Denver Delivers Buying Power

1942 Effective Buying Income—Per Capita—for Counties with Cities in the 100,000 Group

Denver Ranks 7th in U. S. in Effective Buying Income!

- Denver jumped from 72nd in 1941, among 123 U. S. counties having cities exceeding 100,000, to seventh in 1942 in Effective Buying Income per capita according to Sales Management estimate.

The Denver of today bears no resemblance to its playground past. Early in 1942, Denver industry was already converting to war production ... prefabrication of ships, manufacture of bullets, chemicals, gas masks, rubber rafts, and other products. The mining and agricultural industries of this area went on a war production basis, too.

These things have boosted buying power in the Denver area. To boost the buying of your product or service in this area, go to the people who have the buying power via their favorite station, KLZ.

KLZ Delivers the Denver Market

CBS • 560 kc.
WLS

School Time

CLASSROOM HAS 870,000 PUPILS!

"WLS School Time," broadcast each school day, presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value.

"School Time," conducted by Jerry Walker, serves every grade through Junior High School; its curriculum includes current events, history, music, literature and geography. Last year it was listened to regularly by 870,000 pupils in 24,500 classrooms in 6,000 schools. Although 66% of the pupils using "School Time" are urban, 78% of the schools are rural. To them, radio and WLS are bringing cultural experience the equal of that available to city youngsters.

It is the purpose of "School Time" to inform comprehensively, to inspire real appreciation for the American way of life, and to unite all in the common purpose of a national and world order based on the ideal of democracy: the end result, an informed citizenry.

"School Time" is one more example of the service activities that have made WLS "One of the Family in Midwest America."

School Time Schedule 1943-44

Mondays: "School Time News," grades 5 to 10. Review of current news in terms the pupil can understand.

Tuesdays: "This Is America," grades 5 to 8. Dramatizations of the great literature of American history, from the Revolution to the Civil War.

Wednesdays: "The Magic Harp," all grades. An introduction to music as fun, presented by the WLS Concert Orchestra, with narrations of the fascinating tales that inspired each selection.


Fridays: "United We Stand," grades 5 to 10. Lessons in living geography, with John Strohm, world traveler and managing editor of Prairie Farmer, telling how boys and girls of other countries live, work and play.

As they listen to current news on "School Time," these rural school youngsters follow events, with their map monitor pointing out where things are happening.

The Prairie Farmer Station

CHICAGO

The

PRAIRIE

FARMER

STATION

BURBIDGE D. BUTLER

President

GLENN SNYDER

Manager

MANAGEMENT AFFILIATED WITH Koy, PHOENIX, AND THE ARIZONA NETWORK — Koy Phoenix • KTUC TUCSON • KSUN BISBEE-LOWELL

REPRESENTED BY

John Blair & Company

890 Kilocycles

50,000 Watts

Blue Network

JOHN BLAIR Company

1943-44
The 874 Station Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the official liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

* There is only one correct answer.

SESAC

475 Fifth Ave. New York 17, N. Y.
The Mississippi Gulf Coast
IS IN WWL-LAND
and so are 10,000,000 customers from five different states

MOST OF MISSISSIPPI, including the entire Mississippi Gulf Coast, is yours—along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on the dial of every radio in the Deep South! To blanket this prosperous market, you need—

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
UNPRECEDENTED prosperity makes the Nashville market ripe for sales promotion.

Latest business indices for Nashville, as compared with last year, show department store sales up 37%, bank clearings up 20.99%, bank debits up 26.92%, real estate transfers up 48.91%, building up 24.55%.

WSIX offers a proven medium with intensive coverage of the entire Nashville area. Well-planned sales campaigns, based on WSIX, are now scoring heavily.

Ample power (5,000 watts day and night) ... plus a good spot on the dial (980 kc) ... plus proven listener preference, guarantee an impressive audience ready to hear what you have to say.
breaks the rules:

Networks are always paying out money to say kind things in print about their stations. This time we pull a switch. It's high time a station told the world about its network—and what the network means to the station.

What does CBS mean to WTAG? Professional expertise? Prompt and sensible cooperation? Straight-shooting? Far-sightedness in our interest as in its own? Sure. All those things, and a lot more. But those are only the attributes you expect from a good partner.

The most important things CBS means to WTAG are the things that CBS means to the WTAG audience.

That's an audience of 4 out of 5 of all radio homes in the "vital midrift" of New England, from New Hampshire through the golden area of Massachusetts into Connecticut. Three-fourths of a million people live in those radio homes. And what CBS means to those listeners is what it means first to our station.

Things like this:

John Daly goes into Messina with the first Allied scout patrols, is first out, first back to Algiers in General Patton's own plane, first on the air with an eye-witness story of Messina, first in Worcester with that story. There were Worcester boys in Messina, and some of them are there forever.

The foremost symphony orchestra in the world comes into Worcester and the WTAG homes every Sunday afternoon, thanks to the foresight of the network that first offered this program 11 years ago, and recently had the enterprise to persuade United States Rubber Company to sponsor the New York Philharmonic the year-round. Worcester supports the oldest Music Festival in America. We love all the arts. So we think of Artur Rodzinski as an honored citizen of Worcester and our Commonwealth. Thanks to CBS.

WTAG boys and girls dance to the best tunes—not skallyhootin' around the countryside, but in their own homes. So do their fathers and mothers. They dance to Harry James and Sammy Kaye and a score more, and they sing with Kate Smith and Dinah Shore and Sinatra, and they howl at Jack Carson, George-and-Gracie, and Groucho Marx and Jerry Lester and Jimmy Durante. They thrill to DeMille's "Lux" shows, and to Screen Guild.

Over 400 Worcester-area plants are working for war. It means a lot to WTAG to be the chief source of all that darn good morale-entertainment to its own great community.

When anything civic of any stature happens in Worcester and WTAG country, CBS always jumps in and pitches with us. That means a lot to the people of our area.

It means a lot to our community that CBS pours into WTAG country news from all over the world gathered by a news service that Time Magazine calls "the most efficient and adult news service in radio." Being newspaper people as well, we know news, and we recognize quality.

It means a lot to WTAG homes too, that steadily one network has led all the rest in pioneering better engineering, to make the sound come in clear; that one network has led all the rest in keeping the air clean of unpleasant commercials; that there's one network at least that won't carry cheap gossip, won't be browbeaten. It means a lot to WTAG homes to have a network come along with a program campaign idea like the one you see now in Worcester newspapers and cars and busses and posters.

We're in a pretty good position to evaluate networks, because for a long time we weren't a CBS affiliate. But when we tied up with CBS, the way the whole WTAG community followed us into the brilliant new hall where CBS offers the finest, richest array of varied programs on the air, was mighty impressive. Impressive, why—it was just a plain stampede of gratified loyalty. And the buying power of that newly augmented market of ours is mighty important to our advertisers; they put more money into Worcester's area, and sell more goods, and that suits everybody hereabouts just fine.

Well—we could go on and itemize a hundred more reasons. But space costs money.

Let's just sum it up this way: CBS is okay with us because 4 out of 5 of all the radio homes in the whole WTAG area like CBS best. Real nice branch we've got in New York. Hope they see this ad.

WTAG 580 KILOCYCLES

5000 WATTS WORCESTER
W. WALLACE ORR, Account Executive, N.W. Ayer & Son, Inc.

*Says*—“In all our experience, spot broadcasting has proved itself a highly flexible and effective medium”

- That’s right, Mr. Orr, you’re right! Spot broadcasting is flexible and effective. In fact it’s so flexible as to require more conscientious and careful handling than perhaps any other medium. Certainly “national spot” calls for more work than a network show.
- Right there, we believe, is where we come in. We don’t say we can make “spot” as easy as some other media. But a lot of good agencies have told us that Free & Peters Service has helped them to make spot broadcasting as profitable to place as it is to use.
- Especially in these days of manpower shortage, we are eager to demonstrate our service to any agency or advertiser who wants better results from radio.

**Free & Peters, Inc.**

Pioneer Radio Station Representatives

- **Chicago:** 180 N. Michigan
  Franklin 6373
- **New York:** 227 Park Ave.
  Plaza 5-4131
- **San Francisco:** 111 Sutter
  Sutter 4333
- **Hollywood:** 1412 N. Garden
  Gladstone 5949
- **Atlanta:** 347 Palmer Bldg.
  Main 5667

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**Exclusive Representatives:**

- WGR-WKBW BUFFALO
- WCKY CINCINNATI
- KDAL DULUTH
- WDAY FARGO
- WISH INDIANAPOLIS
- WIEG KALAMAZOO-GRAND RAPIDS
- KMBQ KANSAS CITY
- WAVE LOUISVILLE
- WTNQ MINNEAPOLIS-ST. PAUL
- WNDP PEORIA
- KSDL ST. LOUIS
- WFAL SYRACUSE
- WHO IOWA
- WOC ST. LOUIS
- WOCB SYRACUSE
- KMA IOWA
- KMA SHENANDOAH
- **SOUTHEAST**
  - WCAM BALTIMORE
  - WSGC CHARLESTON
  - WPTF COLUMBIA
  - WOFJ RALEIGH
  - WOBJ ROANOKE
- **SOUTHWEST**
  - KOR ALBUQUERQUE
  - KOMA OKLAHOMA CITY
  - KTUL TULSA
  - **PACIFIC COAST**
  - KECA LOS ANGELES
  - KOSM PORTLAND
  - KROW OAKLAND-SAN FRANCISCO
  - KQO SEATTLE
  - KFAQ ALASKA
  - and WRIGHT-SONOVOX, Inc.

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**October 25, 1943**

 broadcasting • Broadcast Advertising
NAB Hits AFM Fees; Four Disc Firms Sign

Socially Unsound, Says Steering Committee

AMID CHARGES by the NAB that the principle of direct payments to a union is "vicious," four independent transcription companies last week signed contracts with the American Federation of Musicians permitting them to resume recording after 14 months of total inactivity.

Diffs From Other

After announcement of the agreement with James C. Petrellio's union last Wednesday, with the War Labor Board's tripartite panel performing as mediator, the NAB Steering Committee last Friday loosed a blast against the union, charging that the direct payment plan is "as economically and socially unsound as extortion is immoral and illegal." The committee, about which little has been heard, was appointed 15 months ago by President Neville Miller. (Text of statement on page 16).

Although no duress was claimed publicly, the four independent transcribers signed only after the principle of private payment had been established through the contract entered with AFM by Decca-World Broadcasting System Inc. It differs in some respects from that Decca deal, however. The new signatories are Standard Radio, Lang-Worth, Associated Music Publishers and C. F. MacGregor.

New Features

The chief new features are: An agreement by the union not to change the wage scale for two years; the creation of a two-man advisory board representing the public to consult with the union on the administration of the employment fund, and a provision that not more than 5% of the total fund shall be used for administrative expenses; and a no-strike clause covering the making of library transcriptions, but not including phonograph records or commercial transcriptions.

Announcement that the contracts had been signed was made by Arthur S. Meyer, chairman of the tripartite panel appointed by the National War Labor Board to investi-
tigate the AFM 14-month old ban on recordings.

Reviewing the history of the case, Mr. Meyer reported that seven employers were originally parties to the dispute: World Broadcasting System, Empire Broadcasting Corp., Associated Music Publishers, Lang-Worth Feature Programs, C. F. MacGregor, Standard Radio and NBC Radio-Recording Division. On Sept. 30, he said the panel was advised that Decca had signed a contract with the union for itself and its subsidiary, World. Subsequently Empire signed this same agreement.

The five remaining companies then began their negotiations for a voluntary agreement with the union, resulting in the signature of four contracts. One company, the principle of "payment to a fund," Mr. Meyer stated, was accepted by the employer as a condition of these negotiations.

NBC Has Not Withdrawn

Although NBC Radio-Recording Division withdrew from these negotiations it did not withdraw from the case, but asked the panel to retain jurisdiction over it, Mr. Meyer explained. He added that Columbia Recording Corp. and RCA-Victor Division of RCA, phonograph record manufacturers have filed petitions to intervene in the hearing, and that the panel has taken these petitions under advisement. Negotiations between CRC, RCA and NBC and the union are now under way, he said, adjourning the hearing until further notice and stating that its resumption will depend on the outcome of these negotiations.

Queried as to the status of these negotiations an AFM spokesman said there had been no meetings with CRC and RCA-NBC because these companies for reasons unknown to the union had asked that any negotiations be postponed for an indefinite period. It is expected that the companies, admittedly waiting until the completion of the contract between the AFM and the four transcription firms, will take a definite stand in the near future.

Two Courses Open

Two courses are now open to these companies:

First, they can decide to accept the principle of payment into the AFM's employment fund which has now been accepted by Decca Records and by all major transcription companies except NBC radio-recording division, and sign that contract—or begin their own negotiations with the union for a contract differing from it in some respects but including the direct payment provision. Or (second), they can decide to refuse to accept that principle and continue unable to employ AFM members and be at a competitive disadvantage with those companies who have signed with the AFM.

It is believed that the hesitation of RCA and CRC to accept the plan of royalty payments directly to the union is based in some measure on their feeling that to do so would be to bind the NBC and CBS networks to the same principle, and that if the AFM makes similar demands on the broadcasting industry. In contradiction to this idea, however, it has been pointed out that network broadcasters are in fact comparable to the commercial transcriptions which are broadcast only once on each station and which the union has exempted from royalty payments. On that basis, all network and individual station broadcasts of live programs should also be exempted from the need to pay extra fees to the union, it is argued.

Chairman Meyer explained that (Continued on page 58)

Events Focus on Allocations Studies

Senate Hearings Will Put Post-War Needs in Linelight

ACTION of the Senate last week, unanimously approving the Wheel-er-White-McFarland Resolution for an Interstate Commerce Subcommittee investigation of international communications, focused attention on post-war allocation studies by both government and industry groups, which will have an all-important bearing on such new broadcasting services as FM and television.

Close on the heels of the formation of the Radio Technical Planning Board last month by private industrial groups identified with all aspects of radio operations, the F C C Engineering Department, headed by Chief Engineer E. K. Jett, has speeded up its studies of ultra-high frequency allocations.

Because of the impetus given both FM and television by military research, development and operation, it is generally expected that sharply revised allocations for both of these services will be developed. Needs of other services, such as government, aviation and shipping, also must be adjusted in these allocations.

FM Requirements

Largely increased government requirements for radio facilities have constituted the major undertaking of the Interdepartment Radio Advisory Committee, made up of high ranking communication official of all government agencies, and the military services. The committee is headed by Commissioner T. A. M. Cowan, of the FCC.

It is now regarded as a certainty that FM will require a considerably larger portion of the ultra-high frequency spectrum than the present band allotted to it in the 50 mc. area. Likewise, television appears destined to move up the band, where color transmission on considerably wider channels can be accommodated.

The FCC's planning centers around determining the needs for all services, including private point-to-point as well as the public mass communication services. With the war tide definitely in our favor, interest in these new (Continued on page 58)
HELP WANTED—The Petrillo Way... An Editorial

HELP WANTED: Men or Women, Old or Young, Full-time or part-time. Good Wages. Favorable Hours. Pleasant Work.

Pick up almost any newspaper. Look in the shop windows. Look at the Government figures. The country is in the throes of the worst manpower shortage of all time.

But all this must be cock-eyed, because the American Federation of Musicians, under the mailed-fist leadership of James C. Petrillo, professes to be plagued with unemployment. Jimmy has set up his own private radio network, with radio to pay the freight. He seems to have convinced Decca, and its transcription subsidiary (which evidently had no voice) that the spoken word is the musicians' salvation.

But as a necessary humanitarian project. Having established that principle, with payments directed to Jimmy's union, the rest was like spear-fish in a barrel.

Last week independent transcription companies, faced with extinction after more than 14-months of non-production, capitulated to Jimmy. Oh yes, they received concessions, because they have a bi-lateral contract, a two-year wage agreement at present rates, and an "advisory committee" set-up to watch handling of the union slush fund. But the last-named is nothing more than a gesture, since the committee will have no vote and Jimmy can go his own merry way.

The amount of money involved in the new deal, by dint of the fast double play from Jimmy to Decca-World with the independents trapped between bases, is insignificant. Even if the transcription companies pass along the 25c royalty fees on library transcripts to station managers, they probably won't exceed $50,000 a year. But the forced acceptance of the principle by the transcription companies puts broadcasters in the position of facing similar demands from Jimmy. The networks have yet to work out their new deals, and the affiliated stations and independent stations must bargain with Jimmy (if it can be called bargaining) on house band quotas.

Some day, we imagine, Congress will muster enough courage to do something about the existing law which permits labor to sell licenses to Jimmy to get away with everything with legal restraint. When a privately-operated company, by dint of business resourcefulness, gets anywhere it usually is branded "big business" or monopolistic and in rushes Uncle Sam with his law suits and complaints. But, when union labor, which also has become "big business", brow-beats, cudgels, coerces, intimidates and strikes, the Government stands on the sidelines because the anti-trust statutes don't touch the likes of Jimmy.

It is evident that no intercession can be expected from the War Labor Board, since its arbitration panel has approved the terms of the private reliance, so the fisted union on the transcription companies. This presumably was premised on the view that the companies agreed "voluntarily" to the Petrillo demands—voluntarily after the transcribers had been starved out, and a deal first had been made with Decca-World.

Unless some curbs are introduced, either by Congress or by WLB headquarters we do have an idea of where things are headed. Jimmy has shown organized labor how to "revolutionize" the employer-employee relationship. It looks as though he's going to throw it completely into reverse, with management and ownership headed for "employment" by labor.

FMBI to Study Changing FM Allocation Standards in Chicago Meeting Nov. 17

FUNDAMENTAL changes in the standards for FM allocations following the war will be considered at a meeting in Chicago Nov. 17, when recommendations of its engineering committee proposing a broad-gauged change in the allocations base will be submitted. The Engineering Committee plan, drafted in New York on Oct. 20, was developed in pursuance of the interroga- tion of E. K. Jett, Chief Engineer of the FCC, as to whether the present trade area base for FM allocations should be continued or some other method followed.

Report To FMBI

Because it has been apparent for many months that the FM will get off to a flying start with the termination of the war and that present allocations appear to be inadequate, intensive study is being given to the whole question of area and location standards.

The FMBI Committee, of which Everett L. Dillard, of Commercial Radio Equipment Co., Kansas City, and licensee of FM Station KOZY, is chairman, has held two meet- ings within the last two months to draft its report for the FMBI board and membership. The committee was named by Walter J. Damm, WTMJ-WMFM, Milwaukee, President of FMBI, after Mr. Jett had propounded his question to FM Broadcasters in an article published in the April 28, 1943 BROADCASTING War Conference is- sue. Mr. Jett's question was, "Should allocations on the basis of trade areas be continued or is there a more satisfactory method?"

The trade area requirement as embodied in the FCC Rules and Regulations, prescribes stations of equal coverage in the same metro-

CAMPAGN KICK-OFF for the National Biscuit Co.'s return to the air was celebrated in a luncheon given by WMT Cedar Rapids, Ia. Stanley Dixon, who re- signed as business manager with management ties on the Cowles stations KRNT WMT and WNAX for the Biscuit Co.'s Premium Crackers, spoke at the meet- ing which was attended by branch managers and salesmen of the Biscuit Co. and officials of the Cowles stations. The group included (seated 1 to r): A. N. Duffy, district sales manager; Stanley Dixon, Iowa Broadcasting Co. commentator; C. M. Sandifer, assistant sales manager, National Biscuit Co; E. J. Neenan, branch manager; Douglas Grant, WMT news editor; John Duke, KRNT-RSO promotion manager. Standing, W. H. Culp, branch manager; Sumner D. Quarton, WMT general manager; Ted Enns, Cowles group national sales manager; Leo F. Cole, WMT promotion manager; P. K. Gaines, sales- man; J. M. Seidel, salesman; A. X. Weinberg, salesman; W. H. Knous, salesman; L. Von Linder, WMT public relations; F. W. Mathey, branch cashier; P. V. Groff, salesman.

New Spur Campaign

NEW campaign for Spur, by Canada L. A. Ald. N. Y., sched- uled to start in November, is distributing transcribed musical com- mercials to bottlers throughout the country for placement on local sta- tions, saving them the trouble of transcription. Promotion plans also include use of post- ers, car-cards, magazines, and in- sertions in 145 newspapers in 124 cities. Agency is J. M. Mathes Inc., New York.

Air Line Program

UNITED AIR LINES, Chicago, on Nov. 7 starts a weekly half- hour variety program, In Time to Come, on 8 CBS Pacific stations, Sunday, 8:30-9 p.m. (PWT). Carl Hoff is musical director, with Carrollton Kadel, narrator, and Dave Vaille, announcer. Jerry Stagg is writer-director. Robert O. Colson, production supervisor, is Hollywood manager of N. W. Ayer & Son.
radio's part in psychological warfare

allied nations programs soon will dominate european band

by r. morris pierce

chief engineer, psychological warfare branch, allied force headquarters, algeria

the office of war information was created by executive order of the president on june 13, 1942. elmer davis was subsequently appointed as director.

one of the many responsibilities delegated to davis was to inform truthfully the peoples of other nations concerning the progress of the war and the efforts of the united states in its prosecution. the overseas branch was established with robert sherwood as its director. outposts were set up in 16 countries. i want here to summarize for you the functions of psychological warfare in just one theatre of this war; namely, "the mediterranean" and the way in which the owi contributes to this operation.

the control of news and information in any military theatre must, of necessity, be military. for this reason the "information, news and censorship section" was established with brig. gen. robert a. McClure commanding. under this section are three branches: namely, psychological warfare, public relations and censorship.

truthful information

the psychological warfare branch, commanded by col. c. b. hazeltine, has the responsibility of truthfully informing the people of the axis, axis occupied and liberated countries, both civilian and military. this information is distributed in the following manner:

a. radio

1. to civilians and military in enemy countries.
2. to civilians and military in enemy occupied countries.
3. to residents of allied nations and in liberated areas.

b. leaflets

1. to civilians and military in enemy countries.
2. to civilians and military in enemy occupied countries.

C. motion pictures

1. to the residents of allied nations and in liberated areas.

D. newspapers

1. to the residents of allied nations and in liberated areas.

E. libraries

1. to residents of allied nations and in liberated areas.

in north africa, sicily and italy, the psychological warfare branch prepares and prints leaflets that are dropped in enemy and enemy occupied territory for both military and civilian consumption. most everyone has heard of the thousands of italian and german troops who came over to our lines holding white leaflets in their hands. this was great testimony to the work of the psychological warfare branch. leaflets are also used to tell the truth about the progress of the war to civilians behind the enemy lines. here the leaflets, on many occasions, are miniature four-page newspapers. leaflets were used to tell axis soldiers in sicily that mussolini had been replaced by badoglio and to warn the civilians of rome that we were going to bomb the railroad yards and that they should take cover. these are only a few examples among many.

the psychological warfare branch operates its own mobile sound motion picture units and supplies the motion pictures to the established theatre operators. it supplies locally owned newspapers with world wide news and operates the libraries or news stores where the local population may read (in their native language) of the part the united nations are playing in this war. here they can read, among other things, about the food and war materials we are sending them, about our production, the quality of our equipment and the cost of the war to the united nations.

news—in four tongues

with respect to the part radio plays in psychological warfare i shall tell the story within the limits of military secrecy.

when the psychological warfare branch was created in december of last year its assets were five energetic bodies. it had no radio stations or other equipment. today it operates three broadcasting stations, built in the united states, supplied by owi and installed by psychological warfare personnel. it operates three other broadcasting stations in the mediterranean area and programs, a small portion of the time, five other stations. it maintains its own program staff, news bureau, and engineering department. the original group of five has grown to several hundred and will be expanded further as additional stations in europe are acquired.

the broadcasts are essentially news programs, fifteen minutes in length, in four languages in the following pattern: english, german, french and italian. beginning with english on the hour and ending with italian on the three-quarters hour. the stations operate from 12:00 noon to 3:00 a.m. local time.

soon to dominate

the material consists of rebroadcasts of owi news programs by shortwave from the united states, bbc rebroadcasts by shortwave from england and locally produced programs by psychological warfare branch personnel.

the complexity of the programming can be realized when one considers that the content must be in four languages. this means that on locally-produced programs, the news has to be processed by four separate news staffs and read by four separate announcing staffs. since news is our chief stock in trade, it must be truthful, intelligent, and timely. the owi transmits thousands of words daily by radio-telegraph, through army channels, for processing by the psychological warfare branch.

the effectiveness of these united nations radio broadcasts is borne out in interviews of axis prisoners and comments on our broadcasts by the axis radio stations.

technically this can be substantiated by measurements of our station made in england. if you will look at a map of europe, it is immediately apparent that the distances from north africa to the

axis and axis occupied countries are not great. for example, a circle with a radius of 1,000 miles centered in north africa will include approximately 80% of axis-occupied europe. this distance is comparable to that from new york to st. louis or from chicago to denver.

handle net relays

at this time, axis stations predominate on the european broadcast band, but this picture is changing constantly. soon allied nations programs will occupy the majority of european broadcast station time. the owi will be the source of this, and the service will improve technically as the distance the signal has to travel decreases.

as previously pointed out, the psychological warfare branch is a part of the "information, news and censorship section." the public relations office is also a branch of this section. its function is the transmission of news of military operations to the united states, england and other allied nations for public consumption. for this reason, the nbc, cbs, blue, bbc and cbc relays from this theater, clear through the public relations office, but are engineered by the psychological warfare branch.

photo transmission

the transmission of radiophotos is another very important service of the psychological warfare branch. this operation is performed by personnel and equipment supplied by owi. news pictures are transmitted daily to new york, london and many other cities and are received from owi, new york, for local consumption, or for retransmission to other countries. the many radiophotos of allied mediterranean military operations published by the papers of the united states bear testimony to the success of this joint operation.

psychological warfare also operates a monitoring service, originally set up by the fcc, with monitoring experts detailed from

(continued on page 40)
Both Houses Move Toward Action on Radio

Lea Drafts Policy; Senate Orders Inquiry

By BILL BAILEY

GAINING MOMENTUM, the move in Congress to enact new communications legislation was marked last week by several forward moves in both houses, in that the coming week will see concerted efforts in both houses to stem the growing tide of power with which the FCC has been vested by the May 10 Supreme Court decision.

