This reminds me, Oog-Wah,
that the Alfred W. McCann Pure Food Hour has some
splendid time open now at very low cost

WRITE, WIRE, OR PHONE WOR, 1440 BROADWAY, IN NEW YORK, PE 6-8600
FOR COMPLETE FACTS—INCLUDING COLORFUL PRESENTATION PACKED WITH SUCCESS STORIES
When I was just a tiny tot, 
A problem, this I knew, 
I brought you many headaches, 
And I caused you grief and woe.

For years you cared for me, 
but now my baby days are through— 
And turn-about's fair play, dear Mom, 
Now I'll take care of you.

It always makes me happy when I find some little thing 
That perhaps may make you happy— 
Make you laugh and want to sing. 
But no matter what I do for you, 
I know 'twill never be 
Enough to ever pay you back, 
For what you've done for me.

The years are swiftly rolling by, 
And gray is in your hair; 
Don't think that I don't know, Mom, 
That I helped to put it there.

But as long as God permits me 
To stay beneath the blue, 
I'll do my best to show you, Mom, 
How much I care for you.

On two programs Jenny Lou Carson offered to send listeners a copy of a poem she had written and read on her WLS program, 9 a.m. daily. Expecting perhaps a hundred or so requests, she offered to autograph them. Jenny Lou was astounded when she received 2,827 requests for the poem! And more than a fourth of the mail came from Chicago!

Jenny Lou autographed every one of the nearly 3,000 cards. That's the way we work at WLS. No effort is too great to maintain the confidence of listeners we have earned over the past 19 years. They're loyal to us, too, with a loyalty that extends also to advertised products associated with our name.
There is no question about the warmth of your welcome in New England if you are properly introduced to both the New England retailer and consumer.

It can't be done adequately from a distance — with skimpy coverage that leaves large bare spots where your story has not penetrated.

Yankee's hometown stations in New England's 20 best markets give you a friendly, local introduction which stimulates the warm welcome and enthusiastic cooperation of druggists, grocers and all other merchants.

There is no other approach comparable to Yankee's 20 friendly hometown stations for taking you right into the heart of each area and into the hearts of the retailers upon whose cooperation your success depends.

Avoid the chills — make sure of the friendly warmth of your reception by letting Yankee introduce you to New England in local, neighborly New England style.
KOIL is the most economical buy $ in OMAHA

For Outstate Nebraska KFAB is a must!

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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WFLA AUDIENCE

NBC JOHN BLAIR & CO. TAMPA
NATIONAL REPRESENTATIVE
“rapport” is a sixty-four dollar word and means—harmony of relation, sympathetic relation, accordance.

“rapport” also denotes WGN’s relation to Chicago and the Middle West—a relationship which results in greater sales.

This is another reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.
HOW IS SONOVOX SOLD?

Every once in a while, one of our spies reports that there's some confusion, in various quarters, as to how Sonovox is sold.

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If you'd like to get an actual quotation on any specific set-up, give us a ring at any of the F&P offices listed below.

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
LEGISLATIVE HIGHLIGHTS

1. Chairman Lea (D-Cal.) of the House Select Committee to Investigate the FCC will ask for additional funds to carry on the hearings before the committee meeting this week to make several important decisions.

2. Chief Legal Counsel Eugene L. Garey of the House probes denied he will resign. Indications are he will remain, at least for the present.

3. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee set hearings on the White-Wheeler bill to re-vamp the Communications Act for 1942 and to remold the FCC.

Scheduled for 10:30 Wednesday morning in the Caucus room (318 Senate Office Building), the hearings will get under way with Chairman Francis J. Lawlor of the FCC as the first witness. The fact that Senator Wheeler (D-Mont.), committee chairman, saw fit to conduct the hearings before the full committee, rather than a subcommittee, is indicative of the importance attached to new legislation by the Senate.

NAB Committee to Meet

Preparatory to presenting radio's side of the communications picture, President Neville Miller has called a meeting of the NAB Legislative Committee in Washington for Tuesday. Committee members are Don Elias, WWNC Asheville, N. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Joseph H. Ream, CBS, New York; Frank M. Russell, NBC, Washington vice-president; James D. House, WLOW Cincinnati; James W. Woodruff Jr., WBRL Columbus, Ga.; G. Richard Shafo, WIS Columbia, S. C.; Nathan Lord, WAVE Louisville; Ed Yocum, KGHL Billings, Mont.

