follow from the Commission, Mr. Fly declared.

CIO Statement

A prepared statement by Len deCaux, national publicity director of CIO, was placed in the record prior to adjournment. Mr. deCaux reiterated previous CIO statement opposing industry policy on windowing and sale of time to labor organizations. He criticized present practices and fayed particularly the NAB Code. He advocated more free time for

(Continued on page 2)

Cox Probe Invites FCC Side in Testimony on RAID and FBIS

Hearings Expected to Resume In Washington This Week With Craven on Stand at Start

RESUMPTION of hearings in Washington by the House Select Committee investigating the FCC is expected this week. The FCC, it was learned, has been invited to present its side of the case involving Federal activity in the Intelligence Division and the Foreign Broadcast Intelligence Service.

While no date has been set, it was learned at Cox Committee headquarters that a meeting of the five man investigating group would be held probably today (Monday) with the hearings to start a day or two afterward. Absence from Washington last week of Rep. Wigglesworth (R-Mass.) precluded the setting of a resumption date.

Garey to Call Craven

It was expected that the Committee general counsel, Eugene L. Garey, first would call Commissioner T. A. M. Craven to the stand to resume his interrogation on the so-called war activities of the FCC, begun last July. In his previous appearance Commissioner Craven, often at loggerheads with Mr. Fly, did not feel the policy, said he would be disposed to follow the recommendation of the joint chiefs of staff that RAID activities be transferred to the military and that FBIS functions be curtailed.

But he urged that some war agency retain control of FCC efforts. Other RAID activities were considered important by the war agencies themselves.

Meanwhile, Commissioner Wheeler of the Senate Subcommittee disclosed that hearings on the White-Wheeler bill, originally slated to begin May 25, have been again postponed. The Senator indicated that it will be four or five weeks before he can go ahead with the hearings.

Senator Wheeler explained that other legislative matters will demand his attention in the immediate future. He referred to his bill to delay the drafting of fathers, debate on which is expected to begin on the floor of the Senate this week, and a bill concerning railroad rates, on which hearings have not yet begun concluded.

Senator White (R-Me.), who has had to begin hearings on the measure by Oct. 1 [Broadcasting, Sept. 20] was out of town last week.

Preliminary conversations have been held by Mr. Garey and Charles Mitchell, Jergens agency, that it should have the program. Mr. Woods explained that WRAL sought only the Winchell program at full card rate but, despite negotiations, had not come to terms on a regular affiliation agreement with the BLUE.

The whole tenor of the two days of hearing on the BLUE transfer was viewed as test in the newly found authority of the FCC stemming from the May 10 Supreme Court decision on network regulations. This opinion, forming the basis for the industry drive for remedial legislation at this session, appears gaining Commission control over the "composition of the traffic" over the air, dealing with programs. It also conveys expensive powers relating to business operations of the industry upon the Commission.

Renewed efforts by Philip Handelman, New York attorney representing Donald Flamm, former owner of WMCA, in his suit against Mr. Noble seeking reversion of the latter's purchase of WMCA in 1941, were unceremoniously blocked by Chairman Fly at last Monday's hearing. Mr. Handelman sought to appear in his own right as an attorney and a citizen on the question of Mr. Noble's fitness to own a network. Mr. Fly, however, was all prepared with a formal opinion he read, and excluded any statement by the New York counsel. A subsequent petition to intervene filed by Mr. Handelman was tentatively denied prior to adjournment of the hearing, but a formal ruling would follow from the Commission, Mr. Fly declared.

CIO Statement

A prepared statement by Len deCaux, national publicity director of CIO, was placed in the record prior to adjournment. Mr. deCaux reiterated previous CIO statement opposing industry policy on windowing and sale of time to labor organizations. He criticized present practices and fayed particularly the NAB Code. He advocated more free time for

(Continued on page 2)

Congratulating New York Columnist Ed Sullivan (right) on his first Ed Sullivan Entertainments program, CBS's President William S. Mennen, president of the Mennen Co., sponsor of the Monday night celebrity interviews.
$150 PER WEEK BUYS

"15 MINUTES ACROSS THE BOARD" with

Bob Perry

Boston's most popular master of ceremonies

2.1 RATING

17.3% OF LISTENERS

(According to Hooper Survey—Winter & Spring 1942-1943)

Transcription of Perry's Voice
Furnished on request...

Associated Press and United Press News
Every Hour on the Hour

WORL

BOSTON, MASS.
Radio Puts Over Picture Promotion
Columbia Studio Traces Film Success to Novelty Spots

WHEN executives of Columbia Pictures Corp. in New York, sat down last March to figure out what promotion to use for the spring re-release of "The More the Merrier", they little thought they would hit on an advertising scheme resulting in the largest and most colorful in any Columbia picture.

According to Nate G. Spingold, vice-president of Columbia Pictures, promotion on the film posed a definite problem. The story was not based on any well-known book or event about which the public could have any previous knowledge, and therefore, it was necessary to select a medium with an already-established audience, a large percentage of which could be counted upon as part of the movie-going public.

A second phase of the promotion problem was to discover a technique geared to the high comedy angle of the picture itself, the story of a girl living in Washington who patriotically shares her apartment with two strange men.

Radio Solves Problem
Radio in the form of 53 programs commanding established audiences solved the problem. Highly amusing radio commercials which registered high in the Gallup Audience Research Poll of "publicity penetration", overcame the second requirement. Results were "more than satisfactory", Mr. Spingold stated, adding that "radio was definitely the major factor in the amazing success of the picture."

An attempt was made to place radio as the prime medium backed up by newspaper ads plus local merchandising, the question arose as to which programs to use in which cities.

Columbia Pictures because of its branch locations divided the United States territorially to cover 31 key cities; programs in 63 cities were chosen on the basis of popularity and established audience, and the final result was a simultaneous campaign promoting "The More The Merrier", actually covering 290 city days and date bookings throughout the country. Total advertising appropriation for the picture was $15,000, $90,000 of which went to radio.

Quarter-hour news programs were scheduled in the majority of cases, and where newscasts were unavailable, 5 and 10-minute programs were prepared on radio from Hollywood "chit-chat" shows to recorded musical programs. The radio campaign started April 5 on a nationwide basis, and ran eight weeks prior to the picture release between May 12 and May 17.

This eight-week schedule was especially arranged to allow for six weeks of advance "teaser" announcements, and two weeks of plugs while the picture played at the first run theatre and for the subsequent playing at neighborhood theatres. Authorized by Carrol Carroll of J. Walter Thompson Co., Hollywood, and two other writers, curbs, Cal spots (50) were prepared in advance of the campaign so that Columbia could prepare a merchandising folder for managers of the 53 radio stations, and for representatives of the company's branch offices. This folder contained preliminary examples of the unusual announcements, which ranged from 30 seconds to one-minute in length, with numerous suggestions on advance and "after-opening" promotion.

The campaign for "The More The Merrier" stands out among picture promotions for the ingenuity and humor in the commercials. Columbia felt it had a "selling" story, with three such stars as Jean Arthur, Joel McCrea and Charles Coburn, and a well-known comedy director, George Stevens. All of these naturally received considerable mention, but in writing the commercials Columbia executives used "Dingle"—CBN's name in the picture—as the theme of most of the announcements. For example—

ANNOUNCER: "If you think a Dingle's stupid . . . then you don't believe in Cupid. If you don't believe in Cupid . . . then you're not the type who laughs . . . and if you're not the type who laughs . . . you're not the type to see "The Merrier". The only picture in the world absolutely guaranteed to give you a Dingle."

TLMID VOICE: "Did you say Dingle?"

ANNOUNCER: "No, Dingle! D--i-n-g-e-l-e! 'The Merrier' proves there's one crowd. You might have two jokers and a queen are not only three of a kind — they're also a full-house . . . etc.

And another . . .

ANNOUNCER: "The More The Merrier"—it's the funniest and most delightfully delectable love story you ever saw . . . a romance that's absolutely guaranteed to give you a Dingle.

GIRL'S VOICE: "Did you say Dingle?"

ANNOUNCER: "No, Dingle! D--i-n-g-e-l-e! And the nicest Dingle you ever heard of . . . Another blurb, not using the "Dingle" theme—

ANNOUNCER: "How did you meet the person you love? Was it on the way from the shower to your spare bedroom? If that sounds funny . . . it is! And that's how kids-meets-boy in "The More The Merrier". . . .

These "teaser" announcements, which ran on a schedule of two to seven days weekly in the 53 select cities, were included in the large list surveyed weekly for "publicity penetration" by Audience Research Inc., New York. Reports to Columbia Pictures from ARI showed that the reiteration of the word "Dingle" had contributed to an unusually fast and sharp gain in "publicity penetration". Of all the people surveyed by ARI, 84% had heard of the picture "The More The Merrier", before it was shown, while 78% of that group had expressed a desire to see it.

There was only one hitch in purchasing programs and time in the entire eight-week setup. This occurred in New York where WABC had been originally scheduled. At the last moment, WABC notified Columbia of a policy permitting only "temperate and restrained" commercials before or after its new broadcasts during wartime, which necessitated a shift in schedule to WJZ's five times weekly 6:40-6:45 p.m. "The Name You Will Remember program.

Other than this, the campaign worked out so smoothly that only two persons in Columbia's advertising department were required to supervise it after preliminary plans had been laid. With Columbia's announcements, exactly 25,000 spot announcements, which were inserted in local newspapers, magazines, and other forms of media, were distributed.

The rehearsals at Columbia's studio for the "merchandising" campaign covered various aspects, ranging from the advertising of "Dingle" as the theme, to the actual showing of the picture in local areas.

Spingold stated: "Radio was definitely the major factor in the amazing success of the picture."
81.5% OF THE VOTES!

Students of a Baltimore college recently polled themselves on Sports Broadcasters.

Bill Dyer, Station W-I-T-H's commentator received 81.5% of the votes!

Which only proves what so many advertisers have learned from sales results:

STATION W-I-T-H IS BALTIMORE'S LEADING SPORTS STATION

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
Lane Is Director CBS Station Dept.

Akerberg Names Him to New Post; J. G. Gude to Assist

IN A MOVE "to extend the scope of the services which CBS gives to its affiliated stations," Herbert V. Akerberg, CBS vice-president in charge of station relations, announced last week that Howard Lane, for the past year central division manager of CBS station relations, has been named to the newly created post of director of station relations for the entire network. He will take over the position Oct. 1 in New York.

With CBS since August 1942 in his present position, Mr. Lane was previously with McClatchy Broadcasting Co., as business manager of the company and of its five stations: KGW Stockton, KFKB Sacramento, KMJ Fresno, KERN Bakersfield, all in California, and KOH Reno. He was also a member of the editorial staff of the McClatchy newspapers. No successor has been named to fill Mr. Lane's position in Chicago.

In announcing the department's reorganization and expansion, Mr. Akerberg stated that J. G. Gude, of CBS station relations, will become assistant director of the department, while William A. Schudt Jr. and Edwin Buckalew will remain as eastern and western division managers, respectively.

Station Group Takes Action Against Net 'Annoyance' Spots

INSPIRED by the recent "pioneering action" taken by CBS to stop "cow-catcher" and "hit-chike" announcements on commercial CBS programs, leading station owners and managers gathered in Chicago last Monday, unanimously adopted four resolutions to eliminate "listener annoyances." The meeting was called at the request of William B. Way, vice-president and general manager of KVUU Tulsa, and author of the "Broadcasters' Declaration of Independence."

The resolutions adopted were:

1. It be resolved by the stations here assembled that the policy as announced by the CBS Sept. 20, relating to cow catcher and hitchhiker announcements be and is hereby enthusiastically commended and endorsed as being in the best interests of better radio broadcasting and public service.

2. It be also resolved that all other radio networks be urged to adopt a policy to accomplish the same results.

3. In the interest of public service and good radio broadcasting, it is further resolved that all cow catcher and hitchhiker announcements be eliminated from local and national spot programs, both live and transcribed.

4. It is further resolved that in order to assist in accomplishing these purposes copies of these resolutions be forwarded to all stations, advertising agencies, transcription producers, station representatives, networks and the members of the Planning & Advisory Committees of each network.

Among the broadcasters present at the meeting, presided over by Mr. Way were Walter J. Dam, WABC New York; Foster Crown, WGAR Cleveland; Herb Hollister, KANS Wichita; Gust Brandbord, KVUU Tulsa; Dean Upson, WSM Nashville; David Stone, KSTP St. Paul. (Seated, 1 to r): A. W. Kaney, WABC Chicago; Walter Dam, WTMJ Milwaukee; Howard Chernoff, WCHS Charleston; Hughes Feltis, KOIL-FKB; Kenyon Brown, KOMA Oklahoma City; William Way; Harry Stone, WSM Nashville; Lee Coulson, WHAS Louisville; and John Shepard 3d, chairman of the board, Yankee Network.

PROCEEDINGS END

IN WOKO RENEWAL

LICENSE RENEWAL proceedings for WOKO Albany, N. Y., to determine who has owned its stock since it was licensed 13 years ago, closed last Thursday in Washington, with Judge R. K. Phelps of Kansas City that he had at any time owned or received any dividends from the 240 shares of stock registered with the FCC by WOKO in the name of Mr. Phelps, a brother-in-law of Sam Pickard, ex-Radio Commissioner and CBS vice-president. He also denied that he had ever been offered the stock or any dividends from it as a gift.

Actual owner of the stock, representing 24%, is Mr. Pickard, according to previous testimony. He was assigned the stock in 1931 for services in arranging an affiliation contract for WOKO with CBS [BROADCASTING, July 12]. Before 1934 the stock was registered in the name of various other stockholders of WOKO.

In July, 1934 the stock was transferred to Mr. Phelps following adoption by the FCC that a statement of all stockholders in broadcasting stations be reported to the Commission. Applications for a station license required that only holdings of 10% or over be reported.

DURR RENEWS COX OUSTER PETITION

(See Earlier Story on Page 13)

RESENTLESSLY pursuing the campaign to have Rep. E. E. Cox Select Committee to investigate (D-Ga.), ousted chairman of the the FCC, Commissioner C. J. Durr last Friday again petitioned Speaker Rayburn to bring the matter before the House itself. The letter came on the heels of an editorial in the Washington Post the same day, which charged that the "outrage" of Speaker Rayburn and called upon him to correct the "injustice" in the most open and direct manner.

Mr. Durr in a nine-page release, including letters previously sent to Speaker Rayburn and to Chairman Hatton W. Sumners (D-Tex.) of the House Judiciary Committee, asserted he again appealed to the Speaker because of previous action of Chairman Sumners in holding that his committee had no jurisdiction in the matter. Speaker Rayburn had referred the original petition to the Judiciary Committee for action.

Mr. Durr filed his original petition on May 13. It was promptly referred to the Judiciary Committee. He notified Speaker Rayburn last week that after four months, on Sept. 22 he was notified by Chairman Sumners that the openended general among members of the Committee that it had no jurisdiction and would not promulgate. Mr. Sumners said he concurred in this view.

The absence of procedure for presenting his petition before Congress would usurp the constitutional right of petition "meaningless", Mr. Durr continued. He said he had been in the house, with full knowledge of the facts, would endorse Congressman Cox as a suitable person to serve as the Chairman or a member of the Select Committee.

Songs for Vicks

VICK CHEMICAL Co. through Morse International, is sponsoring a transcribed musical program "Songs of Good Living" presented by Frederic W. Ziv Inc., N. Y. series consists of 78 quarter-hour opens, and transcribed by Larry Eliot, and broadcast on WJR WGAN WBEN WWL WDBJ WFLA WCBS WTAG WFBS WBBF.

Sill to NEW

JERRY SILL, Director of Promotion for CBS owned and operated stations, has resigned and on Oct. 4 will become sales promotion director of NEW, New York. Sill replaces John Fister who joined as the Office of Strategic Services in Washington. During his 18 years at CBS, Sill directed the promotion for the CBS network & stations, CBS New England regional, Columbia Pacific West regions. In addition, he was the manager of the station services in the station relations department.
This is the Army, Mr. Jones!

Not the way it looks—but the way it sounds. This is the army marching to the front or tramping down a dusty road. This is the army on parade up Main Street.

It fools you every time. When the command, "Company, ha—alt!" rings out, you hear hundreds of feet stop in their tracks with a snap. When the Sergeant bellows, "On the double—march!"—you hear those feet kicking up the dust just as if you were standing beside them.

This is the army, Mr. Jones, the way you hear it on your NBC radio programs. A few dozen sticks clicking against a board.

A clever gadget, to be sure. Yet the thought, the skill, the experiments and the experience that went into its creation would floor you! Because making sound effects devices that are so realistic, so authentic, so dramatic they will sound better than the real thing, is a full time job for a staff of experts at NBC!

Today, a script may call for any conceivable sound made by man or nature—and your NBC sound effects expert will reproduce it with absolute fidelity.

NBC has pioneered in the development of sound effects; it has built up the largest and most complete sound effects department in radio—for a very good reason. Sound effects add drama, interest, and realism to broadcasting. Good sound effects make a good program better. And NBC is interested in offering the best in broadcasting.

Which is one of the reasons why NBC is "The Network Most People Listen to Most."

—The National Broadcasting Company
FROM the Denver area are coming thousands of well-trained fighting men and tons of munitions, materials, and foods to back them up. Colorado's almost limitless resources of climate and strategic minerals, its agricultural versatility, its old and new industrial facilities have multiplied the wartime importance of the Denver market which last year stood 20th among America's 187 retail areas in sales.

Denver is delivering the stuff with which wars are won. It's delivering sales, too, with which profits are won.

Do you have a message to be delivered in this market?
Spots for Sponsorship Offered By OWI in Conservation Drive

COMMERCIAL sponsorship of transcribed announcements in the Government's overall campaign for conservation of critical resources is scheduled under the OWI Domestic Radio Bureau.

In a memorandum to station war program managers, John D. Hymes, chief of the Bureau's station relations division, asked that sales managers be immediately advised of the commercial possibilities of the announcements which have been recorded short to allow ample time for sponsor tie-ins.

Commercial Possibilities

The announcements call upon the public to conserve coal and oil, gas, electricity, water, transportation, and communications. All but the water conservation spot have obvious commercial possibilities, according to the memorandum. Stations will be sent the copy used in the announcements for advance showing to prospective clients and transcriptions will also be sent in time for audition purposes.

Announcements are recorded, however, that regardless of whether or not they obtain sponsors, the announcements are legitimate Government requests and should be broadcast according to schedule as part of their regular OWI allocation commitments. They were asked, also, to run all six announcements and not concentrate on one or two subjects, either commercial or sustaining, as the announcements all tie in with the broad conservation campaign.

The radio phase of the conservation program got under way last week with 32 network shows assigned to the campaign under the OWI Network Allocation Plan. During the week of Oct. 25, the transcribed announcements are scheduled for 891 stations under the Station Allocation Plan. Stations are committed to broadcast at least three of the announcements daily, whether sponsored or sustained, with all six announcements given as nearly equal distribution as possible during the week.

The conservation campaign calls for voluntary measures by the public and industry to effect important savings in the use of utilities and thus conserve manpower, materials and equipment. Emphasis is given to aggregate savings by householders and commercial establishments.

The vital role of coal in the production of steel, explosives, synthetic rubber, and many other war products is accentuated. The public is being told that the total supply may fall dangerously short of unprecedented war needs and that 65,000,000 tons can be added to our supply if a 10% conservation goal is realized.

In asking the public to conserve fuel oil, the campaign stresses the fact that more and more crude oil is needed for production of aviation gasoline, gasoline for TNT and butadiene for synthetic rubber and that less and less is available for heating purposes. Reduction of waste in home heating is urged.

Conservation of natural and manufactured gas is being asked in the interest of war production, transportation and essential materials. Economy in the use of manufactured gas, it is emphasized, means savings in coal, coke and oil which are required for its production.

Critical shortage of fuels needed in producing electricity prompt the need for conserving power. A vigorous conservation program, it is pointed out, can save annually 75 million lamp bulbs, which in turn saves such critical materials as copper, tungsten and molybdenum. Saving electricity means saving coal, oil, gas, and manpower.

The campaign stresses the importance of water as a basic war material, calling attention to increased demands upon water systems as a result of war industry and population shifts. Conservation of water, the public is being told, saves critical metals used in maintenance and repair of water systems, chemicals used in treatment which are needed for war industry, and fuel used for pumping water. Told that one leaky faucet may waste over 400 gallons per day, domestic and industrial consumers are being urged to adopt necessary measures.

Possibilities for conservation in connection with the communications phase of the campaign are being emphasized through presentation of facts regarding use of materials required to maintain telecommunication service. Emphasis is given to rapid increase in demand for service in face of sharp declines in materials and manpower needed.

The transportation conservation phase of the program intensifies the "Don't Travel" campaign of the Government. For a regular advance listing of OWI campaigns on the Network, Station and National Spot Allocation plans, see page 28.

Pepto-Bismol Extends Spots Through Winter

NORWICH PHARMACAL Co., Norwich, N. Y., is continuing its spot advertising for Pepto-Bismol through the fall and winter for the first time since it entered radio three years ago. The extension is in line with the company's gradual increase in radio advertising. The schedule of one-minute transcribed announcements on 45 stations from six to eight times weekly has been set aside for an additional seven weeks through November.

Commercial are one-minute musical jingles prepared by Phil Cook and presented by the "Song Spinners." A 13-week renewal has been effected for a five-minute program Monday through Friday on WJZ New York, featuring Grace Morgan, singer, with piano, violin and organ accompaniment. Musical jingles "are written by Allen Kent and Ginger Johnson. New cycle starts Oct. 18. Agency is Lawrence Guminner, Ad., New York.

Ad Club Food Sessions

TWENTY-EIGHT local war food meetings following the pattern of the recent regional meetings in New York, Chicago and San Francisco were scheduled with the cooperation of advertising clubs affiliated with the Advertising Federation of America. APA reports that some of the meetings have already been held. Their purpose is to launch local campaigns to put over the War Food Administration's program to "Produce, Conserve, Share," Square November, selected as the time for these special campaigns, is also the month when the Food Fight for Freedom campaign of the American Red Cross begins.

The New York chapter of the Ad Clubs, meeting Tuesday, October 21, discussed the prospects for future campaigns, and the plan and results of the current one. The chapter held a special banquet meeting for young advertising hopefuls of the nation, with New York professionals as speakers.

RTPB Meets Again

MEETING of the Radio Technical Planning Board, outgrowth of the Radio Manufacturers' Assn. and the Institute of Radio Engineers [Broadcasting, Sept. 20], will be held at the Hotel Roosevelt, New York, at 10:30 a.m., Sept. 29. Organization plans, approved unanimously at the Sept. 15 meeting, will be discussed in detail, along with expansion of postwar radio plans.