New Developments

As BROADCASTING went to press these developments were foremost:

1. Chairman Lea (D-Cal.) of the House Select Committee to investigate the FCC issued a statement of policy and procedure.

2. Rep. Karl E. Mundt (R-S.D.) warned on the floor of the House that unless Congress acts quickly to define through new legislation powers of the FCC, the Supreme Court decision, the days of privately owned and operated radio are numbered (page 24).

3. The Senate ordered a sweeping investigation of international communications "both wire and radio" in light of frequent and growing criticism of the administrative policies of the FCC (page 12).

4. Members of the Senate Banking & Currency Committee, during hearings on the Bankhead bill (S-1467) to create a subsidy for small newspapers, displayed unusually keen interest in radio by their line of questioning (page 16).

5. Reading by Rep. John Z. Anderson (R-Cal.) into the Congressional Record of a letter written by Chairman Lea to the Washington Post, taking issue with a Post editorial of Oct. 16 which accused the new chairman of "dumping of star-chamber testimony into the record".

6. Indications that secret testimony, not yet received by the committee, has been delivered to the Post, which has consistently defended the FCC and criticized the investigation.

7. During hearings before the Boren Newsprint Investigating Subcommittee of the House, Rep. Clarence Brown (R-Ohio) charged that some radio programs carrying Government messages have distorted facts to "smear" Congress.

Following an executive meeting of the House Select Committee last Monday Chairman Lea issued a statement of policy and procedure in which the other four members concurred. Procedure was outlined as follows:

"All hearings of the committee shall be presided over by one of its members. All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session. The FCC shall be notified in advance of all hearings. All witnesses shall testify under oath. It is the purpose of the committee to allow the Commission full opportunity to present, in due time, any facts relevant to the subject matter of the hearing."

Although the executive session originally was planned as a short one, it lasted two hours and was marred, according to reports, by vigorous opposition to certain proposals of procedure. One report said the original "procedure" contemplated that counsel for the FCC would consult with the committee on all phases of the investigation and would sit with members in sifting evidence.

It is expected that the Select Committee, at a meeting this week, will ask the House Committee on Accounts for additional funds to continue the investigation, probably by calling the original grant of $60,000.

Analyzing Testimony

Chairman Lea told BROADCASTING again last Thursday he had not made any decision with regard to counsel. It was understood, however, that three committee members favor the retention of Eugene L. Garey while two others want a new chief counsel. Mr. Lea is reported to have suggested an attorney "experienced in legislation" as a possible member of the legal staff, although he declined to comment.

A second phase of the policy and procedure, as outlined by Chairman Lea, is a "Method of Preparing Analysis of Testimony," in which citations will be made under three general headings. The first will include "what are regarded as substantial accusations made against the Commission or its members." Under the second head the citation will be made "to the various sections of the hearings which are claimed to support the accusations," while the third head specifies that "citations will be made to evidence in the record embracing denial, explanation, or other matters in reference to such accusations, respectively. Under this head the FCC may likewise make such citations," the statement said.

Fund Transfer Plea

Testimony of only one of the four officers and personnel of Shortwave Research Inc., in talk with the FCC, in view of the court's order of Oct. 18 for the sale of WMCA New York [BROADCASTING, Oct. 18] was admitted to the record in the executive session. The other three witnesses will be summoned to Washington the next week to represent their testimony before the committee.

Chief Counsel Garey told the committee Oct. 14 [BROADCASTING, Oct. 18] that he took the statements for submission to the committee to save time and expense. Letters between FCC Chairman James Lawrence Fly and Acting Secretary of War Robert P. Patterson, with reference to a request from the FCC that the Army transfer funds to the FCC for the upkeep of employees in the North African theater, were received last week and were read into the record. Mr. Fly asked the Army to transfer several thousand dollars to the Commission to pay for FCC employees sent to North Africa. Acting Secretary Patterson replied that he found no authority for the presence of FCC employees in any military theatre.

Rep. Anderson on the floor of the House last Tuesday assailed the Washington Post, which has harassed the FCC and criticized the investigation, for an editorial published in the Oct. 16 issue under the title of "Gone Fishing, Continued."

"In my opinion, this editorial was intemperate and premature and it reeks with the bias and prejudice that it seeks to criticize," declared Rep. Anderson. "In referring to the first meeting of the FCC investigating committee under the committee's new chairman, the editorial states in part 'The brief session on the first day was entirely for the dumping of star-chamber testimony (Continued on page 55)"

WMAc APPLICATION TO FCC THIS WEEK

APPLICATION for the transfer of license of WMCA New York, from Edward J. Noble, whose acquisition of the BLUE Network was formally consummated Oct. 14, to Nathan Straus, former administrative officer, will probably be filed early this week. Monroe Goldwater of Goldwater & Flynn, New York, is representing Mr. Straus in this matter. Mr. Noble is represented by Franklin S. York.

Donald Flamm, former owner of WMCA, whose suit against Mr. Noble seeking a recission of the sale pending in the New York courts, is expected to request the FCC for permission to intervene in the hearing on the proposed transfer of the WMCA license.

Sale of WMCA by Mr. Noble is necessitated by the FCC informal decision made in the summer that more than one station in a single locality by any individual or organization. In acquiring the BLUE Network Mr. Noble also became licensee of WJZ, BLUE key station in New York.

Virginia Dare Drive

GARRETT WINE Co., Brooklyn (Virginia Dare wine), has contracted for one of the most extensive radio drives of recent weeks in Chicago, buying five 25-minute drives in five consecutive Saturday and Sunday midday intervals. The 12 shows are beginning Nov. 21 on the Sports Edition program and 18 announcements on the Sports Edition program and 18 announcements on the Night Watch program of WIND. The schedule was begun Oct. 18. Agency is Ruthrauff & Ryan, Chicago.
DO YOU KNOW THE ANSWERS?

The New
1943 IOWA RADIO AUDIENCE SURVEY

Answers These and Dozens of Other Important Questions!

Which radio stations are "listened to most"? Daytime? Nighttime? By Urban — Village — and Farm Families? Why? And Where?
How much actual time do listeners spend with the "Listened to Most" station as compared with those "Heard Regularly"? Is the ratio 2 to 1? 4 to 1? Or 6 to 1?
What kinds of programs are liked best? According to Sex — Place of Residence — Age — and Education?
Which are the 80 most popular programs? For Urban — Village — and Farm Families?
How do listeners learn about new programs? What percent through station announcements — newspapers — friends — other media — or just happened to tune in?
Which stations are "heard regularly"?

How has gasoline rationing affected listening? Urban — Village — and Farm?
How many listen during each two-hour period of day and night? Men? Women?
What is the audience available during early morning and late evening hours?

How many hours of listening per day?
Men? Women? Urban — Village — and Farm? 1943 compared with 1942?

NILES TRAMMELL
 Said THIS About the 1942 Survey:
"I want you to know that I think this is one of the most impressive surveys that I have had occasion to peruse in a long, long time."

BUT WAIT 'TIL HE SEES THE NEW 1943 EDITION!

TO CONSERVE PAPER, the number of copies printed will be limited to supply only those who have specific need for this complete and authoritative study by Dr. Forest L. Whan.

Who

for IOWA PLUS!

Des Moines . . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
Or Phone Any FREE & PETERS Office

Broadcasting • Broadcast Advertising

October 25, 1943 • Page 13
**Affiliate Increase Is BMI High Mark Says President Miller at Annual Meet**

LICENSEES of Broadcast Music Inc. include 800 standard commercial radio stations, 33 PM and shortwave stations, and 15 national and regional networks in the United States, as well as all the broadcasting stations and networks in Canada. At the annual meeting of BMI, President Miller reported that the association has increased to 480,000,000, the highest mark for any one of the BMI's programs. He added that the BMI's balance sheet, which is submitted to the company's board of directors, shows a healthy progress. Operating expenses for the year ended June 30, 1943, were $2,460,000, of which $1,100,719 were paid in salaries, $91,800 in rent, $18,200 in interest, and $3,400 in taxes. The net income for the year was $1,100,719, or 14¢ per share. The company's balance sheet shows a net worth of $26,000,000, of which $14,000,000 is in cash and $12,000,000 in investments. The company's capital stock is $1,000,000 in $100 par value certificates, which are held by 500 shareholders. The company's earnings for the year were $4,144,186.

**Cocilana on 28 Stations In Cough Nips Campaign**

COCILANA, Inc., New York, is using 28 stations in 23 major markets in the first of its Cough Nips campaign for Cough Nips. Schedules consisting of one-minute announcements, between programs, started with Oct. 17 and 18. The company has been active in the campaign for the past two years. The company's executive, Mr. Cocilana, said that the company has been active in the campaign for the past two years.

**Boy-ar-dee on Full MBS**

CHEF BOY-AR-DEE Quality Foods, Inc. (Boylston Mills, Pa.), which operates the MMS commercials network, has signed the first of the series of announcements for its new product, Boy-ar-dee. The series, which was produced by the Chicago office of the agency, is being distributed to all stations.

**FACED with a total loss of 3,000 tonnes of tomatoes unless they were canned immediately, Kern Preserving Co., Los Angeles, decided to run radio to solve its manpower shortage problem.**

With the tomatoes, contracted for by Government agencies for the war effort, the company was faced with the problem of maintaining production and meeting the demands of the war. The company decided to appeal to the public for help and ran a series of announcements on the local radio station, which resulted in a rush of volunteers.

**Bob Coleson to Manage Ayer's Hollywood Office**

ROBERT CLARK COLESON has been named manager of the Hollywood office of the Radio Department of the War Dept. Co., which is responsible for the management of the radio department of the War Dept. Co.

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Did it pull?

That's the question retail merchants ask. No matter the medium. And we've got a pretty good record down here in Baltimore. More Retailers use W-I-T-H than any other station. It pulls!

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
Senate Group to Act on Press Subsidy

NAB Opposes Plan for Paid Advertising By Government

ACTION by the Senate Banking & Currency Committee is expected Tuesday on the Bankhead newspaper subsidy bill (S-1457). At the conclusions of hearings last Friday Sen. Wagner (D-N.Y.), commerce committee chairman, would call his group into session Tuesday to vote on the measure. That several amendments will be written to the measure, introduced last week by Sen. H. Bankhead (D-Ala.) in place of his original bill (S-1078), introduced earlier in the year, was indicated in the line of questioning and comment by Senators during the hearings, which were conducted last week.

Tax Deduction Plan
Most startling of the proposed amendments was one suggested Friday by Sen. John Danaher (R-Conn.) making deductible from income taxes any sums spent by advertisers under terms of the bill. Sen. Danaher's amendment, which he wrote during the hearing, provides:

"The cost of newspaper advertising by any taxpayer shall be deductible from the taxable income of such taxpayer for tax purposes only when newspaper advertising costs of such taxpayer can be shown to the satisfaction of the tax commissioner to have been prorated equally among newspapers published in communities of 10,000 population or less and in communities of more than 10,000 population."

Senator Danaher told BROADCASTING he suggested the amendment as a substitute for Government paid advertising.

"If we pass the bill, the (Bankhead) measure needs a lot of amendments and rewriting before it can pass," he said following the hearings. "This bill (the Bankhead measure) needs a lot of amendments and rewriting before it can pass."

Pending on trial before the committee Friday C. E. Arney Jr., secretary-treasurer of the NAB, and Marshall H. Pengra, general manager of KNRM Roseburg, Ore. and chairman of the Small Market Stations Committee of NAB, won on record as opposed to Government paid advertising but in fact discrimination should the bill pass.

The closing session Friday heard arguments about radio news policies, musical programs, education and the field's contribution to the country. None of the various topics having direct bearing on the bill. Mr. Arney outlined the NAB structure and read into the record resolutions adopted by it. Reference was made to Government-paid advertising. The first resolution, passed in 1941, opposed the purchase of time by Government agencies on the grounds that it would "tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency."

The second resolution, adopted last June 3, reaffirmed the NAB stand against Government-paid advertising but took the position "that Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio and other media of communication."

Mr. Pengra told the Senate committee that his group at its last April meeting concluded, upon examining the Senate-approved bill, that (1) small market stations opposed the idea of Government-paid advertising, and (2) "the Bankhead Bill, if passed, discriminates sharply and viciously against the radio industry as a competitive advertising medium in the same field with newspapers and other media of the same class." He asked that the second-class permit, be stricken.

Edgar G. Brown, director of the National Negro Council, and Howard Murphy, secretary-treasurer of the Negro Publishers' Assn., asked that if the bill is passed the Negro press be recognized.

Senator James E. Murray (D-Mo.) asked a witness, urged that the measure be adopted to perpetuate the small-town newspaper and thus "insure freedom of the press."

Albert Hardy, president of the National Editorial Assn., which is sponsoring the Bankhead bill, in an opening statement Tuesday said that an overwhelming majority of small town editors and publishers had endorsed the measure.

At Thursday's hearing Paul G. Stromberg, Publisher of the Elliott City (Md.) Times, assailed Elmer Davis, director of the Office of War Information, for his statement opposing the bill. Referring to Mr. Davis' statement that Government paid advertising would "ruin in power would be in position to ruin any particular newspaper by withdrawing that advertising, Mr. Stromberg said:

"That is an outright smear. Mr. Davis is going out of official bounds when he intimates that the ideals of the free press are set aside by the great bulk of weekly newspapers when they receive pay for advertising from local, county, state or federal governments."

NEA in Favor

E. M. Anderson, chairman of the legislative committee, NEA, conducted the NEA's presentation and summarized testimony of several witnesses. The NEA urged passage of the bill on the grounds that it would stimulate the sale of War Bonds. In no instance did a witness testify that the small newspapers needed the revenue Government advertising would give them.

Willie Peterson, publisher of the Morrison (Minn.) Register, declared, "There is a definite need of this (Government paid) advertising to further the sale of bonds. The people in this part of the country have no sufficient knowledge of the degree where they will buy more bonds."

NAB Assails Petrillo's Disc Contract; Thwarts Democracy

CONDEMNING the principle of direct payments to a union as "vicious" the NAB Steering Committee last Friday issued a statement on the AFM-recorders agreement (see page 9) after a two-day session at the Hotel Roosevelt, New York.

The direct payments plan is "as economically and socially unsound as extortion is immoral and illegal," said the NAB committee. A pointed 15 months ago by the NAB board in connection with the union ban on recordings, the committee includes these members: Neville H. Felt, president; Mark Ethridge, WHAS Louisville; John J. Gillin Jr., WOW Omaha; Kolin Hager, WGY Schenectady; Harry A. Poidevin, WIBN Racine, Wis.; Paul W. Morgan, WHTC Hartford; G. Richard Shafso, WIS Columbia.

Under questioning, however, Mr. Petersen admitted that his 1941 paper has been running Government ads under local merchant sponsorship.

He admitted, too, that "in my particular field unusual success in selling ads in September". He referred to Third War Loan Government ads, sold to local merchants.

 rural listening

Senators Danaher (R-Conn.) and Taft (R-O.) wanted to know why the Government didn't buy time on small stations as well as newspapers. Mr. Peterson declared that "half the people of the United States live in small towns and rural areas and the way to reach them is through the small town press." Senator Taft opined that much of the Third War Loan appeal was directed at farmers through "radio and the metropolitan press."

(Continued on page 56)

WSAY Yields; Will Hire 4 Musicians

All Rochester Contracts Now Run to Jan. 17

STRIKE of the American Federation of Musicians against WSAY Rochester, which had kept the station without network program service since July 15, was settled last Thursday and MBS resumed its full service to the station this day.

In announcing the end of the strike, AFM national headquarters in New York reported that WSAY had agreed to hire four staff musicians as demanded by the union. WSAY contract runs until Jan. 17, 1944, expiration date of the contracts of WQAM and WHEC Rochester, at which time new contracts placing all three stations on a comparable basis will be drafted, according to AFM.

Year's Dispute

Dispute between WSAY and the Rochester local of the musicians union started last fall when the station rejected the union demand that it increase its musical staff from one pianist to a staff of five. On July 15, 1943, Mutual discontinued all musical program service to WSAY as the only alternative to losing all MBS musical remote pickups. The case was then turned over to the National War Labor Board for investigation. WSAY in August took the case to the Seventh Circuit Court of Appeals to restore the AFM from causing Mutual to stop supplying it with musical programs, a move made, according to Jacob Arky, WSAY attorney, to save the station from "further financial loss pending settlement of the dispute" (BROADCASTING, Aug. 23).

"The injunction was denied in New York and the Court in September and the case was scheduled for late fall trial."
That's what's happening in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, you are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

Back the attack with War Bonds and Stamps.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Grade Label Bill To Be Introduced

Rep. Cuhel Sees Scheme To Regiment the Nation

A BILL to prevent permanently any extension of grade labeling in the food field is in course of preparation by Rep. E. C. Cuhel (D-Ark), the Congressman told Broadcasting last week. He is a member of the Agriculture Committee.

Mr. Cuhel's views on the subject were given in the Congressionally Record on Monday, Oct. 18. He scored grade labeling as a scheme designed by leftists and pinkos in the Government "to further regiment and control the American people from Wash-ington and place additional thousands of people on the payrolls.

"Of all the things this country needs; it does not need to increase the central government power over the individual citizen but to return to him his individual freedom and initiative," Mr. Cuhel continued.

As It Would Be

He contrasted merchandising as it would be under grade labeling of foods, and as it is under the present system in which brand names are leading criteria of selection. Pointing to the dependence of newspapers, magazines and radio on advertising he said that "If it is mandatory that we have three grades of food at three prices set by the Government, the next step would be to apply dictatorial Government grading to cosmetics, drugs, clothing, motorcars and every other salable item in the land."

That Congress in general is op-posed to the grade labeling brand of economic philosophy showed last spring when it passed the Taft amendment to the OPA act, ban-ning any attempt by that agency to impose grade marking on the label as a wartime price control measure.

Liberty Ships to Honor Newsman Dead in War

TWELEVE radio and press correspondents who lost their lives in the war will be honored by having new Liberty ships named for them. The Maritime Commission an-nounced last week that the eight components were nominated by the Overseas Press Club of America and their names presented to the nam-ing committee of the Commission.

Those named are: Frank Joseph Cuhel, Mutual; Ralph Barnes, and Ben Hobbertson, Hearld Tribune; Edward H. Crockett, As-sociated Press; Byron Darnton and Robert P. Heald, Tribune; Webb Miller and Harry Percy, United Press; Ben H. Miller, Balti-more Sun; Eventide; Sturgis; International News Service; Melvin Jacoby, Life and Time; and Carl Phuigaard, Acme News Pic-tures.

WAMBOLDT IS BLUE SHOW SUPERVISOR

MELVIN P. WAMBOLDT, ac-count executive at Compton Adv., New York, on Nov. 1 becomes com-mercial program supervisor for the Blue, a newly-created position. He will assume the duties of P. Jaeger, who has been named network sales manager, ef-fective Nov. 1 (Broadcasting, Oct. 21).

Mr. Wamboldt will cooperate with agency producers and clients on the supervi-sion of current commercial shows and work on new programs for commercial sale. Before joining Compton, Mr. Wamboldt spent several years in radio production in Chicago.

Brown Leaves OPA Post; Bowles Probable Chief

PRENTISS M. BROWN, Adminis-trator of the OPA, resigned last week in a letter to President Rea-velt dated Tuesday and accepted by the President on Thursday. His resignation had been expected for some time. Announced for the post of Bowles, general manager of OPA, to the post of Administrator, is largely "administrative". The two remaining important problems are the question of food subsidies and renewal of price control measures when the present law expires next year.

Yankee Promotes for RKO

PROMOTIONAL broadcasts for the Oct. 25 premiere of RKO's "The Iron Major" are now being carried over WNBC Boston and the Yankee Network. Programs in-clude a transcribed message from Pat O'Brien, who plays Major Frank Cavanaugh, former Boston College and Dartmouth football coach; roundtable conference of coaches, sportswriters and players who knew the major; a dramatic narrative of the rescue of Major Cavanaugh by Joseph Long, agent of WEAN Providence, during the Battle of the Argonne. There will be spot announcements and interviews for the 50-city Yankee Network premiere.

More Ads For War

RADIO, newspaper, magazine and outdoor advertising salesmen last week heard plans to promote great space and time for the war effort from John Sterling, publisher of This Week and national chairman of the sponsorship division of the War Advertising Council, in a meeting at the University Club, Chicago. Sterling was the first speaker called by the Council's western chairman, Norman Green, western manager of Crowell-Collier Publishing Co.

Murine Test

MURINE Co., Chicago (eye wash), beginning in October and going into November, is sponsor-ing a five-week campaign of five transmitted announcements weekly in 15 Southern markets. Later expansion is expected. Agen-cy is BBDO, Chicago.

Pacific Blue Split

For Lowell Thomas

KKWJ and KVI Substituted On Standard Oil Series

TO COMPLETE line-up of 13 Pacific outlets in major markets for the two-week Lowell Thomas commentary, sponsored by Standard Oil Co. of California starting Nov. 1, BLUE Network, for the first time on the West Coast, is substituting two non-affiliated sta-tions in the list.

With KEX Portland and KJR Seattle unable to accept the business because of previous local commitments, BLUE took the initiative by placing that program on KJJW in the former city.

Unable to get clearance in Seattle, BLUE made a deal with KVI Tacoma for release of the series in that area. Thomas will be heard Monday through Friday, 9:30-9:45 p.m. (PWT), Contract, placed through BBDO, San Fran-cisco, includes KJJW and KVI, with KJJW and KVI, station list in-cludes KECA, KFBM, KTKC, KGBK, KWK, KNO, KG, KPA, KOH.

SunocoReported Moving

Lowell Thomas to NBC

SOME TIME before the first of next year Sun Oil Co., Philad-elphia, will move Lowell Thomas from the BLUE to NBC, it was reported last week, although not officially confirmed by either net-work. Thomas is now on five times weekly 6:45-7 p.m. on a group of stations which are mostly NBC af-filiates, a contract carry-over from the days when the BLUE was part of NBC. Agency is Roche, Williams & Cunyngham, Philadelphia. The shift will not affect the recent con-tract of Lowell Thomas with five Pacific stations Nov. 1 under sponsor-ship of Standard Oil of Cali-fornia.

Ben Bernie

BEN BERNIE, "the old maestro", died at his home in Beverly Hills, Oct. 29, following a long illness from a lung infection with cardiac complications. Last heard on the air Jan. 15, 1948, on his CBS program Ben Bernie Jr. Co., Chicago, Bernie had been ill since February of this year, although appearances on city scenes and several engagements in war plants this spring, as a result of which he suffered a severe relapse. A na-tional figure in radio, he played his first engagement in New York to become a concert violinist, later touring this country for the late Walter Damrosch's va-rieties. He teamed with Phil Baker, well known today as a radio m.c., and entered radio in 1917. By the time he joined the Navy. Bernie organized his band at that time, the orchestra becoming famous as "Bernie and All the Boys". His first sponsor was Pabst Sales Co., Chicago. Others were American Can, U. S. Rubber, American Tobacco, Emer-son Drug.
It takes all three P's to make a radio market: POPULATION — PROGRAMS — POWER. In Michigan's second market, there's only one station with ALL 3 — WOOD Grand Rapids.

Grand Rapids is the HUB of Population in Western Michigan. WOOD broadcasts from the very center of this high-wage territory of over a million listeners.

WOOD is the only NBC outlet in Western Michigan. It delivers a 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.

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts give it the power to deliver these top programs to this thickly populated area.

Only WOOD can deliver the unbeatable combination of POPULATION, PROGRAMS and POWER in Michigan's second market. That's why 68 smart National Advertisers are currently using WOOD to sell 168 quality products in Western Michigan.

GRAND RAPIDS - NBC 5000 watts
Outstate Michigan's Greatest Station
**Sponsorable Bond Messages Issued by OWI Nov. 8-Dec 24**

**Sale by Local Stations Approved For First Time; Packet Includes Food, WAVE, Travel Spots**

"THE PRESENT With a Future," War Bonds, continues to be the "product" receiving the most attention on OWI Domestic Radio Bureau announcements for the week of Nov. 15, and word has now been received from the Treasury and from OWI that the announcements in this campaign are available for sponsorship. Thus for the first time, OWI bond messages have been officially designated for sponsorship.

This news was not released until last week and was therefore not included in BROADCASTING's OWI Packet for the week of Nov. 8, when the campaign begins. OWI has stated that the reason for decision to permit sponsorship is the heavy retail promotion being given the "Present With a Future" campaign.

It is understood that all bond announcements on the Station Assignment Plan, beginning Nov. 8, and running through Dec. 24, will be Repeat and may be sold to local sponsors.

**Retail Tie-Up**

As pointed out in BROADCASTING last week, the Bonds for Christmas drive has been planned to relieve the financial strain of Christmas buying stampede. This year, with buying power at a high level, and limited supplies of merchandise, government is concerned as to what may happen if everyone tries to buy all he can afford. Extensive plans are therefore being made to substitute bonds for gifts of merchandise, and retailers, especially department stores, are planning to tie up with the drive in their advertising and merchandising activities. Available : Bond announcements for sponsorship will give stations a timely point of contact with these retailers in view of the campaign which radio is now waging to secure a greater share of the retail advertising dollar.