Senator Wheeler asked Mr. Miller to prepare radio's case and handle the witnesses. Robert T. Bartley, director of war activities and legislative expert of the NAB, will supervise those activities, Mr. Miller announced. In addition to Mr. Fly and the NAB, the following groups tentatively have been listed as witnesses:

Newspaper: Radio Committee, through Sydney Kaye, counsel; Federal Communications Bar Assn., through Horace L. Lohnes, Washington attorney and presid-

OWI Radio Heads Meet Net, Sponsor, Agency Men in N.Y.

War Information Job is Discussed in Session Called by New Chief of Radio Bureau

Radio's role in the war and the job ahead were described by OWI officials at a meeting last Thursday in New York with members of the radio committee of the War Advertising Council, representatives of networks, sponsors, and agencies. The meeting was called by Phil Cohen, chief of the Radio Bureau, to bring together various segments of the industry for the first time since he assumed his present post [Broadcasting, Oct. 19].

The group heard a brief talk by Elmer Davis, OWI director, who presented an overall picture of OWI operations. Mr. Cohen outlined the problems which OWI is called upon to handle, the contribution of radio in the solution of these problems, and what radio may look forward to in the near future. He reported that 138 campaigns have been carried on by the OWI and cited the vast listener audiences reached by radio.

Campaign Plans

William M. Spire, deputy chief of the Bureau, reported on effectiveness of the various campaigns, coverage obtained through the various allocation plans, and plans for coming campaigns. William F. Fairbanks, chief of the allocations division, traced the growth of the network and national spot allocation plans and cited the results of 1,000 monitoring reports by OWI staff members. He said the most effective treatment of war messages was integrating the message into the program and that such programs constituted 21% of the total.

John Mullen, copy chief of the New York branch of the Bureau, explained the operations of the national transcription plan. George Ludlam, chief of the special assignment division of the New York branch, outlined coverage obtained through the special assignment allocation plan. John D. Hymes, chief of the station relations division, reported on the operations of the regional station relations offices and the voluntary clearance centers.

Merritt Barnum, deputy chief, New York branch, and Cornell Jackson, deputy chief, Hollywood branch, described services performed for the radio industry by their respective offices.

Survey Proposed

Paul Kesten, CBS executive vice-president, proposed that the OWI undertake in the near future another survey determining frequency effectiveness of government announcements and saturation point from standpoint of listener reaction.

A confidential study of that type was made by the U. of Denver in cooperation with the OWI eight months ago. The OWI allocation plan developed out of the disorganized frequency of Government messages on the air which, it was claimed, were anesthetizing audiences rather than doing an effective propaganda job. Under the allocation plan, the OWI has studied the field carefully, keeping announcements at a minimum for effectiveness.

Discretion in spacing of war government messages was urged, with placement of OWI announcements.

Morrison quits OWI, now Cowles aide

SEYMOUR MORRIS has resigned from the OWI to become assistant to Gardner Cowles Jr., president of the Des Moines Register & Tribune, the Iowa Broadcasting Co., and Look magazine. One of Mr. Morris' first duties will be to set up a new Cowles research and surveying department.

Mr. Morris entered the Government in March, 1942, serving as liaison with the retail industry under the Office of Facts & Figures. When the O FF was absorbed by the OWI on June 30, he became chief of the allocations section of the Domestic Radio Bureau. Last August he transferred to the OWI Overseas branch as a field representative.

Prior to joining the Government, Mr. Morris was an account executive with Compton Advertising Inc. He had previously served with Benton & Bowles and Lord & Thomas.

R. H. SIEMENS, with RCA since 1925, has been appointed chief engineer of RCA Victor Argentina, wholly-owned RCA subsidiary in Buenos Aires. He succeeds Paul Bennett, who has returned to the company's Camden headquarters.

Morris to Commerce

JOHN H. MORSE, with 18 years' experience in the fields of industrial advertising and selling, has been appointed a consultant to the Department of Commerce. He was formerly vice-president of the Burdine Co., Chicago industrial advertising agency, and now is associated with Arthur Ruder Inc., New York. In 1919 Mr. Morse was chief of the division of commercial and economic information in the Bureau of Foreign and Domestic Commerce.

As a consultant, he will serve as an advisor on Commerce Dept. publications relating to community economic development and post-war marketing.

Census Data Show Population Shifts

Ration Book 2 Totals Reveal County Wartime Figures

LATEST figures on U.S. population by county were released last week by J. C. Capt, director of the Bureau of the Census, U.S. Dept. of Commerce. These county totals are based on registration for War Ration Book 2, regarded as the "best available basis for estimating the present population for areas smaller than the U. S., according to the Census official.

Also released for a new book is the varying density of population by "minimum civil division", and county cities. This large wall map in two sections (unmounted), printed in two colors, is available from the Supt. of Documents, Washington, for 40 cents.