Organizers invite to attend are: American Institute of Electrical Engineers, American Institute of Physics, American Radio Relay League, National Broadcasters Inc., International Assn. of Chiefs of Police, National Advertising Federation, Independent Broadcasters, Aeronautical Radio Inc.

Annual Mike Contest Has Slight Rules Change

ANNOUNCEMENT of the 11th annual competition for the H. P. Davis, pioneer broadcaster, the rules have been changed to allow three entries instead of one for each station, as well as for the presentation of honorable mention certificates to those entries-up instead of one in each time zone for broadcast, the highest judging. Winners will be selected on the basis of personality, diction, ease, versatility and maintained with of high standard in presentation of programs.

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Accident Time

THEY COULDN'T remember when the accident happened, but they had the radio tuned on and remembered the program. So when the case came to trial at Charleston, W. Va., the court called on Joe Hugent, WCHS, to establish the time of the accident.

"KALAMAZOO DIRECT TO YOU,"

"KALAMAZOO DIRECT TO YOU,"

OCTOBER 27, 1943

BROADCASTING • Broadcast Advertising

Page 20
One day it will happen. Just when, it would be folly to predict. But one day, surely, war will end. For the first time in the world’s gory history, broadcasting will have the proud privilege of flashing the message for which mankind waits and prays: “Peace...”

For the stations of Westinghouse, it will be the culmination of ceaseless effort to help... by service to the communities in which the voice of Westinghouse is a power for good... and through service to the nation at large.

Only a miracle can bring peace before another year or two... but it will come. In the meantime, let’s buy that extra War Bond we thought we couldn’t afford. The rewards for working and saving will be beyond the power of pen to express.

WESTINGHOUSE RADIO STATIONS INC

WOWO • WGL • WBZ • WBZA • KYW • KDKA
"Why, What and When of New Radio Law" Told in Mimeographed Outline

TO ANSWER the constantly rising tide of inquiries from Congressional and other Governmental quarters about the need for a new radio law, the FCC has mimeographed a statement titled "The Why, What and When of a New Radio Law". Along with this document, an analysis of the White-Wheeler Bill (S. 314) and propropositions to it has also been mimeographed.

The "three W" mimeographed follows in full text:

1. WHY

There is substantial unanimity on the need for a new law.

(a) President Roosevelt stated as early as January 21, 1930:

"It is now time to adopt the indefinite conclusion that new legislation is necessary to effectuate a satisfactory end to the organized system of broadcasting. New legislation is also needed to lay down clearly Congressional intentions on the administrative side—so clear that the new administrative body will have no difficulty in administering them administrating them".

(b) Bills for amending the Communications Act of 1934 were introduced at least the two sessions of Congress.

(c) Industry representatives and representatives of the National Association of Broadcasters (representing a majority of radio stations in the United States) have consistently cited the need for a new law in Congressional hearings in 1934. In 1935, and in public hearings since that time.

(d) Even Justice Frankfurter apparently looked to Congress, for in his May 10 decision he said:

"It is not too much to say that the public interest will be furthered or retarded, the responsibility belongs to the Congress and the body of valid legislative authority."

The Frankfurter decision of May 10, 1935, in effect defined the narrow issues involved in the network regulations. The FCC has never contemplated or intended by Congress. Mr. Justice Frankfurter stated that in his opinion the "public interest, convenience and necessity" determination ("not necessarily but expansive power") and puts upon the Commission the "burden of proof for the composition of that traffic" (which simply means to "determine what programs go on the air.")

The decision recognizes the discernible limitations in applying the test of "public interest, convenience and necessity" and, in effect, denies any review of FCC findings because of that body's "expertise" in the field of radio. Under this decision:

(a) The FCC can tell broadcasters what must be broadcast whether it be newscasts, or political speeches, music, drama or other entertainment, and also what may not be broadcast.

(b) The Commission can regulate the business arrangements by which broadcasters operate, and the management of each individual radio station.

It cannot issue new licenses based upon business affiliations.

The effect, clearly, is to destroy the substance, if not the form, of governmental operation of radio—and this country has in the past been anemic in its system of radio operation as well as in the excellence of its radio service.

II. WHAT

1. Specific and watertight statutory provision that the FCC shall not concern itself with program policies and business practices.

2. Workable provisions for insuring "fairness" in the treatment of controversial public issues.

3. Putting the radio industry on the same basis as other industries with respect to the antitrust law and substitution of other and usual penalties for the "death sentence" (i.e., license revocation) except for failure to comply with technical requirements.

4. A division of the Commission into two parts, thus separating substantive and procedural issues.

5. Procedural reforms to insure licensees and applicants fair hearings and their "day in court".

III. WHEN

Legislation is urgently needed now, because:

1. At present all new radio construction is frozen. If the quickest development—a based on the new wartime discoveries in radio and electronics—is to be stimulated, the rules of the game must be known now.

2. If American broadcasters are to do their full share in post-war development, because of the new law itself and the legislative process and in public opinion.

3. The world-wide scramble for frequencies will follow the close of the war. The position of the United States with respect to the anti-Japanese propagandists and of utilization of these frequencies which American broadcasters stand ready to make.

4. No interference with the war effort would result—either from the new law itself or the legislative process and in public opinion, which the FCC can handle without technical requirements. The Commission has already been mimeographed.

Elmer Davis Answers Taber's Attack on OWI

REPLYING to charges by Rep. Starrett (R. N.Y.) that OWI overseas operations are "getting worse instead of better," Elmer Davis, OWI director, last week declared in the New York Evening Post that "we take a different view. He cited, as testimony to the effectiveness of OWI activities, the broadcast on Sept. 9 which asserted: "We must realize how skillfully the nations of America, Europe, and Britain are working, and we must see in the collapse of Italy an example of this in her reality."

Taber had criticized OWI activities as "a continuing menace and urged a reorganization of the agency and the removal of Mr. Davis and Robert Sherwood, director of the Overseas Branch. Asserting that Mr. Davis "has neither capacity nor the desire to reorganize the agency," he urged the creation of "an expert kind of "foreign business specialist" to handle operations.

Canadian Drive

ROYAL CANADIAN AIR FORCE, Dept. of National Defense, Ottawa, Ont.: (radio) on October 12 starts a new network show C for Charlie, with stations not carrying the series. The show is in the carrying version of the program. The show will deal with the adventures of a Wellington bomber crew, and interest will be taken in the development of the "kind of "foreign business specialist" to handle operations.

Bill Koter (standing) with Herb Lee

WILLIAM J. KOTERA, chief engineer of WOW Omaha, is a young man just 40, but he already has a quarter century of experience in the radio field.

Chief Koter received his amateur license at 15, and four years later went into commercial radio with WIAI, the Daily Journal Stockman station in South Omaha. He was a combination engineer-announcer and gave livestock reports. On the same job he was the first man in the Omaha area to broadcast World Series games.

The UP operator who held the Series reports in code and gave them to Koter to broadcast was Herb Lee, who for several years has been a rewrite man in the WOW news department working in the office next to Bill's. The Woodmen of the World station was only two years old when Koter left WIAI, early 1926, to join WOW, and now WOW.

In the picture, Bill is seen using the original telephone type mike he used years ago when he was in the Navy. He feels that the telegraph sounder, just as he did when they broadcast the news in 1922.

"Here's Mexico" Series

FIRST MEXICAN series to be aired Mutual under its arrangement with Radio Mil, Mexico City, for an interchange of programs [BROADCASTING, June 21] started Sunday, Sept. 19, 12:30-1 p.m., titled "Here's Mexico." Featuring Mexican stars, the series attempts to demonstrate the similarity between Mexican customs and arts and our own, and at the same time bring to our attention the country's contribution to the war effort. Tata Nacho and his orchestra, and Miss Maria Cristina Puga, vocalists, were heard on the first broadcast.

New OWI Committee

FORMATION of a Weekly Newspaper Advisory Committee to consult with OWI on problems of weekly newspapers was announced last week by Elmer Davis. The committee is composed of 12 outstanding weekly newspaper publishers.

More Used Car Dealers Are Entering Spot Radio

LIMITATIONS on the size of newspaper display ads is drawing many used-car dealers into spot radio advertising to J. R. Kupiec Adv., New York agency handling five such accounts. Agency's latest assignment is a $10,000 account, planned by agency with a campaign of spot announcements and five-minute programs on WNEW and WAAT, and RCA New York, and on WPAT Pater son and WAAIT Jersey City.

Spot activity in the New York area has been gaining momentum about nine months ago when used-car dealers from California, Ohio, Texas, and New Jersey began to set up similar agencies in the New York branch offices to obtain autos from gas-ratoned car owners in New York and New Jersey.

Planning for Postwar

MEETINGS for RCA Victor distributors and executive personnel drew Sen. Luther H. Brown, as well as that group as well as local wholesalers an opportunity to discuss postwar developments. J. R. Kupiec Adv. Co., speaking in New York, Chicago, San Francisco and New Orleans, included H. C. Bonfig, general sales manager; and independent assistant general sales manager; Vane C. Wooleen, director of commercial advertising department, and director of research of the RCA Laboratories: Thomas F. Joyce, manager of the radio, phonograph and television department.

Lt. Col. P. E. Waton

Lt. Col. P. E. Watson, 40, director of the Camp Evans Signal Station in Canada, and previously with Westinghouse, Pittsburgh, died Sept. 15 of a cerebrovascular hemorrhage. He was an outstanding technician in the radio field, particularly on ultra-high frequency equipment, and in the Signal Corps radar laboratory, having much to do with the development of radar. He leaves a widow, his mother and two children.

Esther to Biow

FOLLOWING recent announcement that the Biow Co., New York, and Pedlar & Ryan, New York, had severed relations [BROADCASTING, Sept. 20], Lady Esther has appointed the Biow Co., New York, as its agency, effective immediately. The company currently promotes its cosmetic products on the Screen Guild Theatres program, heard on the full CBS network Monday, Wednesday and Friday, 10-10:30. No change in the program will be made for the present, says Biow.

Carnegie Starts

NORTH AMERICAN Accident Insurance Co., Chicago, last week started its annual fall and winter radio campaign. C. W. Siemieniewski, who also quarter-hour live programs three to five times weekly on stations in 20 cities. Keyed to the promotion of The Fashion Police, the drive entails the use of 200 newspapermen, and national magazines, as well as the use of the press in the last two weeks' schedule. Contracts are for 13 weeks. Agency is Franklin Bruck Adv. Corp., New York.

BROADCASTING • Broadcast Advertising
It was fun to let the spieler play you for a sucker at the county fair. But there's no need to gamble on the 3 P's in the Western Michigan Market. Only one station between Chicago and Detroit has the combination of POPULATION, PROGRAMS and POWER to do the job in Michigan's second market. That's WOOD—Grand Rapids.

GRAND RAPIDS — outstate Michigan's largest city. The Grand Rapids Market is second only to Detroit. WOOD broadcasts from the very center of this high wage territory of over a million listeners. Obviously no station on the fringe can do the job.

NBC PROGRAMS. For eight straight years the only NBC outlet in Western Michigan. The dials stay tuned to WOOD for the Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer WOOD 14 to 1 over any other 5000-watt station in the state.

5000 WATTS—second to none in outstate Michigan. WOOD is the only high-powered station transmitting from Grand Rapids.

GRAND RAPIDS NBC...
5000 WATTS

"Outstate Michigan's Greatest Station"
CELEBRATION broadcast of the birthday of Gerry O'Brien, production manager of KTUC Tuscon, Ariz., included cut-ins from KSNB Binbee, O'Brien's former home, and KOY Phoenix, as well as the assistance of the KTUC staff. Pictured above, taking part in the broadcast are (1 to r): Lee Little, engineer; Joe Fribele, announcer; Allene Florence, writer-announcer; Victor Gillard, salesman; Jordan Preister, engineer; John Crowley, auditor; Lynn Warren, special feature broadcasts; Cliff Livingston, chief engineer; Graham French, announcer; O'Brien; Gene Packer, salesman; Wayne Sanders, program director.

Approval of Blue Sale Seen
(Continued from page 12)

labor; elimination of blanket restrictions on labor's right to purchase time and on its right to use radio for solicitation of membership or in organization campaigns.

There was no specific criticism of the BLUE transaction. Mr. deCaux admitted he asked the opportunity to testify because of the broader question of establishment of machinery for the "relief" of labor and other organizations in cases where there is a discriminatory denial of their right to buy or receive free time on the air.

WMCA Official Heard
First witness called Monday was C. Nicholas Priaulx, president and general manager of WMCA and secretary-treasurer of ABS. Examinied on direct by Floyd P. Toomey, member of the firm of Alvord & Alvord, as counsel for Mr. Noble, Mr. Priaulx identified a number of exhibits filed with the original application for acquisition of the BLUE. He explained the manner in which the $8,000,000 purchase price is being raised and covered other fiscal aspects of the transaction.

Assistant General Counsel Rosel H. Hyde sought to establish an individual price for the three stations but Mr. Priaulx reiterated Mr. Woods' testimony that no values were attributed to any of the stations. The $8,000,000 figure was arrived at by Mr. Noble after examination of the balance sheets of the BLUE and based solely on the going concern value of the network and the future of radio as secured by Mr. Noble.

Mr. Priaulx said his position with the BLUE had not been decided. It is presumed he will leave the executive direction of WMCA, upon which he was appointed by Mr. Noble to Nathan Straus, former administrator of U. S. Housing Authority, sale of which was consummated Sept. 13 for $1,255,000 subject to FCC approval. An accountant by profession, Mr. Priaulx said Mr. Noble had been his client for some 20 years before he joined his organization.

Mr. Noble, who occupied the stand last Monday for most of the 5½-hour session, outlined in detail how he proposed to finance the BLUE transaction. He said there was no necessity to raise additional outside capital. As to the possibility of raising capital for necessary expansion, he said he could provide the additional money from his "general resources".

Declaring he had not yet formulated his long-range plans, Mr. Noble said he would not do anything until he had actually observed the BLUE Network operations and determined how safe and good an investment it would be. He said he looked toward a "conservative venture with a safe investment" which might not be as attractive as other stock offerings. He declared he would be "very careful about the kind of money I bring in from the public interest standpoint." Asked by Commissioner Durr whether it is his plan to sell stock to affiliates, so as eventually to make the BLUE an "affiliate-owned network", Mr. Noble said this was not his intention and that his commitments in connection with his bank loans contemplated his retention of control. He added that his only worry is "that I'll devote so much time to the BLUE that my other interests will suffer."

Praises Management
Discussing present management of the network, Mr. Noble said he had yet to hear a single criticism of its directing heads. He declared he did not anticipate any changes in the officers and directors of the BLUE except for those who are employees of RCA. He said these directors already had tendered their resignations.

Under brisk questioning by members of the Commission, Mr. Noble backed the Woods' position that he felt time should be sold to sell products but not philosophies. If the Ford Motor Co. indulged in the sale of "ideas" or anything other than its products or services, he would endeavor to terminate such sponsorship.

Expounding his views on sponsorship as an advertiser himself, by virtue of his chairmanship of the Life Savers Corp. and his interest in United Drug Inc. as well as other business enterprises, Mr. Noble said the ultimate purpose is to sell goodwill. The value of advertising is cumulative, he declared. He said Life Savers could sell 20 times what it is able to manufacture, because of wartime demand. He added, however, that he "wouldn't think of stopping our advertising" because other new brands are on the market.

In this view that the sale of ideas may be just as important as promotion of products. He observed that operation of a network is "one of the great responsibilities in the country" and he did not feel that networks were under any duty to defend "any code," obviously referring to the NAB code.

After a hot colloquy, participated in by several Commissioners Mr. Fly observed that he thought the Commission should have "a formulated policy" in the record. Brushing aside Mr. Noble's observations that it was difficult for him to enunciate policy before he had acquired the business and must himself "go to school", Mr. Fly said the Commission would insist upon submission of such a statement of policy from Mr. Noble before action can be taken.

Winchell Case
He said such policy would not bind the network to sell to every "Tom, Dick and Harry" and that if radio operated on that basis the "management might as well be turned over to the office boy." Mr. Fly told Mr. Noble he could have "all the time you want" to prepare the statement but that the Commission would not act until it knew his views. He declared the Commission did not seek specific answers in specific cases but rather "to find out a little about the mechanism of free speech."

Returning to the stand to reply to unanswered questions put at the initial hearing, Mr. Woods examined in greater length the proposition presented by the Jehovah-Walter Winchell program. He said it involved the cases of the three stations—WWL New Orleans, KFWB Los Angeles, and KWKH Shreveport—which had never carried the Winchell program before but which were desired by the client. The request was made for a blanket clearance of advertising on these cities carried the program, covering adequately.

In the case of WRAL Raleigh, he said, the station had refused an affiliation contract with the BLUE but wanted only the single Winchell program at card rates.

Mr. Fly commented he believed the network's refusal to provide the station this service desired by the sponsor violated the network regulations and that it was exactly the sort of thing the rules were designed to terminate. John T. Cahill, counsel for the former administrator of the BLUE, contended it was no violation of the regulations and there was no matter of "exclusivity" involved.

Commissioner Walker insisted that the station has a right to "buy that program!" under the rules.

Mr. Hyde also asked about the situation as it relates to the theory that he declared had sought an affiliation with the network but was refused. The BLUE had sufficiently explained to other areas from its affiliations in Shreveport and Fort Worth, Mr. Woods said. He added, however, that KFWB was "under consideration."

In this case, he said, the station was seeking a network affiliation while in the WRAL case only one program was sought. He said there was "no exclusive contract with any station" which prevents the addition of other stations to the network. When Mr. Hyde observed that KFWB claimed a nighttime coverage of 48,000, he and a daytime coverage of 76,000 population, Mr. Woods observed that the case was "not yet concluded."

After a discussion of how Winchell in the course of his presentation presented their broadcasts, designed to show there was no effort to control their views, Mr. Woods concluded his presentation by answering a question from Mr. Durr regarding the NAB code. He declared there was no "substantial conflict" between the BLUE and the code proposed by the NAB. He believed the conduct of the events had influenced the BLUE's judgment, and that conclusions were independently reached.

SELLING LIFE SAVERS
Noble Retains Market by Use Of Advertising

"EVERYBODY KNOWS that a package of Life Savers, so far as contents is concerned, is not worth a nickel," said Mr. Noble, chairman of the board of Life Saver Corp. told the FCC at its hearing on transmission of the BLUE Network to Mr. Noble. Citing letters to him from soldiers overseas which told how the familiar shape and package is "like something from home", Mr. Noble asserted that advertising was the single factor which got the public acceptance of his product.

"We could sell 20 times what we can manufacture without any advertising," he said, "right now, but not for a moment think of stopping our advertising through these times", said Mr. Noble. "We want to make sure that we have a market left," He added that advertising value is cumulative and that it might take years to get back the business which could be lost if their advertising were stopped.
Miss Lowe rates high at WWVA

Faced with manpower problems, many stations today are finding a happy answer in womanpower. For example, Miss Margaret Lowe—engineer at WWVA, Wheeling, West Va.—who operates the station's Western Electric console like a veteran.

Miss Lowe, a former telephone operator, joined WWVA in November, 1942, and quickly learned the ropes. Today she can handle any type of program, can change fuses and tubes, and is now learning to make recordings.

She feels that an engineer's job should no longer be considered a man's job only. WWVA agrees!

... To Make Men Free!

A series of 13 weekly half-hour programs selling the theme "To Make Men Free," was undertaken by the faculty and students of the Kansas State Teachers College. Object: to sell War Bonds and Stamps.

Orchestras, bands, choruses, soloists, and the staff of KTSW, Emporia, worked together to prepare, produce and manage the broadcasts, which were keyed closely to local interests and activities.

Programs originating at KTSW were distributed by wire or transcription to seven other stations: KANS, Wichita; KCKN, Kansas City; KGFF, Coffeyville; KGNO, Dodge City; KSAL, Salina; KQBG, Great Bend; WREN, Lawrence.

With the combined coverage of this Kansas "War Bond Network," listeners were reached in every part of the state. Fine teamwork!

... To make men free, buy all the War Bonds you can—regularly—from now till Victory!

As manpower shortages become increasingly acute, radio is coming more and more into the picture as a powerful tool for recruiting the thousands of new war workers needed to have our guns fire effective. Here are just a few examples—typical of hundreds from coast to coast.

WRF, Cicero, Ill., planned a series of 15 minute broadcasts, aired at 8:00 A.M., 12:30 noon and 6:30 P.M. daily, in which a number of local war plants participated—at first with some misgivings. Misgivings vanished rapidly as applicants appeared. According to the personnel director of one of the plants, one of the most gratifying points of the campaign has been the high calibre of people secured.

In Dayton, WHIO broadcast a series of programs to recruit women war workers. Though radio was not the only medium used, it is felt that the broadcasts played a major role in helping to remove the Dayton area from the War Manpower Commission's number one critical list.

Programs were of a personal nature, featuring talk-on-the-job interviews with women who had taken their places in war work.

In Waterloo, Iowa, KXEL tackled the farm labor shortage, working closely with the U.S. Employment Service, triple-A leaders, county agents and extension workers. Act- ing as a clearing house of information on work to be done and workers available, KXEL made a real contribution to the easing of a difficult situation.

In the current nation-wide campaign to enlist many thousands more women in war jobs—both in war production and in other essential activities—the broadcasting industry is playing an extremely important part.

...-... KROW draws blood in first round

A new program, "Blood Relative"—broadcast by KROW, Oakland, Cal.—brought in 17 blood donors in its first 15 minute period. On the air Monday through Friday, this program is one of many that are helping to save the lives of our wounded fighting men.

...-... WNAV aids farmers

Serving a vast farm audience, WNAV, Sioux City-Yankton, broadcasts from the tallest tower in America—devotes its attention to helping the farmer meet the world-wide need for food. WNAV sends its farm directors into an average of three homes a day transcribing actual stories of how farmers have met labor shortages, overcome implement difficulties, increased production. These programs have been an inspiration to listeners.

Let's talk about YOU!

If your station has done a war job you are proud of, send your story to Radio War- Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

Directing Arm of Combat

In modern battle, our fighting units may be many miles apart. Yet every unit, every movement, is closely knit into the whole scheme of combat—through communications. Much of this equipment is being made by Western Electric: radio command sets for planes, tanks, PT boats—field telephones, wire, switchboards—P.A. equipment for ships and air fields—are delivering fighting words on every front.

Be Careful!

In an effort to maintain a high standard of self-censorship in the interest of national security, KVVO, Tulsa, has put up poster warnings in its studies and waiting rooms to warn against improper release of information. The poster warns especially against ad lib slips which can be made so easily on guest, quiz or audience participation programs—gives a list of taboo subjects.