**Like the schedule for the week of**

Nov. 8, that for Nov. 15-21 has Food for Freedom in second place among the war messages, with announcements on the Network Plan and (transcribed) for the OI group of stations. KW stations will get transcribed announcements in behalf of the Stick to Your War Job drive. It is pointed out that the undesirable turnover among war plant workers is continuing to hurt war production.

**WAYS Wanted**

A new campaign on the list is one for WAVE recruits, scheduled on the Network Plan, on independent stations, and (live) on the radio Spot Plan. Thousands of new WAVEs are needed.

Anticipating football and Thanksgiving Day travel rushes is a schedule of transcribed announcements on the National Spot Plan. This phase of the over-all Don't Travel drive will get radio emphasis through the Christmas and New Year holidays. Aim is to drastic reduction in essential travel so that every soldier, sailor, production engineer and executive will be able to secure accommodations.

On the Special Assignment Plan, not shown in the table, a Waste Paper Salage campaign was added to other war messages for the first week, Oct. 18, Oct. 25 and Nov. 1. This emergency action is aimed at the dangerously tight paper supply situation, insofar as it can be relieved by utilization of waste paper. New Subscription campaign for the week of Nov. 15 are Stick to Your War Job and Hold Prices Down.

**New Ethyl Program**

ETHYL Corp., New York, is sponsoring WCCO Farm Journal of the Air that Minneapolis station as part of a spot campaign in the Midwest and East. Agency is BBDO, New York.

**GAL WITH GLAMOUR is Eileen Seebode, WITH Baltimore's silenced receptionist. They say the agency men bring in their copy personally now. For the statistically inclined Agencies 10 height 5'3" weight 119, single, writes poetry, phone number a civilian secret.**

**SAG and AGVA Reps Sit In Artists Merger Group**

REPRESENTATIVES of the Screen Actors Guild and American Guild of Musical Artists set in last Wednesday on the weekly conference of committees of American Federation of Radio Artists, Actors Audiences Assn. and American Guild of Musical Artists on plans for a merger of the two organizations into a single union. SAG and AGVA representatives were present as observers only, but both organizations are expected to participate in the merger discussions. Meetings are held each Wednesday at the Equity's New York headquarters. Some progress has been reported, but the magnitude of the task of setting up a single organization and financial structure that will operate to the advantage of the majority of members of all branches is such that its completion is not expected for many months.

**WOR Weather Spokesmen**

SECOND advertiser to sponsor weather reports on WOR New York, since the lifting of the war-time ban on such broadcasts, was announced last week as Roger's & Gallet, New York maker of lip pomade and toilet articles. Since Oct. 18 the company has been presenting weather reports six times weekly at 6:45 a.m. Agency is Moser & Cotins, New York. Also presenting weather reports on WOR twice daily basis is Breyer Ice Cream Co., which resumed a 52-week contract (starting Oct. 4) and continues until the censorship rules went into effect [BROADCASTING, Oct. 18]. Breyer agency is McKee & Albright, Philadelphia.

**Back for Camels**

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), after a lapse of eight months due to illness, on Nov. 4 resumes the Abbott & Costello Show on approximately 128 NBC stations, Thursday, 10-10:30 p.m. Owning half the top ten markets, and costing the company $300,000, half-hour series will continue to include Connie Haines, vocalist, and Allman Jr. as announcers. David Gray, in comedy characterizations. Mel Blanc has been signed to portray Leon Schlesinger cartoon character, Bugs Bunny. Freddie Rich resumes as musical director, with Ken Niles announcer. Writers are Leon Solomon, Alan Woods and Don Prindle. Martin Goshch is Hollywood producer of William Esty & Co.

**Victory Loan Day**

TORONTO had its radio Victory Loan Day Oct. 23 when the four Toronto stations (CFRB CKL CBL CBY) pooled resources to promote Fifth Victoria Loan War bonds in an industry day. Programs started early in the morning and continued throughout the day and evening with special events and shows. In charge of the arrangements was A1 Leary, CKL general manager; John Chapple, CBL; and Dick Claringbull, CBL-CBY, on the main committee.
How to write
a history
of World War II

IF . . .
in that golden future when peace has firmly
settled upon the world, you are moved to sit
down and write a history of America's par-
ticipation in this war . . .

You will find all the phases and facets
of that participation recorded for you
and awaiting your selection.

You will find that a week-to-week and
month-to-month account of all the happen-
ings of both the fighting and the home front
has been faithfully kept.

You will find first-hand reports not only
of the clash of battle, but of war's impact
on the social, economic, religious, politi-
cal, and home life of the nation.

You will find healthy democratic dis-
cussion of postwar aims and the kind of
world we want to fashion and live in.

You will find the war refought, the war
days relived; the postwar world being born,
in the magazines that are being published
today in wartime America.

When news becomes history
One of America's great strengths in this war
is our network of mass communication, or
public information. The three chief media
of this network are newspapers, magazines, and
radio. The radio and newspapers give an
hour-by-hour and day-by-day account of
events important enough to be called news.

The magazines have time to apply per-
spective to those events, to weave them
into the pattern of what went before and
what followed; and it is this application of
perspective that turns news into history.

In the pages of America's magazines you
can view the exciting march of the war's
history. On the broad canvas of these pages,
in addition to an interpretation of the news,
you will find fiction equally authentic in por-
traying the emotional and spiritual tug of the
war upon the people.

You'll see the kind of humor that came
out of the war, the movies people go to in
wartime, the styles they wear, the substitutes
that have come into their lives because of
war-born shortages and diversion of goods.

In these ways, the magazines record the
history of this war. They also help make
history. They help people think things
over and thus help build civilian morale,
help create public opinion, help guide
public action.

Because of their national character and
distribution, they are an important force for
unity, carrying the same thoughts, informa-
tion, and appeals for action into every town,
city, and crossroads of America.

Since we got into the war, the magazines
have published some 3000 articles on war
information. About 50% of today's content
of all magazines is given over to the war.

An additional contribution
In addition to this service which magazines
have rendered in their editorial pages and in
addition to the patriotic advertising messages
business firms have paid for and run, the
magazines themselves have donated adver-
sising space.

Each month a long list of leading maga-
zines print, in advertising space which they
donate, some vital and timely message the
Government of the United States deems im-
portant to put before the people.

The advertising agencies of the country
voluntarily contribute their services in the
preparation of these messages.

So far there have been campaigns on war
bonds, the nature of the enemy, and infla-
tion. Right now, 481 pages explaining to the
people the dangers of inflation, are running
every month, reaching 91,000,000 people.

In no other country in the world have the
magazines done as big a job in wartime.

In no other country have they recorded
for so much of the population the history
of this war.

Like their brother media the newspapers
and the radio, they have been both a credit
to, and a justification of, the good democratic
principle of Freedom of the Press.

YOUNG & RUBICAM, INC. Advertising
New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

This is the second of a series of three advertisements which discuss the wartime services and the wartime
importance of America's three great media of public information—newspapers, magazines, and radio. It has
appeared in the New York Times on October 4, the New York Herald Tribune on October 6, the Chicago Daily
News on October 6, and it is also appearing in Newsweek, Fortune, and an appropriate group of trade papers.
I’ve been sort of taking New York for granted

The other day I had lunch with some of the boys from the media department of our agency and a few time and space salesmen. You know, one of those easy-going affairs where guys chew the rag and toss in a little of the kind of gossip that usually doesn’t cross a desktop.

“Hello, there,” I said, as I parked myself next to George Schmidt, a WOR account executive. “How’re things?”

“Can’t complain, Charlie,” he answered. “Be better though if we were getting some of that Unita business that you’re placing out of town.”

“Hold it, boy!” I cautioned with a laugh. “Let’s keep the sell for after lunch.”

George just grinned and turned to his filet of sole.

“Oysters,” I told the waiter. “And the same thing as my friend has, filet of sole.”

We were dabbling with the dessert when Schmidt turned to me and said, “Charlie, I think you’ve been sort of taking the New York market for granted.”

“Well, I can’t say that I’ve been giving it a heck of a lot of thought. Ever since the heavy
spot placing started on Unita I've been thinking mostly about the cities where things are really happening — Cleveland, Detroit, places like those."

"Listen, Charlie, things are happening in New York, too. And pretty important things. For instance, do you know that 200,000 people have moved into the New York area during the past year? Also, the people in the New York area have approximately $2,000,000,000 more to spend today than they had in 1941?"

I thought for a moment. Then said, "No, George, I hadn't known that."

"Sometimes it gets my goat," George continued, "when I see the way you fellows are running after the war industry cities and forgetting that New York today is the greatest and most normally progressive and prosperous market in America. Why even food sales alone amounted to $1,006,410,000 in New York in 1942. A greater amount of food than was sold in any major American city. In fact, 300% greater than that sold in Chicago, the next highest ranking city. And New York stands first in the country in eating and drinking sales; wearing apparel and drugs."

I pretended to take the whole thing rather casually, and merely said, "Put some of that stuff down on paper for me, will you, George?"

I didn't tell Schmidt, but he was right. I had been sort of taking New York for granted.

our address is WOR that power-full station at 1440 Broadway, in New York

NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is getting more sales today, or protecting his brand in a competitive post-war market, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement very interestingly with sponsor-approved, wartime success stories. Ask to see them.
Mundt Warns Against Federal Control

Says Congress Must Act Quickly to Retain Private Radio

WARNING that private ownership of radio is "not a guaranteed certainty", Rep. Karl E. Mundt (R-S.D.) last Monday called for quick action by Congress to set up safeguards against complete Government control of radio, in light of the May 10 Supreme Court decision which vests in the FCC authority to control air traffic.

In a 45-minute speech under the title, "Needed: A Code of Radio Good Behavior", Congressman Mundt declared that "private ownership and operation of radio in this country is not a guaranteed certainty for even the next four years—to say nothing of the permanent future". Immediate Congressional action is mandatory, he asserted, "to be sure that private excesses of radio are not replaced by governmental censorship of non-military broadcasts".

Only a Few

The "private excesses" referred to by Mr. Mundt include a handful of commentators who, he said, are not performing in the public interests but are furthering propaganda and philosophies of certain sponsors.

"Radio networks which permit speakers and commentators on either sustaining programs or commercial broadcasts habitually to besmirch Congress or the executive departments, or to attack individuals, groups, or points of view are flagrant violators of their public responsibilities as the licensed operators of a semipublic monopoly," said Rep. Mundt. "Continued flaunting of this responsibility is certain to result in legislative curtailments of private radio or in similar action by the FCC. CBS has taken the lead in attempting to avert this result by imposing a voluntary code of fair play and good manners upon itself."

Congressman Mundt paid tribute to CBS for its recent policy governing commentators [BROADCASTING, Oct. 4]. "It is hoped other networks will do likewise," he said with reference to CBS code, "as if, for one, would deprecate private radio replaced by Government radio in this country."

Step on the Way

"CBS may not have found the perfect solution to a vexing problem, but it has made candid recognition of the problem and has taken courageous action to do something about it", he said. "In my opinion the decision of CBS to prevent the use of a semipublic monopoly such as radio by private individuals or commercial sponsors for propaganda or political purposes will do more to preserve private ownership and operation than anything which has happened since the advent of broadcasting."

Rep. Mundt made it plain, however, that the "serious offenders" of good taste "probably do not number more than five or six". But he pointed out that a mere handful can "ruin radio for the host of able and conscientious commentators".

"It should not be forgotten," he asserted, "that one persistent offender in the radio field may well break down the dike which is now holding back the flood waters of Government-operated radio."

Mr. Mundt referred to speeches he made in the House May 30 and June 18, 1940, in which he urged that radio clean up a few of its broadcasts. At that time he warned Congress against eventual Government control of radio if broadcasters, themselves, failed to take steps to curb the few who saw fit to expound personal views on the air, under the guise of news.

Quotes 'Broadcasting'

He read into the Congressional Record a copy of a letter addressed by Paul W. Kesten, CBS vice-president and general manager, to Walter Winchell in which the network executive took exception to Winchell's open criticism of the CBS news policy. He stressed the fact that CBS does present opinion, but "as opinion and not news."

Rep. Mundt also quoted extensively from an article by Free Speech, the Right to Be Heard" by Ed. Crane, general manager of the Z-Bar Network of Montana, which appeared in the Oct. 18 issue of BROADCASTING. The Congressman recommended to members of Congress that they read the complete article.

At great length he dwelt upon the Frankfurter majority position in the now-famous May 10 decision. He referred several times to the phrase: "It puts upon the Commission the burden of determining the composition of that traffic."

Fearful of FCC

"I am not at all pleased or satisfied with some of the implications of that decision," said Congressman Mundt. "I am not happy over the prospect of having the Federal Communications Commission or any other body 'regulate the composition of traffic' over the air waves of America without some definite standards being set up in advance which circumscribe and direct those regulating powers."

"A broad application of the 'regulation of the composition of traffic' on the air waves could mean outright Government censorship. Its very existence as a right of the Commission operates as a silent threat of censorship to automatically tend to color and bias radio reporting."

"Now that the Supreme Court has decreed that this right exists, Congress should act promptly to define it clearly, and to limit it definitely so as to bar all possibility of censorship either direct or indirect."

"We must not have a radio traffic cop who is to be an individual or a commission, with power to exercise personal discretion with regard to what is considered proper traffic on the air waves," Mr. Mundt said.

"Regulations can and should be established which are clear to all, which operate equally in the interests of all, which will remove radio from all fear of governmental crackdown, and which will conform with the principle that in this Government of laws and not of men the only rightful traffic cop of the air must be a code of prescribed behavior compiled in written form and free from any perversions by power-loving men, be they radio commentators, radio-management officials, members of the Federal Communications Commission, or members of the executive or legislative branches of our Government."

"Only thus," he concluded, "can we realistically enjoy genuine freedom for all expression for all alike over the radio networks of this country."

Miles Sunday News

MILES LABS, Elkhart, Ind. (Alka-Seltzer and One-A-Day vitamin tablets), on Nov. 12 will start a syndicated NBC series of Sunday editions of News of the World from 11:15-11:30 p.m. Similar to "News of the World" programs sponsored Monday through Fridays 7:15-7:30 p.m., the new series will pick up commentaries at home and abroad.

Contract is for 20 weeks. Agency is Wade Adv. Co., Chicago. The program is sponsored by Fitch Co., Des Moines (Dandruff Remover Shampoo and No-Brush Shaving Cream), heard Tuesdays and Thursdays at 7:15 p.m. on an NBC hookup. Agency for Fitch is L. W. Ramsey Co., Chicago.

Hackler A-P Head in N. Y.

VICTOR HACKLER, general financial editor in New York for Associated Press, has been named chief of the New York bureau according to Kent Cooper, AP executive editor. Mr. Hackler, who will continue to supervise financial news, has been with AP since 1927 in Omaha, Milwaukee, Duluth, Chicago and New York. He was AP news editor in Chicago in 1937 and is executive assistant to Mr. Cooper in charge of personnel. In his new position he succeeds Glenn Ramsey, who has been transferred to Press Assn., radio news subsidiary.

Kay Scheduling

KAY PREPARATIONS, New York, has signed a contract with WOR, Boston, for a series of six live announcements weekly on behalf of Formula 301 and Kay Colonial Sulphur Soap, firm is already on WAAT Jersey City and is lining up additional schedules. Agency is Erdland Adv., New York.
Soldiers of the microphone!

A LARGE proportion of Radio Station WDOD's daily schedule is devoted to programs helpful to the war effort.

NATIONAL ENEMY NUMBER ONE is a weekly half-hour program locally produced and dedicated to combat absenteeism—THE VICTORY PAMPHLET is a quarter-hour daily program locally produced dealing with facts about rationing, conservation, etc. These are but two of the many programs WDOD's production staff is constantly formulating toward helping win the war.

After all, people in the Chattanooga area look to WDOD for leadership in the presentation of this material.

A "HOOPER" WITH "OOMPH"!

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

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

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
OWI Explains Its Advertising Policy and Commercial Tie-ups

Government Time Considering Impractical; Prefers Stations Sell Spots to Sponsors

CLARIFICATION of OWI policy on Government purchase of advertising and commercial sponsorship of war messages was contained in a memorandum sent out last week by OWI regional station relations chiefs to war program managers of stations. Purpose of the memo, John D. Hymes, chief of the station relations division, the Bureau, explained, is to answer numerous inquiries submitted by stations.

To the question: “Why doesn’t OWI purchase paid advertising for General war information subjects?” the memorandum states that the complete coverage now available on a voluntary basis in radio, press and other media would cost several million dollars, an amount which would impose “a further serious burden on every taxpayer in the country”. Selection Problem

Operation of such a large fund, it is set forth, “would entail ‘immense difficulties’ in determining what media are to be used. The present method of utilizing voluntary contributions of all media, it is stated, is ‘practical and successful’.

Furthermore, the memorandum asserts, Government purchase of radio time “would be considered by many as a subsidy and would tend to destroy freedom of the press, magazines, radio and other media”.

In reply to the question: “Why don’t other Government agencies purchase radio time as well as newspaper space?” it is pointed out that OWI has determined over the policies of other agencies. However, it was explained, when OWI took up the matter with other agencies their policies are such that their established policies do not permit purchase of radio time “though for some unexplained reason advertising in other media is permissible”. OWI stated it has “suggested” that such policies be changed and will continue to suggest action on such inequities.

The memorandum asserts that OWI is now attempting to work out with NAB and Government officials a plan to permit stations to sell all OWI live and transcribed announcements, but it asserts, does not have authority to grant general sponsorship of these announcements but from time to time permits certain messages to be sponsored dependent on the commercial aspects of the campaign.

Stations are reminded that it is permissible to include OWI live or transcribed spots in commercial programs. The memorandum asserts, “hears our wholehearted approval and recommendation”. Program managers are advised to utilize OWI spots in this way wherever possible and it is suggested that they ask sponsors or their agencies to contribute time to this end. OWI offers its cooperation in furthering the use of spots in this way.

Sponsorship Policy

Another question submitted by stations is: “Does OWI take into consideration the commercial aspects of Government campaigns it may include in the OWI packets?” The memorandum replies: “Yes, definitely. The people who make up the Domestic Radio Bureau in No. 2 get the job done as quickly as possible and have experience in the business and understand the policies of radio generally.”

Material which stations are asked to air on a sustaining basis is supposedly not marketable in a non-commercial as possible, regardless of the nature of the campaign, it is asserted.

“OWI often gives stations permission to sell the programs which are announced on the OWI reports. However, OWI feels that in the war-time, many of the things which must be brought to the public’s attention must be handled as quickly as possible to meet the needs of the people who come to OWI for help, it is our duty to publicize the facts as quickly and as garden as possible and in the most effective way. In these critical times, when every minute counts, we do not allow ways have the time (nor do we believe radio would want us to do so) to delay, postpone of cancel our efforts to achieve a specific objective in the country’s behalf, because some commercialism might inadvertently be connected with the campaign involved.”

Radio’s Performance

Saluting radio for a “splendid performance”, the memorandum asserts that the industry has done and is doing, a marvelous job toward Victory in aiding OWI in its efforts for the Government”. Figures cited from a recent OWI survey show that over 150 network programs, under the Network Allocation Plan, carry war messages every week, providing more than 400,000 sponsored radio minutes.

Under the National Spot Allocation Plan, it was shown, 200 programs sponsored by 130 advertisers

WAR CAMPAIGN PROGRAMS SOLD
KSD Finds Spots for Spots and Quarter-Hour -Programs Featuring Staff Orchestra-

BROADCASTERS can sell special war campaign programs, KSD St. Louis proved during the Third War Loan Drive. Sixty-nine special War Bond shows and spot announcements, sold by KSD staff sponsors during the three weeks of the drive. Thirty-eight sponsors bought 83 15-minute programs and 16 spots were sold to five sponsors. For every campaign in behalf of the bond shows also brought KSD additional revenue, although the station gave sponsors minimum rates and built the programs without additional agreements. KSD and St. Louis area were informed of the KSD plan so they could take advantage of the promotion idea.

The 15-minute show was designed feature the KSD staff orchestra, introduced as the “Victory War Bond Band”, and each to be sold to only one sponsor. Each show included a “Buy Bonds” transcription, with other Bond appeals contained in the script continuity. Sponsors ranged from steel plants and aircraft companies to wholesale bakeries and soft drink companies.

Consumer firms which had switched to the manufacture of little known but vital war products described their work while others told what their employees were doing to “back the attack”.

About two years ago KSD had outlined its conception of sponsored programs, which shows to the NAB and to officials in Washington. The argument was that sponsors would welcome an opportunity to buy special patriotic programs for good, and because that public service would pay their own way and be in addition to free time given by the stations.

THE DEPARTMENT STORE as a vital supplier of necessities for the home front will be the subject of commercials on “The KSD Unit Heart”, daytime serial on WSAI, Cincinnati, which the team of Dorothy and Van Woodward are writing for John Shillito Co. of Cincinnati. Mr. Woodward has been continuity editor and assistant to the program director on WLW-WSAI. Drama will be on the air Monday through Friday at 11.15 a.m. It’s the story of a girl and her family in wartime, and of the adjustments she makes to problems she meets in everyday living.

AIR TIME TO U. S. 300 MILLION YEARLY ADVERTISING time and space being contributed to Government programs is running at a rate of 300 million dollars a year, Palmer Hoyt, OWI Domestic Director, told the Cleveland Advertising Club last week.

Fortified by coordinated information programs organized by OWI, advertising has rallied public support for more than 40 campaigns, including recruiting milli- tary, civilian, manpower, the National War Fund, and the difficult job of fighting inflation as associated.

He cited the 15 billion dollar Third War Loan drive and willingness of the public to do even more than is necessary.

Mr. Hoyt asked the continued support of advertising in coming campaigns, particularly the “Food Fights for Freedom” program, to keep the public informed. “We need this advertising support”, he said.

Public cooperation in these civil- ization was nothing but a team effort and that is a task for private enter- prise and individual and company. The public looks to the leadership of the industrial community. It can find that leadership in the advertising, the war advertising—of our leading companies.

Durkee to Glidden


Citing the effectiveness of specific radio campaigns, the OWI pointed to results achieved in its two weeks glider pilot training drive which filled every glider school in the country, its nurse recruiting campaign which helped obtain 25,972 enlistments, and its assistance in adding 30,000,000 people to the War Bond payroll deduction plan.

“This splendid, unselfish, patri- otic contribution of time, work and effort by thousands of people of the kind of spirit which is represented in the American system of broad- casting,” the memorandum concluded.

GM Buys Plant

GENERAL MILLS, Minneapolis, has purchased the American Crystalsugar Co. plant in Belmond, Iowa, to be a soybean processing plant. James F. Bell, chairman of the board of United Oil Co. New York, operating the new plant, is expected to operate the new plant under the name of potato processing, and provide the company with additional soybean production to meet protein and oil shortages prompted the action.
A great newspaper, a great network, and a great news staff are now collaborating on a new kind of news program. The Christian Science Monitor, The Mutual Broadcasting System, and the Monitor’s 850 ace newsmen all over the globe present “News from Everywhere” at 6:30 p.m. EWT, Monday through Friday.

The integrity and scope of the Monitor’s news coverage are familiar to everybody from students of journalism to judges of journalism. In bringing this newspaper’s world coverage to the nation’s radio audience, Mutual and the Monitor mark a significant milestone in the progress of news dissemination.

This program brings live reports direct from the world’s news centers at an hour when over 80% of all U.S. radio families are within arm’s reach of a radio, eager for first-hand news of a world at war—the first overseas roundup each evening on any network.

As coordinator of “News from Everywhere,” Volney Hurd has the distinctive advantage of 20 years’ experience in both writing and broadcasting news. Variety credits him with “a good voice, firm delivery, and well-seasoned understanding of the events reported by Monitor staffers.”

“News from Everywhere” is available for commercial sponsorship, subject to the established restrictions of The Christian Science Monitor and the Mutual Network. For further details, consult...

THE MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK
TRIBUNE TOWER, CHICAGO
Radio’s Post-War Job to Distribute, Hollister Declares

Calls for the Preaching of Economic Interdependence

RADIO’S post-war function will be to distribute, “as it has never distributed before,” ideas about goods and services, CBS vice-president Paul Hollister told the Boston Conference on Distribution at the Hotel Statler, Boston, Oct. 15.

Radio will teach and clarify “the cardinal idea of the interdependence of the national economy,” he said, adding that the sooner labor and industry combine forces to put this idea across on the air, the better they will combat post-war panic and its “cancerous cleavage of classes.”

Basis of War Service

Broadcasting’s potentialities as a religious and educational force have yet to be fully realized, he said, and if understood, “will rip the sides off” educational institutions and let the world in on their “cloistered retreat.”

Credit for radio’s outstanding war service is due primarily to the system of radio cooperatives upon which it is built, Mr. Hollister declared. Pointing out that the radio “plant,” unlike most others, didn’t require a change in production for retooling after swinging into war action, Mr. Hollister said, “By the grace of God that radio service had been built to man-size by free American enterprise before Dec. 7, 1941.”

Citing statistics on American business’ contributions to the war effort in terms of dollars and broadcasting time, he said of radio, “That it stood ready that day to volunteer was because it had foreseen war; had prepared by the simple expedient of perfecting the highest possible quality and actual value of actual radio product, in a nation that demands competitive quality. In this research radio was supported not only by the thousands of individual businesses who boarded it for a ride to a sale, but by the $1 million consuming families upon whom American business finally depends.”