The ration book totals show that U.S. civilian population has undergone both decrease and redistribution since the beginning of the war. Total civilian population has been cut 2.4% by inductions into the military services, while the population of the 237 metropolitan districts of the country has increased by the same percentage.

Earlier releases have covered the shifts of population between different regions of the country [Broadcasting, Aug. 2], and the totals of population residing in the 237 metropolitan areas [Broadcasting, Aug. 30]. Only slight revisions have been made in the latest release, which includes the county figures not hitherto published. It is understood that the Bureau is working on plans for tabulating returns from registration for Ration Book 3, as soon as they are available. When published these will furnish a check on the data developed from registration for Ration Books 1 and 2.

Copies of the book giving the totals for the more than 3,000 U.S. counties can be had by writing to the Bureau of the Census, U.S. Dept. of Commerce, Washington.

BROADCASTING • Broadcast Advertising
FCC Stiffens Enforcement of Net Rules

Jumps on CBS as Senate Probe Approaches

RIGID ENFORCEMENT of the network regulations to the infinite degree, covering the spirit as well as the letter of the rule, is being vigorously pursued by the FCC last week in pouncing upon CBS for alleged infractions in at least three particular accompanied by the threat that, if CBS's affiliates, that their license renewals may be in jeopardy.

Released a week before the scheduled start Nov. 3 of hearings before the Senate Interstate Commerce Committee on new radio legislation, the FCC letter was regarded as a sort of curtain-raiser to focus attention on network-affiliate relationships. Paul W. Kesten, CBS executive vice-president, in immediately joining issue, expressed complete surprise over the action, pointing out that the language of the amended contracts had been approved in substance legally by FCC General Counsel Charles V. Denny last August, and that FCC Chairman James Lawrence Fly had approved the CBS option time plan May 29.

Tempest in Teapot

Though the development was spectacular, it was variously interpreted as a tempest in a teapot. First, Mr. Kesten advised CBS affiliates last Wednesday a few hours after the FCC released its letter, that if the FCC insists its jurisdiction extends to phrasing and to non-legal matters, then CBS will do its best to conform. Moreover, it was clear that CBS affiliates, rather than risk any license renewal proceedings, would insist upon its contract language spelt out by the FCC. It will all clear up following further conferences with FCC counsel.

Queried about Mr. Kesten's statement, Mr. Denny said last Friday that it was “not true that I stated last August or at any other time that this form of contract complied with the regulations”. He asserted Mr. Fly previously may have given his assent to the form of telegram sent to CBS affiliates in May, but that this was in the nature of inter-accumulation.

The FCC's position is that CBS having received the preliminary approval, should have prepared an entirely new form of contract. New affiliation and renewal contracts, according to the FCC view, should have been executed of contract." forms.

The reason for the FCC's renewal threat against affiliates was because the regulations place the burden upon them as licensees. Networks are not licensed. Commission's informal complaint was that CBS had not changed the language of its contracts to conform with the regulations dealing with network, non-network time, network and non-network time, and territorial exclusivity. The FCC, however, did point out that the contracts carried certain "safety valves" as riders, but did not explain that these specified that any portions of the contracts regarded as at variance with the requirements of the network regulations were intended to be severable from the contract as long as the regulations are effective.

The Commission's letter to CBS, copies of which were sent all of the network's affiliates, was approved at the Commission meeting last Tuesday and released to the press Wednesday.

Objection to Clauses

The Commission told CBS its information since the regulations became effective last June, the network had entered contracts with at least four stations—WPAD Paducah, WHOP Hopkinsville, KESV Corpus Christi, and KGHS Harlingen. These contracts were said to contain clauses dealing with exclusive affiliation option time and clearing of time on 28 days notice.

The Commission then cited the "safety clauses" and said no objection was raised concerning them before. It was because the Commission wanted to achieve a transition under the regulations with minimum delay and without requiring redrafting of all existing network affiliates contracts.

FOLLOWING is the full text of the telegram of Paul W. Kesten, CBS executive vice-president, to the network's affiliates, sent Oct. 27 following release by the FCC of its letter alleging violation of the network regulations promulgated last June 15:

We have today learned of letter which was recently circulated by our affiliation contracts as amended to conform with the rules and further criticizing Akerberg's June 8 letter to you concerning the periods in which we would seek no clearance for network programs. We have also seen copy of Commission press release charges that affiliation contracts violate three Commission regulations and stating Commission is sending duplicate letter to all CBS affiliates.