BROADCASTING • Broadcast Advertising

September 27, 1943 • Page 25
Fly Denies Cross-Examination Right
To Flamm's Attorney at Blue Hearing

EFFECTS of Philip Handelman, New York attorney with the firm of Handelman and Ives, to participate in the hearing on the sale of the BLUE Network by RCA to Edward J. Noble were frustrated by Flamm's attorney, Mr. Robert McClinton, who stated that Handelman had the right to cross-examine Mr. Noble. Mr. Fly interrupted to read a ruling prepared in advance denying him that right. He promptly called a 15-minute recess. Mr. Handelman, during the recess, prepared a statement expressing his agreement with the Chairman's views that the Flamm case should not be tried at the hearing. He said he would not appear for Mr. Flamm in this proceeding but merely as a member of the bar and "a representative of his clients" solely on the question of the fitness of Mr. Noble to head a network.

Handelman's Reply

"In the course of my investigation of Mr. Noble, I have come upon many things which reflect upon the question of his fitness. Some of these are the properties of Mr. Flamm now privileged to him. On the other hand, some of the information which Mr. Noble himself admitted to today, as to his fitness is a matter of which I have knowledge and which are matters of public record, and as to these matters I desire to direct several questions to Mr. Noble, and only upon the subject of his fitness."

Chairman Fly tentatively ruled that the right of cross-examination would be denied, particularly since Mr. Noble had been excused as a witness. He said the Commission would later render a formal opinion to Mr. Handelman the right to cross-examination.

Following is the text of Mr. Fly's statement initially refusing Mr. Handelman the right to cross-examination:

- Donald Flamm has not moved to intervene as a party in this proceeding; for that matter, it is not at all clear how Flamm could have either a legal or material interest in the outcome of the present proceeding. With these circumstances, the question as to whether or not Mr. Handelman should be permitted to introduce testimony or cross-examine witnesses is one addressed to the discretion of the Commission.

During December and January of 1940-1941, charges of coercion and improper influence were made in regard to the negotiation of the contract between Flamm and Noble for the sale and purchase of the BLUE Network. With these charges still outstanding, Flamm petitioned the Commission to consent to the transfer of Station WMCA which the Commission ordinarily refuses to grant in the absence of such consent.

The Commission at no time having required Flamm to convey any financial or station information in regard to the negotiation of the contract between Flamm and Noble for the sale and purchase of the BLUE Network. With these charges still outstanding, Flamm petitioned the Commission to consent to the transfer of Station WMCA which the Commission ordinarily refuses to grant in the absence of such consent.

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Sterling Revenues 4

STERLING DRUG Co., New York, has renewed four of its quarter-hour serials, on NBC 4 to 6 p.m. on Sundays. Backstage Wife (266) is being augmented to 7 p.m. Monday and Tuesday, 6 p.m. Wednesday and Thursday, 5 p.m. Friday and 6 p.m. Saturday, and 4 p.m. Sunday.

Chicago Schools on FM

BEGINNING Sept. 20, Chicago Public Schools announces appointment of two new full-time FM stations, WBEZ, for 3½ program hours daily. The American Medical Assn., the Chicago radio stations, WBBM and WGN, the Chicago Public Schools, the State of Illinois, the East and West Association, WRUL Boston, war agencies and local stations cooperate with the classroom group's radio experiment.

FLY DENVES CROSS-EXAMINATION RIGHT

The Blue Broadcasting Corporation, New York, attorney with the firm of Handelman and Ives, to participate in the hearing on the sale of the Blue Network by RCA to Edward J. Noble were frustrated by Flamm's attorney, Mr. Robert McClinton, who stated that Handelman had the right to cross-examine Mr. Noble. Mr. Fly interrupted to read a ruling prepared in advance denying him that right. He promptly called a 15-minute recess. Mr. Handelman, during the recess, prepared a statement expressing his agreement with the Chairman's views that the Flamm case should not be tried at the hearing. He said he would not appear for Mr. Flamm in this proceeding but merely as a member of the bar and "a representative of his clients" solely on the question of the fitness of Mr. Noble to head a network.

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ANNOUNCING the amount of the KDKA Pittsburgh draft for the spring season, Mr. Tom Price, at the noon time half hour broadcast from one of Pitts- burgh's leading radio stations. Standing beside him are (1 to r) Robert McClinton, vice-chairman, Pennsylvania War Finance Committee, and Joseph E. Haudino, KDKA general manager.

Morrer Dog Shows on Two Nets Starting Oct. 2

JOHN MORRELL & Co., Ottumwa, la., will have similar programs running on two different networks starting Oct. 2 when Bob Becker's Pet Parade begins on NBC in the last 10 a.m. period. It will have behavior of Red Heart 3-Flavor dog food. The company will begin Bob Becker's Pet Parade on Sept. 30, Thursday, 6:15-6:30 p.m.

Bob Becker has discussed dogs on the radio for the past 12 years, and has had a desire to share his knowledge on the subject for 20 years. Format of the NBC program will alternate between dramatizations and a question-and-answer box. Guest experts will participate on each broadcast, the first to be Gerald Murphy, head of the Chicago office of Defense. Agency is Henri, Hurst & MacDonald, Chicago.

Grove on WGN

GROVE LABS., St. Louis (cold tablets) become sponsor of a quarter-hour dramatic series, Saturdays on WGN Chicago, for 13 weeks. Since June 5 Grove's has sponsored Boake Carter's quarter-hour news analysis (cold tablets), Tuesdays and Thursdays on WGN, and since Sept. 7 has sponsored a 10-minute portion of Record Revue (A., B. & D. vitamins) on WGN Mondays through Saturdays. Each of the latter is for 26 weeks. Agency is Russel M. Seeds Co., Chicago.

FCC Investigates Race Wire Service

TO CONSERVE critical materials and skilled personnel and to improve the speed and quality of telegraph service, the FCC last week ordered an immediate investigation of all telephone and telegraph facilities leased for such non-essential uses as the dissemination of racing information for gambling purposes.

Western Union has over 12,000 miles of circuits leased for racing information, it was learned from testimony presented in hearings on the merger application of Western Union by the FCC. If granted, the merger will make available to racing fans for the first time access to the latest and most accurate horse race information. These facilities, the FCC was told, are not used for the dissemination of racing information in the interest of informing the general public.

The FCC is charged under a 1935 act to determine whether or with which particular circuits are used for the dissemination of racing information in the interest of informing the general public.

Georgia Hearing

APPLICATION of WGPC Albany, Ga., to move to West Point, Ga., and change frequency from 1450 to 1460 kc, was designated by the FCC last week, it was learned from the application of Valley Broadcasting Co., West Point, for a construction permit to construct a new station located at West Point.

Valley Broadcasting Co. is a partnership of L. J. Dun- bar, Josephine A. Rawls and Elzie H. Allen, who are seeking the 1490 kc frequency with 250 watts unlimited [BROADCASTING, Sept. 13], Valley Broadcasting Co. licensee of WDAB, was granted a construction permit to move from 1490 to 1420 kc, from West Point to nearby Columbus on the ground that the West Point operation was not profitable.

Ironized Yeast Change

IRONIZED YEAST Co., Atlanta, sponsors of the Who's Out mystery series on CBS, on Oct. 5 is replacing it with Big Town, which Lewis Lowe, where he was, is sponsored for a number of years with Edward G. Robinson in the lead role. According to E. J. Hyman, New York, Robinson will not be the star of the new series. Title is Tuesday evenings, 8:30-9:30 on 116 CBS stations.

New Canadians Call

CCKR and CKRM are new call letters for CJRC Winnipeg and CJRM Regina, respectively, going on the air last Oct. 1. Change in call letters follows change in ownership of the stations three years ago from the James Richardson Inter- ests Ltd. to the Ottawa newspaper group in western Canada.

JOHN GUNTHER has resumed his regular "Where Do We Stand" column for the Blue Book, the weekly supplement to the Blue Book, after a vacation in the Mediterranean last summer. The column is a feature of the Blue Book and is his fourth appearance in the Blue Book, the Chicago Blue Book. The column is a feature of the Blue Book and is his fourth appearance in the Blue Book, the Chicago Blue Book.
Just Like Handing You 1½ Million Prospects On a Silver Platter!

The one real “Dish” in Northwestern Ohio and Southern Michigan—planned especially to satisfy a Time Buyer’s appetite.

Yes—when you use WSPD you can depend upon it that your client will get the best—for there’s no ceiling on service and showmanship isn’t rationed. Top NBC shows—and 22 years of service in this rich market—offer a combination hard to beat.

The Voice of Toledo

Nationally Represented By THE KATZ AGENCY
Ration Book No. 4 ‘Sold’ by OWI

SMOOTH and complete registration for Ration Book No. 4 during the last 10 days of October, is the objective of the latest campaign in the war message schedule of OWI. It will be the subject of Station Announcement plan for the week of Oct. 18 (see table), but the announcements will be live, rather than transcribed, and will be supplied by Station Relations deputy chiefs to those stations which will agree to carry them. These announcements will vary because the registration dates are not the same in all states.

The material on Ration Book No. 4 will explain the plan for use of tokens as ration currency to make change for the red and blue stamps in the book. There will be 48 stamps per page and the book is good for 96 weeks. Green point stamps and black “unit” and “spare” stamps are included.

Because of the interest of both consumers and merchants in the plans for Ration Book 4, it is expected that a large number of stations will accept the announcements.

Subjects Listed

The accompanying table lists all the subjects to be featured on the regular allocation schedule of the OWI Network, Station Announcement and National Spot plans. By consulting the table, any station can determine which radio program it is scheduled to broadcast the week of Oct. 18. Terms “KW” and “OI,” used in table, refer to stations affiliated with or carrying war advertising of KW and OI.

Table: Ration Book No. 4

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK ANNOUNCEMENTS</th>
<th>SPOT ANNOUNCEMENTS</th>
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<tr>
<td>National War Fund</td>
<td>X X X</td>
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<tr>
<td>Hold Prices Down</td>
<td>X X X X</td>
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<tr>
<td>Tin Can Salvage</td>
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<tr>
<td>Stuck to Your War Job</td>
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<tr>
<td>Careful Talk</td>
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<tr>
<td>Ration Book No. 4*</td>
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*These stations will not be recorded but will be supplied live to each station by local representatives of the National War Fund. *These stations will not be supplied by Station Relations department chiefs to those stations which agree to carry them. The announcements vary according to states because the registration dates are not the same in all states.

Read OWI Schedule of War Messages No. 18 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

RENEWAL of KYW Musical Clock program for the fifth consecutive year called for a meeting around the festive board of store managers and personnel of KYW, and agency heads. Seated, are: (1 to r): Horace Hagedorn, NBC spot sales; Vince Coyle, John Corcoran, Herman Verbit and Harry Barke, managers of KW; Arnold Nord, agency handling the account; and Al Petro, Philadelphia manager for the sponsor. Standing are: B. A. McDonald, sales manager of Westhinghouse Radio Station; Jack deRussy, sales manager of KYW; Harvey McCall, of the KYW sales staff; Lee B. Waites, general manager of Westhinghouse Radio; Leroy Miller, conductor of the Musical Clock program; Harold Coulter, sales promotion manager; Leslie W. Joy, general manager; Hal Lamb, of the sales staff; Jim Begley, program director, and Chick Kelly, publicity director, all of the Philadelphia station.

WAR FUND RADIO COMMITTEE NAMED

INDUSTRY support in the National War Fund advertising stations is indicated in part by the list of industry members on the radio committee. They are: Neville Miller, NAB program director; Al Cleerman of the committee; Burridge Butler, WLS Chicago; Martin Campbell, WFFA Dallas; E. G. Frazier, WLCB Columbia, O; Leo Fitzpatrick, WJR-Detroit; Clarence T. Hagman, WTCN Minneapolis; Wylie P. Harris, WJDX Jackson, Miss.; Harold A. LaFont, Atlantic Coast Network; Miller McClintock, MBS Central and Northwestern, WGAL Lancaster; Paul W. Morency, WTIC Hartford; William S. Paley, CBS president; W. B. Polliam, WIRE Indianapolis; Harry Spence, KXRO Aberdeen; Maj. E. M. Storer, Hearst Radio, New York; Niles Rammell, NBC president; Lee B. Waites, KYW Philadelphia; Lewis Allen Weiss, Don Lee Network; Arthur Westlund, KRE Berkeley; Mark Woods, BLUE president; Ed Yocum, KRAL Baltimore.


Fidler Statement Brings Ban on Blue

BAN forgiving guest appearances of Warner Bros. players on BLUE sponsored programs was clamped down following Jimmy Fidler’s broadcast on Sept. 12, in which he allegedly criticized appearance of servicemen in the play and film “This is the Army”. Fidler asked the Albanian player, a Yugoslav, to return to his homeland. A few days after this broadcast, he was asked to come to New York for a conference.

The film studio has demanded apology from both Fidler and BLUE to the Army Emergency Relief Fund. Army men appearing in the film, and Warner Bros. Don E. Gilman, BLUE Western manager, announced that the film would have no more Blue Army movies. E. O. B. Gilman said that all past and present Blue Army programs were cleared.

The statement that was made by Mack E. Fidler, former Blue Network program director, is as follows:

Warner Bros. Warner Bros. President Jack Warner has declared that all Blue Army programs would be cleared of Blue Army players. The statement was made by Mack E. Fidler, former Blue Network program director.

NAB Training Plan

TRAINING PLAN for women seeking technical operating positions in Broadcasting is being worked out by the NAB, with a course of instruction in the offering provided enough eligible students apply. A bulletin prepared by Howard M. Frasier, NAB director of engineering, is being sent to those who have inquired of the NAB concerning technical jobs for women in broadcasting. The course is to be conducted by the Rochester Institute of Technique College, Under the supervision of the University of Rochester Institute of Technique College. Classes would be conducted in the studios of the major networks in New York.

‘Monitor’ on WMCA

WHEN Mutual starts its Christian Science Monitor newscast [BROADCASTING, Sept. 13]. New York listeners will hear the Monday through Friday 6:30-6:45 p.m. programs on WMCA, instead of on WOR, MBS New York station.

Ostensible cause of this shift in outlets is WOR’s previous commitment for Frank Singiser’s news program at 6:30 p.m. on weekdays under alternate sponsorship of Consolidated Cigar Corp. and B. C. Remedy Co.

Mutual stated the series would not be avaiable for local sponsorship during the first 60 days starting Sept. 20.

SOCIETY of Motion Picture Engineers will hold its 54th semi-annual technical conference at the Hollywood-Roosevelt Hotel, Hollywood, Calif., Oct. 18-22.
On September 25 and 26 the stations of the Columbia Network, acting in planned synchronization, open, in more than 119 cities of the United States, the most formidable, realistic and aggressive campaign of program-promotion ever undertaken in the history of radio. The purpose of this report is to advise you of its strategy and tactics.

**STRATEGY:** To notify the American public in certain terms, as the curtain rises on the 1943-44 fall and winter season of Columbia Network programs, of the specific offerings of the greatest pageant of entertainment, instruction, music and comedy ever broadcast by any network—and thus steadily to broaden their audiences.

**TACTICS:** The “arms” to be used in coordination are, in the order of their relative emphasis:

1. RADIO  
2. NEWSPAPERS  
3. TRANSPORTATION ADVERTISING  
4. POSTERS  
5. DIRECT MAIL  
6. PERSONAL CONTACT  
7. BROCHURES

Let us examine the tactical plan for each in detail:
CBS Stations plan to broadcast upwards of 50,000 Special Announcements, each of which invites the entire listening audience to hearken to a specific forthcoming program. What astronomical total of listeners will be reached by these announcements, no man dare say exactly, but shall we say millions on millions?

PLUS upwards of 75,000 Special Star Invitations broadcast by the artists themselves who participate in the CBS Network programs, and who have made special recordings for this purpose. Again there can be no exact prediction of the millions reached by these Star Recordings, but only a deaf hermit can fail to hear them!
CBS Stations will open their campaign with a full-page, and continue regular advertising using every major newspaper in every station-city on a strong schedule (reaching a total daily circulation exceeding 12,000,000 ABC Net Paid), promoting every full-network program, every broadcasting day.

CBS Stations (in every station-city in which transportation advertising is available) will use car cards in color (mostly giants, 11 x 42 ins.), bearing photographs of the principals of full-network programs every broadcasting day, to a monthly total of riders exceeding 860 millions.

CBS Stations are now posting throughout their communities upwards of 65,000 posters inviting listening to all full-network CBS programs—each poster measuring 26½ x 40 inches, printed in color. Over 25 of the subjects were drawn by James Montgomery Flagg; others by artists equally competent in capturing the spirit of other programs.
5 by DIRECT MAIL . . .
CBS Stations are issuing skilful and detailed direct mail information, including well over 500,000 unusually effective post cards concerning the "Forward March" to those affected in their communities, to the total of millions of additional circulation. Clients and agencies are planning to use this material for their dealers, as well.

6 by PERSONAL CONTACT . . . . .
CBS Station Managers, in close contact with the civic leaders and the mercantile customers and representatives of their CBS Network Clients, have advised them of the "Forward March" and (as we go to press) are working 24 hours a day to cooperate with them.

7 by BROCHURES . . .
These brochures, booklets, and envelopes are designed to give full program information to CBS stations, and to present a comprehensive program promotion plan with the material to carry it out. Over 90 programs will be promoted this Fall...by CBS stations using their material with consummate skill.

effective .... in every
CBS city coast to coast!

This is CBS... THE COLUMBIA BROADCASTING SYSTEM
FIVE years ago, the Country Journal went on the KMOX air. It was written for the 500,000 farm people in our 78 county primary area.
The show began to break all-time mail records. And it should have. It is built around personalities who are record-breakers. For instance:
Pappy Cheshire and his Hillbilly Champions: They have received over 250,000 pieces of mail since they started singing their way down the KMOX air lanes.
Charles Stookey, KMOX and CBS Farm Reporter: A while back he got 80,000 letters from farmers in 1 month.
Cousin Emmy and Her Kinfolk: A few months ago, when they offered their pictures, 16,354 letters came in four weeks.
Sponsors get the same kind of response. Kerr Glass offered canning advice to those who wrote in. A thousand letters a week asked for it.
There are two basic reasons for this consistent record: First — KMOX has long been the favorite station for rural Mid-America (as it is for urban St. Louis). Folks listen, believe, respond. Second — the Country Journal is the kind of program that sparks response. Good entertainment. (So good that Pappy regularly takes time off for making pictures in Hollywood). Good service. (Charles Stookey has won nationwide recognition for his farm reporting—on KMOX and, coast to coast, on CBS). Good timing. (The Country Journal uses news from AP, UP, CBS, PA—to bring to our listeners the first news of the day—an hour and a half before any other St. Louis sta-
tion broadcasts the news!)
The KMOX Country Journal is on the air every weekday morning from 5:30 to 7:00 a.m. Through these ninety minutes the Country Journal brings to KMOX more rural listeners than are tuned to all other St. Louis stations combined. Participations are not only desirable but available. Ask us or Radio Sales.
MURRY BROPHY, who resigned Sept. 1 as chief of the Communications Facilities Division of the OWI Overseas Branch because of ill health, has entered the Massachusetts General Hospital, Boston, to undergo an operation. He was vice-president of the Columbia West Coast Artists' Bureau before joining the war effort.

M. A. GANDASEGUI, president of the Panama Broadcasting System of the Republic of Panama, has arrived in New York for a several weeks visit and business trip.

HERBERT RICE, for the past 14 years program director and production manager of WGR and WKDB Buffalo, N. Y., has been appointed special assistant to production and sales to Linus Travas executive vice president for the Yankee Network and WNAE Boston. Robert Martin has joined the staff of the Yankee Network as supervisor and coordinator of local sales for WICO WEAN WAAR. He was formerly manager of the commercial department of WTHT Hartford, Conn.

GWILYM A. PRICE, of Pittsburgh, former president of the Peoples-Pittsburgh Trust Co., has been elected a vice-president of the Westinghouse Electric & Manufacturing Co., Pittsburgh. His responsibilities will include settlement of war contracts.

GILES ZWAILEN, account executive for WQOL Toledo, has left to join Allan H. Miller Productions.

Rathburn for Welch

JACK RATHBUN, program director of WJHP Jacksonville, Fla., has been named to succeed Irving F. Welch as general manager of WCAO Pensacola, Fla. Mr. Welch resigned the managerialship effective Sept. 15 and remains at the station at least through Sept. 30.

LAWRENCE HAMMOND has resigned from the Western Electric & Manufacturing Co., Pittsburg, PA., and is joining the War Production Board as manager of the War Manufacture Commission.

Dr. J. E. THOMSON, retiring general manager of the Canadian Broadcasting Corp., was tendered a farewell dinner by the CBC Board of Governors at Ottawa on Sept. 18.

HOWARD CLARK has been appointed manager of CJRL Kenora, Ont., to succeed Gerald Bourke. Clark was formerly with the Stovin & Wright, station representatives, Winnipeg, and prior to that with CKX Brandon and CKSO Sudbury, Ont.

JOHN M. WEHRHEIM, assistant editor for the NBC central division, is the father of a born Sept. 12.

ROBERT A. CATTIERWOOD, formerly general manager of WTVI Woodside, N. Y., to prior to that on the sales staff of WOR New York, has been named to the spot sales staff of the WBB. He has been honorably discharged from the Army.

IRWIN DOWER of the WTC Hartford, Conn., sales department, has been promoted to assistant sales manager. He has been with WTC since 1933.

CRAIG MAUDSLEY, former member of the sales and production staffs of WIND Gary, and presently in charge of radio for several Baltimore agencies, has been named sales manager of WAPW Chicago.

JAMES G. BENNETT, blue salesman, recently became the father of a girl.

DEWEY LONG, formerly head of the Chicago office of WLW Cincinnati, was in Chicago recently on business relating to his new position as general manager of WELI New Haven.

DANIEL A. ORTH, Jr., formerly Illinois branch manager of the Allstate Insurance Co. has added the sales staff of MBS in Chicago.

MORT SILVERMAN, commercial manager of WEIM Fitchburg, Mass., is the father of a girl.

PFC. JAMES E. BURKE Jr., first director of KQBK Kansas City, now stationed at Scott Field, Ill. on Oct. 1, joins the Army Air Forces show in New York to begin rehearsals.

Clipp Names Casey

ROGER W. CLIPP, executive vice-president and general manager of WFIL Philadelphia, announces the promotion of William B. Case, from business manager and promotion director to assistant station manager. The move is designed to relieve some of the extra burden placed on Clip's shoulders as a result of President Samuel R. Rosenbaum's leave of absence to join the AMG. To the post vacated by Casey comes Ted. R. Oberfelder in the position of station director, a post he held previously at WCAU Philadelphia.