N. Y. Listening Up 34%

AN INCREASE of 34.7% in September radio listening in metropolitan New York over the same month last year is shown in The Radio Audience, monthly series letter published by The Pulse of New York as a service to stations, advertisers and agencies. Beginning “Radio Trend Season” in radio listening in October issue presents analysis of Italian-American, Saturday morning, and news analyzer audiences, based on 6,300 personal door-to-door interviews each month of New York homes. The news letter, which has just started publication, goes to subscribers only.

Seydel Testing

SEYDEL CHEMICAL Co., Jersey City, has named Victor Van der Linde Inc., New York, to handle advertising for Suberon Medical, an ethical product being put on the consumer market for the first time. Test campaign on WMCA is in its sixth week. Radio will be used exclusively when the drive starts, a matter of several months.

KWFS Transfer

THE FCC last week granted consent to involuntary assignment of the license of KWFS Hot Springs to George R. Shuman, owners of Hot Springs Broadcasting Co., licensee, to Clyde E. Wilson, personally. The station was sold at public auction last May for $49,000. Mr. Shuman withdrew from the business about 10 months ago. He has agreed to pay Mr. Wilson to dissolve the partnership (Broadcasting, July 12).


War Bond Claim of ‘Information Please’ Criticized by Advertising Agency Head

EDITOR, BROADCASTING: Having served as publicity chairman for Metropolitan St. Louis during the Third War Loan, I was very much interested in page 70 of your Oct. 11 issue, especially the statement that Information, Please brought in a total of $277,308,976 at a single War Bond appearance in Newark, N. J.

There is always the suspicion that Information, Please was credited with sales that would normally have come in through the efforts of the local soliciting staff. This is in no sense a criticism of the use of Information, Please, as a method of selling bonds, because undoubtedly many people would buy extra bonds to see this excellent show; but how many bonds do you think Information, Please would have sold, if with but short notice, it had been booked into the Mosque The- ater from New York, on the Monday, Tuesday, and Thursday weeks after the drive had started?

The acid test of such promotion is,” How much new money can they raise?” G. Gordon Hertslet Vice-President Anfenger Adv. Agency St. Louis.

Oct. 13, 1943

WDSU License Renewal

THE FCC last week made final its proposed findings restoring the regular license of WDSU New Or- leans and granted reinstatement of its application for construction permit for increase in power, installation of new transmitter, directional antenna and change of site. The station has been operating on a six months probationary license because of alleged violation of technical regulations of the FCC. The Commission last August approved sale of WDSU by J. H. Uhalt, sole owner, to Fred Weber, general manager of Mutual, E. A. Stephans, New Orleans Buick deal- er, and H. G. (Bud) Wall, president of WIBC Indianapolis for $200,000 cash, plus adjustments in the accounts receivable (Broadcasting, Sept. 6).

AFFILIATES OF BLUE TO MEET NOV. 16

MEETING of the BLUE Network Affiliate Stations, called for Nov. 16 at the Palmer House in Chi- cago, will be primarily a celebration of the sale of the BLUE to Edward J. Noble and an opportunity for him and the representa- tives of the 31 BLUE affiliates to become acquainted, executives said last week.

At this session and at the meet- ings of the Network Stations Advisory & Planning Committee, which will be held at the same ho- tel on the day before the general affiliate meeting, Mr. Noble and the station men will discuss present problems and future plans for the network’s development. Agenda of the meetings is in preparation.

New executives from New York who will accompany Mr. Noble to the Chicago meetings are: Mark Wood, president; Edgar Kol- vaz, vice-president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of pro- grams, and C. P. (Pete) Jaeger, who will become network sales manager on Nov. 1.

Army Overseas Prefers Comedians, Good Music

HIGH PRAISE for the splendid use of comedians, like Bob Hope and Jack Benny have been doing for our armed forces, was voiced last week by Quentin Reynolds, front-line reporter, at a luncheon for the radio men given in his honor by Arthur Kudner Inc., New York, agency for Goodyear Tire & Rubber Co. The company sponsors army and OWI stations, with the NBC series Salute to Youth, on which Reynolds is featured.

Reynolds reported on popularity of programs that broadcast by the Army and OWI stations, with many of the boys requesting classical instead of popular music.

Buy WKST Control

WKST New Castle, Pa., last week applied to the FCC for approval of the acquisition of 80% of stock from Thomas L. Goodwin Jr., Mrs. S. W. Townsend, wife of the president and treasurer of the station, who also owns 20 shares. Approval of the transfer would give control to Mr. and Mrs. Win- dham a combined total of 72%. Mr. Thomas stated in the FCC application that he desired to sell the stock in order to give to a newly-accepted job with the Firestone Tire & Rubber Co. as secretary and counsel.

WCAP Returns to Air

WCAP Ashbury Park, N. J., re- sumes broadcasting on Monday, Nov. 1, after silence since last April 25, when the transmitter was de- stroyed by “accident” announced by Thomas F. Burley, studio man- ager and Stewart L. Clothier, con- sultant. The station estimated that the construction was made possible by the catalogue of surplus and sal- vage equipment maintained by the FCC. Transmitter is a 1 kw West- ern Electric.
BABE RUTH HIT 125 HOME RUNS IN ONE HOUR!*

BUT — NO BROADCASTER IN CHICAGO OR DETROIT CAN HIT WESTERN MICHIGAN REGULARLY!

If you are pitching for the Grand Rapids-Kalamazoo area, from Chicago or Detroit—well, you might just as well save your strength.

The heart of Michigan’s second-largest market is 150 miles or more from either of those cities, and that’s just too far, even if we didn’t have a notorious fading condition around here. . . .

Western Michigan depends on WKZO for the best of local and CBS entertainment. With 5000 watts, at 590 kc., WKZO has no “outside competition”.

If you want the FACTS, telephone Free & Peters, or drop us a line direct. But meanwhile, don’t kid yourself about that matter of Chicago or Detroit!

*Can’t be true, you think? Drop us a line!

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
PHILCO SPONSORING HOUR ON THE BLUE
DESIGNED as radio equivalent of the motion picture industry's Academy Awards, the Blue Network's Hall of Fame will make its debut Dec. 5 as a full-hour program under sponsorship of Philco Corp., Philadelphia, Sunday at 6 p.m. on over 100 stations of the Blue Network. The program will originate in New York, Hollywood and other cities.

James H. Carmine, vice-president in charge of marketing for Philco said: "As the country's leading manufacturer of civilian radio receiving sets, whose facilities are completely devoted to the war production, Philco is vitally interested in doing everything it can to bring the news to the people and obtain the widest possible hearing, both for well-known stars and those who are beginning to receive recognition for their unusual talents."

The show will be directed by an executive committee representing the William Morris Agency and the Blue, Sayre M. Ramsden, owner of Blue Headquar ters, in New York, will be in charge of the program. Artists will be selected by the editors of Variety on basis of outstanding performance.

Canada Reps Shift
NORTHERN BROADCASTING & Publishing Ltd., Timmins, Ont., operating a number of stations in Ontario and Northern Quebec, after Jan. 1, 1944, will be represented in Canada by National Broadcast Sales with offices in the Bank of Commerce Bldg., Toronto, and Keefer Bidg., Montreal. National Broadcast Sales has been set up with Roy Thompson and Jack Cook as principals. They are respectively president and general manager of Northern Broadcasting & Pub. Co. Stations are represented in Canada till year-end by All-Canada Radio Facilities Ltd. R. A. Leblond is the manager of the Toronto office of National Broadcast Sales with C. E. Win gress as sales manager and Sonya Barnett as traffic manager. Roy Hoff, formerly commercial manager of CKGB Timmins is in charge of the Montreal office. Stations to be represented by National Broadcast Sales are CKGB CFXK, CFYK CRKR CVYD CHAD CHEX and CKWS. Weed & Co. will continue as U. S. representative.

Sunoco Special
MARKING the dedication of its new refinery at Marcus Hook, Pa., Sun Oil Co., New York, will spon sor a one-time half-hour broadcast on 46 BLUE stations Oct. 27, with Secretary of the Interior Harold L. Ickes and Lowell Thomas, BLUE commentary. Station WIP, Philadelphia, is Roche, Williams & Cunnyngham, New York.

'Hikes' Not Accepted
EFFECTIVE Nov. 1, the rate card in use throughout the East, Midwest, FST, Minneapolis-St. Paul, advises that "no hitchhike or cowcatcher announcements are acceptable." Rates remain the same as in the rate card of the station, an affiliate of NBC.

Radio in Psychological Warfare
(Continued from page 11)

A RECEPTION was held in honor of Dr. Artur Rodzinski, musical director and conductor of the New York Philharmonic Symphony, as the orchestra, now sponsored on CBS Sunday by U. S. Rubber Co., opens its 1945-46 series of subscription concerts at Carnegie Hall, New York. Photographed at the reception are (1 to r): R. E. Hackengert, radio director of Campbell-Ewald Co., agency handling the account; Dr. Rodzinski; Eric Turkman, secretary of U. S. Rubber; and W. E. Brogden, vice-president and supervisor for Campbell-Ewald.

London. A daily report is published of all European foreign broadcasts, both medium and short-wave. Because of the great number of languages monitored, the complexity of the operation is at once apparent.

Allied Nations Effort
Obviously, all of these operations did not come into being overnight, but only nine months have elapsed since they were in the planning stage, after which the equipment and personnel had to be obtained and shipped overseas.

The Psychological Warfare Branch is an Allied operation, as are all military operations. It is, in addition, a mixture of military and civilian. The American civilian personnel are employed by OWI. Here you will find American officers, British officers, American enlisted men, British enlisted men, American civilians and British civilians, all working together. In some departments you will find an officer in charge, in others a civilian officer, with the knowledge that you will find military and civilian personnel working side by side.

The manner in which two of these stations were acquired is interesting. The Germans on their evacuation partially destroyed one of them, but it was back on the air in two months with repairs made locally and equipment supplied by OWI and flown from New York.

Radio a Weapon
Another station had been stripped of vital parts, but within two days it was back on the air. The operating staff had hied the equipment in their homes to prevent destruction by the Germans, and upon learning of our desire to resume operations were only too glad to return the equipment.

The news of the invasion of Sicily, the fall of Messina, and General Eisenhower's announcement of the capitulation of Italy were all released first by Psychological Warfare Branch and Public Relations Office radio stations. This information was transmitted simultaneously to the people of Europe and the United States. The announcements of the invasion of Sicily and of the landings at Salerno were actually transmitted at the time the first boatsloads of our men were going ashore.

The appeal to the Italian navy to surrender to the United Nations was made over Psychological Warfare Branch radio stations to the captains of the ships, requesting them to go to specific ports.

While many other success stories of radio in Psychological Warfare could be told, military secrecy does not permit them at this time. I do know that Radio has proved itself to be a weapon which can be used just as effectively as guns, airplanes and ships. If the war is won by the side which does the best job of Public Relations, Radio and Psychological Warfare, it will have saved the lives of our boys and will have been worth all the effort we have put into it.

Paper Spots
TO STIMULATE paper conservation and to relieve the shortage, Waste Paper Consuming Industries, Chicago, has placed spot announcements on more than a hundred stations east of the Rockies. Campaign makes use of two types of transcriptions, one with Sonovox sound effects to appeal to children, and the other featuring well known radio voices. Agency is Ollan Adv. Co., St. Louis.

FIVE Aka-Selzer National Barn Dance programs will be produced on the West Coast while the cast makes a movie at Paramount Studios in Hollywood, starting Nov. 22. Wade Adv. Co., Chicago is the agency.

GOOD NEIGHBORS
Isolated Communities Hear
Special KFUn Program

UNIQUE EXPERIMENT to improve the lot of the Spanish-speaking masses in the southwest is being undertaken by New Mexico Highlands U., Las Vegas, in cooperation with both KFUN and the OCIAA. Officials expect the project to contribute much to the Good Neighbors policy.

A series of 30 weekly one-hour broadcasts in Spanish, beginning Sunday, Oct. 17, will be directed primarily at some twenty "listen centers" consisting of groups of Spanish-speaking adults organized and directed by resident public school teachers.

A preparatory Workshop under scholarships granted by Highlands served as an agent for the Coordinator's Office.

Each broadcast will consist of a half-hour talk in Spanish by Dr. Rebolledo, head of Highlands' Spanish department, and from the Institute of the Air on problems of nutrition, diet, health, sanitation, agriculture, civics, etc. The scripts were prepared by Ramon Sender, Spanish refugee novelist now teaching at the University of Cadaquis.

Six weeks of intensive training were given Workshop students, who were chosen from rural communities within the 100-mile effective daytime range of KFUN, and included instruction in care and operation of radio facilities. For the six weeks while the Workshop was in session, the students returned to their home communities to begin organizing adult listening centers.

The program is based on the belief that vital information must reach isolated Spanish-speaking communities through Spanish, orally, since most of the people neither read nor write any language, as is furnished through the most practical medium for imparting information, say officials.

Portugal Silence Ended
FOR THE FIRST time in two years a news broadcast was picked up from Portugal when NBC carried one for 45 minutes out of a report from Lisbon by Luiz Lupi, Portuguese journalist. This use of Portugal's Atlantic station came three days after the important agreement between Great Britain and Portugal whereby Azores sites were turned over to British for use as sea and air bases, which move Germany protested to Portugal. Further Lisbon pickups are expected when news warrants.

Helbros Plans
HELBROS WATCH Co., New York, has named William H. Weintraub & Co., New York, as its agency. Radio will be used in conjunction with newspapers and magazines in the firm's 1944 campaign, which will be the largest in its history. A network about 850 stations will be used. Helbros has made extensive use of spot radio during the past year in connection with an essay contest which concludes Oct. 30.
FOR RADIO MEN
IN THE SERVICE!
"WRITE A LETTER"

As you know, the Hallicrafters
make a wide range of Radio
Communications equipment, in-
cluding the SCR-299 Mobile
Communications unit. We are
proud of our handiwork, proud of
the job you men have been doing
with them on every battlefront.

RULES FOR THE CONTEST
We want letters telling of actual
experiences with this equipment.
We will give $100.00 for the
best such letter received during
each of the five months of No-

vember, December, January,
February and March! (Deadline:
Midnight, the last day of each
month.)

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 prop-
erty, 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. Halligan

BUY MORE BONDS!

the hallicrafters co.
CHICAGO, U.S.A.
2611 Indiana Avenue • Chicago, U.S.A.
MAKERS OF THE FAMOUS SCR-299 COMMUNICATIONS TRUCK
SUCCESSION COMMERCIALS
Is Claimed by Sponsor of ‘They Give Their Lives’, Devoted to War Causes

A SUCCESSION without commercials, is They Give Their Lives, heard on WGN Chicago each Sunday evening under the sponsorship of Peter Hand Brewing Co. By deleting all commercial announcements the half hour program made available a five minute period for war messages broadcast by representatives of agencies to which OWI has given priority rating.

According to Mitchell-Faust Adv. Co., Chicago agency, it is nearly impossible to trace results of every broadcast of the program, but on May 2, and again on June 13, a plea was made for student nurse recruits. The audience was asked to direct inquiries to WGN Chicago. Combined results of these two programs were over 800 inquiries from prospective student nurses.

Fine Cooperation

On July 25, two sergeants of the Women’s Marine Corps spoke for enlistments, telling candidates to direct inquiries to WGN Chicago. Some 180 replies came from the rural districts, from girls who wanted to “Free a Marine to Fight”.

Miss Hildred Sanders, associate radio director of Mitchell-Faust Adv. Co., Chicago, is wondering the value of such programs said, “The cooperation of the OWI, the client, and the radio station with the agency has been phenomenal, and I can say without hesitancy that it is because everyone involved realizes that the day of lazy wartime advertising is over! Hitch-hikers on a program cannot sell war bonds, cannot get student nurses, cannot bring in anything the government needs. If an advertiser wants to help win this war, he can do it half-heartedly and do a good job of it. It’s time for agencies to give up some of their commercial announcement time to give the OWI the type of announcement on war bonds or helping Greece, or doing anything that can bring victory a little closer.”

Speakers in the five-minute period allotted on They Give Their Lives have included: Mayor Edward J. Kelly of Chicago; Raymond H. McKeehan, regional administrator of OPA; Maj. Julian Stimson, U. S. Army Nurses’ Corps, and president of the American Nurses’ Assn.; Dr. Sidney Levinson, technical director of the Red Cross blood donor center; Stuart Erwin, stage and screen actor, speaking for the ODT; Maj. Gen. Frank Parker, executive director of the Illinois War Council; and many others. On Oct. 16 the 28th program in the series was marked with a talk by Edwin R. Borrough, vice-president of the BLUE and general manager of its central division. Mr. Borrough is OWI consultant in the Chicago area.

Results Achieved by Drake U. Radio School Cited in Reply to ‘Gustewitorial’

EDITOR, BROADCASTING:

Lance Corp. Gordon Merrifield, stationed overseas with the Canadian forces, has been covering the coverage of Broadcasting for mention of his former classmates in the Drake University School of Radio.

He was shocked, therefore, to read the gustewitorial by Lt. (jg) Howard M. Paul to the effect that American universities do not have schools of radio in which to train writers and announcers. He sent the clipping to Drake assisting that we reply.

Corp. Merrifield knew that the Drake School of Radio was founded in 1934 under the direction of Edwin G. Barnett, veteran radio announcer and station program director. Since his student days in 1938, Corp. Merrifield has seen his friends and classmates, program directors, women’s editors, special events directors, announcers and continuity writers with stations in more than 20 states.

Their preparation at Drake was comprehensive. There were half-a-dozen radio offerings supplemented by extensive laboratory work.

Drake has its own fully equipped studios on the campus. It has had from five to 20 weekly programs licensed, commercial and non-commercial, the 50,000-watt clear channel station, WHO, and the Iowa Broadcasting System stations, KSO and KRNT. WHI, Ames, also has carried many Drake programs as have other Iowa stations. Coast-to-coast broadcasts, numbering from five to 15 annually, have given Drake students a national audience.

Nor is Drake the only school in the country with a radio department. There are a number of others and some 200 colleges and universities offer radio courses.

Corp. Merrifield had heard Drake’s network broadcasts in Montreal, Canada. So had other Drake radio students who have won the attention of California and other distant states.

MARIAN GLIDDEN
Drake U. News Bureau Des Moines

A SECOND White Star for continued excellence of production has been added to the Army-Navy “E” flag of the Belmont Radio Corp., Chicago.

Elgin Watch to Repeat Two Holiday Programs

SPECIAL two-hour Thanksgiving program last year on CBS by Elgin Watch Co., Elgin, Ill., will again be heard Nov. 25, 4:15-6 p.m. on stations featuring top talent and screen talent from Hollywood, is a tribute to the men in the armed forces and their families at home, to the programs of an institutional nature.

Robert Young will m.c., and talent also includes Edgar Bergen-Juliet Macurdy, Ginny Simms, Burns & Allen, Josef Brunetti, Jack Douglas and others. The Program will be heard on the full CBS network, according to J. Walter Thompson Co., Chicago, and plans for the under way by Elgin to repeat the idea on Christmas Day, as it did last year.

Pall Mall Resumes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall cigaretes), on Oct. 18 resumed sponsorship of five quarter-hour Oracile Fields Victory Show on approximately 213 Mutual stations, Monday through Friday, 6-6:30 p.m. (EST). Built around the English comédienne, new series includes a salute to a different country each town each week. Carl Hoff is musical director, with Don Hancock, announcer. John Ward and Eugene Conger are show. Sam Rice, assisted by Dave Young, are Hollywood producers of Rutherf& Ryan.

Bali Test

BARI BRASSIERE Co., New York, which has used some spot announcements in the past, has started its first radio program—a five minute period of songs and piano duets on WOR New York. Titled Complete- ly Entune News, the program began Oct. 16, and is heard Saturday, 8:35 p.m. A Chicago station will switch into the program and may expand further into radio if results of the present drive warrant it. Agency is Lester Harrison Associates, New York.

Esquire Expands

ESQUIRE PUB. Co., Chicago (Coronet), has increased its monthly campaign of one-minute transcribed announcements from 13 to 25 cards, using over 100 stations. In addition, an institutional radio announcement schedule was put up for 10 newspapers by the Esquire Magazines in Boston, Chicago, Cleveland, Houston and Los Angeles, as a test campaign and to explain shortage of space in The Review. Agency is Schsimmer & Scott, Chicago.

Wilson Sports Show

WILSON Sporting Goods Co., Chicago (athletic equipment), on Oct. 10 began sponsorship of American Women’s Program on full CBS network, Mondays through Fridays, 8:45-6 p.m. Contract is for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago. Wrigley on Nov. 7 renews sponsorship of America’s in the Air for 52 weeks on CBS from 6:30-7:00 p.m. Sundays. Agency is J. Walter Thompson Co., Chicago.

Drake U. Music

LITTLE CROWN Milling Co., War- saw, Ind. (Coco-Wheata), has begun sponsorship of three quarter-hour programs on Chicago stations. On WGN Chicago, Mondays, Wednesdays and Fridays, Little Crown sponsors Just a Few Words, a quiz show, for 13 weeks; on WMAQ Chicago, Sunday evenings, Melody Time, a musical interlude, for 13 weeks; and on WLS Chicago, Mondays through Fridays, Amanda Snow, for 26 weeks. Agency is Rogers & Smith, Chicago.

Wrigley Renews CBS

WILLIAM WRIGHT Jr. Co., Chicago, on Nov. 1 will renew sponsorship of America’s Women on the full CBS network, Mondays through Fridays, 8:45-6 p.m. Contract is for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago. Wrigley on Nov. 7 renews sponsorship of America’s in the Air for 52 weeks on CBS from 6:30-7:00 p.m. Sundays. Agency is J. Walter Thompson Co., Chicago.
DAYTON, OHIO—BIRTHPLACE OF AVIATION

READ THESE FACTS and PLACE YOUR SPOT BUSINESS WHERE IT GETS RESULTS

* 42-Month Period to March 1, 1943, compiled by Bureau of Census. From BROADCASTING, August 30, 1943.

The initial reasons are multiple ... the facts actual. Expanding market ... increased buying power ... greater potential ... take them all into earnest consideration when you allocate your advertising appropriation.

In the past 42 months, Dayton's civilian population has increased 47,688 ... 16.1 per cent, the greatest increase of any city in the entire midwest.

These are wage earners in the main ... who are living ... needing ... and buying the things they want.

IF YOU TELL THEM ON WING ... you can sell them!
A thoroughly dominant and completely saturating medium of expression in the great metropolitan Dayton, Ohio trading area.

BASIC BLUE—5,000 WATTS

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.
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.
On the Firing Line

THE DEMAND for new legislation at this session of Congress, to set up guideposts and safeguards against regulatory abuses, gathers momentum. There suddenly has dawned upon many legislators, as well as upon important membership organizations, the realization that freedom of speech is seriously threatened by the May 10 Supreme Court opinion.

The American Federation of Labor, at its national convention in Boston a fortnight ago, adopted a strongly worded resolution urging prompt Congressional action to safeguard broadcasting "from any actual or implied government censorship authority over program content". The National Editorial Assn., representing smaller newspapers, through its advisory council, came forward in defense of radio, a business competitor, by espousing pending legislation designed to nullify the Supreme Court opinion.

Of extreme significance is the unanimous action of the Senate last week in adopting the Wheeler-White-McFarland resolution to investigate the international communications structure. The Interstate Commerce Committee's report cited the inadequacies of the existing law with respect to communications in the postwar world. It alluded to the complications stemming from "frequent and growing criticism of the administrative agency and its personnel,—criticism which no longer can be ignored by Congress."

In the House last week Rep. Mundt (R.S.D.) supported the CBS unopinionated news policy, and flayed the lack of manners of commentators who offend. With much of what Mr. Mundt said we are in hearty accord, though, from where we sit, he appeared to be in the right church but the wrong pew. His conclusion, that Congress should quickly act to set up safeguards, in the light of the Supreme Court opinion, certainly will win the applause of all identified with radio.

There is in the House also the somewhat mystifying situation surrounding the Select Committee investigation of the FCC. With the resignation of Rep. Cox (D-Ga.) as committee chairman and the appointment of Rep. Lea (D-Cal.), it appeared the only real irritant had been removed. But the pot-shooting persists. Whether it will be a whitewash or the kind of investigation the House mandated, is unclear.

The Lea Committee should carry on its inquiry, as the House intended, without yielding to pressures or "side deals". It should come forward with a report designed to correct the abuses that motivated the House in adopting the resolution last January.

All of these factors, taken together, show conclusively that Congress is disposed to act to "repeal" the Supreme Court opinion, at least to the extent that it hands over to an agency of Government "control of the traffic" or censorship functions. When such organizations as AFL and NEA get behind protective legislation, it is proof sufficient that this isn't regarded simply as radio's fight, but a fight to preserve the fundamental freedoms.

Bankhead's Bogey

THE NEW Bankhead Bill, to subsidize small newspapers on a large scale, became the vehicle for hearings before the Senate Banking & Currency Committee last week. It carries a fund of $25,000,000-$30,000,000 for the purchase of display advertising in newspapers—half of it in communities of 10,000 population or less.

There is no mention of radio in the Bankhead Bill. Last spring, when the Alabama Senator first offered his bill and immediately found himself warding off charges of subsidy, he declared he would consider modifications to include radio advertising.

We have stated before in these columns that the whole philosophy of subsidy for newspapers or radio is repugnant to democratic ideals and principles. We haven't changed our view.

By the same token we are still at a loss to understand how any legislator can possibly think of helping one part of one medium, without safeguarding management and media. To be sure there are many small newspapers that have suffered war losses. But so have many small radio stations. One simply has to look at the OWI records to ascertain how much of their wherewithal—free time—the smaller stations have given gladly for the war effort.