This will inform you that language of amended contracts was discussed with counsel. Chief Counsel Denny in August when Denny agreed same fully complied with Commission rules from legal standpoint. We are therefore amazed at sudden public criticism without mentioning the license renewals of stations in connection with phraseology of new contracts despite full legal compliance with Commission rules.

In criticizing June 8 letter the Commission apparently refers to information from us advising you of other time periods in which we would not seek clearance for network programs and misconstrues this as an offer to us on your part or non-compliance with the time periods. This completely ignores our telegram of May 29 which officialized effective time rules and which Mr. Fly approved as you know.

The Commission letter also ignores the express desire of many affiliated stations for more than three hours of sponsored programs covered by network options in each time segment. You will see from the above that we have made every reasonable effort to protect affiliates from any claim of non-compliance with the rules. If as a result of further conferences with the Commission it confirms desire to extend its jurisdiction into the field of phraseology of network contracts, a stronger position is taken.

CBS as the regulations for the Commission find its desire to extend its jurisdiction to non-legal, context or effect, we will, of course, in view of the present state of the law, have no alternative but to comply. If the Commission also finds that the language applies to non-legal, but purely informational letters from us to our affiliates, we will do our best to prohibit in a manner satisfactory to the Commission.

"However," said the letter, "the entering into new contracts containing the very clauses which the Commission has found not to contain violations, I find this a very serious question under the chain broadcasting regulations, even though the objectionable clauses may be limited by other clauses in a schedule attached to the contract. Such contracts would appear to hinder, if not prevent, a station from exercising the degree of freedom specified in the Chain Broadcasting regulations."

The FCC alluded to a letter which it said was under date of June 7 to CBS affiliates dealing with option time. It held that this letter appeared to set up a time schedule which did not comply with the requirements of the option time rule, since it appeared to specify four and one-half hours rather than the three hours required in the afternoon segment, and four and one-quarter hours rather than the three hours specified in the regulations for the evening segments. CBS said the letter in question was dated June 8, rather than June 7, and was sent by Herbert V. Akerberg, vice president and director of Station Relations, to CBS's affiliates. The letter had been reprinted in the FCC's official letter. It dealt with the sale of local and spot time on other than a guaranteed basis in certain time segments. [Text on p. 62.]

The Commission's letter said that at least certain CBS affiliates appeared to have accepted the time schedule contained in the Akerberg letter, and in its judgment, resulted in an express agreement violating the option time rule. Two Florida stations, WDIO Orlando, and WQAM Miami, were cited for having accepted these schedules by letter.

The Commission added that it appeared a large number of CBS affiliates may have in fact agreed to sell time on a guaranteed basis only during the period set forth in the Akerberg letter. The Commission asked CBS to supply its comments concerning both the written statements which contained clauses "in violation" of the three regulations, and concerning the agreement or understanding of the violation of the option time rule. It asked that these be submitted promptly so that they may be considered in connection with applications for the renewal of license to stations for such contracts or understandings with CBS.

First Expression

Mention by FCC of the contracts signed with the four new outlets of the network brought from CBS the information that WPAD and WHOP joined the network work within the past few weeks. The remaining two stations, KEYS and KEYU (Continued on page 58)

TEXT OF FCC LETTER TO CBS

TEXT of the letter alleging violation of the chain broadcasting regulations by CBS, as sent to the network and its affiliates on Oct. 27, follows:

The Commission is informed that since the date of the Chain Broadcasting Regulations, you have entered into new affiliation contracts with Stations WPAD, WHOP, KEYS, KGHS, and perhaps others, containing such clauses as the following: "Columbia will continue the station as the exclusive Columbia outlet in the specified identity period in which the station is located and will not sell its exclusive network programs to any other station in the present standard broadcast band in that city, except in case of public emergency . . . ."

"The station will operate as the exclusive Columbia outlet in the present standard broadcast band in the same city and will so publicize itself, and will not join in broadcasting programs any other formatally organized or regular by any other broadcasting station."

Special Events

"The station will broadcast all network sponsored programs furnished to it by the network, and when the station is licensed to operate; provided, however, that except (Continued on page 28)
By BRUCE ROBERTSON

PUBLIC hearings on the dispute between the recording industry and the American Federation of Musicians will be resumed Wednesday at 10 a.m. in New York by a tripartite panel appointed by the National War Labor Board to investigate the ban on recordings. Hearings had been scheduled Nov. 1, but on Friday the union notified the panel that James C. Petrillo, AFM president, would not be available until Wednesday. With the consent of Columbia Recording Corp. and RCA-NBC, the hearings were postponed.