KGHL Staff Shifts

KGHL Billings, Mont., announces several staff changes. Virginia Brauner becomes assistant manager and continues with the supervision of program assignments. Dorothy Morris is now head of the promotion and publicity section and Mrs. Julia Bell returns to take charge of traffic. Chief announcer is Franz Robischon, while Ed Cooney, formerly in that position, awaits naval assignment. Edmund Kasser is a new member of the announcing staff. Harry Turner is musical director.

John Larson

JOHN LARSON, former NBC Chicago engineer, drowned Sept. 14 while swimming near his home, Lavallette, N. J. Funeral was held Sept. 20 at Princeton, N. J.
BUFFALO BILL NEVER SHOT A BUFFALO!* —

AND — NO ADVERTISER EVER BAGGED THE GRAND RAPIDS-KALAMAZOO AREA FROM CHICAGO OR DETROIT!

All your life you’ve thought Buffalo Bill shot hundreds of Buffaloes—and probably all your radio life, you’ve thought you could cover Western Michigan from some big Chicago or Detroit radio station.

Sorry—but on both counts, you’ve been wrong!

Western Michigan is covered by only one radio station in the world—WKZO. Others can reasonably claim small segments, but only WKZO does a complete job. And the cost is so low that any fair-sized advertiser can add WKZO to his list without difficulty . . . Want all the facts? Telephone Free & Peters—or write us direct!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS  •  590 KC  •  CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

*Want to know the reason for this—and for WKZO’s unique position, too? Write!
business Baltimore

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Thou Shalt Not Covet

THE CURTAIN has rung down on Act 2 of the newest radio regulatory extravaganza now showing in Washington. Or is it a travesty?

The FCC has wound up its public hearing on the sale of the BLUE Network to Edward J. Noble, who meanwhile has contracted to sell his WMCA to Nathan Straus of New York. But the hearing record is being kept open until Mr. Noble supplies the FCC with a "statement of policy" on what FCC Chairman Fly calls the "mechanism of free speech".

It is clearly evident that the Commission will approve the $8,000,000 transaction. It can't very well do otherwise. But it is driving a bargain. It wants Mr. Noble to commit himself to such matters as the sale of time for the discussion of controversial issues—time that now is freely given away. It wants him to agree to sell time to labor unions and cooperatives for membership drives and for the spread of ideologies and creeds. It wants to put the dollar sign on radio.

It really doesn't matter what Mr. Noble says. Under the Commission's own rules he can't commit the stations on the BLUE Network he proposes to acquire. He can't commit the other three networks. And whatever he says won't make much difference anyway in the result. The Commission, in its opinion approving the transfer of the three BLUE-owned stations, can be expected to vent a blistering criticism of industry policies on sale of time and of the NAB Code of Ethics because the Code deprecates sale of time for controversial issues, and for membership drives.

All this grows out of the Supreme Court opinion of last May 10 assigning to the FCC the control of the "composition of the traffic". The Commission majority, of which Chairman Fly is the spokesman, covets that authority.

If the Fly philosophy—heartily concurred in by Commissioners Dorr and Walker and perhaps inferentially by Commissioner Wakefield—were adhered to, the air would be filled with pleadings for special causes. Those with the most money would monopolize the ether. The public wouldn't tolerate that sort of radio.

What our free-thinking, liberal zealots fail to understand is that the radio audience—practically the entire nation—was not built by the FCC or its predecessor, or those who run the labor unions or big business, or the geniuses who devised the spectrum allocation. Rather it was built by the broadcasters. They built the programs and were sensitive to the wishes of the people. Radio must present a balanced programming structure, not a babble of voices preaching, shouting or lobbying.

Let's take a hypothetical case of the "free and easy" time theory advanced during the BLUE hearing, since several members of the Commission tried it. There's the prohibition issue. Could the Anti-Saloon League, on a paid-time basis, cope with the nation's distillers? Radio doesn't sell the distillers on a network basis today because liquor itself constitutes a controversial issue.

What, for example, would this corruption of what is called "free speech" do in the case of a Father Coughlin? It would give him as many networks as he could buy—the test would be the dollar sign, nothing else.

Whatever may be said of the NAB, certainly the provisions of its code are sound on these very issues now trotted out by the FCC majority. Mr. Noble and Mark Woods, BLUE president, were sound in adhering to the basic concepts that time should not be sold for controversial issues or for the exploitation of membership campaigns, as against products.

All this adds up to one thing. The Supreme Court challenge to Congress must be met this year, lest it become the permanent law. The BLUE hearing is a harbinger of what's ahead.

We suggest that the subject is of sufficient importance to warrant prompt consideration by the Congressional leadership identified with radio legislation. We should like to see a conference of Chairman Wheeler, of the Senate Interstate Commerce Committee; Chairman Lea of the House Interstate & Foreign Commerce Committee; Chairman Cox of the House Select Committee investigating the FCC; Senator White and Rep. Holmes, as authors of pending radio bills, to settle procedure.

There isn't any doubt, except in the mind of the FCC majority, about the need for a clear expression from Congress. This group should express itself as to the Congressional plan for consideration of legislation before the FCC embarks upon control of "the composition of the traffic" and cripples free American radio—freshest and best in the world.

Parasite Lost

FOR YEARS the notion has been prevalent that broadcasters would rather fight than partake of the finer things—with everyone except their clients. That results can be accomplished through a meeting of the minds is evidenced by the CBS action to eliminate cow-catcher and ambush trains—parasitic growth which fed upon radio's refusal to say "no".

The CBS action didn't just happen. A number of broadcasters got up on their hind legs about it. Resolutions were adopted condemning the practice. Bill Way of KVOO, Tulsa, spent time, effort and money to start the movement, in the interest of having radio run its own business. The speed with which CBS has acted is in keeping with the policy enunciated by its President William S. Paley at the last NAB convention that radio must retrieve its full independence.

Shifting to a somewhat different practice, complaints have been heard over the years about the kind of copy used by American Tobacco Co. Way back, when it put Cremo cigars on the air, it talked about "spit". It's more recent "Best Tunes of all Come from Carnegie Hall" grated on a nation's nerves. Now it's the constant repetition "LS-MST", whatever that means.

Mr. George Washington Hill, of American Tobacco, advertising genius that he is, apparently feels he doesn't care what his company is called, just so there's talk about his product. He has worked the constant repetition theme to a fare-thee-well.

But is it good radio?

LeADING his battalion through Grand Pre during the great push toward Sedan in World War I, or leading his Syracuse "Best Tunes" into untrod airways, the command of Col. Harry C. Wilder is always "Forward".

The WSYR president has just proved the success of his watchword by celebrating the 21st anniversary of his station on September 15—and in a most novel manner. Col. Wilder asked for ideas for the celebration, and there was one he especially liked. "Why not," it said, "emphasize the 21 years of WSYR's existence by creating and producing 21 brand new radio shows, one to be broadcast each day for the 21 days leading up to the final anniversary date."

"Why not?" asked the colonel. "Let's get started."

That was on the 22d day before the celebration date, leaving exactly one day in which to "get started". But the staff, electrified for action under Col. Wilder did get started, and on the next day began one of the most ambitious schedules ever undertaken by a radio station staff—21 daily programs, drama, music, human interest features, unique news treatment, and even the first episode of an adventure serial, written, cast and produced entirely within the station.

All led triumphantly up to the hour-long anniversary program. Col. Wilder's father, Mark S. Wilder, founder and vice-president of WSYR, cut the birthday cake and was portrayed in the dramatization of the station's history. Special feature was two shortwave broadcasts from England, from a Syracuse-staffed army hospital, and a Syracuse flying colonel hero veteran of Dieppe, all saying "Happy Birthday".

In the 11 years Col. Wilder has been WSYR president he has developed the station from an obscure 100 watt to the progressive 5,000 watt station of today, always beamed to new ideas, with a "go" signal on continually for personalities that can reach past the microphone to the hearts of listeners.

Born in 1891, Col. Wilder is a graduate of Phillips Exeter and Amherst, 1913. He is also a graduate of the "war years" when he served in four major campaigns overseas.

It was during the advance toward Sedan in 1918 when the 27-year-old major distinguished himself. The Germans were unleashing all they had to stem the push of the Allied Army. Major Wilder and his battalion were in...
DAYTON, O.

"Ceiling Unlimited"

1943 PAYROLLS WILL EXCEED

$410,000,000*

This tremendous payroll is just double that of 1941 ... typifying Dayton's growth as one of the country's outstanding markets. With this condition existing, the "ceiling is unlimited" when it comes to selling your product ... and the way to sell it effectively is by using the "Dayton station" WING.... The one dominant factor in covering this great expanding market.

BASIC BLUE NETWORK
5,000 WATTS

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

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

Records on Sweden Made Available by OWI

TO PROJECT a fuller understanding of Sweden to American audiences, the OWI is making available to stations a series of 13 recordings made under the supervision of OWI outpost representatives under the auspices of the Swedish government. The recordings have been requested by stations in Minnesota, North and South Dakota, and Washington.

The series is the first in a large-scale “exchange” plan being developed by OWI. The agency is already at work on programs in Australia, China, New Zealand, South Africa, Iceland and Turkey. Within the next two or three months, the first of these series will be offered to broadcasters. A limited number of pressings of the Swedish series is available to stations. Requests are being handled by the OWI Station Relations regional offices.

The OWI is also developing two series of programs made in America to be played over Swedish stations.

WCBT Sale Approved

THE FCC last week granted consent to voluntary assignment of the license of WCBT Roanoke Rapids, N. C., from J. Winfield Crew Jr. to WCBT Inc., organized by S. Ellis Crew, W. Lunsford Crew and J. Winfield Crew, and granted consent to voluntary assignment of KWJB Globe, Ariz., from Bartley T. Sims to Gila Broadcasting Co., for $20,000. Gila is headed by L. F. Long, theater owner of Safford, Ariz., who owns KTSA [BROADCASTING, June 14]. The application of Albert S. and Robert A. Drohlich, a partnership, to sell KDRO to Milton J. Henlein, Philadelphia real estate man, for $27,500, or $38,500 if payments are made in installments, was designated for hearing.

Dick Tracy Aired

LOUIS MELIND Co., Chicago (Justrite Drawing Ink), newly to radio, has started sponsorship of the quarter-hour late-afternoon Dick Tracy show Tuesdays and Thursdays on WENR Chicago, in a test campaign. Commercials are slanted for children interested in cartooning, with a Nick Nichols Cartooning Course as a giveaway feature. Agency is Brandt Adv. Co., Chicago.

Our Respects to

(Continued from page 18)

the Grand Pre region, in the thick of it. During the action, Wilder was gassed. But refusing to be evacuated, he stuck with his men and continued in command. His battalion fought past Grand Pre and on to their objective, Sedan. It was for this deed that he was cited for bravery in action. Later, he was an area military governor with the army of occupation in Germany.

After the war, Wilder, then a colonel, turned to the selling field. He was sales manager for wire, copper, rubber, utility and refrigeration companies. He became a partner in an advertising agency and advertising manager for power and rubber companies, then president of light and power companies, and vice-president of a copper wire company. He also tried his hand in magazine publishing.

Then in 1935 he entered radio. Besides being president of WSYR he also heads WTRY Troy and WKNE Keene, N. H., and two years ago, he sold WJTN Jamestown. Practically every civic movement in Syracuse includes the name of Col. Wilder. He is a director of the Century Club and the Skaneateles Country Club, vice-president and director of the Syracuse Chamber of Commerce and a member of the University and Triton Club (Canada). He was one of the first New York state commanders of the American Legion.

Married to Isabel Howard since 1916, before going overseas, Col. Wilder has one daughter, Nancy, the wife of Lt. Roderick Burlingame. He resigned from the Field Artillery reserves 15 years ago. But Wilder’s status in this war is far from inactive. In civic affairs, his Legion activities, and especially in his stations, pushing the war effort on the home front is his objective. And Col. Wilder is not one to give up until the objective has been reached.

MBS Anniversary

TO CELEBRATE its ninth anniversary as a network on Oct. 2, Mutual, which has risen from four stations in 1924 to 211, has arranged a special guest appearance by President Miller McClashon on the Saturday evening 8-8:30 California Melodies program.
YOU AND YOUR STAFF HAVE DONE A GREAT JOB OF BRINGING THE BLUE TO THE FRONT!

THANKS!

AND KEY—YOUR BLUE STATION IN PORTLAND, OREGON HASN'T DONE SUCH A BAD JOB, EITHER.

YOUR'RE TELLING ME?

KEX SERVES A BIG, HUSKY MARKET, THRIVING ON WAR INDUSTRIES AND STILL GETTING BIGGER.

I SEE WHAT YOU MEAN.

KEX AND THE BLUE MAKE AN UNBEATABLE COMBINATION FOR ALL ADVERTISERS.

BUT DEFINITELY!

KEX PORTLAND, OREGON - Represented Nationally by the PAUL H. RAYMER Co.
AD KARN is now production director at WIZE Springfield, Ohio. He was formerly with WING Dayton, Helen Williams, formerly of W45D Detroit, now heads the continuity department of WIZE. E.R. Bebee, formerly of WOUF Athens, Ohio, is now promotion director. Robin Thomas has joined the continuity staff. New addition to the announcing staff is Dick Huber, from WHDL Olean, N.Y.

LES RARRY has joined the announcing staff of WMAT Cedar Rapids, Ia., coming from WIRF Rock Island, Ill.

BOB HOBGOOD has been named production manager of WMPS Memphis. Herbert Harper, news commentator, has been added to the news staff.

DON NORMAN, former m.c. of A Date with Don on Mutual, has joined the announcing staff of WA77 Chicago, following his recovery from a long illness.

JOHN GOLDSWORTHY has joined WA77 Chicago as newscaster.

CHARLES HULL WOLFE, WSRR Stamford, Conn., continuity editor, married Florence Grummun Aug. 28.

WKZO Staff Additions

PAUL O. GODT, formerly of KARK Little Rock, Ark., has joined the staff of WKZO Kalamazoo, Mich., as studio director.

Mr. Godt will coordinate operations for both the Kalamazoo and Grand Rapids studios. He has been active in the field for a number of years.

BOB CARLILE, formerly of WSBA York, Pa., and WHP Harrisburg, Pa., has been active in the field for a number of years.

BOB KELLY, WQAR Cleveland sports editor, has been assigned to cover the U. of Michigan grid games over WJR Detroit again this year.

TERRY BRICK, conductor of the Listen Mothers program over WWJ, New Orleans, is himself the mother of a girl born Sept. 13.

LAVONNE PAPPE, formerly a singer on the staff of WCCO Minneapolis, has become a member of the announcing department of WMPS Chicago.

DOROTHY FURMAN has joined the program department of WGN Chicago.

GENE HAMILTON, NBC-Blue announcer for 12 years until the separation of the Blue from NBC, when he joined the Blue production staff, has returned to announcing.

ALFRED ROBERTS, formerly with KOMO-KJR Seattle, has joined KJBS San Francisco as announcer.

ELLIS LIND is now on the announcing staff of KJBS San Francisco.

BILLY BILL, former announcer of KMBC and KOMO Kansas City, has joined the announcing staff of WIND Gary.

ED CLOWES, announcer of KPPC Paasdena, has joined KJBS San Francisco as announcer.

MILDRED BOWSER, former staff announcer of WMCA New York and KSL Salt Lake City, has been placed in charge of the musical library of KJBS San Francisco.

TOM MOOREHEAD, sports director and assistant publicity director of WPIL Philadelphia, and Constance van Roden, were married last week.

WBNX 5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
The 14-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.
FRED BARR, program director of WWRL New York and conductor of the 1600 Club, has joined the Army. Lou Cole, a member of the WWRL staff for the past 13 years, has taken over Mr. Barr's duties for the duration.

LOU BARR, program director of KEX Hollywood, has joined the traffic department CKBI Prince Albert, Sask.

MARGARET HERON is now in the continuity department of CKBI Prince Albert, Sask., replacing Doris Donnelly, recently married.

MARCE MONROE, announcer of CBR Vancouver, will marry Constance Kemper of CJOR Vancouver early in October.

GORDON WILLIAMSON, former sports announcer of CFRN Edmonton has been commissioned a pilot officer, Royal Canadian Air Force, Public Relations Branch.

WILLIAM READ, formerly of CKGB Timmins, Ont. and CKYD Val d'Or, Que., has joined CKMO Vancouver as announcer.

LILLIAN GREENE has joined the promotion and publicity department of KDYL Salt Lake City as assistant to Myron Fox, publicity and promotion director.

OSMOND MOLARKY, radio script writer for Navy public relations, has been promoted to a lieutenant (j.g.) as aviation specialist. He formerly contributed to documentary series The World Is Yours and Cavalcade of America.

EVELYN LAMPMAN has been appointed continuity chief at KGWKEX Portland, Ore., replacing Edwin A. Browne who has resigned to do news work at KGBI San Francisco. Allan Richmond has joined the KGWKEX announcing staff. Barbara Hathaway has joined the continuity staff.

MEDICAL MAGIC keeps Al Sigl, newswoman of the Rochester Times-Union, at the mike as newscaster for WHEC Rochester. Last February, Sigl slipped and cracked the back of his neck on the curb. He got up, shook his head, and continued on his way. Months later, severe headaches sent him to the hospital, and X-ray disclosed remains of three former vertebra-nine bone splinters. Now Al wears his harness and continues 12:15 p.m. daily newscast, and doctors still wonder why he didn't die.

RUPERT PRAY, Hollywood news assistant to John B. Hughes, MBS commentator, is the father of a boy born Sept. 15.

MRS. HELEN BROUGH ROSE, former head of KJIJ Hollywood script department, is the mother of a girl born Sept. 4.

LOUISE MORGAN, director of special events for WNAC Boston and the Yankee Network, is taking over the Mon. thru Fri. 9:05-9:30 a.m. radio spot of Ruth Moss, who has left to join the Marines.

MARJORY HOOD has been appointed public relations director of KYA San Francisco.

BOB FOULS, announcer of KYA San Francisco, has joined the Army Air Forces as a cadet in communications. He is receiving his training at Seymour Johnson Field, Goldsboro, N. C.

JEAN MAXFIELD, former traffic manager of KROW Oakland, has been appointed traffic manager of KYA San Francisco.

MARY TABNEY, assistant in the program department of WBWW Chicago, will leave shortly to join the Marine Corps Women Reserve.

ALAN OAK, announcer, formerly with WGER Goldsboro, N. C., and WHA Madison, Wis., has joined WOR New York. Helen Hawley, formerly with Ruthrauff & Ryan, New York, Columbia Recording Corp., Transcription Division and Decca Records, has joined the WOR Recording Division. Keith Thompson recently of Musical America, is new script editor.

ED PRENTISS, Chicago radio actor, became the father of a boy Sept. 14.

TED LENZ, chief announcer, news editor and production manager of KSAN San Francisco, has been appointed general manager of KVAK Anchorage, Kansas.

GARY MUELLER, continuity writer of WBWW Chicago, has been inducted into the Army.

CHARLES LYNCH, formerly with WBYR Waterbury, Conn., has joined the announcing staff of WRBG Philadelphia. Anne Barr has joined the program department.

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PAUL SNEIDER, recently given a medical discharge from the Army, has resumed his former duties as an announcer at WGN Chicago.

LEE GILLETTE, formerly with WAAF Chicago, has been named music director of WJJD Chicago replacing Kennedy Nelson, who will join the Army shortly.

MILDRED JEFF GATELING, formerly of WFOS Hattiesburg, Miss., has joined the staff of KTHS Hot Springs, Ark.

MAL WEAVER, formerly of WATW Waterbury, Conn., is now program director and studio manager of WMFF Plattensburg, N. Y.

JOHN STINSON, formerly newscaster on WFLC Cincinnati, has joined the WKRK Cincinnati news staff.

GEORGE PUTNAM, news reporter of WEAF New York, on Sept. 24 was guest speaker at the Town Hall Luncheon Club at Town Hall in New York.

HOWARD CARRAWAY, continuity chief of WBAP and KGKO Fort Worth since 1938, has joined the Blue production staff. Mr. Carraway was previously on the news staff of WSMR New Orleans and served as announcer-producer with KKWH and KTHS Shreveport, La., and WMC Memphis.

LT. MAURIE WEBSTER, former announcer of WSNP Chicago and now in the Navy, is currently stationed at Harvard U. for communications training.

PAT McGEEHAN, Hollywood actor, has been assigned to the weekly NBC Red Skelton show, replacing Truman Bradley.

VANCE BERNARD has joined the announcing staff of KLZ Denver.

CBS credits us with a 22 county-3 state primary, 1,032,302 population. Our mail maps show more. But, either way, it's a real market, served by a real station. Heavy CBS; 63.8% Hooper station rating; dominant frequency.
G-E Names Priest Head Of Transmitter Division

C. A. PRIEST has been named manager of the Transmitter Division of G-E's Electronics Department, Dr. W. R. G. Baker, vice-president of the department, announced. He will assume responsibility for the operations of the Syracuse plant of the division.

As engineer of the Radio Transmitter Engineering Division at Schenectady, Mr. Priest figured prominently in the FCC hearings on experimental television (Broadcasting, Feb. 1, 1940). He entered the testing department of G-E in 1922 and later transferred to the transmitter section, where he has been ever since, with the exception of a year he spent in Japan, in 1927-28. International General Electric Co. sent him to that country as sales engineer on radio apparatus.

Employment Drive

TO FORESTALL compulsory drafting of war workers should the manpower problem continue acute New Jersey industrialists have formed the Community Manpower Mobilization Committee, headquartered in Newark. Radio, newspapers, outdoor displays and other media are being used to reach potential employees and war workers in four counties. One objective is to help recruit 50,000 women employees in the Newark area by Jan. 1. Committee has signed a 13-week contract with WOR New York for participations on Bessie Beatty's five-times weekly 11:15 a.m. program, effective Sept. 8, and has also taken segments of Martin Block's Make Believe Ballroom on WNEW New York. One-minute announcements are being used on WAAT Jersey City and WPAT Paterson, and other stations were being lined up last week. Agency is Charles Dallas Beach Co., Newark.

Tinney to Army

CAL TINNEY, until recently broadcasting his Sizem Up the News commentaries for Bayuk Cigars, Philadelphia, over Mutual network, reports for active duty Sept. 27 as a buck private in the Army Air Forces. Married, 35 and the father of four children, he went to his draft board in Bryn Mawr, Pa., recently, and waived his 3-A classification. He expects to be assigned to service in the Far East. No stranger to the Orient, he worked his way around the world after leaving high school, worked on newspapers in China and Japan and picked up some of the language.

Kenneth B. Carter

LT. KENNETH B. CARTER, former announcer of WNAC Boston, was killed Sept. 7 when the P-38 he was flying crashed at Muroc Field, Cal. He was buried from his home in Everett, Mass.