We hope the subsidy plan—as a subsidy—goes by the boards. We wouldn't want to see the Treasury Dept., or any other agency of Government, select the publications or the stations that would get the "pay" business, while others perhaps just as well operated or equipped or located, were left out. The Government would then be paying the fiddler and calling the tune. And the politicians would apply the pressures to see to it that their constituent newspapers or stations would get their "cut" of the meon. The buying of advertising would mushroom from War Bonds to almost every conceivable type of campaign.

If the Government needs advertising on a pay basis to cover the outlying areas locally, then let it establish an appropriation and place it in the hands of a reputable advertising agency that agency buy time and space. And let it would for any other commercial clients—with results, not political favor—the yardstick.

We hope the Bankhead Bill, as now written, fails. The fact that it calls for out-and-out subsidy, which would mean domination of the media used, is sufficient reason for defeat as contrary to all democratic ideals. The fact that it discriminates against other media should be a serious indignation among all fair-minded legislators.

Radio, down to the smallest station, does not ask for a "handout" from the Government. But it does want the opportunity, on equal footing with other media, to participate in any competitive selling that is to be done.

Before the Bankhead Bill gets too far along, we are confident that some fair-minded Senator will propose amendment to the bill to root out the last vestige of subsidy and to make the measure provide for purchase of time and space for legitimate Government advertising, bought without semblance of political favor through established business channels.

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O ur Res pects To

JACK OSCAR GROSS

LONG DREAM of owning a radio station is about to come true for Jack Oscar Gross, manager of Worcester Broadcasting Corp., licensee of KFMB San Diego, with the purchase of 50% of the station, subject to FCC action. Back of the more than 20-year ambition is the story of an old radio "fan" who when he was 16 and has never been out of it since.

Born in St. Louis on Aug. 22, 1926, Jack received his early education there. Leaving St. Louis Central High School in April 1921, he joined the record department of Stix-Baer-Fuller, local department store, which operated a station in connection with the record department.

The job lasted only a few months, but the youngster hung around the station every night, filing in as announcer and doubling as singer-violinist. Here an earlier eight years of violin training at St. Louis Beethoven Conservatory stood him in good stead. Radio didn't pay wages in those budding days, so he earned his wherewithal in numerous other ways.

In 1926 Jack was offered his first paid job in radio as a combination announcer-producer at KRLD Dallas, with the Alley Cats as his special assignment. He was transferred to WERC Birmingham, Ala., as program director for eight or nine months in 1927, but returned to KRLD late in the same year.

He became program director of KGKO Wichita Falls, Tex., in May 1928 when that station began operation, later tried his hand at selling and found it came easy. In March 1930 he was appointed general manager of WACO Waco, Tex., which was acquired at that time, along with KGKO, by Southwest Broadcasting System. He remained with that regional for two years, and became stations supervisor for the network. It was at his suggestion that the call letters WDAG were changed to WACO.

He resigned his network position in October 1932 to return to KGKO as sales manager.

During his two years at KGKO he assisted Port Arthur (Tex.) College in setting up KPAC when the college bought that station in 1934.

Jack's next move, in April 1934, was to Shreveport, La., as sales manager of KTBS and KWWH, when it was later acquired by the owner of KTBS. Swinging across the country from Louisiana to California, Jack became general manager of KEHE Los Angeles, in

(Continued on page 38)
VICKS Va-tro-nol gets the drop on 400,000,000 colds with SPOT BROADCASTING*

Every year Americans catch 400,000,000 colds, and people with colds are the Vick Chemical Company’s customers. It’s a tremendous market of rich and poor . . . old and young . . . rural and urban folk alike. It’s a market that ebbs and flows with the seasons and a market that constantly shifts from section to section. Obviously Vick radio advertising must be mobile and timely, and that’s why Vick depends so heavily on fast, flexible Spot Broadcasting.

Spot Radio offers unrestricted choice of markets and of the best stations in each, regardless of network affiliation. It offers free choice of days and times to assure profitable ready-made audiences for either programs or announcements. And Spot Broadcasts can be arranged easily to start quickly . . . in one market or many . . . on budgets of any size.

Today, as sales and advertising problems rapidly under war-time restrictions, more and more advertisers are turning to adaptable Spot Broadcasting. If there’s a lesson in that for you, talk to your John Blair man. He knows merchandising, he knows Spot Radio, he knows fine radio stations; and he can help you combine them all for advertising success right now!

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

John Blair & Company
Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

BROADCASTING • Broadcast Advertising
McGeehan Named

LOREN WATSON, vice-president of Spot Sales, New York, Chicago and San Francisco representative, announces appointment of William McGeehan as manager of the Chicago office which is moving to larger space at 569 N. Michigan Ave. Mr. Watson, now in Chicago to begin progressive expansion of the organization both as a station representative and for the Associated Recorded Program Service, will go to Los Angeles shortly to open a branch there.

Shells for Servicemen

WITH shotgun shells so scarce and hard to get, Randall Merriman, m.c. of KSTP St. Paul all night show, "Ozark Speck," has been able to get his listeners to send in more than two thousand cases of shells to install a service coming daily, for servicemen home on furlough during the hunting season. The shells, some sent from as far as Montana, are sent to the service centers in St. Paul and Minneapolis for distribution.

Our Respects to

(Continued from page 36)

Nov. 39, with additional supervision of KYA San Francisco, both owned and operated by Hearst Radi o Inc. Working under handicaps which included sale of KEHE with transfer expected momentarily, he kept the station on the air paying basis from November until the day in July 1939 when it was delivered to the new owner, Earle C. Dellenbaugh.

A month later Jack was again a sales manager, this time with KFWB Hollywood, where he remained until November 1942. In June 1943 he took over his present post as vice-president and general manager of Worcester Broadcasting Corp. Seven months later on Sept. 1 a deal was negotiated whereby the station became a Pacific Coast basic affiliate of the BLUE.

Following the death of Warren B. Worcester, owner of KFMW, in late 1942, Jack took over his present position of president and board chairman. In July joint sale of the station to Mr. Gross and O. L. (Ted) Taylor, general manager of KGNC, Amarillo, was announced.

Taylor-Howe-Snowden group was consummated, subject to FCC approval. Jack had met Ted Taylor in Michigan, where he was a Pacific Coast basic affiliate of the BLUE.

Biggar Takes New Post; Replaced by Chamberlin

GEORGE C. BIGGAR, who has been program director of WLW Cincinnati for the past five years, has been promoted to a newly created position of regional manager which will be announced later, and Howard R. Chamberlin, assistant to Mr. Biggar for three years, has been named program director, according to an announcement by James D. Shouse, vice-president in charge of the broadcasting division.

Mr. Biggar at present is on special assignment for WLW and will assume his new duties upon his return. Program director of WLW since 1938, Mr. Biggar came to the station from WLS Chicago, where he had been continuity editor and program director for nine years. Mr. Chamberlain came to WLW in 1944. His radio career includes 11 years ago as soloist at WELT Battle Creek, Mich.

WLW Names Griffis

A. R. GRIFFIS, market analyst of WLW Cincinnati, has been named merchandising director, succeeding Buelah Strawway, leaving to join his husband, Kenneth, in Stauffer, chief of processed foods division, OPA, Washington. Mr. Griffis was formerly vice-president of Supremacy Products Inc., a wholesale subsidiary of H. B. Macy Co., New York, and account and merchandising executive with Walter Thompson Co. and Young & Rubicam agencies.

RKO Retains Austrian

RALPH B. AUSTRIAN, recently a member of the planning committee of WBF, has been retained by RKO Radio Pictures Inc., New York, as a consultant in the development of a radio broadcasting and television policy. Director Ralphathan, president of RKO, says that working out of RKO's New York office, Mr. Austrian will compile surveys and recommend policy. Prior to his government work, Mr. Austrian was assistant vice-president of RCA Mfg. Co., in charge of sales and licensing of Photophone recording equipment.

ARE BEING SPENT
IN VIRGINIA NOW THAN EVER BEFORE
... AND IN VIRGINIA YOU REACH MORE
PEOPLE AT LOW COST ON RICHMONDS
NATIONAL RADIO NETWORK...
Most stations with more than two studios find it convenient to have a master control room, containing racks of apparatus and a special custom-built control desk such as RCA has designed and built for many leading broadcasters.

Since these installations are "tailor-made," they can include exactly the facilities needed to meet a particular set of requirements.

Switching layouts included with such facilities are highly complex. The circuits involved require careful design. RCA engineers are experts at this. They have designed audio systems for major studios of all the networks.

The greatest part of the equipment installed in the New York studios of CBS, as well as NBC, has been furnished by RCA. Other notable RCA installations are at WGN and WLS, Chicago, WFAA, Dallas, WFBR, Baltimore, WWNC, Asheville, WIRE and WISH, Indianapolis, WJBO, Baton Rouge, WPTF, Raleigh, WTAG, Worcester.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.
Charles H. Crutchfield, program director of WBT Charlotte, N. C., has formally taken office as chairman of the public relations panel, Western North Carolina district, Office of Public Administration.

Bob Bright, formerly with WOCW Columbus, S. C., has joined the announcing staff of WAAT Newark, N. J.

Jose Mayol, announcer and m. c. of Pan Americans, WSSM Millwaukee, has been inducted into the Army and leaves on Oct. 25.

Earle Pudney has been named assistant program manager A. O. Congershall at WGY Schenectady, N. Y.

Willis Ann Weatherhold has joined the news department of KMOX St. Louis.

Winfred Law, manager of talent bookings and auditions for NBC, on Oct. 25 joins CBS as manager of the casting department. Eleanor Killgallen will take over Miss Law’s position at NBC.

Mrs. John J. Sullivan, formerly Violta Goldier, assistant to Morris Novik, general manager of WNYC New York, is the mother of a girl born Oct. 15 at Doctors Hospital, New York.

Robert Parten has joined the announcing staff of KMAC San Antonio.

Fred Darwin has joined the announcing staff of WPEN Philadelphia.


Melvin K. Whiteleather, news commentator of KTV Philadelphia, handling the Grove Labs program, leaves for an overseas War correspondent assignment. He was formerly a foreign correspondent for the AP in Germany.

Jean Howard, formerly Calgary newspaperwoman, has joined Canadian Broadcasting Corp., Vancouver, as commentator on women’s interests.

Laddie Dennis, former Toronto reporter, has joined CKCL Toronto as announcer.

Tom Hargis, former NBC Chicago producer, has joined the NBC Hollywood staff, replacing Dave Young who is now with Rutherfand & Ryan Inc.

Wilson Edwards, former announcer of KHIJ Hollywood, has been commissioned a lieutenant (j. g.) in the Navy.

Bob Phillips, new to radio, has joined KKKW Pasadena, Calif., as announcer.

Charles Belt has been appointed assistant music librarian of KFAS Pasadena, Cal.

William Hanes, former public relations director of Broadmoor Hotel, Colorado Springs, has been appointed publicity director of KMPC Beverly Hills, Calif.

Gordon Jenkins, Hollywood music director of the weekly CBS Judy Canova Show, is composer of 37 musical numbers to be used in the 25th Century Fox film, “Woodrow Wilson.”

Carol Bulkeley, formerly of the CBS production department, has joined British Broadcasting Corp., New York, as personal assistant to Roy Blackwood, production director.

William Wesley, formerly with WOAI San Antonio, Texas, has joined the announcing staff of WAFF Chicago.

Dorothy J. Crane, of the WIND Gary program department, has joined the Women’s Marine Corps and will report for service the first week in November.

Mark Hartman, announcer of WOAI Pasadena, Calif., has resigned to take a similar assignment on the weekly Mutual program, Sherlock Holmes.

Leonard Langlof, formerly editor of Tacoma (Wash.) Times, has joined KIRO Seattle as news editor. Marjorie De Darmo has been added as station publicity director, replacing Mary Dolins who resigned to join her husband in Miami, Fla.

Joseph A. Grady, announcer of WHAT Philadelphia, has resigned to promote program director of the station. Betty Chase returns to the announcing staff.

Charly Evans, formerly of WJAS-KHV Pittsburgh, has joined the announcing staff of WING Dayton.

Last-minute details for the weekly Your Sunday Spectator, on BLUE West Coast stations, were gone over by this agency-network-commentator quintet prior to initial broadcast of the series on Oct. 17. Kelly Products Inc., sponsors the quarter-hour commentary. Script-discussers (1 to r) are Walter Arnold, BLUE announcer; Sam Hayes, commentator; Gay Little, president of Little & Co., Los Angeles agency servicing account; Myron Eiges and Duncan Jennings, network and agency account executives, respectively, for the Sunday program.
WFBR Proves it can be done... with "Club 1300"

And how WFBR proved it! People stood in line at the Hippodrome Theatre in Baltimore—just as they do waiting for the doors to open on "Club 1300" at WFBR’s big modern studio. And that happens six days a week at WFBR!

It proves that local people like a local show... if it's good! And Baltimore has always been known as a tough town to "hit" in!

It proves that WFBR knows how to build a local show that can stack up with a national show.

It proves, too, that WFBR has a big, loyal, listening audience. An audience that likes the station and likes its shows.

And, it should prove to you, that WFBR is your station in Baltimore when you want to concentrate your radio efforts on the 6th largest city in the country!

WFBR Proves it can be done... with "Club 1300"

ANDREW ELLIOTT AND HIS CLUB 1300 RADIO SHOW

Ken Williams, Marjorie Brown, Miss Velma Nelson, Carl McEwen, Willard Stone, Harry Adams, Cliff de Lasalle, Cleo Hopson, Caroline Henshaw, Howard Stimson, Henry Weinberg, and many others.

WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

AVAILABLE!
A SPECIAL ½ HOUR SHOW, ONCE A WEEK IN A GOOD NIGHTTIME SPOT, IS NOW AVAILABLE ON "CLUB 1300," WRITE FOR DETAILS!
BORROFF IN CHARGE

EDWIN R. BORROFF, vice-president in charge of the BLUE Central Division, announces that effective Nov. 1, Eli Henry, for the last year publicity director of WLS Chicago, will be in charge of the BLUE Central Division publicity office succeeding Anthony J. Koelker, who has received a commission in the Navy.

NECESSARY TO WAR

Says Collingwood of OWI Overseas Operations

FUNCTIONS of the OWI Overseas Branch are as necessary to military operation as physical warfare, Charles Collingwood, CBS war correspondent on leave from Africa and England, told BROADCASTING. While there is room for greater efficiency, it is doing "a very good job," said Mr. Collingwood.

In nearly three years with CBS, he said, the network has never attempted "the slightest restriction" on opinions expressed in his broadcasts. His earlier scripts were heavily censored by the military in Algiers, although the arrival of General MacClure resulted in much greater freedom, he said.

JACK RAYMOND has joined the announcing staff of WISN Milwaukee. He was formerly announcer of WEMP Milwaukee.

JIM DOWNING, former announcer for WENR Chicago, now an aviation cadet at Seymour Johnson Field, Goldsboro, N. C., is now producing Cated Hour, weekly half-hour variety show, heard Thursdays at 8 p.m., originating at WGBB Goldsboro and fed to the Tobacco Network.

ROLLIE TRUXTON, director of public relations for KGW-KEX Portland, Ore., has been named president of the newly formed Press Club of Portland. Jack Eichenberger, director of publicity and sales promotion, was appointed to the membership committee.

Mr. Martin Woodford, formerly with KUJ Wala Wala, Wash., has joined the announcing staff.

DORIS ADLER has joined the program department of WOR New York replacing Dorothy A. Claras who has resigned.

RUSS RAYCROFT, former WGN Chicago producer now in the U. S. Maritime Service, and Frances Hart, employee of WGN's transcription department, were married Oct. 11.

JOHN MAGUIRE, formerly of WCAU Philadelphia, has joined the general service staff of KYW Philadelphia.

ROBERT L. OTTO, Cincinnati newspaperman, has been named morning news editor of WRC, John Stinson, formerly reporter of WLD, Cincinnati, has also joined WKRC's news staff.

JOSE RODRIGUEZ and Sidney Sutherland, West Coast commentary team for three years, started a five-weekly quarter-hour program on the BLUE Monday Oct. 15.

LEAPING INTO HIS WORK with enthusiasm is John Watkins, announcer of WCKY Cincinnati. Watkins covered the Cincinnati Fire Prevention Week opening, and to make the picture complete, included an "in-the-air" description of a jump into outstretched net.

Cigarette Plans

BENSON & HEDGES, New York, has named Arthur Rudner Inc. New York, to handle advertising for Virginia Rounds, Parliament and other cigarette brands. Company will continue using programs in the New York area as well as news programs by Paul Schubert five weekly on six Mutual stations. No further media plans yet announced.

Won $13,000 Damages

AMOUNT won by Grombach Productions, New York, in its damage suit for $60,000 against Fred Waring, John O'Conor, Waring's manager, Grove Laub, and Stack-Goble Adv. Agency, was $13,000, not $30,000, as reported in the Oct. 18 issue of BROADCASTING. The $13,000 was won by the plaintiff in a trial of the three-year-old suit in New York Supreme Court.

HOWARD PETRIE, of NBC Hollywood, has resigned to freelance. He is assigned to the weekly CBS Garry Moore-Jimmy Durante Show.

BOB JANES, formerly of KFAC Los Angeles, has joined KGO San Francisco, as an announcer. He recently received a medical discharge from the Coast Guard.

GENE NORMAN, formerly announcer of WIX New York and WPAT Peterson, N. J., has joined KGO San Francisco.

ANDY SIJKOVICH, in the transcription department of KJH Hollywood, has been made junior announcer and assigned to the six-weekly Swing to Victory Shift.


AL THOMPSON, musical director of KSAL Salina, Ks., has been inducted into the Army and is at Ft. Leavenworth awaiting transfer for basic training. Ed King, former KSAL announcer, has joined the staff of KFFA Helena, Ark., Norman Zancker, formerly of KFQZ St. Joseph, Mo., has joined the KSAL announcing staff.

THEODORE HAHN JR., associated with music direction in Chicago for the past 30 years, has joined the production and program direction staff of WICX Cincinnati.

BENJAMIN FEINER and Tony Kraber, both members of the CBS shortswave department for the past year, have been named program planning assistant and program operations assistant, respectively, to John Hundley, acting director of shortswave programs. Mr. Hundley is taking over the duties of William Eisenbriever, who is assisting Douglas Coullier, CBS director of broadcasts, while Davidson Taylor is away on a war assignment.

GOOD ENGINEERING

The basic foundation of Every Successful Station

- Directional Antennas
- Allocation Engineering
- Frequency Measurements

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineers

Everett L. Dillard, Gen. Mgr., 3315 Eight St. N.W., Washington, D. C.

Robert T. Parks, Mgr., 3315 Eight St. N.W., Washington, D. C.

M. W. Woodward, Ch. Eng., Office of Chief Engineer, 7134 Main St., Kansas City 5, Mo.


Also Operating KC's Pioneer FM Station, KOZY
"kinship" says Prof. Noah Webster
denotes direct relationship as among members of the
same family.

"kinship" say Radio Time Buyers
denotes WGN's relation to Chicago and the Midwest which
results in greater sales.

Another reason why WGN leads all other major Chicago sta-
tions in volume of retail, local and national spot business.
Rockefeller to Speak

NELSON A. ROCKEFELLER, co-
ordinator of Inter-American Af-
fairs, will be a guest speaker at the Ex pert Advertising session of the National Foreign Trade con-
vention Oct. 27 in New York, in-
stead of Don Francisco, assistant
coor dinator, previously announced.

MAKING his first appearance on the
Service program on NBC since July
1 when he assumed active duty with
the Coast Guard, Lt. Rody Vallee will be a "guest" on the Oct. 28th
broadcast, now entitled the Joan
Davis-Jack Haley show.

G-E Demonstrates Video

GENERAL ELECTRIC Co. has
arranged with the Albany Times-
Union to put on a television show
from WRGB Schenectady studios
on Friday, Nov. 6 showing how
"Television Covers the News".
There will be an inspection of the television and relay station, then
ner dinner for the guests, followed by
the television program. The power-
ful G-E television relay station is
able to pick up and retransmit NBC
programs from the Empire State
losing, 130 miles away and 7,900
feet below the line of sight.

A 50,000 watt audience
at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but

MORNING INDEX
MON. THRU FRI.
8:00 - 12:00 A.M.  A WGRG B C
13.7 26.4 38.5 20.6
AFTERNOON INDEX
MON. THRU FRI.
12:00 - 6:00 P.M.  A WGRG B C
34.4 28.4 23.5 12.1
SUN. THRU SAT.  A WGRG B C
7:00 - 12:00 P.M.  A WGRG B C
34.5 20.3 35.6 8.3

TEN ORIGINALS OF POSTERS drawn by James Montgomery Flagg,
Hugo Gellert, Gig Goodenow, Fred Chance, John De Groot and Bertram
Zagid for CBS poster promotion campaign for its "Radio Personalities of
the Hour" are studied during a reception at the Worcester Art Museum
School. WTAG Worcester, CBS affiliate, worked the idea, which included an arrange-
ment with Filene's Department Store in which five full windows were
devoted for a week to a display of a set of 47 posters illustrating the
WTAG-CBS personalities and programs. Filene's used advertisements
calling attention to its windows and WTAG publicized it on the air.

Letter of Welcome—Soil-Off Story—Up By-liners

LETTER OF WELCOME to
new Milwaukee residents is
promotion idea of WMJ
Milwaukee Journal station.
The mailing piece, telling of out-
standing civic features, invites the
newcomer to visit the station and
see Hennie and his Grenadiers var-
ety show. Guests are brought to the
mike and introduced, the m.c.
name recovered so that they
they can perhaps locate others
from there. Milwaukee Assn. of
Commerces fills in the promotion.

Sports Results

NBC affiliates in several cities are
now supplying American Airlines
with the latest football scores and
sports results to be posted in the
windows of planes in flight for the in-
formation of the passengers. Ac-
cording to the arrangements be-
tween American and NBC's sta-
tions department, the sports news
is sent from the station to the near-
by Airline office and new
flight officer on the plane, where it
is posted together with the call let-
ters of the station supplying the
material.

Soil-Off Story

HOW the Soil-Off Mfg. Co. grew from a housewife's kitchen labora-
tory to big West Coast distribu-
tion through WORX Los An-
gles and the Columbia Pacific Net-
work is told in an attractive two-
color brochure illustrated with car-
toons just issued by the CBS Pa-
cific Network. On Sept. 27 Soil-
Off doubled its schedule to six
quarter-hourly.

Light Co. Promotion

ROCHESTER GAS & LIGHT Co., of Rochester, N. Y., has been ini-
tiating considerable promotion in
Rochester for Report to the Nation,
CBS Tuesday evening feature en-
sponsored by the electric light
and power companies of the United
States and heard in Rochester over
WHEC. Prominent window displays
in the Gas & Electric building ad-
vertises the series as well as car
cards, truck posters, and mail en-
closures.

UP By-liners

UNITED PRESS has issued a file
size folder of short career sketches
of its members and correspondents
who contribute to "the world's best
coverage of the world's best news".
Titled UP By-liners, the folder is
divided into sections which contain
the members and sketches accord-
ing to the part of the world
which the correspondent operates.

Publicity for Pronto

WPDQ, Mutual outlet in Jackson-
ville, Fla., has issued a promotion
piece entitled "Into the Progress of
the highlights in the yearly life
of the station which was just one
year old on Oct. 9.

Merchandising & Promotion

Letter of Welcome—Soil-Off Story—Up By-liners

PUBLICITY for Pronto—FM Newspaper

WORK Publicity

CALLING attention to the Grove's
cold tablets program, Four Boys
and a Song, featuring the Golden
Gate Quartet, a double page folder
has been mailed to druggists by
WORX. The folder suggests thatdrug
will prove the product and gain from
the campaign by featuring promi-
nant playwright A. J. G. McKinnon, the "The News When It's on WORX"
also has been released and is filled
with samples of publicity obtained
by the station for BLUE network
shows.

Wonders of Future

RADIO WONDERS to come are the
theme of a series of promotional
trade ads for WCAU Philadelphia,
beginning Nov. 8 on a bi-monthly
schedule. Ads are modern in de-
design, the copy previewing postwar
miracles, such as "the aroma of
fresh coffee by radio", or vitamins
via airwaves. They are a deli-
cerate departmnent from the sta-
tistical type radio trade ad.

Auto Booklet

H. V. KALTEBNORN, NBC com-
mentator, has written a 16-page
booklet titled "America's Car Cri-
sis," which is being distributed by
service stations of the Pure Oil
Co., Chicago, sponsors of Mr. Kal-
tenborn's program for the Pure
Oil Co. is Leo Burnett Co.,
Chicago.

WCED Folder

PROMOTION folder released by
WCED Du Bois, Pa., gives infor-
mation on coverage of the station
in North Central Pennsylvania as
well as services offered and data
on the area covered.

Gun Man

EVEN AFTER spending 10
years in radio, Bill Robbins,
WCKY staff announcer, is
entering the Army as a fire-
arms expert, rather than as
a radio man. Engaged in re-
selling rifles, gun and am-
munition for the past six
years, Mr. Robbins is the au-
thor of a pocket handbook
Firearms and Allied Sub-
jects, soon to be published.
He is also the inventor of 22-
caliber Thompson machine gun,
used for training purposes.
War's necessity mothers tomorrow's blessing. War-born electronic devices which now strengthen and sharpen a war pilot's radio signal may, some happier tomorrow, guard the glory of a symphony.

Who knows the future of these discoveries which keep our pilots in clear communication, even through the deafening crackle of a tropical storm? Who knows what undreamed comforts, undreamed glories flicker in the electronic tubes? Or in any of the modern miracles so familiar to us at Sylvania?

New sound for the ears of the world. New knowledge for the eyes of the world. More mists of ignorance swept away! Those are the potentials which inspire us, in everything we do, to work to one standard and that the highest known.