NBC Radio-Recording Division, the only one of seven transcription companies originally parties to the proceedings, which had not signed with the AFM, last week notified the subscribers to its Thesaurus library transcription service it would not accept the principle of payment of fees into a union employment fund, but would continue to fight for an "arrangement on a sound basis".

Reduces Charges

Effective Nov. 1, NBC stated, it will curtail its monthly releases, passing along the savings to subscribers by reducing its monthly charges by 25%.

RCA-Victor Division of RCA and Columbia Recording Corp., major transcription companies, have notified the union that they will continue to release new recordings and have already allocated to the locals negotiable "Thesaurus" recordings.

This concerted action also indicates the serious view the networks are taking of the anticipated AFM action against radio. The question seems to be not whether, but when it will come. Perhaps the union will hold off until Jan. 31. Perhaps it will move much sooner.

Early in the WLB hearings, on Sept. 9, James C. Petrillo, AFM president, pointed out that more than 180 stations, many of them network affiliates, who were outside the jurisdiction of any AFM local, had now been allocated to the locals negotiating with "They don't obey musicians now," Mr. Petrillo declared, "but they are going to within the next 60 days."

The continuation of the hearings by the WLB panel may make any immediate AFM move against radio. Although most transcription companies, as well as Decca and a number of smaller record manufacturers, have accepted payment into the unions "employment fund" as a condition of employing AFM members, the AFM contends the industry is far from complete as long as CRC and RCA-NBC hold out.

The WLB, having accepted jurisdiction over the dispute, has the right to resume discussions between the parties back to work for the companies and if no agreement is reached voluntarily, the WLB also has the authority to stipulate the terms and conditions upon which work is to be resumed.

Radio Next

In refusing to accept the AFM doctrine that an employer of certain members of a union is bound to contribute to the support of other members whom he does not employ, the RCA-NBC is fighting not only against the establishment of this principle in the recording industry, but against its spread throughout all industry. It is, in effect, attempting to say that if an AFM employment fund is established by the recording industry, the union will soon demand similar contributions from the broadcasting industry, laborers, race halls and all other employers of musicians.

Furthermore, if the musicians employed in recording are to receive this special treatment, it will be logical to assume that if, as AFM notified the recording companies are making similar demands for contributions from the broadcasting industry, the inevitable result would be that all industries employing organized labor would soon find themselves paying percentages of their gross income to all unions whose members they employ, a situation certain to have disquieting, if not disruptive, effects upon our national economy.

Egner Telegram

This line of argument was strongly supported by the report of the National Broadcasting Committee (Broadcasting, Oct. 25), which declared that the principle put forth by the AFM is "economically and socially unsound" and that "its perturbation will thwart democracy within the labor movement itself and be destructive of good relations between all labor and all industries."

Telegram sent Oct. 25 to Thesaurus subscribers by Cloyd Egner, NBC vice-president, in charge of the Radio-Recording Division, read as follows: "To clarify Thesaurus position re AFM, we are not accepting contract presently offered because while money involved is important, it contains the principle of direct payment to union instead of musicians who work for us. We will therefore continue our efforts with War Labor Board to obtain arrangement on sound basis. Pending final conclusion we have no alternative but to substantially reduce our new monthly releases and will pass on to subscribers the benefits of resulting savings by temporarily reducing our monthly charges effective Nov. 1 25%. Trust our action will meet with continuation your fine support.

J. W. Murray, general manager of RCA-Victor, on Friday sent a letter to the company's recording artists explaining that RCA is "ready and anxious to begin recording again", but is "unwilling to pay money either direct to a union or to persons not employed by us and who have never been employed by us.

Write New AFRA Disc Pay Contract

AGreement Matches Network Scale For Performers

AGREEMENT in principle on the terms of a new contract to succeed the one expiring Nov. 1, was reached last Friday by the American Federation of Radio Artists and employers of AFRA members for work on transcribed programs. Contract is now being redrafted in line with the oral understanding and the groups will meet again this afternoon [Monday, Nov. 1] to sign it.

The new agreement calls for an increase in minimum wage scales for performers on transcribed programs, bringing them into parity with similar scales for network broadcasts. Increases range from approximately 100% for spots of five minutes or less, and 30% for programs of 15 minutes or more. Sound effects men, whom AFRA had attempted to include in the contract at the same scale as actors and announcers, are to continue as staff employees at fixed weekly salaries, as before, but arrangements were made for special payments for overtime and free-lance work performed by these men.

Negotiations between the union and the advertising agencies, transcription companies and independent program producers have been in progress for some weeks, continuing longer than had been expected because of the War Labor Board hearings of the dispute between the transcription companies and the American Federation of Musicians prevented transcription executives from attending the meetings with AFRA.