Housewives listen when Jane Lee speaks As editor of KPO's Woman's Magazine of the Air Jane Lee blends food facts, fashion notes, household hints, beauty tips, interviews, into a fast moving daily show for women.

Housewives listen but the postman groans for he knows best the pulling power of KPO and the Woman's Magazine of the Air. Get the facts...and you'll be on KPO...
THE BUSINESS OF BROADCASTING
Hooper SHOWS What Kansas City KNOWS

Hooper surveys prove KCKN's tabloid program format is right. Three consecutive Hooper 5-month reports have shown KCKN holds more listeners in Kansas City than three network outlets.
Sells Shows

SUNNY SIDE of the war presented itself in the person of Mrs. Beth McNeely, wartime replacement announcer of WSUN St. Petersburg, Fla. When Mrs. McNeely decided to try producing shows herself, From Mrs. to Mrs., sold a day after it went on the air. Her second, Musical Menus, got a sponsor on the first audition. Now she has become production director.

HECHTS Department Store, New York, has returned to the air for another pre-Christmas spot campaign, having contracted for 25 announcements weekly on WMCA New York for 13 weeks. Drive is similar to last year's local Christmas gift promotion for the months of October, November and December. Firm is negotiating for contracts with two additional stations. Agency is J. R. Kupchik Adv. New York.

CHICAGO DAILY NEWS, Chicago, has placed two contracts for sponsorship of programs on WGN Chicago. Beginning Sept. 25, the newspaper will sponsor quarter-hour Mystery Chef on a cooperative basis, Monday through Fridays. Starting Sept. 27 it will sponsor five quarter-hour programs weekly on WGN featuring Malcolm Clarke with children's stories. Both contracts are for 26 weeks. Agency is Shewmaker & Scott, Chicago.

SMILING IRISHMAN, New York, started The Battle of the Baritones on WMCA New York as part of its spot campaign in New York and New Jersey to obtain used cars for resale. Program features the records of Bing Crosby and those of Frank Sinatra, with the audience invited to vote their preferences on the best singer. Broadcast is heard from 9:30 to 10 p.m. Agency is Ullinger Adv., New York.


BARNEYS CLOTHES, New York, has signed a 52-week contract with WNEW New York calling for a 23% increase in time and billings, and has added six quarter-hour programs and 12 announcements weekly on WPAT Patterson, N. J. The WNEW contract, which went into effect Sept. 13, calls for 12 five-and-ten minute musical programs weekly plus a number of spot announcements scattered throughout the day. Barney's is now using a total of seven stations in the New York-New Jersey area. Agency is Emil Mogus Co., New York.

CONSOLIDATED BISCUIT Co., Chicago, on Sept. 20 began sponsorship of Judy & June, quarter-hour serial drama Mondays through Fridays on WGN Chicago. Contract is for 52 weeks. Agency is Mitchell-Faust, Chicago.

JOHN L. CALLAHAN, assistant advertising manager of Best Foods Inc., New York, has been named assistant director of advertising and merchandising. His former post has been assigned to Mrs. Randall, previously production supervisor in the advertising department.

CAMPBELL CEREAL Co., Minneapolis (Sat-O-Mail), beginning in September is sponsoring a nationwide campaign of spot announcements and studio programs, which includes a newscast by William Winter on six Pacific Coast Network stations, heard Mon. thru Fri. at 7:05 p.m., originating out of KNX Hollywood and a quarter-hour three-weekly early afternoon newscast on WGN Chicago. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

MINNEAPOLIS—HONEYWELL REGULATOR Co., Minneapolis (air-conditioning equipment; institutional), starting Oct. 10 will sponsor a new program on 123 CBS stations and two affiliate Canadian stations for 32 weeks. Titled Blue Chip Battle with Danny O'Neil, the program, to originate out of WBBM Chicago from the Great Lakes naval training station, will be heard from 11:05 to 11:30 a.m. each Sunday. Agency is Addison Lewis & Associates, Minneapolis.

COCA-COLA Co., Atlanta, is allotting more than 100 minutes of time on its victory parade of Spotlight Bands on the BLUE to the Third War Loan Drive. Sponsor is turning over five minutes of each night's program to government officials for War Bond messages, through Sept. 25. Agency is D'Arcy Adv., New York.

GUARANTEE TRUST LIFE INSURANCE Co., Chicago, to J. L. Stewart & Co., Chicago. Plans said to include radio.


ALMS & DEPPEK Co., Cincinnati department store, has renewed for 33 weeks sponsorship of Harmony Hall, half hour program on WSAI Cincinnati. Contract placed direct.

FRALEY PRODUCTS Inc., New York (Thaise hand cream), has announced Irwin V. Illumin Co., New York, as agency. Plans are said to include radio.

VICTOR M. STAMM & ASSOCIATES, general agency for Northwestern Life Insurance, has purchased Mutual Music Hall, half hour television series of 12 half-hour programs, and W5GM Milwaukee.

FRUITATIVES PRODUCTS, Hull, Que., (proprietary) on Oct. 2 starts Double or Nothing quiz show weekly on CFRB Toronto. Account was handled by McConnell-Emstein Co., Montreal.

JOHN P. WATERS, former assistant director of advertising for Armstrong Cork Co., Lancaster, Pa., has been named advertising manager of the lighting division of Sylvania Electric Products, New York.
CASH PRIZE CONTEST!

FOR RADIO MEN IN THE SERVICE!

"Write A Letter"

As you know, the Hallicrafters make SCR-299 Communications trucks. We are proud of our handiwork and proud of the job you men have been doing with them on every battle front.

RULES FOR THE CONTEST

We want letters telling of actual experiences with SCR-299 units. We will give $100.00 for the best such letter received during each of the five months of November, December, January, February and March!

We will send $1.00 for every serious letter received so even if you should not win a big prize your time will not be in vain.

Your letter will be our property, of course, and we have the right to reproduce it in a Hallicrafters advertisement.

Good luck and write as many letters as you wish. V-Mail letters will do.

W. J. Halfligan

BUY MORE BONDS!

the hallicrafters co.

2611 Indiana Avenue, Chicago, U.S.A.

MAKERS OF THE FAMOUS SCR-299 COMMUNICATIONS TRUCK
OHIO STATE OIL Co., Findlay, O. (Marathon products), will sponsor ten outstanding football games in the Midwest this fall on WOJO Fort Wayne, Sept. 20 through Nov. 27. Agency is Stockton, West & Burkhart, Cincinnati.

MEYER & FRANK Co., Portland, Ore., department store, has purchased Navy Heroes transmitted series on KGW Portland, 10:15 p.m. Tuesdays.

BEAU BRUNNELL TIES Inc., Cincinnati, will present the WIKIU Cincinnati broadcasts of Ohio State football games this season. Dick Newville, former All-American and Chicago Bears backfield ace will give play-by-play descriptions, assisted by Ray Corneil, WIKIU sports authority.

HUGH HARRISON, Oakland, Calif. (Real people, real place, you've been there), is using radio for the first time in two years, having started a series of transmitted announcements on WLBV and WENH for a firm's response all year round.

The study was made on the 493,479 pieces of commercial mail the station received from April, 1942 through March, 1943. A special corps of mail clerks tabulated the commercial response all year according to county, program, sex of writer, etc., for a firm of certified public accountants. The accounting firm then compiled monthly and quarterly reports and is now completing the final, summary analysis.

Because of current restrictions, copies of the printed study will be limited. So—if you want one—reserve your copy now. But only agency men and company advertising managers, please!

Address: Research Director,

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

ATTENDING the premier performance of That's a New One, first program series to be sponsored by Adam Hats, were Leon Goldberg, advertising manager of the Adam Hat Stores and Edgar Kobak, executive vice-president of the Blue network.

H. J. HEINZ Co. of Canada, Toronto, has named MacLaren Adv. Co. as agency. Radio advertising program is now under development.

LYMAN AGENCIES, Toronto (Fellow Syrup) has placed its account with Ronald Adv. Agency, Toronto. Advertising plans are in preparation.

SEARS ROEBUCK & Co., Los Angeles, on Sept. 20 started a twice-weekly quarter-hour commentary series, News and the People, on KJJ Hollywood. Five-week evening broadcasts will be transmitted for later evening release. Contract is for 52 weeks. The Mayers Co., Los Angeles, has the account.

VOGUE RUBBER Co., Chicago, has named Briesacher, Davis & Van Orden, Los Angeles, as agency.

DR. A. REED ARCH SHOE Co., Los Angeles (irritable shoe arch), on a 52-week contract starting Sept. 20 is sponsoring a daily five-minute newscast on KMPC Beverly Hills. Agency is Charles N. Stahl Adv., Los Angeles.

DAY & NIGHT MPG Co., Monrovia, Calif. (water and space heaters, coolers), on Sept. 15 started using five-time signal announcements weekly on KMPC Hollywood, for its new radio series. Contract is for 52 weeks.

ALICE FROCK Co., Oakland (womens' dresses) new to radio, in a test campaign on Sept. 11 started sponsored by one-week five-minute newscast on KMPC San Francisco. Test is preparatory to a possible expansion to the network. Agency is Garfield & Guild, San Francisco.

SEARS FOOD DISTRIBUTING Co., Los Angeles (Butter-Stretch), new to radio, on Sept. 16 started using two transmitted announcements weekly on KMRC and KMPC. Contracts are for 12 weeks. Other West Coast stations will be used. Agency is Edwins F. Hohlsheen Adv., Los Angeles.


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LOCAL LOAN Co., Los Angeles, as part of its Pacific Coast campaign with local office tie-in, on Oct. 1 started using 10 weeks' announcements weekly on KKKO Everett and KOL Seattle. First on Sept. 26 started using one per week on KMJ Hollywood, and in addition utilizes three weeks of radio and once weekly on KDFJ San Francisco and once weekly on KFROY Sacramento. Other stations will be added. Agency is Hixson-O'Donnell Adv., Los Angeles.

SUN SHIPBUILDING & Drydock Co., Chester Pa., assumed sponsorship on Sept. 20 of the Tom Moorehead sponsored program on WPIL Philadelphia. The sponsor offers a three-week course in welding to those seeking jobs. Sun has reserved sponsorship of the Sunday patriotic half-hour broadcast on WPIL, "Sweet Land of Liberty," and the weekly Dollar for Donuts quiz on WIP Philadelphia. Contracts all placed direct.

FREDERICK STEARNS & Co., Windsor, Vt. (Vita-Vit Multiple capsules) has started announcement series on a number of Ontario stations and the Sherlock Holmes adventures weekly on CKOL Toronto. Account was placed by A. J. Denne & Co., Toronto.

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There are a number of requirements for new transmitter equipment which broadcast station managers, their engineers and consultants must always bear in mind.

1. The equipment must function in a manner consistent with FCC performance requirements.

2. The equipment must meet FCC safety requirements for the protection of operators.

3. The equipment design must include safeguards which effectively protect it from damage due to overload.

4. The equipment design must include maximum assurance against failure during broadcasting.

RCA provides these assurances—“hedges” against trouble.

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.
ONE of the outstanding features of the annual fair held at Northampton, Mass., is the horse race. This year WHYN Holyoke secured the contract for the daily broadcast of the races, run off during the week of Sept. 5. The station, also managed to originate a WHYN handicap which carried a WHYN purse and was one of the most heavily bet upon races of the entire meet. All publicity released on the meet naturally carried WHYN call letters as the handicap was a daily feature.

Weekly Column
WOR New York is offering a weekly column in the New York Herald Tribune which contains bits of poetry, doings around WOR, and other items of radio interest.

KEEP THIS MARKET IN YOUR MIND

Now a teeming city of over 101,400 people, Corpus Christi rates as one of America's six fastest growing cities with bright prospects of retaining wartime growth, according to Philip M. Hauser of the Census Bureau. Surely, here is a market to keep in mind...one to cultivate today for sales today and tomorrow. Its oil, cotton, farm lands, cattle raising, chemicals, and shipping facilities assure Corpus Christi of even greater growth in the future. And KRIS—the only major Corpus Christi station carrying network shows, offers you Hooper-authenticated domination at surprisingly small cost. Call in your Branham man for full information today.

MERCHANTISING & PROMOTION

Horse Races—Column—Booklet—Movie Promotion

Better Humor Cards—Newspaper Ads

Merchants' Show

ORANGE MERCHANTS Assn. are presenting a series of daily shows over WAAT Newark. Members use their own newspaper space and other advertising media to promote the shows. Ribbon badges showing broadcasting schedules are worn by Orange stores' personnel. Cards promoting the programs were inserted in packages sold by the stores before the campaign got under way.

Rural Survey Book

TWENTY page file size booklet just released by KMBC Kansas City. Titled "Home From the Heart" contains a survey of the farm listening habits throughout the "Heart of America" area. Comparison is made with other stations in the area regarding listener coverage on service programs such as news, farm talks, markets, farm programs and home service features. Cover of the book is reproduction from an oil painting made by a Kansas City artist for KMBC. Preceding the book was a postcard addressed to secretaries suggesting they be sure the 'boss' receives his copy.

Movie Promotion

RADIO was effectively used to break a twenty-one year attendance record at the Golden Gate Theater when KPO San Francisco promoted RKO's picture "Behind the Rising Sun". Aside from the routine weekly theater promotion (newspaper and paper and billboard) all publicity was via the air. Tie-in, for two weeks, included special round-table discussions, interviews by KPO personalities, quarter-hour transcribed teasers, spot announcements, tours for author James R. Young of four major ships yards, and radio appearances of the picture's star, Margo.

Better Humor Cards

LOCAL distribution of small "better humor" cards by WMAG Macon, Ga., an area overrun with war workers and with the usual letdown in service, has aroused favorable comment according to reports. Cards are about 4x9 inches and printed on cardboard stock. Various sayings on the cards suggest increased friendliness and courtesy. Only reference to WMAG is signature at the bottom of each card.

Direct Mail

FULL-PAGE color advertisement of WLW Cincinnati which appeared in the Aug. 15 issue of Broadcasting has been printed on heavy cardboard stock and sent out as direct mail advertising. Ad is one of rural listener coverage series currently being used by WLW and gives facts and data of recent C. E. Hooper report.

War Coverage Ads

KYW PHILADELPHIA, for several days after Italy surrendered, ran front page advertisements in the Inquirer and Recorder, calling attention to newscasts during the day, air time of the news commentators and the fact that any program would be interrupted at once for important invasion bulletins.

Fall Lineup

KSD, NBC outlet for St. Louis, recently ran a full page ad in the back of the St. Louis Post Dispatch rotogravure section giving the lineup of the fall parade of actors and shows to be heard over KSD.

PHOENIX STATION TRANSFER SOUGHT

M. C. REESE, Phoenix insurance man, last week filed an application with the FCC to transfer his ownership of KPHO Phoenix to Phoenix Broadcasting Co. Inc., for $60,000. With his two sons who formerly managed the station, now in the Army, Mr. Reese told the Commission his health does not permit his taking over the management.

Mr. Reese's original agreement to sell was with Rex Schepp, manager of WIRE Indianapolis and owner of WPAT Paterson, N. J., who transferred the agreement to Phoenix Broadcasting for $33,500.

Officers and directors of Phoenix Broadcasting and percentage of stock owned are: Rex Schepp, president and director, 36 2/3%; George Wood, vice-president and director; J. P. Mason, secretary and treasurer; Gene Autry, E. C. Pulliam, and A. G. Atwater directors, 20%, 32% and 10%. Other stockholders are Dorothy Kiggins, 1 1/2% and E. R. Borroff, 3 1/2%. Autry bought 200 shares for $16,000.

Mr. Pulliam is president and a director of WIRE, and WAOV Vincennes, president of Central Newspaper Company, and Okla. Newspapers Inc., El Reno, Okla. Mr. Mason was program director and traffic manager of WIRE, and program director of KOB Albuquerque, 1942-43. Mr. Atwater, formerly assistant to the vice-president in charge of sales of Wrigley's chewing gum, is a lieutenant in the USNR. Mr. Borroff is vice-president in charge of the BLUE central division and Mr. Wood is an attorney with the Phoenix firm of Ellingood & Ross.

Gene Autry, now a sergeant in the Army, owns 50% of Western Music Pub. Co., an air school known as Marsh, Franklin & Pacific Air School In Phoenix and Tucson, 33 1/3% of Clemens Bros. Cattle Co., and 25% of Worlds Championship Rodeo.

KPHO was authorized in January 1940 to operate on 1200 kc 100 w night, 250 w day.

Rex Spray Spots

CANADA REX SPRAY Co., Brighten, Ont., has started dramatized spot announcements for its first radio campaign on 17 eastern Canadian stations. Account is placed by Ronalds Adv. Agency Ltd., Toronto.

No. 1 Station in a No. 1 Market

Koin

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives,

Page 52 • September 27, 1943
EFFECTIVE IMMEDIATELY,
YOU CAN ONCE AGAIN TAKE
ADVANTAGE OF THE NEW,
UP-TO-THE-MINUTE WOR
RECORDING STUDIOS TO
RECORD YOUR MUSIC.

Wire, write or 'phone

WOR RECORDING STUDIOS
1440 Broadway
New York 18, N. Y. (PE 6-1346)
HENDRIK BOOBAEM, former Hollywood producer of Young & Rubi-
hein, Inc. On the weekly CBS Siere Theatre has been appointed a lieu-
tenant (jg.) in the Navy. Rupert
Lucas takes his place.

MA. L. KUOLLIN, has been ele-
ted a vice president of Kenyon & Eck-

ROBERT E. EDDY, has become vice
president of Knowlton Adv. Agency of
San Francisco, succeeding Jas. A. Richard-
son, resigned. Eddy was former part-
er in the Eddy-Newton Agency of
Beverly Hills and account executive in
the Los Angeles office of Gerth-
Knowlton.

VIVIAN VORSANGER, formerly di-
rector of publicity at St. George &
Keyes New York, has joined Pettin-
gell & Fenton, New York.

DAVID B. SHAW, who has written,
directed and produced radio programs
for Warner Brothers Pictures, has
joined the radio commercial depart-
ment of Benton & Bowles, New York.

HOWARD WILLIAMS, radio produc-
er of J. Walter Thompson Co., New
York, and Betty Tucker, of the NBC
public service department are to be
married Nov. 12 in New York.

ANN BENEDICT, Hollywood script
girl of Young & Rubi, on the weekly
CBS Siere Theatre, and William
Belsay Jr., commercial copywriter of
Foote, Cone & Belding Los Angeles,
were married Sept. 17.

DR. MELCHIOR PALYI, Chicago
consulting economist and lecturer, has
been retained by Goodland, Jones &
Morgan, Chicago, as economic adviser
on present and postwar problems.

LEON LIVINGSTON Adv. Agency,
San Francisco, is now handling the
Coleman-Palmolive-Peet account for
Peet granted map on the West-
Coast, placing spot announcements on
about 40 stations.

WALLACE RAMSEY formerly con-
tinuing editor of Don Lesher Edit-
ing System, Hollywood, has been ap-
pointed radio director of Dan B.
Miner Co., Los Angeles agency.

EILEEN HOLBIE and Stella
Chaney have been added to the copy
staff of Hillman-Shane-Breyer, Los
Angeles. Mary Ann Kasper has been
added to the production staff.

CRAWFORD HALL, formerly radio
director of Locke, Johnson & Co.,
Toronto, is now a lieutenant with the
Royal Canadian Artillery stationed at
Petawawa, Ont.

SANFORD (Bud) PAGANucci,
formerly copywriter of Poote, Cone &
Belding, Los Angeles, has joined the
Hollywood radio department of J.
Walter Thompson Co. as researcher
and writer on the weekly CBS Califor-
nia Carry On, sponsored by Bank of
America.

Durstin Expands Office
EXPANDING its Cincinnati offices,
Roy S. M. Durstin Inc., has added
the following executives: Russell
Branch, formerly of RCA and Bu-
nam & Co. N. Y., William
Franchey, formerly of Wm. Paty &
Co., New York, who will handle the
creative work; Bruce Robinson of
Pedlar & Ryan, New York, to super-
vising merchandising; Philip Goyert,
sales promotion manager of the
Cincinnati Post, will be in charge of
art and production.

IRVIN S. ATKINS, formerly side to
Art Baker, Hollywood commentator
and m.c., has taken the radio direc-
tion of Russell M. Seeds Co., Holly-
wood, as West Coast public relations
director and writer.

PATRICIA O' Connell, formerly of
Compton Adv., New York, has joined
the radio commercial department of
Benton & Bowles, New York.

JOSEPH E. WALSH, formerly of
McGinn-Erickson Inc., New York, and
the Better Fabrics Testing Bureau,
has joined the production department

HARRY G. NIGRAM, formerly of
WICO Bridgeport, Conn., has joined
the directors staff of Young & Rubi-
com, New York, as an assistant.

H. E. HUGDINS Co., Baltimore, and
St. Georges & Keyes Inc., New York,
have merged, operating under the lat-
ter name, with Malcolm St. Georges
as president. Personnel of both agen-
cies are retained. The New York and
Baltimore offices will be maintained.

JOSEPH P. BRAUN, assistant direc-
tor of media of Kenyon & Eckhardt,
New York, will succeed Joseph Wey-
sej as media director Oct. 1. Mr.
Vessey entered advertising in 1909
with Ray & Brosse Inc., pur-
chased by R&B in 1929. Mr. Braun
has been with the agency ten years.

Malcolm F. Smith, account executive,
has been elected vice president.

SAM KERNER, associate of Lou
Irein Inc., Hollywood talent service,
is the father of a girl.

Signs For 'Chef'
CHICAGO DAILY NEWS has
signed lor local sponsorship of the
BLUE'S Mysteri Chef on WENR
Chicago, starting Sept. 27. Purpose
is to make the newspaper a food
authority for consumers, thus mak-
ing it an ideal advertising medium
for food industry. Series is
five-weekly, 2:15-2:30 p.m. for 52
weeks. Agency is Schimmer &
Scott, Chicago.

TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's
    present population speaks Eng-
    lish?
2 Name the Panama station that
    carries English programs ex-
    clusively every evening.
3 How can you tell your adver-
    tising story to the big, rich
    English-speaking Panama popu-
    lation?

WOM C WOM E 2805 T
Rep. Melcher Guzman Co. Inc.
9 Rockefeller Plaza New York City

HOK-HP5K
640 Kt. 6,003 Kt.
Color, Panama

Page 54 • September 27, 1943
Times' Editorial
Terms of Royalty

FOllowing is the full text of an editorial in the New York Times Sept. 23, titled "Why Petroillo Wins":

One of the phonograph record companies has succumbed in large part to Mr. Petroillo's demands. It has signed a four-year contract with him agreeing to pay fees on every record it sells, ranging from one-quarter of a cent on records selling for 35 cents to 5 cents on a $2 disk. It has not been made entirely clear to whom these fees are to be paid. According to earlier reports they were to be paid to the musicians actually engaged in making the recordings. It was understood that the musicians, in turn, would be taxed by the Petroillo union to aid its unemployed members. Later reports, however, are that the fees will be paid by the record company direct to the union and not to the musicians making the disks.