**SYLVANIA ELECTRIC PRODUCTS INC.**

**EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N.Y.**

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

**IN ACTION ON THE HOME FRONT...** Sylvania Fluorescent Lamps and Equipment are helping our war factories speed production. Sylvania Radio Tubes are helping bring information and entertainment to homes throughout the land. Sylvania Incandescent Lamps are serving long and economically in these same homes. As always, the Sylvania trade-mark means extra performance, extra worth.

**BROADCASTING • Broadcast Advertising**

October 25, 1943 • Page 45
SECOND in a series of special events broadcasts from the BBC in London was a talk by Nat Barrows, foreign correspondent, heard on WIZ-WBZA Boston-Springfield. He is a representative of the Chicago Daily News Syndicate. He spoke of the activities which have interested local soldiers overseas.

CANADIAN Broadcasting Corp. has requested WBZ-WBZA Boston-Springfield to relay several special programs to the Dominion. Among those already heard were: Agnes Smedley, author of Battle Hymn of China, and authority on China, who spoke from WBZ on the CBC Peoples on the March Series; and the inventor of the Garand rifle, broadcasting from WBZA studios, also originated exclusively for CBC listeners.

WHEN the three principal water mains burst simultaneously in New London, Conn., WNLC, working in cooperation with the mayor's office and the health department broadcast information on where water mains could be obtained as well as fire warnings and health precautions. All network and local programs were interrupted to relay information to the public.

HARRY S. GOODMAN Radio Productions, New York, has taken over To Whom It May Concern, dramatic war series of WFIL Philadelphia for promotion. The programs are three-minute narratives, written and narrated by Edward C. Obrist, program director of WFIL, with two minutes remaining for sponsor identification and commercial message.

SILVER WINGS bring a broad smile to Second Lt. Martin C. Johansen, former KTAR Phoenix announcer, as his wife pins them on him after his graduation from Luke Field, Arizona. Sharing the fighter pilot's pride in the new wings are (l to r): Dick Lewis, KTAR manager; Lt. Johansen's mother; Johansen's wife; Capt. Hans C. Johansen, U.S.A. (retired), his father; and Paul H. Rayner, representative firm head.

DESIGNED to promote a better understanding between the ration board and the people it serves is the KSL-Salong, Kansas, Citizen Hour. Members of the Salina ration board have been interviewed singly on the reasons and on the problems of cooperation.

CKCL Toronto is completing the building of two new studios and two new control rooms in a new addition to the main CKCL building.

WFIL Louisville, Ky., "the news station" and Mutual affiliate, celebrated its seventh year on the air Oct. 23.

WWJ Detroit has been broadcasting a one-minute prayer each day at noon since the war. Now feature now is a prayer read at sundown, just before the national anthem.

MURRAY GRABHORN, manager of Blue Spot Sales, has been elected president of the Blue Athletic Assn. Other newly-elected officers are D. B. Van Houter, office manager; vice-president, Robert Hemo, assistant treasurer, treasurer, Bertha Kurtzman, of the Blue production staff; as secretary.

WFIL Philadelphia now provides audiences of the Translux newspaper theatre in Philadelphia with last-minute headline news each hour. Trailer crediting the station is flashed on the screen during each newscast.

KNX St. Louis, in cooperation with WSBN St. Petersburg, Fla., is broadcasting a series of transcribed interviews with St. Louis boys in the Merchant Marine stationed at St. Petersburg.

The CIVIL SUIT against NBC and NBC, through which the Federal Communications Commission sought to force separation of NBC's Red and Blue networks, last week was dismissed in Federal Court in Chicago on a motion by the government's anti-trust division. The suit, filed in 1941, alleged that "by ownership of key radio stations and by use of exclusive contracts the NBC and CBS chains controlled 258 of the 600 commercial broadcasting stations in the country." The complaint stated that 60 of these stations were clear channel. Assistant U. S. Attorney General Daniel Britt said that the action was dropped because NBC, in having sold one of the networks (the BLUE), had complied with the government's demand. A similar suit against CBS was dismissed Oct. 11. The suits were filed, according to Britt, for the purpose of "breaking up the system of ownership and licenses by which the chains dominated broadcasting."

The Beeline...

CALIFORNIA'S BILLION-DOLLAR MARKET and Western Nevada

Let the nearest Raymer man make a beeline to your office with our new Hooper ratings, competitive maps and mail response facts...and get a quick picture of this bee-youiful market buy..."sweet" package, at attractive new rates.
WALTER C. KRAUSE, former assistant director of the Radio Division, Office of the Coordinator of Inter-American affairs in New York, has joined the Chicago staff of McCann-Erickson as an account executive.

J. WALTER THOMPSON Co., Chicago, announces that radio and outdoor contracts will be handled by an enlarged media department headed by George Pearson. The department will continue to place newspaper and magazine contracts. A. G. Enord will continue as Mr. Pearson's assistant. Margaret Wylie heads the radio division, C. J. Freeman heads the outdoor division.

D. C. HIGHT, manager of the Detroit office of McCann-Erickson, is chairman of the public relations committee to acquaint citizens of Michigan with Detroit's projected $50,000,000 Medical Science Center of Wayne U. Among his associates are: Harry Hasen, general manager, WWJ; Leo Fitzpatrick, general manager and Mark L. Hane, educational director, WJR; Eric Hay, WLJB; Lee J. Smith, WXYZ; Richard Jones, CKLW Windsor, Ont.

MELVIN SINGER, formerly account executive of Foote, Cone & Belding, New York, has taken a similar post at Biow Co., New York.

LANGDON RYDER LITTLEHALL, assistant account executive of Ruthraft & Breen, New York, and Gladys B. Chandler, were married Oct. 25 at Christ Church, Short Hills, N. J.

ROBERT D. SPAHN, vice-president in charge of sales of Criterion Adv., has resigned to join M. H. Hackett Co., New York.

FOWLER HILL, who has handled public relations for the U. S. Attorney's office and was formerly with the New York Times and Herald-Tribune, has joined the publicity staff of J. Walter Thompson Co., New York.

PETERSON KURTZER has resigned as Chicago manager of Spot Sales, radio representatives. Loren Watson, executive vice-president, is in Chicago selecting new personnel in anticipation of the organization's expansion program.

DAVID J. KEPPNER, executive in charge of the Florida Citrus Commission account at Benton & Bowles, New York, and Harold D. Douglas, in charge of the Can Mfrs. Institute and The American Magazine accounts, have been named vice-presidents.

ED FOREMAN announces he is no longer associated with the John E. Pearson & Co., Chicago, station representatives.

First on New York's Dial...570

Resnik Heads R-M-E

HARRY D. RESNICK has been elected president of Bessick-Miller-England Advertising Agency, in addition to his duties as treasurer. He replaces James W. Miller on leave to produce a series of civilian morale programs. There are also plans to extend the community hostess service, conducted by the R-M-E Agency. Hostess programs are now scheduled over WTIC Hartford, W J A R Providence, W TAG Worcester and other New England stations.

Biow Names Philippi

ROBERT L. PHILIPPI, public relations and advertising director of Union Oil Co. of California, Los Angeles, has resigned to join the Biow Co. as manager of the agency's new San Francisco office to be established Nov. 1. Mr. Philippi was for 11 years associated with Lord & Thomas. Milton Biow, president of the agency, has returned to New York following conferences with Mr. Philippi and Calvin Kuhl, West Coast radio director.

H. W. Kaster Changes

BENJAMIN J. GREEN, assistant manager of the radio department of H. W. Kaster & Sons, Chicago, has been named manager to succeed Edward Aleshire, who has reported to Washington as a lieutenant (j.g.) in the U. S. Naval Reserve. Hal James will continue in charge of Kaster's radio department in New York, and Mrs. Jerre Wilds has been named traffic manager of the advertising company's Chicago office.

FRANK B. AVERY, formerly space and time buyer for Arthur Cone & Co., Chicago, has been named merchandising director.

M. J. (Max) McGEHAN, who joined Spot Sales Inc., in July, has been named manager of the Chicago office, in charge of sales for the midwest division. Successor Peterson Kurtzer, resigned. Before joining Spot Sales, Mr. McGehan was associated with WIND Gary, in a sales capacity, and had previously served in the Radio Sales & Division of CBS as Wisconsin manager. William E. Walsh is joining the station representatives firm this week, having left WHBM Chicago where he handled local sales.

DANNY DANKER, vice-president of J. Walter Thompson Co., has returned to Hollywood following New York conferences.

KENDALL THURSTON, chief copy writer on the Sunkist account at Foote, Cone & Belding, New York, has been named a vice-president of the agency.

LEE CRAWFORD, formerly in charge of the radio department of Yooto, Cone & Belding, Chicago, has been placed in charge of production for all radio programs sponsored by the American Tobacco Co., New York, succeeding Jack Meakin.

HELEN F. BOND, formerly space buyer, radio director, time and talent buyer of Cowan & Wengler, New York, has joined the media department to handle contracts on space.

JOMES F. SEEHOF, formerly head copy, art and radio director with H. W. Kaster & Sons, Chicago, has joined the Sherman K. Ellis & Co., New York, as an account executive.

In these words Prime Minister Winston Churchill, addressing the House of Commons, referred to the future of the radio industry.

Television will be one of the greatest industries to emerge from the present conflict—one which will almost certainly parallel the expansion of radio after the First World War.

For many years the Allen B. DuMont Laboratories have pioneered in both the broadcasting and the reception phases of television. Today DuMont's station W2XWV in New York City is operating more days each week than any other station in this area.

DuMont's present efforts are dedicated to furthering the practical and technical experience of advertisers, advertising agencies and talent in this great new field of television.

ALLEN B. DU MONT LABORATORIES, INC. 515 MADISON AVENUE, NEW YORK, N. Y.
ROY IRVIN, account executive of Dana Jones Co., Los Angeles, has resigned to join Erwin, Wasey & Co. He is organizing a new industrial department for post-war activity.

CHARLES HOTCHKISS, radio director of Blackett-Sample-Hummert, Chicago, is conferring with James West, manager of agency's Hollywood office.

EVERETT G. BRADLEY has left Pedlar & Ryan, New York, where he served as account executive in charge of Canam, Chemical Paints, to join Compton Adv., New York, in an executive capacity, assigned to the advertising account. Jack House, radio traffic manager of Compton, is leaving to join the Navy as a lieutenant (j.g.).

WALTER G. EVERETT, account executive of Ted Bates Inc., New York, has been elected a vice-president in charge of the Continental Baking Co. account. Also recently elected vice-presidents are Edgar P. Small, in charge of media, and Clifford N. Parcells, in charge of research.

EARL BAILEY, vice president of Music Co. of America, has left the talent agency, where he handled radio, movie and dance band talent, to go into war work.

HARRY M. IRELAND, former executive advertising manager of MacFadden Publications, has joined J. Walter Thompson Co., New York, as account executive, and William J. Griffin Jr., previously with Lord & Thomas, has returned to JWT's copy department.

ARCHIE LEOKUM, formerly of Frank Cune & Belding, New York, has joined the copy staff of Lennen & Mitchell, New York.

RAY FISHER, formerly with The Walker Co., Chicago, effective Oct. 18 is a full-time saleswoman for John E. Penison & Co., Chicago.

Sure, we're the "Voice of the Textile South." But don't overlook our farmers. In our 22 county-3-state area, they had a $93,000,000 cash income last year. It's gone up since, (so has their way-ahead preference for WSPA).
has appointed Duane Jones Purina head
ceuticals. Radio advertising for its drugs and pharma-
Co.,
complete summary of the day's
from
History
ning newscast
ric
COCA -COLA
the present.
sumer campaigns
promotion.
York, to
processors
SARDIK
wirth,
with WABC
SIMON ACKERMAN CLOTHES,
ern Canada. Account is placed direct.
A
Sackville,
Lucky
Vancouver, Wash., has named
York,
New
Agency
is
BROADCASTING
`Honorable lookout was busy
listening to WFDE Film Michi-
gan, Sir.'
RadioGrowthCited

In survey by Bank

Wartime Newspaper Growth

Hold at All-Time High

NEWSPAPER circulation in the United States, estimated at 43 million
daily has reached an all time high, according to an analysis is-
sued last Friday by the New York Trust Company. In its quarterly
publication, the Index.

In summarizing the importance of the newspaper business to
the national economy, the analysis shows that newspaper read-
ing, well established in peacetime, received further stimulation when
war started in Europe, with gains in circulation that have been main-
tained.

Competition Cited

The competition of radio to newspa-
pers was covered in the report,
which cited that in 1942 advertising
and circulation revenues were estimated at 850 to 910 million
dollars, or 62% of the circulation con-
tributed some 40%.

"Newspapers must compete, how-
ever, not only with each other but
with all other advertising media," the
report continues. "Newest and most
powerful competitor, after all, is the
radio, established as an adver-
sing medium only about two de-
cades. In 1928, newspaper income from advertising amounted to
760 million dollars and radio had only
two million dollars, or less than 2% of
the total shown in the chart on adver-
sing expenditures.

In 1942, advertising revenues in newspapers were nearly 4% of the
total; while newspaper advertising ag-
pregated 800 million dollars in the
billion year of 1929. By 1942, radio advertising had risen to 245
million dollars, or 4% of total" the
newspaper figure of 580 million dollars.

"It would be erroneous, however,
to conclude that all the gains of radio were made solely at the ex-
 pense of the newspaper. Since 1933, the trend of both has been gener-
ally upward although more erratic in the newspaper. Radio rates have
been advanced in many instances and may account for some of the
higher volume. Many local stations have been added in the past 15
years; they provide no competition like a newspaper, and have un-
doubtedly taken away a substantial amount of advertising from the
community daily, but national ad-
vertisers while large users of the
radio, obviously value what the
newspaper offers.

"The newspaper industry today has
achieved the prime role of pur-
vigor to the community and ad-
vertising medium. The relationship
which exists between the newspa-
per and its readers is sinfully close and intimate, an advantage of great value to the publisher who
knows how to evaluate it.

"There is every reason to believe
that the nation's 43 million news-
paper readers prefer a free press."
CHILDREN SPEAK THE NAME
Canadian Dept. Store Uses Youngsters' Program
To Reach Buyers at Local Homes

DAILY institutional radio programs are sponsored by the Hamilton, Ont. branch of T. Eaton Ltd., Canadian department store chain, to keep its name alive in the absence of direct merchandising, ruled out by the war.

Eaton's advertising is based on a policy of linking the store with community interests. Its radio schedule consists of a six-weekly news commentary by Dr. E. T. Salmon of McMaster U., and the weekly Eaton Good Deed Radio Club, in which young people of the city express their talents.

The store uses its Radio Club as a means of getting children to repeat Eaton's name in the homes. More than 10,000 theater passes and an equal number of studio passes are given out in connection with it.

Interest is maintained through the telling of the weekly “good deed”, and the award of a Gold Star Pin and a 15-jewel wrist watch. Club membership through the years—Eaton's has used radio since 1933—totals more than 80,000, and 1,200 Gold Star pins have been given out.

Personnel of T. Eaton Co. handles the show which includes a “Good Deed Club” orchestra, and a chorus of 30 voices in addition to the amateurs. Special events during the season bring as many as 5,000 children to the October Hal-
loween party in Hamilton's Palace Theatre, the late November Santa Claus show, February Valentine get-together, March birthday celebrations and the April “Scouts” show.

Eaton's Good Deed Club is still operated by the originators of the idea, and the same m.c. has done the announcing throughout the entire period. Program has a fully cast variety show which now visits nearby servicemen's camps.

Dr. Salmon's news commentary began in April 1941 to supplement the well known children's program. Dr. Salmon was for many years in the Orient and Europe, and was formerly with the British Embassy staff.

Radio Listening Shows Increase During Autumn
CONTINUING an upward trend, the program rating average shown in the Hooper “National” Program Ratings Report of Oct. 15 is 4% greater than that of the preceding report, and the average number of sets-in-use is up 2%, the available audience also showing a slight increase. The report discloses that President Roosevelt's six-minute broadcast Oct. 5 received a rating of 37.4.

Bob Hope leads the list of the “First 15”, with Fibber McGee & Molly in second place and Charlie McCarthy in third. The balance of the list follows: Mr. District Attorney, Aldrich Family, Radio Theatre, Walter Winchell, Frank Morgan-Fanny Brice, Bing Crosby, Kay Kyser (first half hour), Screen Guild Players, Joan Davis with Jack Haley, Durante-Moore-Cugat, Eddie Cantor, Kate Smith. Red Skelton leads the programs broadcast after 10:30 p.m. and therefore not measured in the Eastern Time Zone.

KFQD, Anchorage, is the oldest station in Alaska (May, 1924). It is located in the heart of Alaska's population and serves the largest city and army camp in the territory.

Anchorage is the headquarters of the Alaska Railroad, Alaska Airlines,* Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska.

To cover war-remaining Alaska, you must use KFQD whose 1000 watts on 790 kc. blankets this metropolitan-defense area.

*Government figures show that the Anchorage municipal airport handled in one month recently 7,695 airplane landings and departures. This exceeded the air travel handled by LaGuardia (NY), Los Angeles, San Francisco and many other airports for the same period.

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat.Rep: Pan American Broadcasting Company

“Never mind, Bill—WFDF Flint Michigan says we control the air over this sector.”

BROADCASTING • Broadcast Advertising October 25, 1943 • Page 51
Four Disc Firms Sign Pact
(Continued from page 8)

with agreements voluntarily arrived at between the parties the sole function of the panel or the board "is to determine whether the agreement involves a wage or salary adjustment requiring the approval of the board, and if so whether the adjustment can properly be approved under the national wage stabilization program." Since the World-Decca agreement providing for any more favorable terms granted to other companies, the panel delayed action on it pending the completion of the general agreement, but will not report to the WLB on the money payments to be made to the AFM under both agreements, he said.

Socolow Thanks Panel
In a brief speech of gratitude to the panel members for their "patience and wisdom" in handling the dispute, A. Walter Socolow, attorney for the transcription companies, said that while there are a number of things in the contract his clients "are not happy about," they were pleased that, for the first time in the history of their dealings with the AFM they had achieved a bilateral agreement and not just a license. He expressed regret that the AFM refusal to allow a division of its contract between transcriptions and phonograph records by any company had forced NBC to withdraw from the transcription negotiations.

James C. Petrillo, AFM president, also thanked the panel for its patience and said that the AFM was happy in getting employers to recognize the principle for which the union has been fighting and their agreement to pay money into the union's employment fund. He said that the union welcomed the suggestion of an advisory board representing the public, adding that the books would be open for inspection at all times. "We have nothing to conceal and therefore nothing to fear," he declared.

Lasts Two Years
One of the major criticisms levied against the World-Decca contract by the other transcription companies was its lack of any assurance that the AFM would not upset the agreement at any time by demanding an increase in the former wage scale. The new contract contains the AFM's agreement "that the wage scales for the services of our members which were in effect July 1942 (last time that AFM members were employed in recording) shall be continued without change for a period of two years from Oct. 20, 1943."

New contract also provides that if either party desires to change the wage scale for the period from Oct. 20, 1945, to Dec. 31, 1947, termination date of the contract, written notice shall be given not later than April 20, 1945. If negotiations fail to produce an agreement on the new scales within the six-month period, either party shall have the right to terminate the agreement as of Oct. 20.

Milton Diamond, attorney for Decca Records, told Broadcasting he had already arranged with Mr. Petrillo for the insertion of such a clause in the Decca-World agreement. He cited a letter written by the union president to Decca Records on Sept. 28, to "confirm my assurances to you that I shall recommend to the executive board of the AFM at its meeting to be held in New York on Oct. 20" that the scale shall not be changed for two years from that date and further Suit Against RCA-NBC
Is Ordered Dismissed

DISMISSAL of the anti-trust suit brought by Mutual against RCA and NBC seeking triple damages under provisions of the anti-trust laws to recover for damages claimed by operation of NBC Red and BLUE networks by one concern was authorized Oct. 21 in Federal Court in Chicago by Judge John P. Barnes. Alleged damages were $3,425,000, of which three times this amount plus reasonable attorneys fees and costs were asked.

Andrew C. Hamilton of Kirkland, Fleming, Green, Martin & Ellis, representing the plaintiffs, presented the following stipulation to the Court: "It is hereby stipulated and agreed by the between parties to the above entitled cause by their respective attorneys that the above entitled cause may be dismissed without cost as to any of the parties thereto. All costs having been paid. Dated Oct. 18, 1943."

Plaintiffs were MBS, WGN Chicago, WOR New York, WOL Washington, WGR Louisville, KWK St. Louis and WBHF Rock Island, providing for review of the scale six months prior to the expiration of that period. Mr. Petrillo in that letter pledged himself to "under-take to use my best efforts to secure approval by the National Executive Board" of these provisions.

Mr. Diamond said that during his negotiations with the AFM for Decca and World he had suggested that representatives of the public participate in the fund's administration and had received the union's assurance that this would be arranged, but that he had not thought it necessary to include this provision in the written contract. Agreement signed by the four companies last week provides that the AFM "will use the 'employment fund' described in this agreement only for the purposes of fostering and propagating musical culture and the employment by it of live musicians, members of the Federation, for the rendering of live music." It provides that the fund shall be kept separate from other AFM monies, that no part of it shall be used to pay salaries of AFM officers or for any other purpose than the foregoing, except...
that up to 5% of the fund may be used for its administration, and if administrative expenses exceed 5% the AFM shall meet these additional costs from its own treasury.

Union further, under the new contract, agrees to consult with an advisory committee of two persons selected by the chairman of the National War Labor Board or, if the WLB is not in existence for the length of the contract, successor appointments shall be made by the Secretary of Labor. The committee, however, “shall have no power to vote,” the contract states.

Membership Clause

In another provision in the contract signed last week that was not in the Decca-World pact, the union agrees “that throughout the term of this agreement we shall exercise no influence or restraint upon our members against entering or remaining in your employ, to the end that there shall be no cessation or interruption of your employment of our members hereunder in the making of recordings in connection with your business. However, our obligation under this paragraph shall not extend to phonograph records or to that type of recording known as commercial electrical transcriptions.”

The new contract sets the criteria of employment as only actual membership in the AFM and not eligibility to membership, as in the Decca-World contract. The clause in the Decca-World contract vesting authority in the union to determine what was in derogation of the contract was rewritten to give the committees more precise assurance.

Where the Decca-World contract forbids all dubbing and re-recording, the new pact provides for re-recording for slide films or “as a part of any manufacturing processes by which you make the recordings available for the uses for which they were originally intended.” Other re-recording, as in the Decca-World contract, is permissible only upon written notice to the union and the member through whom the musicians were employed, and upon payment of full scale for the extra use.

Accompaniment records, forbidden by the Decca-World contract, are allowed in the new contract for signatures, bridges, background

Decca Licenses

DECCA RECORDS announced last week it had secured licenses under patents of AT&T and Western Electric Co. to make records, making the sound recording patents of these companies available for the immediate use of Decca, World Broadcasting System and other Decca subsidiaries. Before its acquisition by Decca, World had long operated under such licenses, being one of the earliest transcription companies to acquire the right to record under the AT&T and Western Electric patents. Negotiations between Decca and these licensing companies have been under way for several months and are not a result of Decca’s purchase of World, it was reported.

and mood music, sound effects, etc. New contract also provides that if calculating the first payment to the union proves “unduly burdensome”, the union will try to work out with the company a new basis of calculation and if they are unable to agree that the dispute shall be submitted to a referee appointed by the chairman of the NWLB for determination.

Both contracts forbid assignments of rights without the union’s consent, but the new one provides that this shall not “unreasonably be withheld”. The new agreement also permits a company to make records for another company if the second firm has also signed a contract with the AFM, the Decca-World contract does not. New pact also permits the making of recordings of live programs off-the-line or off-the-air for reference purposes or for making delayed broadcast transcriptions authorized by the AFM without obtaining further union consent.

WKDH La Crosse, Wis., has contracted with Press Assn., for the special AP radio wire.

Teachers Given Credit

For Courses in Radio

TWO courses for teachers based on radio programs have been approved for full credit by the New York City Board of Education, according to James Rowland Angell, NBC public service counselor. The programs are "Lands of the Free and Music of the New World," both presentations of the NBC Inter-American University of the Air.

Recognition follows a six-month experiment during which both courses were accredited as approved "In-Service" courses for teachers, without credit. Henceforth, teachers will get full credit toward annual salary increments.

Plans to extend this type of in-service training for teachers by radio on a nationwide scale are also being arranged, according to Belmont Parley, director of public relations for the National Education Assn., who announced formation of a Committee on Use of Radio in Supervision.

Crossley's

OUTLINE OF LISTENING

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.
ANA and NAM Dates
ASS’N. of National Advertisers has announced that its wartime conference this year will be held Nov. 17 and 18 at the Hotel Commodore, New York. The National Ass’n. of Manufacturers will hold its War Congress of American Industry Dec. 8-10 at the Waldorf-Astoria, New York.

Senate Votes Radio Inquiry
(Continued from page 18)

vices, and many others need answering, the committee pointed out, before corrective legislation can be enacted.

At the time the Navy also opposed merger of international communications and a House provision for such a merger was eliminated in the Senate.

“Continuing developments and recent observations make it imperative”, said the committee report, that a study of the international communications question be made with a view towards legislative recommendations. Recent confidential reports on international communications made to the Senate by the Senators who have completed an extensive survey of the war fronts, “while admittedly fragmentary, buttress certain important facts well known to cognizant military leaders concerning the restrictions under which United States communication carriers in the international field operate”, the report pointed out.

“A further consideration is the fact that there can be no comprehensive and clear-cut international postwar planning without the fullest consideration of the communication problem,” it continued.