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After many months of “S. R. O.” an opening on W-I-T-H’s famous “Housewives Jackpot” program is now available.

Monday thru Saturday—2:30-3 P.M.
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Subject to prior sale. So, better wire collect . . . right away!

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

BROADCASTING • Broadcast Advertising

November 1, 1943 • Page 11
Davega to Share WMCA Operation

Application for Transfer Will Be Filed in a Few Days

WITH THE formation of Cosmopolitan Broadcasting Corp. as the new corporate structure to own and operate WMCA New York, application for transfer of the license of the station from Edward J. Noble, new owner of the BLUE Network, probably will be filed early next week with the FCC. The transaction involves a sales price of $1,255,000.

Cosmopolitan, formed by Nathan Straus, former United States Housing administrator, who negotiated the purchase from Mr. Noble, will also embrace the Davega-City Radio Inc., New York chain store organization. The substantial interest of this company will not be disclosed until the applications are filed with the Commission.

Stark to Remain

Mr. Straus, who will be president of the new company and its directing head, is a son of H. M. Stein, president of Davega, who will serve as treasurer and board member, and A. Davega, vice-president of Davega-City Radio. Charles Stark, vice-president and sales manager of WMCA, will continue as a director. All operating personnel will remain unchanged, according to Mr. Straus.

Cosmopolitan has an authorized capital stock of $875,000, all of which will be issued. Additional funds required for the purchase of the properties and for working capital will be obtained through issuance of other securities to the stockholding interest.

Donald Flamm, former owner of WMCA, whose suit for rescission of the sale of the station to Mr. Noble in January, 1941, pending in the New York Supreme Court, has announced his intention to intervene and become a party to the proceedings, once the application has been filed. On Friday Mr. Flamm's attorneys, Handelman & Ives, filed an appeal with the appellate division of the New York Supreme Court from the order issued Aug. 30 by Judge David Peck denying Mr. Flamm's motion for a temporary stay order restraining the sale of WMCA until after the trial of Mr. Flamm's suit against Mr. Noble.

Plans for Vmiss

A HALF-HOUR weekly package show built around Frank Sinatra is under consideration by Lever Bros. Co., Cambridge, to start after the first of the year on CBS for Vmiss Vitamins. Probable time for the new series is Wednesdays, 9-9:30 p.m., currently occupied by another Lever show, Mayor of Our Town. BBDO, New York, is Vmiss Agency.

Capt. Knodé, Wound Healed, Takes NBC Washington Post

WELCOME FOR TOM KNODE was staged at NBC Washington last week as Frank R. Russell (x), NBC vice-president, and Carleton Smith, WRC manager, greeted their new public relations director in the capital. Capt. Knodé, recovered from wounds suffered in New Guinea, has returned to the NBC network position after his recent release from the Army.

RADIO'S HERO has returned. Capt. Thomas E. Knodé, U. S. Army (ret.), awarded the Distinguished Service Cross for "Extraordinary Heroism in action near Buna, New Guinea", is back with NBC as director of public relations in the Washington office. He is in charge of local and national publicity and contacts.

The position has been open for him since he entered the service, according to Carleton Smith, manager of WRC, NBC Washington outlet. "We wanted Tommy back from the day he left," Mr. Smith said. "And we are not only extremely proud of him, but also flattered that he wanted to come back. He has a wonderful record both with NBC and the Army."

Wanted to Fight

When Capt. Knodé was called to active duty as a reserve second lieutenant in March, 1942, the Radio Branch of the War Dept. Bureau of Public Relations, under Col. E. M. Kirby, requisitioned him because of his radio experience. He turned down the offer, however, preferring—in his own words—to "fight this war on the battlefield, not at a desk in Washington". He went into battle with his men of the 126th infantry, with whom he had trained.

The man who holds the highest honor yet awarded anyone in radio during this war—and an award second only to the Congressional Medal of Honor—refuses the role of old General Grant. Why? "There were a lot of others out there who deserved it more than I did." He is more pleased about being out of the hospitals of New Guinea, Australia, and the States, and being back again at NBC, where he was news editor before going to the South Pacific.

Tom was a lieutenant in command of a platoon storming the Japs out of New Guinea, in the now familiar Buna Village area. American forces were deep inland, attempting to reach the sea, past the heavily fortified Jap positions around Buna Mission and the village. Japanese pillboxes surrounding the village and machine guns lined up along the Jap-held line repulsed each successive American attack.