Either of these arrangements would be unsound in principle, though the second would be the worse. In either case Mr. Petroillo would be levying a private tax—in one case on employers, in the other on members of his own union. The second arrangement would be unobjectionable if the members of his union were in fact as well as theory, merely voluntary members free to remain with or to leave the union as they saw fit. But their membership in, its fact, obligatory. Through the irresponsible powers that Mr. Petroillo has to exercise under existing law a musician, no matter how competent, can be effectively prevented from making a livelihood unless he is a member of the Petroillo union. Nevertheless, the membership of the union would presumably retain at least a nominal control over the funds that they were forced to turn into its treasury.

If the fees on record sales are to be paid directly to the Petroillo union, however, the resulting situation would be much worse. In that case Mr. Petroillo would be levying his private tax on employers. At best he would be administering a private system of unemployment relief. But there would be no public control whatever of the manner in which he used these funds. If only a small part of the funds actually went for paying unemployed musicians, if the bulk of them were used instead to increase the salaries or expense accounts of Mr. Petroillo and other union leaders, neither the record companies nor the consuming public that ultimately paid this private excise tax through higher record prices would have anything to say about the matter.

If Mr. Petroillo can succeed in getting this principle established, he will render himself and his fellow union leaders financially independent even of the members of their own unions.

It would be lacking in clarity of thought to put the primary blame for the resulting situation either on Mr. Petroillo personally or on any record company that succumbs to his terms. The primary blame must be placed on the Administration and Congress, who, by their official labor policy, have placed in the hands of labor leaders the private irresponsible power which enable them to drive such anti-social bargains.

Fibber Returns

S. C. Johnson & Son, Racine, Wis., for the ninth consecutive season, on Sept. 28 resumed Fibber McGee & Molly on 129 NBC stations. TUESDAY, 9:30-10 p.m. (EWT). Series continues to feature Jim and Marian Jordan in name roles with Arthur Q. Bryan, comedian. Billy Mills returns as the musical director, with the King's Men as a feature group. Harlow Wilcox announces and Don Quinn writes the series.

OWI Names Jackson

Cornwell Jackson has been appointed Deputy Chief of the Hollywood office of the OWI Domestic Radio Bureau, Don Stauffer, c.e.f. of the Bureau, announced last week. Mr. Jackson succeeds Nat Wolff who resigned to join MGM [Broadcasting, Sept. 20]. He has been with the OWI since its establishment, coming to the agency from the old Office of Facts & Figures.

NEW Eso war map will be completely distributed to all Eso dealers by about Oct. 1 and in each case the new maps will be plugged heavily on the Eso Reporter program.
Take 'Funny Money'
THREE department stores signed recently for "Funny Money Man," syndicated script show produced by Allen A. Funt Radio Productions, New York. Wrenn's started the program on WIZE Springfield, Ohio, Oct. 4, and Modell's on WTMA Charleston, S. C., Sept. 9. B. H. Levy Co., Savannah, is running the series on WTOC in that city. With the addition of two other station subscribers—WGH Norfolk, and WKBN Youngstown—the series will now be carried on a total of 64 stations.

WALTER COLLINS, in charge of the Cairo bureau of United Press, has been appointed Middle Eastern business manager of UP.

Bond Stunt
BOND SELLING for 17 hours reaped rewards Sept. 21, as Kate Smith, 230-407,550 worth of War Bonds. Beginning at 8 a.m. and winding up at 1 a.m. the following morning, the singer appeared on all CBS programs for the day, a total of 64 broadcasts, making a Bond appeal on each one. Last October Miss Smith sold more than $2,000,000 in bonds during a similar round-the-clock campaign.

Industry to Meet With Army Heads
Radio Leaders to Attend War Production Conference
TO ACQUANT leaders of industry with the military job facing the nation, a large-scale offensive operations get under way. Under-Secretary of War Robert P. Patterson last week called a conference to be held Sept. 27 and 28 at the Pentagon in Washington, D. C.

Coal Co. Will Use Spots Urging Saving of Fuel
TYING in with the conservation phase of the Government's fuel supply campaign. Anthracite Industries, New York, will use spot radio to call attention to newspaper ads showing consumers how to cut coal consumption by 10%. Anthracite Industries will use a series of six one-minute spots on two successive days, probably Oct. 13 and 14, on 20-25 stations in the anthracite marketing area, which extends from Washington to Buffalo. The two-day spot campaign may be followed by more use of radio. Agency is N. W. Ayer & Son, New York.

Swift on Sardi's
SWIFT & CO., Chicago, on Dec. 21 will begin three weekly participations on Breakfast at Sardi's, heard on 13 BLUE Pacific stations, for Jewel shortening. As the eighth participating sponsor on the West Coast version, Swift will take the 940-945 a.m. (WFTW) period, Tuesday, Wednesday and Friday. The company also sponsored a quarter-hour of the BLUE Breakfast Club program daily for Premium bacon and ham.

Beer Co. Airs Bears
ATLAS BREWING Co., Chicago (beer), beginning with the Green Bay Packers-Chicago Bears professional football game, Sunday, Sept. 26, will sponsor all home and away games of the Bears on WINSGary with exclusive coverage of the 10 game series. Games out of Chicago will be aired on WIND by means of wire direct from the playing fields. Agency is Arthur Meyerhoff & Co., Chicago.

Radio Representative
Recognition of the role of broadcasting in the war picture was shown in a list of prominent leaders who will attend the conference. This includes Niles Trammel, NBC president; W. S. Paley, CBS president; Neville Miller, NAB president; Mark Woods, BLUE president; David Barnoff, RCA president; Miller McPherson, Mutual president, was also invited to attend and his acceptance was expected.

Among others prominent in radio who accepted invitations are John Ballantyne, president of Philco; W. M. Angle, president of Stromberg Carlson; C. G. Stoll, president of Western Electric; H. H. Lang and Earl Shreve, General Electric vice-presidents; F. D. Newbury, vice president of Westinghouse; and Gardner Griswold, publisher of the Des Moines Register & Tribune and president of the Iowa Broadcasting System.
Y & R Honors Radio

YOUNG & RUBICAN, New York agency, will pay tribute to radio's part in the war effort by publishing an advertisement during the week of Oct. 18 in Broadcasting, Fortune, Newsweek, Time, Editor & Publisher, and the New York Times. Other media are to be similarly honored on successive weeks beginning Sept. 26.

RCA LABS ISSUES BOOK ON RESEARCH

WORD-AND-PICTURE tour of the RCA Laboratories at Princeton, N. J., in an effort to commemorate the past and present of the three-story structure with its 150 laboratory bays. Facilities for television research include a control room and two-story studio designed for normal sound characteristics, described by scientists as "the last word in facilities for television research." The free field sound room is echo-proof, offering acoustic conditions as perfect as obtainable outdoors. Another unit is a "living room" designed as the acoustic equal of the ideal living room in which radios and other sound instruments are developed and tested for normal home use. RCA also issued an illustrated pamphlet containing the speeches made at the presentation of the Army-Navy "E" Award to RCA Labs., June 17, 1943.

School to Sponsor

AMERICAN SCHOOL, Chicago, has signed a two-week contract with WHN, New York, for two news programs weekly by Sid Walton, starting Sept. 18 as the initial part of its annual national campaign to promote correspondence courses. The school used five-minute and quarter-hour news and music programs in the drive which started last fall. Equity Adv., New York, is Agency.

BRITISH Information Service has brought to the United States its book Education for Death, by Gregor Ziemer, commentator for WLW Cincinnati. The book is to be translated into Italian, and circulated in Italy, evidently to show the Italians what the Nazi school system did to German minds.

Adler Expanding Spots

ADLER SHOES FOR MEN, New York, is expanding its spot advertising in the New York area following a test campaign this summer. Firm is continuing 14 one-minute transcribed musical announcements weekly on WNEW New York and is adding 20 spots a week on WMCA. The WHN schedule, effective Sept. 27, expands to 71-72 time signals weekly, aired every other hour, with the possibility of an hourly schedule in the offing. Agency is Consolidated Adv., New York.

6. For Protestant services, a cross, lighted by neon tubes, is hung before an altar back-drop. First Protestant ceremonies in the new studio were held May 23. A crucifix is attached over the cross for Catholic services. Dedication will take place this fall.

Best Seller

A recent test offer on a 15-minute daytime program running currently on WOAI brought proof of purchase from an average of ONE out of every EIGHT radio homes in 50 Texas counties. Not only that, but each letter received contained from 10 to 15 cents in cash in response to the offer! Yes, for an entire generation WOAI has been the "best seller" in Central and South Texas. Year in and year out, WOAI sells more merchandise to more people in this prosperous section than any other station!

50,000 WATTS CLEAR CHANNEL

AFFILIATE NBC MEMBER TON

The Powerful Advertising Influence of the Southwest

Represented Nationally by EDWARD PETRY & CO.
Cox Probe Asks FCC Side

(Continued from page 18)

R. Denny, FCC general counsel, about presentation of rebuttal testimony in the Commission's behalf on the FBIS-RID issues. Chairman Fly has consistently complained that the FCC has not been permitted to defend itself and that the proceedings were "star chamber." Until the Committee completes presentation of its testimony regarding these phases, it is doubted whether the lineup of FCC rebuttal witnesses will be formulated. But it was anticipated that before the Cox Committee files its interim report with the House, testimony from the FCC will be adduced.

Based on investigations made by the Cox Committee staff, it was presumed the Committee would inquire into the cleavage between Chairman Fly and NAB President Neville Miller over activities of the trade association and opposition of Mr. Fly to Mr. Miller. Thereafter, based on Committee investigations, it was thought individual station cases, such as those involving WMCA New York, and its transfer in 1941 to Edward J. Noble, as well as other station acquisitions and transactions, would be covered. No agenda, however, has been released.

Efforts of Commissioner C. J. Durr to have Rep. Cox (D-Ga.), chairman of the Committee disqualified by the House on grounds of alleged "bias and personal interest" were brushed aside last week by the House Judiciary Committee. Mr. Durr had petitioned Speaker Rayburn (D-Tex.) last May to have Rep. Cox ousted. The petition was referred by the Speaker to the Judiciary Committee.

No Jurisdiction

Last Thursday it was revealed that Chairman Sumners (D-Tex.) of the Committee notified Mr. Durr that Committee members, along with himself, felt that they had no jurisdiction and no responsibility with reference to the complaint. Mr. Durr's last letter, dated Sept. 14, charged that the activities of the Cox Committee "have more than confirmed my original feeling that an investigation by a Committee created and staffed as this one is, could serve no purpose to save the investigatory powers of Congress."

The Cox Committee has begun preparation of its interim report, it was learned, as well as proposed accompanying legislation. The intention of the Committee to have Chairman Fly cited for "contempt of Congress" because of his refusal to produce documents and answer questions in connection with the Neville Miller trial by the Board of War Communications in his only appearance before the Committee on July 9 already has been disclosed [BROADCASTING, Sept. 13].

Planning the Record

The record of the hearings, carried on both in New York and Washington since July 2, now is being planned.

It was expected that completion of the RID-FBIS phases might consume another two or three weeks. In addition to Commissioner Craven, Dr. Richard D. Leigh, chief of FBIS, other members of his staff and Matthew Gorden, OWI Overseas Branch official, are expected to be called.

WDBJ is one of those several unique stations scattered over the U.S. which give their advertisers this unmatched value—the exclusive listenership of important markets which are satisfactorily served by no other stations.

Yes, WDBJ covers only some 27 day-time primary counties. But in those 27 Roanoke - Southwest Virginia counties, WDBJ is the only station that can be heard (without fading or interference) all times. And—throughout 28 counties—are 23% of Virginia's radio homes, 25.3% of its buying power, 25.7% of its total retail sales!

Moral: You get two or three or four times your normal money's worth when you use WDBJ. Write for all the facts—now.

PLUGGING for women in the control room, is Mary Ellen Trotter, of WCCO Minneapolis engineering staff who has just received a First Class Radio-Telephone Operator's license, making her one of two women in Minnesota to hold such a license. Miss Trotter shows her engineering skill to the WCCO chief engineer, Hugh McCartney.

LaRoche Lauds Radio Aid In Talk to Sales Heads

USING the work of the War Advertising Council as an example of the "new competition", Chester J. LaRoche, chairman of the Council, speaking to the Sales Executives Club last week at the Hotel Roosevelt, stated that the prosperity of America will depend largely on the ability of highly competitive business groups to continue cooperating in the nation's interest.

Mr. LaRoche spoke of the preparation for the Treasury Dept. Second and Third War Loan drives. He told how "radio broadcasts promoting the Second drive totaled 115,000 announcements and 8,000 programs of 15 minutes or more, with estimated value of the radio time alone being $5,000,000 for the three-week period."

Expands Spot List

AUSTIN TECHNICAL PUBLISHING Co., New York, will expand its spot campaign for Guide to Intimate Letter Writing to a list of 100 stations after Oct. 10. Firm started the drive in June and is now using 18 stations. Directed at women who might want tips on how to write to servicemen, the drive consists of five-minute transcriptions dramatizing activities in Army camps. Premium offer of a booklet is included. Contracts continue till forbid according to Carl Calman Inc., New York agency.
Vital Need of Advertising During War Shown in Summary by Commerce Dept.

THAT the Federal Government is on record as favoring continuance of advertising schedules in all media as a contribution to the war effort is the position advanced by a booklet to be drawn from a 96-page illustrated compilation on Advertising and its Role in War and Peace, issued by the Dept. of Commerce.

The booklet, which quotes leading government officials, from President Roosevelt down, is described as an answer to those who have said the Administration is unfriendly to advertising.

News release which accompanied the booklet quotes its recognition of advertising as “a vital cog in our free enterprise system” and a “potent medium for distributing information” to the people at a time when the need for accurate information is greatest.

Information Industry

The publication is stated to be addressed to “those who short-sightedly” view advertising as “an economic waste in wartime”, and informs them that the Government “strongly disagrees with this attitude.”

The Commerce Dept. “in adhering to its statutory function—to foster, promote and develop foreign and domestic commerce—has watched advertising develop into a powerful information industry, a consistent builder of business,” the booklet says in its introduction.

“With the attack on Pearl Harbor, the department immediately recognized that advertising would be a major weapon on the home front. People had to be informed. Talents used effectively in creating a desire for goods could with equal effectiveness show how to win the war.

“At the same time, the department sensed the danger of a gradual decrease or cessation of advertising, either by companies that had converted wholly to war production or by those whose civilian output had been curtailed. In either case carefully built brand names, trademarks and goodwill would suffer.”

Referring to advertising as a “mighty force for social good” the department states it has continually reminded both business and Government of the necessity of advertising. Business has shared this viewpoint, as shown by a continued use of all media, and the Commerce Dept. offers its evidence of government’s approval in the booklet just published. Exhibits are headed by Secretary of the Treasury Morgenthau’s testimony May 28, 1942, before the Joint Committee on Internal Revenue Taxation, in which he stated the now well-known attitude of the Internal Revenue Bureau on deductibility of advertising expenditures in tax returns.

The booklet says that the trend toward maintenance of advertising schedules indicates that business is not inclined to the mistakes made in the last war, when some companies dropped from sight and “by the end of the war discovered just how forgetful is the public.”

Advertising and its Role in War and Peace was compiled by Corrie Cloyes of the Bureau of Foreign and Domestic Commerce. Copies may be obtained by writing to the Bureau in Washington or to any of the Commerce Dept. field offices.

The test of whether expenditures for advertising are deductible is whether they are ordinary and necessary and have a reasonable relation to the business activity in which the enterprise is engaged. This is not intended to exclude institutional advertising is reasonable amounts, or good will advertising calculated to influence the buying habits of the public.

Grid Games Televised

PHILCO RADIO & Television Corp., Philadelphia, will sponsor the television broadcasts of the U. of Pennsylvania football games on its own station, WPTZ Philadelphia. As in the past, WPTZ will use the regular radio announcer, Byrum Saam, for the audio end of the telecasts, synchronizing the sound with the pictures of the television camera. On the radio band, the games are sponsored by Atlantic Refining Co. and carried by WCAU [Broadcasting, Sept. 20].

Bercovici to WLW

B. S. BERCovici, commentator formerly with Mutual, has joined the news staff of WLW Cincinnati. He will broadcast at 8:15 a.m. Monday through Saturday and 10 p.m. Monday through Friday. He was first with WINS New York, then news analyst for Mutual from WSBAY Rochester, and later with WIN New York. He is a specialist in European affairs.

North Central Moves

NORTH Central Broadcasting System, on Oct. 1 is moving its executive offices from the Commodore Hotel to the First National Bank Bldg., St. Paul, because of the need for increased space. The regional network has branch offices in New York and Chicago.

NBC War Coverage

DON HOLLenbeck, NBC correspondent transferred to North Africa from London two months ago, is with Lt. Gen. Mark W. Clark's Fifth Army in Italy and was on one of the first invasion barges to land at Salerno, NBC has revealed. Ralph Howard, NBC reporter in Africa, is with the advance Allied air echelon in Italy, reporting on the drive of the British Eighth Army. Standing by in Algiers to transmit news from the fighting fronts to NBC in New York is Merrill Mueller.

Contempt Charged In Refusal by Fly
Rep. Jones Claims Chairman Keeps Data From House

REFUSAL of Chairman Fly of the FCC and Director of the Budget Harold Smith to produce documents called for by the Cox select committee in the early part of its inquiry was the subject of criticism in the House last week by Rep. Jones (R-Ohio).

In an attack on waste in the Government during which he charged the executive agencies with a "studied effort" to withhold important information from Congress, Mr. Jones asserted that "the pattern of keeping Congress in the dark also worked with congressional committees".

Confidential Papers
"I saw convincing evidence of it a few days after Congress adjourned," he continued. "The Cox select committee presented a subpoena duces tecum to James Lawrence Fly, chairman of the Board of War Communications and chairman of the FCC, and to Harold Smith as Director of the Bureau of the Budget. Both men refused to bring the papers called for... on the grounds that they were confidential and to this day the select committee does not have the information."

"To me, this presents a fundamental issue that the Congress... ought not take long in settling and I hope that the Cox select committee brings the matter to the floor of the House for contempt charges against Mr. Fly and Mr. Smith because this Congress is entitled to any facts requested and any documents having to do with an agency that Congress created."

The incident referred to by Rep. Jones occurred during the second week of the Cox committee hearings. Mr. Fly refused to produce documents relating to a "secret investigation" by the BWC of Neville Miller, NAB president, on the grounds that release of the data would adversely affect the national security. Mr. Smith told the committee he had been directed by the President to withhold Budget Bureau files dealing with recommendations by the Army and Navy for the transfer of the Radio Intelligence Division of the FCC to the military [BROADCASTING, July 12].

TIE-UP OF TICKETS to America's Town Meeting of the Air and sale of War Bonds is celebrated, as a total of $2,306,709.00 was taken in for the Bond drive when the Forum broadcast from WISH Indianapolis Blue outlet. Men responsible for campaign's success are [list].

Bauman, business manager of WISH; Elmore C. Weber, president of the Marion County League of Savings & Loan Ass'n; George V. Denny Jr., moderator of Town Meeting; C. Bruce McConnell, president of Capitol Broadcasting Corp.; J. W. Van Briggle of the Marion County Ass'n.

Digest on Blue
READERS DIGEST ASS N
Pleasantville, N. Y., will sponsor Frazier Hunt on its new Thursday evening quarter-hour program which starts Oct. 7 on the full BLUE Network. Hunt, who has joined the staff of the Readers Digest as a reporting editor, will interview people in the news, ranging from government celebrities to war heroes and local figures in the 10:15-10:30 p.m. spot. Agency is BD&O, New York.

WTAW is 168th Blue
WTAW, College Station, Tex., owned by the Agricultural & Mechanical College of Texas, will become a bonus station affiliated with the BLUE Oct. 1, bringing the total number of BLUE stations to 168.

"Since we have no Snuffy-Wuffies in our pantry, Madame, the announcer on WDFD Flint Michigan regrets he cannot send you two dollars."
OWI Radio Group Will Meet Oct. 5
Elmer Davis Air Talks Among Topics to Be Discussed

PALMER HOYT, OWI Domestic Director, last week called the Radio News & Policy Committee to meet with him Oct. 5 in Washington for a general exploratory discussion of OWI operations of interest to broadcasters. This will be the first meeting of the committee, membership of which was announced last month [BROADCASTING, Aug. 23].

The meeting will provide an opportunity for the committee to bring up matters concerning the radio job in the war. No agenda has been arranged.

Elmer Davis, OWI director, is expected to attend the discussion of resuming his weekly talks on the air will be taken up. Mr. Davis has expressed a preference for a Sunday night slot instead of his previous Friday evening period and has stated that he would be satisfied with one or two networks rather than the four allotted to him.

Wants More Time
One of Mr. Davis' principal objections to the Friday period is that it affords him little time to write his talk and that he could do a better job if he were not forced to rush from his office to the studio.

Mr. Hoyt plans to give the committee an overall picture of the OWI organization, to outline changes which have been made in the Domestic Branch and to discuss problems involving program clearance which resulted from the cut in OWI appropriations. The operations of the new voluntary control centers established by the industry to clear programs with the OWI regional station relations offices may come up for discussion.

Members of the Committee are: William S. Paley, CBS president; Niles Trammell, NBC president; Mark Woods, BLUE president; Miller McClintock, Mutual president; Lewis Allen Weiss, vice-

president and general manager, Don Lee; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit; Herbert L. Petrey, director, WHN New York; Martin B. Campbell, managing director, WFAA WBAP KGKO Dallas-Fort Worth; and Neville Miller, NAB president.

NBC Newspaper Drive Claims Best Shows Aired
FIRST major consumer newspaper campaign to be used by NBC started last Friday in all newspapers in the six cities where NBC has M&O stations—New York, Chicago, Cleveland, Denver, San Francisco and Washington. Scheduled to run daily from Sept. 26 for several weeks in those cities, as well as locally by many NBC affiliated stations, the campaign is placed by J. Walter Thompson Co., New York.

The initial full-page advertisement, captioned "The Greatest Shows in Radio Air on NBC" mentions current star shows, saying the programs have reached "A new peak in entertainment... better than that of previous seasons ... in which national listener surveys repeatedly rated NBC shows the best nine out of the first 10... the best 16 out of the first 20... the best 34 out of the first 50... among all programs on the air."