“Still another factor of present and immediate concern to the Congress is the problem of regulation of international communication carriers.” Referring to the FCC the committee report said:

Competence of FCC

“That administrative agency is an arm of the Congress and, as such, is responsible to it. It is the duty of the Congress to ascertain in advance whether its creature is competent and experienced enough to undertake duties which inevitably must be trusted upon it; or whether a different method of selecting administrators for technical duties must be advocated.”

Sen. Wheeler, as chairman of the standing committee, will appoint a subcommittee to begin the investigation and open hearings, looking toward legislation governing international communications, particularly with reference to the postwar period. The Senate action was deemed particularly significant in light of the dragging House investigation of the FCC in its administration of domestic radio.

Garey Urges Club To Aid in Inquiry

IN A STRONG plea to the radio industry for cooperation with the House Committee to investigate the FCC, Eugene E. Garey, counsel of the Committee, told members of the Radio Executives Club of New York last Thursday that the work done so far by the committee has been accomplished “more by legal dentistry than by cooperation” on the part of broadcasters, who could render valuable assistance to the investigation, but who so far have not come forward.

Pointing out that he was not at liberty to discuss the charges of “bias and prejudice” made against Rep. Eugene E. Cox (D-Ga.), which brought about his recent resignation as chairman of the committee, Mr. Garey stated vigorously to REC members that the charges against Rep. Cox are “entirely false.” Mr. Garey backed up this declaration with the statement than the resolution to investigate the activities of the FCC was introduced in the House by Rep. Cox 42 days prior to the action of the FCC in the license renewal of WALB Albany, Ga., in which connection charges of “improprieties” were made against Rep. Cox.

Murray Grabhorn, BLUE spot sales, president of the Radio Executives Club, introduced Mr. Garey at the club’s bi-weekly luncheon, and at its conclusion Mr. Grabhorn stated that Paul W. Kesten, executive vice-president of CBS, would be guest speaker at the next meeting Nov. 4. Mr. Kesten will discuss “Radio’s Responsibilities.”

Out-of-town visitors and special guests at last week’s meeting included: Jack Hooley, BBC; Harold Thomas, WAYS Charlotte; Arthur R. Church, KMBC Kansas City; C. W. Meyers, KOIN Portland, Ore.; Jack DeRussey, KYW Philadelphia; C. H. Massey, WBZ Boston; M. I. Hanner, Carey, Deverne & Carey; Mr. and Mrs. Paul Harron and Ed Clery, WIBG Philadelphia; D. E. Jayne, WELH Battle Creek, Mich; George Harrington, Kirkland, Flemming, Green, Martin & Ellis; Mary Morgan, CKLW Detroit.
into the record'. The statement is absolutely false, as proven by the fact that the testimony was not placed in the record last Thursday but was considered by the entire committee in executive session yester-
day."

Mr. Anderson gave the House the facts, then declared: "Those of us who have served in Congress with the gentleman from California (Mr. Lea) have a high regard for his honesty, his fairness, and his abil-
ity. In my opinion the Washington Post owes Clarence Lea and his committee a public apology." Rep. Anderson then read into the record a letter from Chairman Lea to the Post in which Rep. Lea quoted from the open record, which was ignored in the Post editorial.

'A Biased Source'

On Oct. 20 the Post carried another editorial titled "Retreat from Coxism" in which it said: "We re-
get that our editorial of last Fri-
day prematurely assumed that the Lea Committee had accepted withou-
t reservation the star-chamber testimony which Garey tried to get inserted into the record. Part of this testimony was sent to the com-
mittee's request to be typed and was being distributed in transcript form. This fact gave us the impres-
sion that several volumes of star-
chamber testimony were being dumped into the record. But the distribution of that testimony was stopped when the matter reached Mr. Lea's attention."

It was learned, however, that only one copy of the transcript was sent out and not "distributed" as the Post editorial indicated. That copy went to the FCC, but was re-
called later. Chairman Lea told BROADCASTING he did not know how the newspaper got possession of the testimony unless it was "through a biased source".

During testimony by Elmer Davis, director of the Office of War Information, before the Boren com-
mittee last Monday on the amount of paper used by OWI, Rep. Brown, referring to certain Government programs said:

"I noticed several of these pro-
grams in which the truth, in my opinion, was deliberately twisted in order to smear the legislative branch of the Government, to wit, the Congress, and I'm just wonder-
ing whether or not your office of War Information passed on those."

"Well, you wouldn't think that an agency dependent on Congress would do that, would you?" replied Mr. Davis, to which Rep. Brown answered: "That may have some-
thing to do with the precarious ex-
istence which you have had. It cer-
tainly does not sit very well with Members of Congress to hear those programs and it, of course, was not conducive to the war effort in any way." Mr. Brown declined to name the program he referred to.

Gordon Made President
Of Financial Advertisers

FINANCIAL Advertisers Assn.,
meeting in Chicago Oct. 19-21 for
its 28th annual convention, elected
Lewis P. Gordon, vice-president of
Citizens & Southern National Bank
of Atlanta, as president. Other offi-
cers named were: Fred W. Mathi-
sen, assistant vice-president of Na-
tional Security Bank of Chicago,
treasurer; and J. M. Easton, sec-
ond vice-president of Northern
Trust Co. of Chicago, and Robert
Lindquist, advertising and pub-
licity officer of American Bank and
Trust Co., directors.

Highlight of the convention was an address prepared by Capt. Ed-
ward V. Rickenbacker and read by
Mrs. Rickenbacker. Other speakers
were T. Spencer Shore, vice-presi-
dent and treasurer, General Tire &
Rubber Co.; James W. Irwin, as-
sistant to the president, Monsanto
Chemical Co.; Don U. Bridge, spe-
cial consultant, War Finance Divi-
sion, Treasury Dept.; Earl L.
Kelly, vice-president, Bank of
America; Robert F. Spindel, Chi-
cago attorney; and W. J. Hinton,
British Information Service.

Both Houses Act on Radio

(Continued from page 12)

YOU DON'T HAVE TO "DIVVY" IN ROANOKE!

In most markets as big as Roanoke's, you have to share the listening audience with the advertisers on one, two, three or more other fairly powerful stations.

But in the $350,000,000 Roanoke-Southwest Virginia market (25.8% of Virginia's total buying power)—there's only one radio station that gets really satisfactory reception at all times.

Hence WDBJ gives you as much value as many 50,000 watters in more competi-
tive markets. . . . Or do you like it where the competition is tough?

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cial consultant, War Finance Divi-
sion, Treasury Dept.; Earl L.
Kelly, vice-president, Bank of
America; Robert F. Spindel, Chi-
cago attorney; and W. J. Hinton,
British Information Service.
Other recording companies, had addressed to the union on Feb. 23, 1943. Such action by Decca and World placed four of the other companies under such competitive pressure that they felt obliged to accept the principle, despite the fact that it was thoroughly repugnant to all of them.

The committee deplores the making of the contracts which embody the principle of direct pay to the union. It regards the payment of money directly to a union as extra-vi-ducy destructive of the rights of employers and union members. For unions to collect direct tribute as compensation for permitting their members to render services is not a forward step in unionism but rather a reversion to a philosophy which regards these members as chattels to be disposed of at the union's option.

There is no economic or social theory which supports such an exaction. There are no facts which justify its application in the present case. The members of the AFM have profited through the invention of recording and the union has no unemployment problem.

Tube Reserve Held Under Navy Order

ASKED for further information on their plans for equitable distribution of 670,000 civilian tubes purchased recently from Phillips Export Corp., New York, the buyer, George D. Bruch Agency, Pa., said last week that all plans have been held up by instructions received from the Navy.

Mr. Barbeay said he had been ordered by the Navy not to dispose of the tubes pending decision whether they want all or any part of the assortment.

Urged by NAB and the Office of Civilian Requirements and others to release the tubes, frozen while Phillips held them for export sales, the WFB Radio & Radar Division on Oct. 8 ordered release to the U.S. civilian market and the following week the Barbeay Co. announced it had bought the entire lot and was making plans for distribution to the trade [Broad- casting, Oct. 11, 18].

BASIC idea of the weekly CBS Don't You Believe It program is to be incorporated in the forthcoming MGM cartoon, "Kitty Poiled." Film will dispel the old belief that the cat always kills the mouse.

Press Subsidy

(Continued from page 16)

which reach into the rural areas."

Mr. Peterson contended that advertising sponsored by the Government would carry more weight with readers than that donated by local merchants.

"Don't you think we ought to include radio advertising also?" asked Senator Danaher.

"I have no particular objection. Radio has been doing a good job," replied Mr. Peterson.

Overdone?

Senator Taft expressed the view that the Treasury "has well over-done advertising."

C. B. Brown, owner, editor, publisher of the Oconomowoc (Wis.) Enterprise and president of the Wisconsin Press Assn., an organization of weekly, semi-weekly and tri-weekly publications, speaking on "Subsidy and Freedom of the Press," told the committee the Bankhead bill would not, if passed, create a subsidy. Neither would it influence the editorial policy of the press, he asserted.

Answering the question: "Would money paid by the Government, if this bill is passed, make any great difference, for the success or failure of the small town newspapers?"

Mr. Brown said:

"I think not. All of the newspapers are going concerns."

Continuing his prepared statement Mr. Brown said: "Farmers have radios but they listen to them for entertainment largely."

The measure provides that the Treasury is authorized to buy and pay for "beginning with the fiscal year ending June 30, 1944 not less than $25 million and not more than $30 million of advertising space in newspapers" for the purposes of "advertising the sale of bonds, notes and other obligations of the United States."

Advertising space so pur-chased "shall be divided equally among all newspapers of general circulation which are entered as second-class matter."

It further provides that one-half shall go to publications in communities of 10,000 population and less and the other half to those in larger cities.
FEMININE SIGNER for Gunther Brewing Co., Baltimore, is Mrs. Audrey Strouse, advertising manager, whose pen renews for the sixth year the Quiz of Two Cities between Baltimore and Washington on WFBK Baltimore, originator of the program which is now heard in 22 cities. Looking on are (1 to r) Walter Meade, account executive, St. Georges & Keys Adv., New York; Henry Hickman, m.c. for Baltimore; Walter Compton, m.c. for Washington; William S. Pinr, WFBK commercial manager. More than 150,000 have seen the show and 2,000 have been interviewed, with 1,040 receiving cash awards for questions.

Foster Accredited

OWI Releases Discs

THE OFFICE of War Information is releasing transcriptions of Music of War for broadcast overseas, while WNEW New York, station originating the program, is distributing it domestically (at cost) at the suggestion of the OWI. Program is used as a vehicle for the promotion of new war songs by the Music War Committee [Broadcasting, Oct. 4].

JOHN E. PEARSON & CO., Chicago, station representatives, has been named to represent KPHO Phoenix, Ariz., effective Nov. 1, when that station becomes an affiliate of the BLUE.

RADIO Writers Laboratory, Lancaster, Pa., script syndicate, is moving into its own building on East Orange St.

Sentinel Broadcasting

Asking Merger Approval

SENTINEL BROADCASTING Corp., Syracuse, licensee of WAGE, last week asked the FCC to approve an internal reorganization which would merge the present corporation with WAGE Inc. Purpose, stated in the application, is to strengthen the corporation's financial resources in anticipation of developing FM and television services in the post-war era.

WAGE Inc. is a corporation owned 80% by Frank G. Revoir, president and director of Sentinel, and formerly known as Revoir Motors Inc., an automobile firm which is in the process of liquidating its business. The new organization would retain the same officers and directors now serving Sentinel Broadcasting, with the stock divided as follows:

Mr. Revoir, 7,808 shares (80%); William T. Lane, vice-president and general manager, 460; Alexiu N. Muench, vice-president, 916; Frances E. McFadden, director, 229; Raymond J. Pieri, director, 193; Francis E. Doan, secretary-treasurer, 193; Charles H. Maltby, director, 183.

Edwards Signs

WEBLEY EDWARDS, who attained worldwide fame through his eyewitness broadcasts of the Pearl Harbor attack, has become regular correspondent for CBS in the Central Pacific area, and has left his former post as manager of KGMG, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd. Mr. Edwards opened his own office in. Mr. Edwards Castle & Cooke Bldg. Sept. 1 and, in addition to his CBS duties, is doing freelance broadcasting and production, as well as writing. He has been on a part-time basis with CBS since Dec. 7, 1941.

FM Production Music

FATIGUE PERIOD music, especially via FM radio, has done much to improve workers' morale and overcome normal production lag, Miss Violet Kmety, program director of W51C, FM Station of Zenith Radio Corp., Chicago, stated in discussing a new series of war worker programs inaugurated by the company. "Some types of music, such as vocal and boogie-woogie, make people nervous and reduce production, and about the best performance I have been able to find is for hit-or-miss selection with production increase of 8%," Miss Kmety said, "but scientifically planned schedules have proved themselves to be nearly twice as effective, with production increases ranging up to 15%." Among Chicago-area war plants, employing thousands of workers, now hear special FM programs several times during each shift.

KOZY

FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY
TEXT OF NEW AFM PACT SIGNED BY FOUR RECORDERS

(1) All payments provided for in this Paragraph 13 shall be made to the Federation within 45 days following each calendar half-year, accompanied by a statement certifying all payments required to be made pursuant to the same.

(c) The AFM will use the "Employment Fund" described in this agreement only for the purposes of fostering and propagating musical culture and the employment of its members.

Right to See Books

(14) In consideration of the rights, privileges, and permissions granted to you by the AFM, you shall be given a "Employment Fund" of the AFM as follows:

(a) You may not record any phonograph records manufactured or produced by you or others from masters leased to you by the AFM under any contract with you, unless you have obtained the permission of the AFM to do so.

(b) The AFM will use the "Employment Fund" described in this agreement only for the purposes of fostering and propagating musical culture and the employment of its members.

(c) You may not record any phonograph records manufactured or produced by you or others from masters leased to you by the AFM under any contract with you, unless you have obtained the permission of the AFM to do so.

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Right to See Books

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Right to See Books

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Right to See Books

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Right to See Books

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Right to See Books

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the Fund. In the event administration expenses exceed 5%, the Federation will meet such additional expenses from its own Treasury.

**Advisory Group**

The Federation has in the past submitted at its conventions a full and detailed financial statement, audited annually and in every other year. In administering the Fund, the AFM will, with a view to best serving the public interest, continue to have an Advisory Committee to be created forthwith. Such committee shall consist of five persons to be selected by us.

The Advisory Committee will consist of two persons to be selected and appointed by the Chairman of the National Labor Board or, in the event that the present National Labor Relations Board shall not be in existence throughout the term of this contract, two other persons shall be made by the Secretary of Labor of the United States. The necessary traveling and other expenses of the Advisory Committee will be paid by the American Federation of Musicians and charged to the Fund. The Fund shall not exceed $1600 in any year.

The purpose of notifying with the Advisory Committee will be to get advice and suggestions from the Advisory Committee concerning the administration of the Fund.

The rights granted to you under this agreement are hereby declared to be public property and shall not be made the subject of any phonograph records or electrical transcriptions without the written consent of the Federation.
Hauser Promoted

WILLARD H. HAUSER has been named chief engineer for WBZ, WBOS and W67B Westinghouse Co. stations in Boston, C. S. Young, general manager, announced. He is replacing F. M. Sloan, who has been loaned to the parent company to carry on wartime research. Mr. Hauser joined Westinghouse in Chicago in 1928, as a technician, and later transferred to KDIA as control supervisor. From there he went to WBZA, and then to WBZ as control supervisor in 1940. Charles Vassall, veteran of the technical staff, takes over the position vacated by Mr. Hauser.

William A. Bruno

WILLIAM A. BRUNO, 49, treasurer and chief engineer of Selecter Mfg. Corp., Long Island City, manufacturer of radio detecting devices, died Oct. 17 in Wyckoff Heights Hospital, Brooklyn, after a short illness. Prior to this Mr. Bruno was a consultant to Hearst Newspapers in experimentation on the transmission of news by radio-controlled talkers and shortwave radio. He leaves a widow and two children.

Singleton to Harvard

HAROLD C. SINGLETON, chief engineer of KGW-KEX Portland, Ore., who will leave shortly for Harvard U. to do research for the Army and Navy. He has been granted leave for the duration, according to Arden K. Pangborn, managing director of the stations. Mr. Singleton has held his position in Portland for 10 years, coming from the radio engineering dept. of the General Electric Co. in Chicago. Schenectady. At one time he was radio engineer for Pacific Coast Air Patrol and general installations of United Air Lines. Lately he has been communications officer for the Oregon Civil Air Patrol, in which he holds a captain's rank. At Harvard, he will work directly under Dr. F. E. Terman, head of the radio research laboratory.

Food Spots Sponsorable

OWI's Domestic Radio Bureau announced last week that in addition to the Bonds For Christmas station announcements scheduled for the weeks Nov. 8 and Nov. 15, the Food For Freedom announcements for those weeks would be 55 seconds long, and available for sponsorship. The war message schedule for the week of Nov. 8 appears on page 20 of this issue.

Kenmore Expands

SPOKES CAMPAIGN for Mathematics Made Simple [Broadcasting, Oct. 11], has been expanded to include a total of 10 stations by Kenmore Publishing Co., New York, and will continue to increase, according to Weiss & Geller, New York, agency in charge. Firm uses five-minute transcriptions at varying frequencies per week.
Standard Radio Likes AFM Deal

Milt Blink Says Relations With Union Are Stronger

FAVORABLE REACTION to the four-year contract agreements between the American Federation of Musicians headed by James C. Petrillo, and five electrical transcription companies, announced last week by Arthur S. Meyer, its chairman, the National Labor Relations Board, New York, was expressed in a statement made Thursday in Chicago by Milt Blink, co-owner of Standard Radio, one of the companies involved which signed Oct. 20 to end negotiations.

Mr. Blink said, "We're very happy to conclude the deal so that we can now proceed with the normal operations of our business. Considerable advantages were gained over the Decca-World contract, and under the present arrangement we feel that we will be able to carry on our service to stations with very little if any change in our own setup, and what is most important, without imposing any interference on the stations themselves. Immediately upon signing the contract, Standard Radio sent a bulletin to its subscribers explaining the contract negotiations."

In the three-page letter sent to stations, Standard explained its signing with the AFM along with Lang-Worth Feature Programs, Inc., and C. P. MacGregor Co., Los Angeles. Other transcription companies which signed were Associated Music Publishers, and as previously announced, Decca-World. The Standard message attempted clarification of the entire proceedings for its clients, stating that "Actually, we think our relations with the union have been strengthened by the controversy, and we believe our relationship is now on a basis where it can continue for some time in the future."

Still outside, but said to be making separate negotiations with the Petrillo union, is the Radio Recording Division of NBC, and two record firms, the RCA Victor Division of the RCA and Columbia.

Wheel Talent

JIMMY MOORE, general manager of Yellow Cab Co., Memphis, announced six one-minute periods a week on WHBQ Memphis, and found the answer to his talent problem at the wheelhouse of his own cab. Two of his drivers, now billed as "Joe & Slim, the Yodellin' Cabbies," are E. P. Crowe, known to hill-billy fans as Sundown Slim and author of many cowboy and hill billy lads, and Joe Manuel, well-known mandolin-player with several Memphis hillbilly bands.

Sponsors Resume Television Series

WITH lifting of the ban on weather broadcasts, Botany Worsted Mills have resumed their one-minute weather cartoon featuring the Botany Lamb, on WNBT New York, John T. Williams, television program manager of NBC, told some 40 members of the American Television Club at October meeting, held last Thursday at the Capitol Hotel, New York. Bulova's telecast time signals are also back on the station, Mr. Williams said, adding that most of the 15 advertisers who used WNBT before the wartime shortages of manpower and equipment caused the elimination of live studio programs are expected back when such programs are again available.

Norman D. Waters, ATS president, announced a joint dinner meeting of ATS and the Advertising Club of New York for Nov. 10 at the Club. Allen B. Du Mont will address the meeting from studio of W2XWV, at the beginning of a special demonstration of commercial television programming. Thomas Hutchinson of Ruthrauff & Ryan, formerly program director of WNBT, will also speak at the dinner.

NAB Board Meeting

POSTPONEMENT of the meeting of the NAB Board of Directors from Nov. 10-11 to Nov. 17-18 in Washington was announced last week by President Neville Miller, following suggestions from several board members that the latter date would be preferable. Although no formal question has been announced, Mr. Miller said that detailed consideration would be given legislative problems and the music situation. The board last met in July, when the question of NAB organization was considered, among other things, in the light of the expiration of President Miller's term next July.

ITALIAN PROGRAM CANCELED BY WELI

STRESSING the fact that at the rate stations are now dropping foreign language programs "it is possible that in the near future foreign language programs will be eliminated from airways," the International Ladies Garment Workers Union, Local 89, New York, last week wired the FCC in protest against the cancellation by WELI New Haven of the union's program Voice of Local 89.

The wire, signed by Luigi Antonini, general secretary of the International Dressmakers Union of Local 89, explains that the Italian program has been sponsored by the union for the past eight years, originating at WEVD New York and being fed to WELI and WPEN Philadelphia. Furman, Feiner & Co., New York, agency on the account, was notified Oct. 2 by WELI that it was cancelling all programs in Italian on Oct. 17 because it was losing its foreign language censor, although the agency replied that programs originated in New York and were confirmed at point of origin and not in New Haven.

The cancellation, Mr. Antonini says, "wipes out the good accomplished in eight years of constant pro-democratic education. It is even more regrettable that it comes at this time when the need is greatest and in a country where the population is about one-third of Italian origin."

WMCA LINKS GROUP IN HI-GRADE SERIES

HY-GRADE Food Products Inc., New York, sponsor of Alice B. Hughes' commentaries on WMCA New York, is arranging a ten-station network to carry her Sunday program, 7:45-8 p.m. Arrangements have already been concluded for KYZ Detroit and WEBR Buffalo to re-broadcast the program at 10:30 p.m., and time is being sought in New Jersey, Cleveland, Indianapolis, Atlanta, Washington, South Bend, Pittsburgh and Chicago. Those unable to clear at 10:30 will carry delayed broadcasts of the network lines. The Hy-Grade account (meat products), is placed direct.

The Hy-Grade hook-up is the largest of its kind to originate from WMCA thus far, according to Leon Goldstein of that station, who said three other sponsors have tried the same idea. Sponsor leases telephone lines, paying minimum one-hour rate. For time close together the program is fed city-to-city rather than direct from WMCA. If successful, other clients may be approached.

Staley on Blue

A. E. STALEY MFG. Co., Decatur, Ill. (starch), on Nov. 29 will begin sponsorship of Sweet River Mondays through Fridays on the BLUE network from 10-10:30 p.m. Contract is for 52 weeks. Agency is Blackett-Sample-Hummert, Chicago.
Lea Committee Announces Its Policy For Hearings Investigating the FCC

FOLLOWING is the statement of policy and procedure issued last Monday by Chairman Clarence F. Lea (D-Cal.) following a lengthy executive session of the House Select Committee to investigate the FCC:

The House Committee for the investigation of the Federal Communications Commission held an executive session for the purpose of passing upon the admissibility of certain statements taken at New York and also to determine certain matters of policy to govern the deliberations of the Committee.

All of the members of the Committee, including Mr. Lea, Mr. Hart, Mr. Magnussen Mr. Wigglesworth and Mr. Miller of Missouri were present.

After a two-hour session, the Committee unanimously agreed on matters covered by this statement as follows:

Admissibility of Testimony

As appears from the record of the proceedings of this Committee, held in Washington on the 14th of October, the written transcripts of statements of four witnesses, taken on an investigation into Shortwave Research at New York during August and September, were requested to be embodied as testimony in the permanent record of the Committee hearings. It further appears from the record of such hearings for the 14th of October, a question was raised as to the propriety of receiving evidence on the ground that it was not taken by a member of the Committee. Thereupon, it was asserted that the Committee was using its discretion as to what part of such testimony would be received, and that evidence was not taken.

It was then decided the Committee would consider the matter in an executive session, and that if such evidence was sent to the printer.

Pursuant to the understanding, this Committee met today to consider methods of procedure of the Committee and asked the question as to whether or not the offered statements should be received in the record of the Committee. After looking into the matter, it appears that part of these statements were made in the absence of any Committee member and at a private hearing.

After considering the admissibility of these statements in which the Committee had reached the conclusion that under H. Res. 21, as adopted by the House of Representatives, and under which the Committee is operating, hearings can be conducted only by a member of the Committee, and the presence of such member during the whole of such hearing must be regarded as within the intent of the resolution.

It appears that the statement of two of these witnesses was taken without the presence of any member of the Committee at any time, and that in the case of one of the other witnesses a Committee member was in attendance only part of the time.

The Committee has decided as a matter of policy to admit testimony taken in the presence of a member of the Committee in charge of the hearing, and to re-examine the witnesses without testimonies were not given at hearings at which an authorized member of the Committee was present.

Testimonies were not given at hearings in charge of such a member will be brought before the Committee for further investigation, after which any question of the admissibility of the testimony of such witnesses will be determined.

After consideration, the Committee finds that the three letters offered in evidence and marked "Exhibits 21, 22 and 23" for identification are relevant to the issue involved and properly admissible. The letters are, therefore, received in evidence.

Procedure

All hearings of the Committee shall be presided over by one of its members.

All hearings shall be open to the public unless, because of military or other public policy, the Committee shall determine to meet in executive session with a quorum present.

The Federal Communications Commission shall be notified in advance of all hearings.

All witnesses shall testify under oath.

It is the purpose of the Committee to allow the FCC full opportunity to present, in due time, any facts relevant to the subject matter of the hearing.