After days of hard jungle fighting, two columns, one under Lt. Knodé's command, succeeded in opening an avenue to the sea. The columns were flanked by Japs, but after reaching their shoreline objectives, turned toward the pillboxes of Buna Village. The men had advanced several hundred yards when Lt. Knodé was wounded in the leg by a sniper.

The citation tells the rest of that story. "He disregarded the wound and continued to lead his platoon in the attack. When he was again wounded in the foot, and was unable to go on, he refused to be evacuated until he had given final instructions to his platoon." The second bullet entered through the ankle and shattered the bones of his foot.

It was for this act of "conspicuous gallantry" that he was awarded the DSC by his Division Commander in Australia. The Lieutenant who took over the command in the next attack in that sector was killed.

Knodé praised the jungle performance of the 288 radio communications sets widely used in the Pacific battle area. He tells of one night, about three days march from Buna where American forces were communicating via the 288's, which are for code signals, and not for talking, when suddenly a voice cut in, speaking Japanese. He jabbered for a minute, trying to jam the line, but the dot-dash signals still came through as clearly as an orchestra accompanying a soloist.

Lt. Knodé's battlefield was the first—and only one—to cross, on foot, the jagged Owen Stanley mountain range on New Guineas, separating Port Moresby from the Jap base at Buna. After Knodé and the men left Moresby, reconnaissance planes discovered a landing strip along the beach that was not in a Jap sector, so the other troops were flown in. The men, carrying full battle equipment, crossed the 90-mile stretch of 11 mountains in 20 days, much of it perpendicular climbing.

"We divided up into seven sections," Knodé said, "nine hundred of us. The first group had a native guide who had been part of the way across the range before. The rest of us followed, some two or three days apart. The leaders left markings along what trail they had made, but those tropical rains were so heavy that most of the markings were gone in a few hours, so each group practically had to find its own way, following mountain passes, streams, and gullies."

No Place to Rest

He said most of the mountains were razor-back "with the crest of them about as wide as a desk, so there was no place for the men to rest". And then there was also the danger of Jap action along the Buna side of the range. "But of the 900 of us," he added, "850 arrived on schedule, and most of the other 50 straggled in later."

As the first in a series of events held in Capt. Knodé's honor, there was a luncheon at the Statler Hotel in Washington on Thursday, Oct. 28, given by WRC, and attended by Washington newspaper men. A number of functions are planned.

Before joining NBC, Knodé was with the Washington bureau of the United Press. His wife was formerly with NBC in the program department. They have three daughters, the youngest born last September. Capt. Knodé was in the South Pacific.

Adam Hat Testing

ADAM HAT STORES, New York, will start a test spot campaign shortly, courtesy of Adam Hat Testing, and directed by Charles Lever, Browning & Hershey, agency. The hat company will continue its BLUE program. That's a Good One is one of the campaigns scheduled to run on the BLUE, through Glickman Adv., New York.
How America is using one of its greatest war weapons

Business did this

In generous measure, business has turned over this powerful weapon to the Government, to be used to spread messages necessary to the successful prosecution of the war.

Every one of the big network shows and a great majority of the local station programs are devoting part of their time to some vital Government message. More than $90,000,000 worth of time and talent was donated to the Government in 1942.

At present, approximately $8,000,000 worth of such time and talent is being donated each month.

In large part these radio programs are produced and the war messages in them are written by the advertising agencies of the country. And the number of these separately written and conceived messages runs into many thousands.

For instance, in 1942 some 600,000 individual programs carried war messages, and many of these programs carried more than one per broadcast. In addition to these, the stations themselves broadcast more than 5½ million war announcements which appeared between programs rather than as part of them.

In terms of actual broadcast time, the figures are almost incredible. In June of this year, the latest month on which data is available, American radio stations broadcast war messages—ranging from 18-second spot announcements to 90-minute live broadcasts—that totalled up to more than 18,000 hours, more than 750 days, of listening time.

Now these millions of messages—which inform Americans of things they can and should do—are not the only way in which radio has helped us fight a better war.

Like the American newspapers and magazines, radio has made America aware of the seriousness of our struggle in other powerful ways.

Using news from all over the world supplied by the great American newspaper services as well as by its own news gatherers, radio has given this country hour-by-hour coverage of the war.

Each week the 911 American radio stations now on the air broadcast an average of 18 hours and 26 minutes of news. The four major networks, alone, have 97 newscasters, devote approximately 87 hours per week to news and comment on the news.

Like the newspapers and the magazines, radio has brought home to us our enormous task through stories told by our front-line fighting men. It has helped expose enemy propaganda. It has related the achievements, and problems, of American production. It has enabled 100 million Americans to gain inspiration and knowledge by listening.