Wander Resumes
WANDER Co., Chicago (Ovaline) on Sept. 27 resumes sponsorship of Capt. Midnight, children's radio serial heard Mondays through Fridays 6:45-7 p.m. on 67 BLUE stations. Cast will remain the same with Ed Prentiss in title role. Agency is Blackett-Sample-Hummert, Chicago.

Canada Session
THE CANADIAN Assn. of Broadcasters has announced it will hold its annual convention at the Chateau Frontenac, Quebec, Feb. 14-16. No agenda has been drawn up, but power increases and labor problems will be considered.

any way

you figure

—there are choice times during day or night when KECA will give you more listeners per dollar than any other network station in Southern California.

KECA

OF LOS ANGELES

Earle C. Anthony, Inc.

BLUE NETWORK AFFILIATE • FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

September 27, 1943 • Page 61
Hear Censor Case, CIO Urges FCC

Wants to Know If Stations Violated Free Speech

DOUBLE-BARRELLED protest by the United Automobile Workers (CIO) has been registered on discrimination by radio stations in alleged violation of the principle of free speech. Richard T. Frankenstein, UAW vice-president, filed a petition with the FCC last week for an informal hearing on censorship and operation contrary to public interest by WHKC Columbus, O., while R. J. Thomas, UAW president, stated he would protest to the FCC "to determine whether the radio stations are using their Government-given monopolies to protect food profiteers and their agents in Congress, at the expense of free speech."

Says 9 Refused Spots

Mr. Thomas charged that nine major radio stations are refusing to sell time for a radio campaign supporting the President's program to roll back prices, having "thrown out" transcribed programs for which the union had sought to buy time. Stations said to have refused the program are WJZ New York, WTOP Washington, WMAL Washington, KNX Hollywood, KMOX St. Louis, WMAQ Chicago.

The rejected program urging the necessity for the roll-back and ask-

New Brass Rail Program

LATEST radio venture of the Brass Rail Inc., New York restaurant chain, is for the wartime purpose of avoiding additional business while still maintaining a trade name through to the post-war period. The restaurant has discontinued its recorded music on three New York stations, and on Sept. 26, 12-12:15 p.m., started a 52-week institutional series on WJZ New York. The program, Moments of Memory, features live music by Chester Gaylord, pianist. In line with the company's policy not to attract more patrons, the commercials merely suggest dropping in for a Sunday dinner. Jack Steiner is account executive for Blackstone Co., New York agency.

Le Clair Sentenced

JOHN CHARLES LE CLAIR, former professor and commentator on New York stations, has been sentenced to a year and a day imprisonment and fined $9,000 in U. S. District Court on his plea of guilty to an indictment, charging him with aiding a paid agent of Japan without registering as such.

Chicago War Fund

RUTRAUFF & RYAN has been named to handle all radio for the thirteen million dollar Chicago Community and War Fund drive. The campaign, which starts Oct. 1, runs seven weeks. Ros Metzger, vice-president and radio head of the Chicago R&R office, will have charge, assisted by his entire staff.

SEERS PEER into the future of the contract signed by Hugh M. Woods (right), president of Hugh M. Wool's Co., starting his 15th consecutive year of advertising with KLZ Denver. KLZ Production Manager Pete Smythe predicts great results from the contract.

Staley on Blue

A. E. STALEY MFG. Co., De- catur, Ill. (millling products), beginning in December, will sponsor a new quarter-hour program 10-10:15 a.m. Mondays through Fridays on all BLUE network stations for 62 weeks. Format and product have not been decided. Agency is Blackett-Sample-Hum- mert, Chicago.

ing listeners to write their Cong- ressmen to support it, was the subject of a letter to NAB mem- bers last July 23 in which Willard Everiff, assistant to NAB president Miller, pointed out that the ma- terial was controversial within the meaning of the NAB Code, which forbids sale of time for broadcast- ing controversial material, and urged that station management "should accept the responsibility of considering this matter as a controversial issue and allot time to both sides or schedule it on a public forum broadcast, if consistent with the public interest."

Mr. Frankenstein's petition charges that in deleting from his speech on WHKC Aug. 8 [BROAD- CASTING, Aug. 23] criticism of Sen- ator Taft (R-Ohio) and Rep. Vorys (R-Ohio) and praising Sen- ator Burton (R-Ohio) for their voting records, WHKC did not carry out any uniform policy, but discriminated against him and the UAW-CIO. Carl M. Everson, sta- tion manager, stated he had acted in accordance with the NAB Code.

The Only
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District

WFMJ
Youngstown, O.
LARGE-SIZE VIDEO PATENTS CLAIMED

LARGE SCREEN television reception, either in black-and-white or full color, will be available for homes, schools, churches and theatres after the end of the war through patents recently granted Scophony Corp. of America, Arthur Levey, SCA president, announced last week. "The color process," he said, "is based on the same method that is used in the Technicolor and Kodachrome processes."

In a talk before the American Television Society in New York last Wednesday evening, Mr. Levey said large pictures are necessary in the home, as small-screen sets are not adequate for sports pickups. Commenting on the view that television broadcast sets develop as a subscriber service for economic reasons, Mr. Levey said Scophony has patented a television method for transmitting scrambled signals which can be unscrambled only by the sets of subscribers.

Richard Hubbell on N. Y. Ayer & Son spoke on the AT&T post-war plans [BROADCASTING, Sept. 20].

AFRA Meeting
REQUEST that the minimum wage scale for announcers for electronically transcribed programs be placed on a parity with the network scale was made by the American Federation of Radio Artists at a meeting with the signers of the union's transcription code to begin discussions on the new contract subject to the present agreement expiring Nov. 1, 1943. Meeting was held last Wednesday at the Bar Assn., New York, where a second session will meet this Wednesday, (Sept. 29) at 5:30 p.m. Present minimum scale for a quarter program with an hour's rehearsal is $18 for a transcription and $25.10 for a network broadcast.

Bond Shows Sponsored
WITH the opening of the Third War Loan Drive KSD St. Louis has sold some $2 St. Louis business concerns the idea of sponsoring War Bond programs during the three weeks of the drive. Many of the concerns have never before used radio for advertising of any sort. The programs, which are all 15 minutes in length, are being sponsored during the daytime hours and vary in style according to the desires of the sponsor.

Pepper Featuring Pearce
DR. PEPPER BOTTLING Co., Dallas, which some weeks ago purchased 120 stations of the BLUE for a half-hour Sunday afternoon program starting Oct. 3, has announced that this series will be titled Al Pearce & His Gang in Fun Valley. Pearce will be featured together with "Happy Jack", Martha Mears and Ivan Dittman's orchestra. Guest stars will join the gang. Jack Hasty will write the show, with Ken Niles announcing. Agency is Tracy-Locke-Dawson, Dallas.

Expeditd Action Asked
In Transfer of WFTL
THE FCC last week granted the petition of Ralph A. Horton, owner of WFTL Ft. Lauderdale, Fla., and The Fort Industry Co., headed by Lt. Com. George R. Storer, asking that the hearing be expedited on applications of Mr. Horton for assignment of WFTL to Fort Industry, and on application of Fort Industry for license to cover construction permit authorizing WFTL to change its frequency from 1400 to 710 kc, increase its power from 2000 to 10,000 watts [BROADCASTING, Sept. 13], and move from Ft. Lauderdale to Miami, Fla. (contingent on approval of the transfer.) Hearing was set for Oct. 11 in Miami.

The petition to speed the hearing set forth that an present operation of WFTL, now on a temporary license, is has been losing money for a long time. The hearings were consolidated.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

D...but don't take our word for it—Look at the Record!

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| 6:00 - 10:00 P.M. | 34.5 | 20.3 | 35.8 | 8.3 |

VIEW FOR NEWS
Newscaster Gets Interviews — With Famous Folk

MAN with imagination is Foster May, O m a h a newscaster and special eventer, who has pulled another news rabbit out of his hat. Last month he went to Washington to transcribe an interview with Byron Price, the chief censor, who had promised him the privilege at the Chicago NAB convention.

When May returned to Omaha, he brought with him not only the Price platter but also transcribed interviews with WAC Col. Oveta Culp Hobby; Adm. Emory S. Land, Chairman of the Maritime Commission; Joseph Eastman, Director of Defense Transportation; Donald Nelson, WPB Chairman; and Harold Ickes, Secretary of the Interior. All are being aired on his weekly News Views & Interviews show for Haskins Bros. & Co., soap manufacturers, on a special midwestern net of WOW KSO WMT KMMJ.

Herrington Joins C-CN Co.
WILLIAM HERRINGTON has resigned as research director of Leo Burnett Co., Chicago, to take a similar post at Geyer, Cornell & Newell Co., New York. Mr. Herrington headed the research department of Blackett-Sample-Hum, Chicago, and was assisted to the research department at J. Walter Thompson Co., 1929-1936.

Edward Jorgenson's Bar Mitzvah

Edward Jorgenson is the lead-off commentator of Pacific Blue's Monday through Friday hour of news and commentary - "Blue Room Review," which is composed of seven separate programs.

Jorgenson's qualifications? Two decades at a key editorial employee of great newspapers and as an "editorial troubleshooter" for one of the national newspaper chains.

More details? They're all in a presentation available from the New York, Chicago, or Detroit offices of Blue Spot Sales or directly from the

PACIFIC BLUE NETWORK
Decca Fees Go to AFM Fund
(Continued from page 9)

that the full text of the World-Decca contract with the union had been promised by that date. Panel, however, pointed out that it “retains full jurisdiction of this dispute in all particulars,” including “terms and conditions of contracts and agreements entered into to the extent that they are matters of national concern under the broad powers of the WLB.”

This statement opens the possibility that the WLB might refuse to approve the Decca-World contract with the union if in fact it does call for the payment of fees on recordings directly to the AFM, on the ground that such a contract would be contrary to public policy.

The board has set a precedent for such action in its refusal to ratify the portal-to-portal contract between the United Mine Workers and the Illinois mine operators.

Announcement of the agreement between the AFM and Decca-World was made the preceding Saturday in a joint statement made by Petrelli and Kapp, that “a complete understanding” had been reached “which will make the services of members of the AFM available to those companies for the recording of phonograph records and electrical transcriptions, respectively.” Their statement added that “the agreement is the result of discussions over a period of months during which the mutual problems of management and labor were considered with sympathetic appreciation and reflect a genuine purpose of cooperation.”

Tenor Changed

The atmosphere of the hearings, which resumed on Monday afternoon after a recess of more than a week, granted at the request of the AFM for time to prepare its reply argument to that of the transcription companies [BROADCASTING, Sept. 13] and extended at the union’s further request, was considerably altered by the news that one of the companies had settled with the union. Panel Chairman Arthur S. Meyer opened the session with a request for a statement from Milton Diamond, attorney for Decca-World, who said that a complete accord had been reached and that final contracts were expected to be signed before the end of the week. He said he did not care to disclose terms until the contracts had been signed.

Mr. Socolow said his clients were anxious to achieve the same result as World and asked the AFM, which had permitted World to resume employment of its members on its verbal agreement, to grant this same privilege to World’s competitors, with the terms of any agreement finally negotiated retrospective to the date of employment.

AFM Counsel Joseph A. Padway stated that the union would not consent to any such arrangement. “We expect,” he said, “to bring all lawful pressure on the other companies to get them to accept the same terms we have negotiated with World.” He added that while Decca is outside the jurisdiction of the panel, the same principle applies to its competitors in the phonograph record field.

Pointing out that the other transcription companies had the same opportunity as World to negotiate with the AFM, whose “door was open all the time,” Mr. Padway said that they had stayed away that now they want the chance to examine World’s deal to see whether they like it or not and meanwhile they want to be able to store up a backlog of recordings that would make them independent of the AFM for two years. “We aren’t that dumb,” he declared.

AFM Offered Its Terms

Asked by Gilbert E. Fuller, industry representative on the panel, if he thought it fair to give World a temporary advantage over its competitors, Mr. Padway replied that any company willing to take the terms agreed to by World “can have them and can start making recordings five minutes after they agree to accept them.”

At Mr. Socolow’s request the hearing became an executive session which continued through the afternoon and the following morning, during which time the panel conferred both jointly and separately with the transcription companies and the union. In these closed sessions the union gave the companies the general outline of its agreement with World, which calls for a royalty of 3% on the revenue from library transcriptions and other transcriptions used more than once, but places no limits on the normal wage payments to musicians employed on commercial transcriptions used only once. It was learned that AFM then offered these same terms to any other company, agreeing to make its members immediately available if the company would agree to accept all terms of the final contract between World and the AFM, regardless of what they may finally be, and to withdraw from the hearing.

While the transcription companies were considering this offer, NBC representatives voluntarily withdrew from the session, so as not to influence the decision of the other companies who, lacking the resources of a network, might be more inclined from economic pressure to make an immediate settlement with the union.

At the session of the public hearing Tuesday afternoon, Henry A. Friedman, AFM attorney, said that at the request of Mrs. G. A. Kelleher, owner of Empire Broadcasting Corp., he had prepared a memorandum for her signature, but Mr. Socolow stated that he had informed him she did not intend to sign it at that time. Thomas Kelleher of WOR’s recording department (no relation) said he also had a copy of the union statement which he wanted more time to consider.

Socolow Asks Order

Mr. Friedman repeated Mr. Padway’s statement that the contract with World was being prepared and upon its completion and signing, expected within a few days, it would be submitted to the other companies for their acceptance or if they so desired.

Mr. Socolow then made his re-
quest for an order to the union to resume work for his clients as well as for World, and for an immediate resumption of hearings on the union discrimination. He said that the terms of the AFM-World agreement, as revealed in the private sessions, were "thoroughly abhorrent" to the companies he represents, which, he said, made clear in their letter to the union on Feb. 28, adding that both World Broadcasting System and Decca Records were also signatories to this letter.

"I do not believe," he declared, "that when the terms of the union's agreement with World and Decca are fully disclosed, they will be such as can be made the basis for any industry agreement."

Stating that the panel would take no action on Mr. Socolow's request at that time, but would adjourn the hearings until Monday, Chairman Meyer said: "It appears certain that by that time the situation will be somewhat clarified. Both Mr. Diamond and Mr. Padway have assured us that the contract with Decca and World will be completed this week. The remaining companies will have had an opportunity to consider the terms of that contract. If it is found to be acceptable to them, the problem which now concerns Mr. Socolow will be speedily resolved. If it is not acceptable, the problem as it is now presented will have vanished because the remaining companies by rejecting the proffered settlement will have themselves chosen to continue their competitive disadvantage of which they now complain, and the panel will resume consideration of the dispute.

Panel Awaits Terms

"The panel does not deny the relief requested," Chairman Meyer continued, "since the competitive disadvantage may continue. It merely postpones its decision. There also exists the possibility that the choice to which I have referred cannot be made by reason of failure to complete the contract within the allotted period."

In any event the panel retains full jurisdiction of this dispute in all particulars, including not only relief which might later be requested with respect to the situation as it now exists or as it may develop during the period of adjournment, but also the panel retains jurisdiction of the terms and conditions of contracts and agreements entered into to the extent that they are matters of national concern under the broad powers of the National War Labor Board.

If any party decides to withdraw from the case, the panel wishes to make clear that such withdrawal can only mean that the party withdrawing will no longer participate; no agreement of withdrawal, though acceded to by the panel, implies that the panel has surrendered its jurisdiction nor does it mean that other withdrawals will be permitted in cases which the panel may believe are not analogous."

IT'S VEDDY CRUDE IN OIL (KY.)!

Well, we say it's crude in Oil, Kentucky—but maybe we're wrong. Maybe the people down there subsist entirely on caviar and champagne. But hints— and all figures prove that you can still sell more than twice as much of anything in the Louisville Trading Area than in all the rest of Kentucky combined. WAVE gives you this biggest market at less cost! Want all the facts?

LOUISVILLE'S WAVE

5000 W (K.L.C.) N.E.C. 1000 W FRED & PETERS, INC. National Representatives

THE VOICE OF MISSISSIPPI

WJDX 5,000 D & 1,000 M N.B.C.

ANOTHER 23% GAIN IN BUSINESS

There was a 23 per cent gain in the Jackson area in July, 1943 over the same month in 1942. This is typical of the UP trend in Metropolitan Jackson.

WJDX D-O-M-I-N-A-T-E-S this profitable market and can produce EXTRA results for you.

Owned and Operated by LAMAR LIFE INSURANCE COMPANY JACKSON, MISSISSIPPI

11 YEARS OF PUBLIC SERVICE

BROADCASTING • Broadcast Advertising

September 27, 1943 • Page 65
FIRST NATIONAL Convention of Broadcasters, held in Mexico City Sept. 6-11, elected Dr. Luis de la Rosa (at left in lower photo), new president of the National Chamber of the Radio Industry of Mexico, succeeding Emilio Azcarraga (r) of XEW. Standing in front of Mexico City Lions Club, convention headquarters, are Mexican Government executives who attended the opening meeting. They are (l to r) Jose Alarcon, Federal Government Information Dept.; Alex Buelna, Federal Government Testing Dept.; Jose Luis Fernandez, Secretary of National Chamber of Radio Industry; Caesar Aleman, Subsecretary of State Dept.; Dr. de la Rosa; Senor Azcarraga; Jorge Gurrieros of Radio Programas De Mexico.

7 Drug Firms Combined In American Home Unit

WYETH Inc., formed as a wholly-owned subsidiary of American Home Products Corp., will merge seven large companies in the proprietary pharmaceutical, biological and nutritional products fields, American Home announced last week.

Headed by the 83-year-old Philadelphia pharmaceutical house, the new concern will comprise S.M.A. Corp. of Chicago and Mason City, Mich.; Petroglar Laboratories and the Bovinine Co., both of Chicago; Reichel Laboratories Inc. of Kimberton and West Chester, Pa.; Gilliland Laboratories Inc., Marietta, Pa., and General Biochemicals Inc., Chagrin Falls, Ohio.

Harry S. Howard, American Home president, will resign to head the new firm which will be world-wide in its operations of plants in England, Canada, Australia, New Zealand, South Africa and Argentina.
HOYT REV AMPS OWI DOMESTIC BRANCH

A REALIGNMENT of personnel in the OWI domestic branch, designed to effect economies and to improve the agency's effectiveness in its various assignments, was announced last week by Palmer Hoyt, Domestic Director.

Mr. Hoyt divided the work of the branch into three areas, each under an OWI deputy director who will be responsible for the information programs of the war agencies assigned to the area. Heretofore, the deputies were responsible only for policy in their respective fields and for liaison with the departments concerned.

OWI functions with respect to domestic radio were left unchanged, the Radio Bureau continuing as the channel between war agencies and the broadcasting industry, coordinating and allocating government requests for time, preparation of war messages, and clearance of government programs.

Entertainment Council Tells War Effort Plans

NATIONAL ENTERTAINMENT Industry Council's week's activities revealed a number of activities coordinating war efforts of the entertainment industry. Network and local radio will play a major role in the upcoming United Nations Night, Sept. 30, with a four-hour performance at the end of the evening. Thes National Entertainment Industry Council, or NEIC, is working with the government to broadcast entertainment programs over New York, broadcast by New York stations every other half-hour, from 8 p.m. to midnight, and networks will contribute time as available.

The NEIC's radio projects committee met in Los Angeles on Sept. 25 at the call of George Heller, chairman, to discuss with network and agency representatives means of making radio talent available for show units to present non-broadcast entertainment at camps and hospitals in the New York area. The project will be tried out there and extended or modified if successful. Postponed from Oct. 5 to Nov. 15, the NEIC's pledge rally in Times Square, will be the occasion for announcing the pledges of cooperation of NEIC members and for the unveiling of a service flag of the entertainment industry displaying 75,000 blue stars and 35 gold. Second general council meeting of the NEIC is scheduled at the Hotel Astor, New York, Sept. 28 with James Sauter, coordinator, presiding.

Network Accounts

All times Eastern, unless indicated.

New Business


CANADA STARCH Co., Montreal (crown starch), on Oct. 7 starts 15-second spot on Ferries Voisin on 5 Canadian Broadcaster Corp. subsidiary network stations. Thurs., 8:30-8:35 a.m. Agency: Jean E. Hunt, Montreal.


SHRIFTY'S 3$d. Toronto (marmalade), on Sept. 22-25, starts Fox Parade on CPRD CKVY TV. Sun., 5:30-5:45 a.m. Agency: Blackett-Sambrook-Hummer, Chicago.


MINNEAPOLIS, HONEYWELL REGULATOR Co., Minneapolis (thermostats), on Sept. 2 starts its' 1st color program with Henny Youngman, NBC stations, Thurs., 11:35-11:40 a.m. Agency: Stuart Advertising, Minneapolis.

NELSON MILLING Co., Minneapolis, starts three-week color quarter hour show on NBC stations, Sept. 19, primarily for Kdiff, 15 in the remaining Minnesota and Iowa stations on Sept. 27.

JOHNSON DRUG Co., Rochester, N.Y. (Jelco), on Sept. 24, starts 2 new week's 15-minute new series on 11 NCM stations plus 3 radio spots for cough mixture. One spot, six days weekly may be scheduled over 10 other NCM affiliates.


TURCO PRODUCTS Inc., Los Angeles (George Henderson), on Sept. 25 starts 16-weeks 15-second spot for Smiling Keep Smiling, on 4 Don Key stations, starting Sunday, 8:45-9:00 a.m. (PSTW). Agency: Underhill & Co., Los Angeles.


Renewal Accounts

PHARMAO Inc., Newark (Fen-A-Mint Chew), on Sept. 24 renew for 22 weeks Double Or Nothing on 211 MBS stations, Fri., 9:30-10:00 p.m. Agency: Wm. Easty & Co., N.Y.

‘Big Town’ Returns

IRONIZED YEAST Co., Atlanta, replaces Lights Out with Big Town Oct. 5 in the Tuesday evening 8-8:30 spot on CBS. Edward Powell and stage actor, will play the leading role made famous by Edward G. Robinson, when the program was on the air for Lewis Bros. Co., Cambridge. Big Town is written and directed by Jerry Mc Gill, former reporter. Ironized Yeast on Oct. 10 is discussed by sponsor of the Good Will Hour, on the BLUE Sundays, 10-11 p.m. Ruthrauff & Ryan, New York, is the agency.

NILES LABS Inc. Elkhart, Ind. (Alka-Seltzer, vitamins), on Sept. 22 renewed for 2 weeks, Lam & Absor on 176 BLUE stations, Mon. thru Thurs., 8:05-8:10 p.m., for 10 west Coast stations. 8:10-8:15 p.m. Agency: Adv. Dept., Chicago.


LEVER BROTHERS, Cambridge, Mass., renewed its schedule of one minute spot and chain breaks Sept. 29 on 216 affiliates, for Vinsca vitamins tablets.