Method of Preparing Analysis of Testimony

The Committee has arranged for an analysis of the testimony taken at the hearings. Under the method of analysis, citations will be made to each of three general hearings, each substantive accusation made against the Commission or its personnel.

The first head will include what are regarded as substantial accusations made against the Commission or its members.

Under the second head, the citation will be made to the various sessions of the hearings which are claimed to support the accusations.

Under the third head, citations will be made to evidence in the record embracing denials, explanatory and exculpatory matters in reference to such accusations respectively. Under this head the Federal Communications Commission may likewise make such citations.

Moves to NBC

ADELAIDE HAWLEY, commentator on the Woman's Page of the Air on WABC New York, and feminine commentator on M-G-M newreels, has resigned to join Miss Campbell, Nov. 1. According to Secretary L. Menser, NBC vice-president in charge of programs, Miss Hawley will conduct a series of six times weekly programs on WAVE, NBC outlet in New York, 9:30-9:45 a.m. Her new series will be similar to the program she conducted on WABC, and will include advice to housewives on the many home problems confronting them in wartime.

Join Katz Agency

RALPH P. CAMPBELL, formerly with J. W. Thompson Co., has joined the Sales Staff of the Katz Agency, New York, according to an announcement last week by G. R. Katz, manager. Warren M. Morton of the Katz Agency, and Mr. Campbell, with the J. W. Thompson Co., also has joined the New York Katz staff. Malcolm O'Mara, of the Katz New York staff, was felled at a luncheon at the Waldorf-Astoria Oct. 21 by the Katz organization prior to his departure to Mobile where he will serve as an officer in the Maritime Service.

Allegation Studies

(Continued from page 8)

broadcasting services, according to FCC sources, has heightened considerably.

To be integrated in any plan for post-war allocations are international aspects of FM and television. The bands assigned these services, and television particularly, it is hoped, will also be used in other countries so as to standardize operations, both from the standpoints of engineering methods and set manufacturing. With internationally uniform services, the same standards of engineering could be employed so that American manufacturers could market equipment abroad.

Continuous Tests

It is expected also that some of the ultra-high bands will be employed after the war on international air and sea routes for traffic control purposes and anti-collision devices. Every effort must be made, it was pointed out, to guard against interference with such safety-of-life services.

It was learned at the FCC that in preparing for these future allocations, field offices of the Commission are making continuous recordings of FM stations to determine long distance interference phenomena. Tests also are being conducted on interference from the E layer, the troposphere, and sporadic E bands. Reports of these studies, it was stated, will provide important information pertaining to future allocations as well as data as to whether the present bands should be retained or should be extended in the spectrum.

FM Problem

Data thus far procured appears to indicate that FM may require space in a different portion of the spectrum in order to avoid sky wave interference. The present allocations were devised largely on the basis of skip assignments at 30 or 40 mile intervals. Reports, however, have been received from FM operators indicating secondary interference all the way across the continent.

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RECRUITED HIS WIFE is what Pat Flaherty did when he interviewed Ensign Annabel Murray of the SPARS (r) on a WOAI San Antonio program, Sept. 25. A week later the sportscaster and newsmen was again before the mike with Ensign Murray, who this time was accompanied by her first San Antonio enmilsee, none other than Mrs. Anna Katherine Flaherty! Pat himself has been accepted by the Red Cross as an overseas field director and is now awaiting assignment.

GMA New York Meeting
To Hear Marvin Jones
WAR CONFERENCE of the Grocery Manufacturers of America, is to be held Nov. 3-5 at the Waldorf-Astoria, New York, and all sessions will be open except that of Nov. 3 when only members of the GMA will be admitted.

Pay Hunter, in charge of manpower for the food processing industry at the War Manpower Commission, will talk on the manpower problem. Marvin Jones, War Food Administrator, will discuss his production plans for 1943-44, and Lee Marshall, deputy administrator of the WFA, will report on the outlook for machinery and supplies. Vernon Bennett, advertising manager of Swift & Co., now on loan to the AFA, will make a progress report. Other speakers include Chester Bowles, general manager of the Office of Price Administration; Mark Upson, director of the office of transportation, WFA; Sen. Walter F. George (D-Ga.); Congressman Jesse P. Wolcott (R-Mich.); A. C. Nelson, market research economist; and Charles Wesley Dunn, general counsel to the GMA.

WRS RADIO SCHOOL FOR TEACHERS
40 Attend Workshop Courses Held Jointly
With Philadelphia Education Board

By W. B. MCGILL
Promotion Manager, KDKA Pittsburgh

FORTY public school teachers, principals and supervisors attended a course in "Radio" last July in Philadelphia, conducted jointly by the Philadelphia Board of Education and Westinghouse Radio Stations Inc.

As a branch of the Board of Education's annual Summer Workshop Session, the course was to give these educators a comprehensive knowledge of radio procedure in actual commercial practice to stimulate their awareness of broadcasting as a tremendous social force, and to enable them to utilize radio more adequately for educational purposes.

Professional Teachers

The unique feature of the Workshop course was that the teachers were instructed by professionals actively engaged in various departments of Radio. Daily contact with these men, with the opportunity to sit in with them as they worked, gave the Workshop session strict authenticity. All sessions were held in regular studios, during regular business hours, 9-4 p.m. It is felt that there is a deep social and educational significance in the Philadelphia Radio Workshop, because the student body was comprised wholly of active educators seeking radio knowledge that they could immediately apply to uses of education. It would seem that this marks a new and unique rapprochement between two important social forces, the school and the universal voice—radio.

The course was planned to comprise all phases of commercial radio. But in view of the more pressing informational needs of the group, special emphasis was laid on script writing, production methods and acting.

It was notable that school shows produced over KYW by the Workshop group were immeasurably improved in showmanship, acting and production excellence compared to those produced by the same group before the Workshop session.

The Westinghouse personnel emphasized constantly that the successful use of radio for educational purposes necessitates that programs have entertainment value in addition to informative content.

Supplementing attendance at rehearsals and broadcasts and actual practice in script writing, acting, and production, the course comprised the following lectures by Westinghouse staff members and guest speakers:


program manager, KYW;


Mies Gertrude A. Golden, District Superintendent of the Philadelphia School System and Chairman of the Radio and Public Relations Committee represented the Board of Education in planning the project which evoked widespread interest among educators. Dr. C. Leslie Cushman, Associate Superintendent of the Philadelphia School System wrote "We are resolved to build on this experience an improved program for the utilization of the radio in the work of the schools.

Plans were being formulated to continue the radio classes for the teachers throughout the winter.

Sues WINS for Fees
SUIT FOR $14,022 has been filed in New York Supreme Court by Lewis King, commercial manager of WPAT, Patterson, and former agent of WINS New York, for 2% years back commissions on the sale to the station of the program Racing Results. Series was sponsored by Armstrong Publications, for whom King claims he acted as agent. He charged that WINS, after paying him six months commission on the deal, made a direct arrangement with the sponsor, William Weisman is attorney for the plaintiff, and McCauley & Henry is handling the case for WINS.
Covers FOR WBNX-MONTREAL APPROACH TO AMERICA'S MOST INTIMATE BONDS TODAY at Cost! Offices MONTREAL & WINNIPEG TORONTO

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

WBNX 5000 Watts THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET. New York City FOR DEFENSE BUY U. S. BONDS TODAY

Covers Atlanta at LOWEST Cost! SPOT Represented by SALES

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WATL ATLANTA 1400 KC

Actions of the FEDERAL COMMUNICATIONS INCLUSION—OCTOBER 16 TO OCTOBER 22 INCLUSIVE

Decisions

OCTOBER 19

KKEO Everett, Wash.—Granted mod. license to increase N power 100 to 250 w.

KFWC Hot Springs—Granted consent to in loco licensee, E. E. Wilson & Howard A. Shuman, dba Hot Springs Broadcasting Co., licensee to Clyde E. Wilson, personally. Station sold at public auction for $4,000.

WDEM Superior, Wis.—Granted CP to change transmitting equipment, increase power 100 to 250 w.

BLUE Network Co.—Granted authority to report 3rd recorded programs to all broad- cast stations under control of Canadian authorities that may be heard consistently in the U.S.

WIDEU New Orleans—Granted licensee renewal and reinstatement of application for CP for power increase, new transmitter, DA, and change site.

WMJS Natchez, Miss.—Extended out standing temp. license for one month, Oct. 21-Nov. 21.

WGRM greenhouse, Miss.—Same.

KCMA Texarkana, Tex.—Granted CP to change frequency from 1450 to 1250 kc, change transmitting equipment.

KTHS Hat Springs, Ark.—Designated for hearing application for CP to increase power from 5 kw D, 10 kw N, to 50 kw, hours of operation from sharing-KRKL to unlimited; install new transmitter, new DA.

WJNO West Palm Beach, Fla.—Denied petition to reconsider action designating for hearing application for use formerly licensed, KSL-1, to install vertical antenna as auxiliary unit, and grant same without hearing.

West Allis Broadcasting Co., West Allis, Wis.—Denied petition to relocate application for new station.

The Times Herald Co., Fort Hareen, Mich.—Placed in pending files pursuant to Commission order Nov. 79, application for CP for new FM station.

WRDO Augusta, Me.—Granted application for CP to relocate transmitter and antenna site, install new transmitter, increase power to 250 kw, in accordance with Commission's Aug. 11, 1943, policy permitting local power increases with conditions.

Applications

OCTOBER 19

WEST New Castle, Pa.—Acquisition of control of licensed by S. W. Townsend and Wanda E. Townsend through purchase of 52 shares of stock from Joseph E. Thomas by Wanda E. Townsend.

WKBV-Knoxville—Special service au-thorization to change transmitting equip-ment to 440 kw for emergency purposes only to April 1, 1944.

OCTOBER 20

Head of the Lakes Broadcasting Co., Superior, Wis.—For new FM station amended to change coverage from 1.754 kw to 1 kw unlimited.

OCTOBER 21

Seaboard Broadcasting Corp., N. Y.—Voluntary assign. of license to KKC-11, New York, to change power from 1 kw to 3 kw.

OCTOBER 21

KFAC Port Arthur, Tex.—License to cover for power increase, change D.A.

KWTO Springfield, Mo.—License to cover for power changes, installation of new transmitter.

WOCW-Grand Forks, N. D.—Grant of CP to change power to 1 kw, 90 kw N.

New Business


NEW YORK KNITTING MILLS, Toronto, on Nov. 14 starts Canada Sings on 20 CBC stations, 4:30 p.m. Agency: Cockfield, Brown & Co., Toronto.


S. G. JOHNSON & SONS Co., Racine, Wis. (Johnnie's wax), on Oct. 18 renew for 12 weeks Fisher Molten & Maily on 150 NBC sta-tions, Tuesdays, 9:30-10 p.m. with the add-ition of WSBM and WENY on Nov. 9 and KOB on Nov. 16.

PST MILK Co., St. Louis (Pat Evaporat-ed Milk), on Oct. 26 renew for 25 weeks Mary Lee Taylor on 71 CBS sta-tions, Tues. and Thurs., 11-11:15 a.m., and on Nov. 25 adds Sat., 10:30-11 a.m. (rebroadcast 2 p.m.) and 8 CBS Pacific Coast stations, making a total of 79 CBS stations. Agency is Gardner Adv., St. Louis.

March Dennis to WHN

WALT DENNIS, director of the NAB News Bureau in Washing-ton since last March, last Thurs-day announced his resignation ef-fective Nov. 1, to join WHN New York as director of public relations. He will re-port to Herbert L. Petty, director of the Loew's Inc. station.

Before joining the NAB with Willard E. Golff, assistant to Pres-ident Neville Miller, Mr. Dennis had been with KVOO Tulsa as dis-tractor of merchandising and Sales promotion, having joined the station in 1941 as assistant farm edi-tor. Prior to that he had been in newspaper work in the Midwest for seven years.

Is your 1944 YEARBOOK question-naire completed and in the mails? Your prompt and careful handling of the information required will assure accurate listing in radio's own reference volume.

Thank You!

BROADCASTING • Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.
OPPORTUNITY—For reliable, draft exempt, writers, editors, photo, transcription, script, State age, experience, military experience. Excellent Holland Agency, Hotlston, Cincinnati, O.

WANTED—Two good commercial announcers for midwest network region, $50 a week, State experience and draft status. Box 457, BROADCASTING.

WANTED—Experienced radio salesman. Must be college graduate and have at least two years of actual experience successfully selling broadcasting and products. Must be exempt from the Selective Service. Write particularly to Box 458, BROADCASTING.

NEWSMAN-SPORTSCASTER—Must be fully qualified and experienced. Must have ability to work alone. Real opportunity for one who can qualify. Region, station to be specified. Send W2KZO, Kalamazoo, Michigan.

Announcer-Writer—Permanent position for experienced draft exempt man, $50 to $60 per hour. Send samples of your work with full details to Manager, WDFD, Flint, Michigan.

First Class Radio-Telephone Operator—Outstanding opportunity, excellent salary. Give experience, and draft status. Radio station WSAM, Edwardsville, Ill.

WANTED—Announcer-operator with first class license. Must be capable of news and general announcing network station. Send details to KBRI, Payette, Idaho.

Announcer—Flirt ad-lib versatile personality announces continuity and production ability. KTFT, Twin Falls, Idaho. Located in non-defense farm area with post-war stability. Send photo, draft status, reference, transmission.


Announcer—Permanent position with 5 kw. regional station. Draft deferred, experienced man. Box 442, BROADCASTING.

ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER—We are planning not only for present but post war. For this man a b, s. W. CBS affiliate in middlewest offers a splendid opportunity. Qualifications: Married, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising. Positions open in large cities including age and photograph if possible. Box 444, BROADCASTING.

ANNOUNCER—Experienced preferred, well-recommended radio school graduate considered by New England network affiliate. $35 a week and board. Address first letter. Box 446, BROADCASTING.

Chief Engineer—Who can assume complete charge of technical department. Good salary, permanent position. In reply give complete information age, experience, marital and draft status, and references. Write Collins Radio Co., 325 West Adams St., Chicago.

STATION SALESMAN—Station leads in its market of over million urban population. President looking for energetic, capable individual. Agency, publication or station experience necessary. Salary $4,500. Give complete details of educational and background. Confidential. Box 448, BROADCASTING.

STATION SALESMEN—Want a job with a future? Regional network has openings for salesmen in two New England cities. Box 447, BROADCASTING.

SAM TAYLOR, active in radio 15 years, has been appointed Hollywood manager of the new radio relations department of Warner Bros. He will be agency and station contact and develop program material for Warner Bros. Sim talent and story production. His side, Mitchell Novak, will serve as liaison between the studio and radio editors.

WANTED TO BUY—Regional or local station Midwest or Southwest. Box 441, BROADCASTING.

WANTED TO BUY—Complete 5 kw transmitter, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 445, BROADCASTING.

MODULATION MONITOR—Approved Frequency Monitor, two transcription turntables, new or used. Box 446, BROADCASTING.

SITUATIONS WANTED (Cont’d)

PROGRAM DIRECTOR-MANAGER—All phases of planning—business experience—youthful—progressive—capable—location—best references—draft deferred—will prove definite asset. Box 445, BROADCASTING.

WANTED TO BUY—Regional or local station Midwest or Southwest. Box 443, BROADCASTING.

WANTED TO BUY—Complete 5 kw transmitter, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 446, BROADCASTING.

RADIO WRITER WANTED

We need immediately an experienced radio writer-man or womanable to produce a large volume of good spot copy—both live and transcribed, for a wide variety of accounts, including foods, drugs, beverages, farm products and petroleum goods. Write fully as to your education, age, experience, salary requirements, and references that might be available.

R. J. Potts- Calkins & Holden
215 W. Pershing Rd.
Kansas City, Mo.

PROFESSIONAL DIRECTORY

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

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
M02-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 4856
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2547

FREE MEASURING SERVICE

EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.
Pulp, Paper Shortage Seen Threatening All Lines of Industry and Advertising

KEEPING some well-known sponsored products on the market in present volume has now become literally a paper problem. This results from the growing shortage of wood pulp and paper for shipping containers as well as for publication of newspapers and national magazines.

Not yet a choice between comics and cosmetics, the paper situation nevertheless is seen as seriously threatening all lines of industry and advertising. Latest restrictive action taken by government to spread existing supplies is WPB Limitation Order L-317, which sets up quotas and inventories on shipping containers. Inventories are limited to a 30-days supply. Based on 1942 usage, the quotas include: beverages, 80%; animal and pet foods, 80%; dentifrices, 80%; and perfumes and toilet articles, 65%. Seasonal packs of food products are not on the quota list. Cosmic industry by WSAI Cincinnati, which supplies glass containers to 65%.

Effect on Volume

Effect of the paper order upon volume of restricted products will vary depending upon what measures the manufacturers can take, such as pushing large size individual packages, which hold more product in relation to the amount of paper board used to pack them; return and re-use of shipping containers; etc.

Containers Division of the WPB is launching an extensive program for voluntary re-use of containers. Presumably distributors will be called upon to return shipping boxes to the manufacturer where this is practical.

On the advertising, printing and shipping of newspapers, the disclosures and representations being made to the Boren Subcommittee of the House, which is investigating the newspaper supply, our report forecast a drop of 52% in printing and wrapping paper available for U.S. consumption in 1944 unless measures are taken to relieve shortage of manpower in the woods. The report advised consideration of the use of war prisoners for this work.

American Newspaper Publishers Assn. has advised the House committee that tariff restrictions on newsprint should be re-laxed. The Treasury has placed a narrow definition on duty free "standard newspaper paper" thereby keeping Canadian supplies out of the U.S., the ANPA charged.

A recent order raised the WPB limitation on newspaper consumption from 5 to 10 per cent of the base period, in line with a recommendation by the newspaper publishers advisory committee. A larger cut was not recommended, it was reported, because the advisory committee felt that the deficit could be supplied out of inventories. The publishers were warned, however, that the lag of production was increasing seriously.

Thomas to Marines

FRED THOMAS, news editor of WCKY Cincinnati, was inducted into the Marines last Tuesday and will report in a fortnight at San Diego, Calif. Thomas joined WCKY last February after eight years at WSAI Cincinnati, where he wrote the 11 p.m. newscast, first for Paul Sullivan, then for Peter Grant, Jay Simms and Arthur Reilly. Mr. Thomas, the former Ruth deVore of the radio singing team, the DeVore Sisters, plans to remain in Cincinnati until Thomas completes his boot training. Thomas has made application to become a combat correspondent.

Loose-Wiles Active

LOOSE-WILES Biscuit Co., Kansas City, Mo., as part of its fall campaign for Krispy, Hi Ho and Cheesy-It crackers, will use announcements on its current campaign in New England and on WTOP Washington, which has been running since early summer. In addition to a WT0P quarter-hour news series, the company sponsors news by Cedric M. Zipf of WNCAN WEAN WECS WCIC WLBZ and WTWH. Agency is Newell-Emmett Co., New York.

POST-WAR MIKES

Will Come in Many Styles
Says Durwood Allen

WHILE the all-purpose standard microphone will continue to be a favorite, there will be more styles of microphones in use after the war, in the opinion of Durwood D. Allen, Secretary of the Universal Microphone Co., Inglewood, Calif. Mr. Allen believes that the lip type, throat model, lapel size and hand-held microphones will be more generally used for film, studio, remote, and on-the-spot special events broadcasts. "The post-war broadcasting realm will see more than a score of microphone styles to select from," Mr. Allen predicts. "Manufacturers may even distribute package deals with a half dozen models attached to boards for wall display and storage in control booths to be used as replacements and spares."

Republic Pix Schedules Spots For Rogers Film

REPUBLIC PICTURES Corp., New York, is using spot radio in the East and Midwest to promote Roy Rogers film, "Man From Music Mountain." Filing in with Roy Rogers' personal appearances in the Rodeo in New York, Republic ran transcribed announcements and live participation on WOB, WJZ WHN NNEW WABC WOV, Sept. 30-Oct. 9, promoting the film and the Rodeo. Schedule for the opening of the film in St. Louis Nov. 4 includes KSD KMOX KWK KXOK WTMW WIL WEW. Kansas City showing will be advertised on KMBC and WDAF, while WCCO and KSTP handle spots. Microphone and announcements for the Minneapolis presentation. Radio will also be used in Omaha. Agency is Donahue & Co., New York.

KFI-KECA Restrictions Issued on Used Car Copy

TIGHTENING regulations covering used car and automotive service commercial, KFI-KECA have issued a directive Oct. 19 to Southern California advertising agencies on Oct. 20 announced new restrictions. Directive specifically lists as unacceptable "scare copy and copy (1) employing superlatives, (2) offering a bonus or premium to persons selling cars to a dealer, (3) making claims or offers which is evidence to any department of the U.S. Government.

William B. Ryan, general manager of KFI-KECA said, "We are adhering to these restrictions because these copy restrictions will benefit used car dealers as a group, as well as the listening public."

G-F Promotes Zipf

J. E. ZIPF, former manager of the St. Louis district sales office of General Foods Corp., has been named manager of the New Midwest sales division effective Nov. 1. A. J. Danner, former district representative in St. Louis, succeeds Mr. Zipf. C. J. Dare, former sales manager, succeeds the late W. B. O'Daniel as manager of the Philadelphia district office. H. J. Lough, former national manager of special coffees, has been named to manage the Omaha sales office, while J. B. Bateman, former Oklahoma City district sales manager, will be the new representative in Los Angeles, Dr. N. D. Stringer, resigned. Clark V. Kizia, former manager in El Paso, succeeds Mr. Bateman and El Paso trade will be handled through the General Foods Los Angeles and Denver offices.

'Digest' Cancels

FAILING to develop a suitable program, the Readers Digest, the publishers have cancelled the 10:15-10:30 p.m. spot on the BLUE in which a program featuring Frazier Hunt, reporter, had been scheduled to start Oct. 7, and then Oct. 21. Network show has been postponed indefinitely, or until Readers Digest Assn. works out a satisfactory radio presentation of its material, according to a spokesman for the firm. BBDO, New York, places the business.

Shirer on CBS Sundays

WILLIAM L. SHIRER, CBS news commentator, recently heard on the network Sunday evenings under sponsorship of General Foods Corp., New York, on Oct. 24 started a quarter-hour commentary in the 7-7:15 p.m. period Sundays. Or that date CBS shifted the Jerry Lester show, a sustainer, from Sunday 7-9 p.m. to 8-9:30 p.m. the same evening.

RADIO PLAY SHOP of Northwestern University, Evanston, Ill., began its fall season of broadcasting Oct. 17 with a half-hour drama over WJJJ Chicago. Arden Hunter of the Northwestern School of Speech is director of the Play Shop this year.
For Wednesday

William Cole

Warren Zanow

Kay Kiser

Mr. Ditto and Elpee Canton

If you haven't received your copy, please stop in at our or your own store. Better still, make your own arrangements. Drop a wire or

Compiled in WLV's famous mailing list. The Listening Finger Index is a weekly report of the week's

For the benefit of those who wish to know, WLV's listening figures are as follows:

By Hooper, the average of radio listeners at noon is as follows:

FOR WEDNESDAY
"Give Us Tubes That Last Longer...Is The Cry

AND RCA ENGINEERS ARE DOING IT!

872-A / 872
Half Wave Mercury Vapor Rectifier
$7.50

Replacing the 872 and 872-A, the new 872-A gives you better results for less money. A special alloy for the cathode base yields considerable improvement. The tube is designed to withstand larger surge currents without injury to anode coating. And thermal efficiency has been greatly increased. Net result: better performance, longer life.

RCA's most powerful r.f. amplifier. Designed for use particularly in well shielded circuits. RCA-872 gives you better results for this new high power amplifier, permitting 275 watts driving power. Reduced rating; Ratings: Plate Voltage, 11 volts; Plate Current, 0.03 ampere, max.; Average Plate Current, 0.01 ampere, max.; *For conduction-mercury temperature of 25° C.

849
A-F and A-F Power-Amplifier, Oscillator, Modulator
$120

The real value that tube users derive from RCA engineering improvements largely depends upon the manner in which the improvements are utilized in the overall design. For example, the RCA-849, mercury-coated anode, if used in the RCA-940, could have been applied primarily to the purpose of giving this tube a greatly increased rating. Or it could have been utilized as RCA has done to produce a tube which, operated at a conservative rating, would yield a very considerable increase in the operating life of the tube. In these days, dependable performance, plus long tube life, is most needed. And that is exactly what you get with the low-cost RCA-849. Ratings: Plate Voltage, 11 volts; Plate Current, 0.01 ampere; Plate Dissipation, 0.01 watts; max.; *For Class C telegraph service.

833-A
Transmitting Triode
$76.50

An outstanding feature of this high power, all-cathode tube is its famous RCA titanium-coated anode, permitting 75% more output and 33% more plate dissipation under C.C.S. conditions than were possible with its predecessor, the 833-A. Designed for use as an r.f. amplifier, class B modulation, and oscillator. This is one of RCA's most powerful plastic-type tubes. Built for long life. Ratings: Plate Voltage, 10 volts; Plate Current, 1.6 amperes; Amplification factor, 50; Plate Dissipation, 1.0 watts; max.; Screen Voltage, 12.0 volts, max.; Filament Voltage, 5.7 volts, max.; Filament Current, 0.15 ampere, max.; *For Class C telegraph service.

HOW TO REDUCE TUBE REPLACEMENTS

First... Choose the Right Tube

Treat Your Tubes Right

ASK FOR THIS BOOK

"TIPS ON MAKING TRANSMITTING TUBES LAST LONGER." Here's how you get maximum life from your old tubes. Ask for copy. Address: RCA Radio Corporation, Commercial Engineering Section, 473 South 10th St., Harrison, New Jersey.

ASK ABOUT...

RCA ELECTRON TUBES