GROVE LABS, St. Louis on Oct. 4, renew for 2 weeks, Rocheleau Additional Lewis, on remaining 10 NBC stations, Mon., Wed., Fri., 7:45-8:00 p.m., expanding to include 4 Arizona stations. (Red Kap, KTVK). Agency: Russell M. Sears, Chicago.

COLGATE-PALMOLIVE-PeT Co., Jersey City (Palmolive soap), on Oct. 15 renewed for 15 weeks, red & Yellow, on 170 stations, Sat., Sun., 7:30-8:00 p.m. Agency: Lake-Sprio-Shinn. Inc., Chicago.

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels), on Nov. 13 renewed for 3 weeks, with Lewis Haldeman, the same time adding 3 Arizona stations. Total of 94 NBC stations, Mon., Wed., Fri., Cricket Shaft. Agency: BBDO, N.Y.

Q'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels), on Nov. 13 renewed for 3 weeks, Lewis Haldeman, the same time adding 11 New stations. Total of 95 NBC stations, Mon., Wed., Fri., Cricket Shaft. Agency: BBDO, N.Y.

GENERAL FOODS Corp., New York, (Bird's Eye Frozen Foods), on Sept. 30 starts 5 weeks, five day stations, making the total on NBC stations, Sat., 8:30-8:45 p.m., for 11 weeks.

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Network Changes


GENERAL FOODS Corp., New York, (The Red Seal Foods), on Oct. 10 starts 10 week's five day stations, making the total on NBC stations, Sat., 8:30-9:00 p.m., with West Coast repeats. Agency: Weiss & Abt, N.Y.

STANDARD BRADS Inc., New York, (Chewable Vitamins), on Oct. 15, starts 5 week's Chewable Vitamin Co. on 120 NBC stations. Sun., 8-8:30 p.m., with repeat on KGW Hollywood, Sun., 8-8:30 p.m., from Hollywood to New York for three weeks or more. Agency: J. Walter Thompson Co., N.Y.

STATION OWNERS WHO NEED A SALES MANAGER

I am now top salesman with a 5000 watt station in Central California. My weekly billings have reached the 10 week but because of the setup, I have gone as far as possible. Fifteen years in radio sales, with practical knowledge of promotion, management, and merchandising. I am 40. Selling Lumber on KGHL.

About KGHL

Established 1923 MINNEAPOLIS

Inquiring the third office under sponsorship of our "In the Bleachers" conduct a new for the Continental Oil Company (Conoco Corp.)

NAT'L REPS: WILLIAM KAMBECK & CO.

PRIMARY COVERAGE

TECHNICAL COVERAGE

Based on NAB Standards

Fid OVERALL

TRACY-LOCKE-DAWSON NEW YORK

THE NORTHWEST BEST BUY!

BEST RADIO BUY IN BALTIMORE!

BROADCASTING • Broadcast Advertising

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Decisions...

**SEPT. 21**

KWJB Globe, Ariz.—Granted consent to voluntary assignment of license from Bartley T. Shinn, 4-b, to Sims Broadcasting Co., for $20,000 cash.

WCBF Honeoye Falls, N. Y.—Granted consent to voluntary assignment of license from J. Winfield Dr., to WCBY Inc., organized by S. Ellis Crow, W. Lansford Crow, J. Winfield Crow (brothers).

WBAX Wilkes Barre, Pa.—Granted petition for 20-day extension of temp. license pending FCC decision in William Kerr cases.

KCMO Kansas City—Denied petition for reconsideration of FCC action designating for hearing application for mod. license to increase N power 1 to 5 kw.

KDBO Sedalia, Mo.—Designated for hearing application for assignment KDBO license from Albert S. and Robert A. Drohlich, partnership d-b as Drohlich Bros., to Milton J. Hinlein.

WGFC Albany, Ga.—Designated for hearing application for CP move transmitter and studio from Albany to West Point, Ga., change frequency from 1450 to 1490 kc. to be heard jointly with application of L. J. Dunham, Lulu A. Dunham, Josephine A. Russ, Edie H. Allen, 4-b, as Valley Broadcasting Co., West Point, Ga., for new station at West Point on 1490 kc., 250 w. unlimited.

WFVL Ft. Lauderdale, Fla.—Granted petition of Ralph A. Horvon and Fort Industry Co., asking that hearing be expedited re applications of Horton for assignment of WFTL and WFTY license; for license to cover CP as moved, and for Fort Industry Co. for mod. license. Consolidated hearing on applications set for Oct. 11 to 16.

W3NY New York—Granted license to cover CP (part conditions).

Granted petition of five FM stations, Philadelphia, to waive requirements of rule 1561 to permit operation under cooperative plan to May 1, 1944.

**Applications...**

**SEPT. 14**

KPHO Phoenix—Voluntary assignment license to Phoenix Broadcasting Inc. from M. C. Reamer.

**SEPT. 21**

WRUX St. Louis, Mo.—License for new experimental station on 1100 kc., 1 kw., unlimited, A1, A3, A4 emission. KGY Olympic Wash.—CP to increase 100 to 250 w. amended to change transmitting equipment.

WLAM LaGrange, Ga.—CP for booster transmitter at West Point, Ga., on 1340 kc., 100 w., synchronized with WLAF.

**SEPT. 22**

WXCT Cincinnati—CP as mod, for new experimental television station, extend completion date to April 15, 1944.

WKZO Kalamazoo, Mich.—Voluntary assignment license to John E. Fetter and Rhodes V. Fetter, 4-b, as Fetter Broadcasting Co.

**Tentative Calendar...**

WFLA Tampa—Oral argument on CP increased N power 1 to 5 kw, change DA-N (Sept. 28).

**Here Is One Way to Solve Problems About ENGINEERING PERSONNEL!**

- If you are in need of qualified engineering personnel with technical ability...
- If you have limited license holders on your engineering staff...
- If you are employing non-draftable men and women with limited technical experience...
  ...then CREI part-time training in Practical Radio Engineering can help solve your technical personnel problems... increase the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks... enables you to train others to pass license tests for full work during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

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

**CAPITOL RADIO ENGINEERING INSTITUTE**

Dept. B-8, 3224 16th Street, N. W., Washington 10, D. C.

SAMUEL KAPLAN has been added to the engineering staff of WFIL Philadelphia as a temporary technician.

FRED MOORE, who left the engineering staff of WFIL Philadelphia to accept a commission as lieutenant in the Army Signal Corps, has received a medical discharge from the Army and resumes his duties at the station this week.

EDWARD C. MAHONEY has been appointed to the engineering staff of KQW San Francisco.

GORDON ENGLISH has joined the operating staff of CJOR Vancouver.

ORVILLE WEBER has been promoted to studio supervisor of KHOW Omaha, replacing Frank Shopen, who has joined the field engineering staff of Western Electric.

RYON LONNER, technician for KBF, KFOR Lincoln, Neb., has been transferred to KOH, Omaha.

OMAR MARKLE has joined the engineering staff of KHOW Omaha.

STEPHEN GASPARD, transmitter operator of WJBR Detroit, is the father of a girl born Aug. 26.

HERMAN MICHAEL, sound effects engineer of CBS Hollywood, is the father of a girl born Sept. 10.

JIMMY GILMORE, engineer of CBC Vancouver, has married Mercedes Walcott.

GORDON HODSON, formerly of the technical staff of CJOR Vancouver, recently received his commission as second lieutenant in the Royal Canadian Army.

ADDITIONS to the engineering staff of WWIJ Miami, Fla., are Adele Goddard, Fred A. Collard and V. M. Dickerson. Wilton Chiles has been appointed acting director of engineering, replacing M. N. Barwick, resigned.

HOWARD DEMPSEY of the engineering staff of WKBW Indianapolis, is temporarily stationed at WNAV Vincennes, Ind., as chief engineer.

EDWARD D. UNTERMAYER has joined the engineering staff of WSHR Stamford, Conn.

JEFFERSON DAVIS BLOOM, chief engineer of WWJ New Orleans, is the father of a girl born Sept. 12.

MARTHA ALBECK is now relief engineer at WJZ Springfield, Ohio.

MAX GOOD, engineer of WIND Gary, has left for Camp Claiborne, La., where he will join the Army engineering corps.

CPA, HARRY STUHLER, honorably discharged from the Marine Corps, is now control engineer at WAAA Newark.

JAVIN MITCHELL, resigned from the engineering staff of WFIL Philadelphia, to become a warrant officer in the Marine Corps.
Help Wanted
WSGN Birmingham—Wants announcer immediately. Send picture, description and all details to Henry Johnston, Manager. Excellent opportunity for good man. Write WKGQ, Concord, North Carolina.

Control Engineer—Experienced. Permanent position. Excellent conditions. Box 345, BROADCASTING.

Two Experienced Announcers—$40.00 per week to start. Write WKBZ, Muskegon, Michigan.

Program Director—Permanent position with 6 kw. network station in the South East for qualified man. State previous experience, qualifications and draft status in your reply. Box 340, BROADCASTING.

1000 WATT—New York State CBS regional station offers exceptional opportunity for seasonal announcers. Enclose photograph and full particulars in first letter. Box 339, BROADCASTING.

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

Draft Deferred—Licensed first, second, or third class operator for able experienced man. W.O. network station. Box 337, BROADCASTING.

HELP WANTED—ANNOUNCER—Excellent opportunity for good man. Network station in southern section. Write or wire, giving draft status, previous connections and full information. Box 344, BROADCASTING.


Wanted—Two experienced copywriters, poet, work, network. State experience, expected salary and availability. Reply WCSC, Charleston, South Carolina.

Midwest station in thriving city of 60,000 needs experienced announcer. Must be draft deferred, $30 a week to start. Box 335, BROADCASTING.

Wanted Transmitter Operator—KBOJ, Sioux City, Iowa. Experience desirable. 6 kw. Network Station—Directional Antenna.

Salesman—Excellent opportunity for capable selling writing, servicing accounts. Limited market but good salary or salary and commission. Non-defense area Rocky Mountain West. Box 339, BROADCASTING.

Announcer—Experienced, if you are located near East Coast wire your telephone number. WATR, Waterbury, Conn.

COMMERICAL MANAGER—Wanted. Progressive station, in excellent market needs service manager, preferably one with sports background. Salary and opportunities. Write or wire Box 335, BROADCASTING.

Announcer—Permanent position with 6 kw. regional network station for draft deferred, experienced man. Box 335, BROADCASTING.

Wanted—Engineer, first class Radio Telephone, 10 kw. Southern Station. Box 335, BROADCASTING.

Announcer—Wanted—For mutual network station in West. Preference given to one with sports background. Send transcription, biography, and photograph. Box 339, BROADCASTING.

Situations Wanted
First Class Operator—Draft deferred. Desires permanent connection with progressive network. Experienced all phases of operation, maintenance, and recording. Now unemployed. Box 333, BROADCASTING.

Announcer And Control Operator—Desires position with good progressive network station with transmitter experience and holding restricted license. Night work for 4, if possible. Box 330, BROADCASTING.


A-1 Ad Writer—And account executive with radio network experience desires to affiliate with California agency or organization. Has experience with two children, age 31, draft status F-4. Available in November. Write V. C. Stevens, 100-B, River Rd. Minneapolis, Minn.

Draft deferred—1-C, some experience—speaking voice. Can travel. Consider reasonable offer. Box 327, BROADCASTING.


Manager or Assistant—Capable of selling production, writing, announcing news, sports, special events training replacement personnel. Now employed as general manager 250 watt network station in Midwest. Draft deferred. Age 34. Proven record of war time station management. Available October 1. Write or wire Box 324, BROADCASTING.

STATION MANAGER, EXPERIENCED, EXCELLENT REFERENCES, AVAILABLE IMMEDIATELY—Complete details on request. Box 322, BROADCASTING.

WRITER—Producer, news editor, BA in Journalism-Drama, seeking position with small network or local. Over 12 years’ experience. Draft exempt. Available immediately. Box 321, BROADCASTING.

ANNOUNCER-NEWS-SPORTS—Man with experience, desires immediate change to better paying station. Draft Deferred. 4-P, State salary arrangement and future possibilities. Now employed with network station. Box 319, BROADCASTING.

CONTROL-RECORDING—Engineer, 12 years’ experience broadcasting. Married, three dependents, BA, New England States only. Available Oct. 1. Box 318, BROADCASTING.

Experienced Man—Programs, writing, production, announcing, third class ticket. Located in Army. Any job, but must have opportunity to go places with living situation. Immediately available. State duties, salary. Box 317, BROADCASTING.

Need a Sales Manager—I am now top salesman with a 5,000 watt network station in central states area. Experienced in radio sales. Practical knowledge of promotion, program ideas in merchandising. Over draft age. Available 30 days after discharge requirements have been met. Box 317, BROADCASTING.

Experienced Announcer—News, sports, general announcing. $450 for three weeks. Desires change. State salary possibilities. Will also consider part time. Box 340, BROADCASTING.

For Sale
For Sale—Complete one kilowatt RCA transmitter, with Blaw-Knox amplifier, fully equipped; plenty of spare tubes and other broadcasting equipment. Make offer. Box 345, BROADCASTING.

Wanted to Buy
Wanted To Buy—250 Watt transmitter. Also FCC approved modulation monitor and miscellaneous equipment. Send your list to G. F. Ashbacher, 452 Apple Avenue, Muskegon, Michigan.

Wanted To Buy—Radio Station in Florida. Box 336, BROADCASTING.

Wanted—Will pay spot cash for 250 watt transmitter. J-337 on model, good shape, and other equipment for local station installation. Box 331, BROADCASTING.

Wanted—100 foot used Vertical Tower with attachments. Box 328, BROADCASTING.

Wanted To Buy—269 Watt transmitter, also FCC approved frequency modulator and modulation monitors. Audio input equipment and tower. Send list to L. M. Hawley, 814 King Avenue, Florence, S. C.


TO MAKE SURE of getting the audience of Nova Scotia’s most thickly populated area it is necessary to stress the fact that the station is . .

CHNS
Halifax, Nova Scotia
I. O. S. & CO.
350 Madison Avenue, New York, N. Y.

MR. RADIO EXECUTIVE:
Your time is valuable while you’re in New York. That’s why we want you to stay with us at the Roosevelt. You’ll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men’s Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT
MADISON AVE. AT 45TH ST., NEW YORK, N. Y.
A HILTON HOTEL
ROBERT P. WILLIFORD, General Manager

PROFESSIONAL DIRECTORY

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An Organization of Qualified Engineers
SPECIALIZED SERVICE OF BROADCASTING
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• 221 E. Gregory Boulevard, Kansas City, Mo.

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WASHINGTON, D. C.
Munsey Bldg. • Republic 2348

September 27, 1943 • Page 69
Radio Promoting Third Loan
As Drive Nears $15 Billion Goal

Stations Continue Individual Promotion; Nets
And Non-Affiliates Have Special Bond Days

MAGNITUDE of the effort and intensity of the radio industry has been
directing toward the success of the
Third War Loan Drive becomes
more apparent and significant as the
15 billion dollar goal approaches
achievement.

As requested by the Treasury
Dept., the various network bond
days have been run off as sched-
uled and the four major nets and
the non-affiliates plugged the cam-
paign on their respective days with
round-the-clock consistency. Inde-
pendently the various stations have
continued promotion of the effort,
as reports from all over the coun-
try show [BROADCASTING, Sept. 20].

Net Bond Days

Some 14 consecutive hours were
devoted to the drive by MBS on its
Bond Day, Sept. 29. Some 332
broadcasts via the BBC and pro-
grams from Canada were part of the
Mutual schedule. The BLUE, whose
Bond Day was Sept. 19, aired War
Bond programs 17 hours, a.m. to
1 a.m. the following day. Included
were remotes from abroad, and
from hospitals in this country
where-war correspondent were
interviewed. Kate Smith carried the
"Back the Attack" torch for CBS
whose day was Sept. 21. She broad-
cast in behalf of the loan more than
60 times. The Mutual schedule and
wound up her all-day effort by appearing on a recorded musical program of WABC, Co-
lumbia's New York outlet, aired from
1-2 a.m. Sept. 22.

Stars of radio, stage and screen in addition to all of NBC's regular
network programs took part in the
NBC Bond Day campaign on Sept. 29. From 8 a.m. to 1 a.m. the fol-
lowing day, all NBC sustaining programs and many commercial shows car-
ried War Bond messages, either in
the form of script continuity or announce-
ments. Every station break included such messages. Tele-
phones in NBC studios were
manned by stars who took pledge calls from listeners.

Independent's Day

Cross-section view of the non-
affiliate stations shows that they
came forth in behalf of the Third
War Loan on Independent's Day, Sept.
28, with an array of special programs and events. KXL Port-
land, Ore., devoted the entire day's
schedule to the promotion of War
Bonds. No single program was nor
a single commercial firm's name
was mentioned, KMTR Los Ange-
es released its entire facilities for
24 hour participation and top
city officials and Hollywood stars
made guest appearances.

Six special half-hour programs were
scheduled by WJJD Chicago.
WJFR Greenville, Miss., arranged
two full days for War Bond pro-
motion in connection with Inde-
pendent's Day. WJYB New Or-
leans directed its entire schedule
to Bond promotion. KBPS Port-
land, Ore., owned and operated by
Portland school district No. 1
broadcast a special War Bond half
hour program from the auditorium
of a local high school with tran-
scribed repeat aired three times.
Pupils in Portland's 70 public
schools heard the program.

Both Italian and English pro-
grams aired over WOV New York on
Sept. 23 were special War Bond
programs. WEE St. Louis plugged
the Third War Loan Drive with
station break announcements and
time and a half hours of special
bond programs. Local organizations
were given time on WSLB Ogdens-
burg, New York, for bond selling.

Talent of WDGY Minneapolis
combined for a two and a half hour
show for the campaign in addi-
tion to numerous announcements
and special bond emphasis on
other programs. WXQR New York
ran special features with appeals
by war correspondents returned from
the front.

Victory Network

The Washington State Victory Network, now almost two years old,
functioning in behalf of the Third
War Loan Drive. All 26 stations
in the unique hookup are taking
part. To launch the drive in that
region, a half hour broadcast was
aired f.m Seattle's Victory Square.
Two half hour dramas fol-
lowed for Bond promotion, one from
Seattle on Sept. 13 and the other
from Spokane on Sept. 20. A round-
table discussion with representa-
tive people from various groups
was presented Sept. 25.

Washington's Victory Network
set the week up after Pearl
Harbor in cooperation with the
State Defense Council and Army
and Navy communications officials
to assure immediate emergency ac-
tion on the part of all stations.
Since then the network has been
behind all war drives and loans.
The Victory Network planning
committee for the Third War Loan
Drive was appointed at the end of
last August with Bert Fisher of
KOMO-KJZ Seattle as chairman
and Bill Mosher, also of KOMO-
KJZ, as vice chairman. Traffic, pro-
gram, promotion and publicity, and
sponsor cooperation committees
were also set up. Every station is
represented on one or more of the
committees for whatever project is
taken up.

$40,825 in War Bond purchases
were made in a War Bond auction
by WBLK Clarksburg, W. Va.
broadcast Sept. 10. Even pigeons
were some of the items auctioned. Similar stunt was used by
WBLK during the Second War
Loan. While the KDKA Pittsburgh
Bond Wagon has been cruising about the country in the interest
of War Bond sales—more than
$200,000 worth so far in cash sales
—KDKA has been aiding the cause
by purchasing five $10,000 bonds
at WJNO West Palm Beach, Fla.,
during and a half hours of special
programs devoted to the Campaign obtained $125 per minute
in pledges and subscriptions.

Three weekly programs spon-
sored on KLZ Denver by a large
Denver department store are broad-
cast from a booth erected on the
capital of Ft. Benjamin Harrison where
a wounded soldier purchased the
first Bond to open Indiana's drive to
fill its $2,000,000 goal. Musical highlights for the half-
hour show were presented by Lt.
Rudy Vallee and his 11th Naval
Diet. Coast and Bond. The pro-
gram was carried by 16 Indiana
stations and WLW Cincinnati.

Round table discussion in behalf
of the Third War Loan between the
governors of the states in the Rocky Mountain and Plains States
region was broadcast over KOA
Denver on Sept. 12. The program,
while broadcast by KOA, re-
quired special wires into the cap-
tals of the seven states from which
the respective governors spoke, us-
ing the path of the governors' tele-
phone. Several governors' confer-
ence on mutual state problems was held in
Denver Sept. 17 and 18 with the
 governors of 18 southern and
western states participating. On
Sept. 18, from Central City, Col., a
half-hour program was broad-
cast by KOA Denver with the 18
governors participating and re-
porting on War Bond sales in their
states.

Novel "Bonderee" series of
WCED Dubois, Pa., sold nearly
$140,000 worth of bonds during
one week of remote broadcasts which
included station talent. WOA1 San
Antonio, launched the drive in its area with a "Bond
Voyage" program. Wives of ser-
vice men overseas took pledges by
phone during the broadcast.

Sept. 16, the Chamber of Com-
merce of Fitchburg, Mass., and
WTMJ Milwaukee arranged a large
outdoor show for the Third War
Loan Drive American Heroes' Day.
Heroes returned from combat and
local merchants contributed $1,500 worth of
merchandise which was auctioned
for $35,000 in bonds. Auction was
so successful WTMJ broadcast it
again instead of the one hour,
as planned.

"We Have in the Studio a Man Who Will Tell You Himself Just What
Our Vitamin Tablets Have Done For Him!"

Page 70 • September 27, 1943
BROADCASTING • Broadcast Advertising
THE RCA 833 became the RCA 833-A long before Pearl Harbor—when important design changes made improved ratings possible.

Now the price is 10% lower—$76.50 instead of $85.00 because fine performance has meant wide acceptance, resulting in production economy.

ZIRCONIUM-COATED ANODE: This famous RCA anode gives the 833-A a 44% higher input rating and 33% higher plate dissipation. To a designer, that means wider application possibilities; to a user, it means the 833-A will give longer life than the 833 it replaced.

EMISSION RESERVE: The 100-watt thoriated tungsten filament of the 833-A has a tremendous reserve of emission. That means less chance of damage in case of unexpected overloads, plus longer filament life.

FILAMENT SHIELDING: The 833-A's plate is specially constructed to shield the filament, thus eliminating bulb bombardment by stray electrons.

FORCED AIR COOLING: Design refinements in the 833-A made it possible for RCA to announce increased ratings when forced-air cooling is used. That means you can increase power by the use of 833-A's or, you can operate at the same power and run the 833-A's cooler.

TUNE IN "WHAT'S NEW?"
Radio Corporation of America's great new show Saturday nights, 7 to 8, E. W. T., Blue Network.

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*Continuous Commercial Service.
†Intermittent Commercial and Amateur Service.

RCA ELECTRON TUBES
RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.