(continued on next page)
How America is using one of its greatest war weapons

(continued from preceding page)

directly to the leaders of our country and our Allies.

Uncle Sam did this

Radio’s contribution to the war has not been a one-sided affair with the radio industry doing all the giving and Uncle Sam all the receiving.

Working with the War Advertising Council and the men and women in the radio business, the Government developed the Network Allocation Plan and five other radio services, under which war messages are weighed according to their urgency and importance—and are given the emphasis they should have at the time they should have it.

The Government also set up, first under the OFF and then later under the OWI, its own radio production group. To this group came many of the ablest radio men in the business—experienced producers, script writers, commercial writers, actors, engineers, technicians, and executives.

Aided in many instances by their old friends in the advertising agencies, the radio stations, and the radio networks ... in other instances working completely on their own ... these men have done a great job, both on the home front and overseas.

Here at home they have created and produced a number of top-flight programs. One of these was “You Can’t Do Business With Hitler” carried at its peak by 703 stations. Another is “The Treasury Star Parade,” currently heard over some 900 stations each week.

The overseas job is very complex. Here in the words of Elmer Davis, “we have four audiences—the enemy, our Allies in both the free and occupied nations, neutral countries, and the American armed forces.”

The soldiers and sailors want, and get, news from home, music and shows they’d be listening to if they were back here in the states. The news programs are amazingly complete. (Minor-league as well as major-league baseball scores are broadcast.)

The other three audiences—the Allied countries, the neutral countries, and the enemy—are told the story of what America is doing and getting ready to do. They are told the story of American production and that we are going to win.

The program that carries this information to the world is called The Voice of America. It is broadcast 24 hours a day, seven days a week. It is carried in 26 languages, over 30 short-wave transmitters. It is also carried over medium and long-wave stations in England, Africa, and Sicily. The theme song is “Yankee Doodle.”

How great an audience is reached we do not know. But we do know that so many people are reached that enemy governments have warned their subjects not to listen to these broadcasts, and have found it necessary to try to refute what the American radio has said.

Numerous other overseas programs are being broadcast. These programs report, from many angles, on the American scene. One gives profiles of American leaders. Another replies to questions asked by the English man in the street about America. Another tells the story of the American states. A weekly radio report from Minnesota goes to Sweden.

Some of these programs are live broadcasts; others are shipped abroad for broadcast on records. Since October, 1942, the OWI has sent records abroad in Afrikaans, Arabic, English, Flemish, French, Icelandic, Italian, Persian, Portuguese, Spanish, Swedish, and Turkish.

Our radio ambassadors

Since these programs are our “radio ambassadors” to so many people, the Government has taken great pains to see that they are prepared according to the best standards of American radio.

This means the highest radio standards in the world. As any American who has lived abroad will tell you, American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation.

The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported.

In America, because a program has to get listeners if it is to sell goods, great ingenuity has been exercised to improve programs. Abroad, since radio doesn’t have to pay off, such ingenuity has been less evident.

In England, France, Africa, the Near East, the Far East, Australia, and nearly every other allied or neutral land, American radio programs are eagerly awaited.

These programs have been one of the finest friends America has in these countries—helping us to become better liked and better understood by the rest of the world.

As time goes by and peace comes, radio can well increase this neighborliness that more and more people are feeling toward us.

But if radio is to accomplish this, the men who prepare the programs must realize that along with the freedom to talk to the people of other nations comes a grave responsibility ... the responsibility for being an unofficial ambassador to the rest of the world, representing democracy as democracy deserves to be represented.

If this is done, radio will be a great help in knitting together a democratic fraternity of nations ... in making sure that the “One World” of the future is an understanding world and a free one.

YOUNG & RUBICAM, INC. Advertising

New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

This is the third 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 appeared in the New York Times, New York Herald Tribune, Chicago Daily News. It is also appearing in Newsweek, and an appropriate group of trade papers.
**NAB Film Draws Favorable Comment**

*How to Do It* Booklets Soon Ready for Distribution

ON THE ROAD since Monday, Oct. 18, following its premier in Washington, the NAB retail promotion production "Air Force and the Retailer" moved into its second week, drawing such commendations as "tremendously instructive" and an "audience spellbound".

The NAB *How To Do It* booklets will be ready for distribution in about a week, the printing having been delayed by Government priorities.

**Boston 'Terrific'**

Most reports are highly favorable, with retailers expressing unusual interest. Typical is that from the Boston meeting. M. L. (Chick) Allison, promotion manager of WJW-Lincoln, assigned the New England Roadshow tour, "Terrific" meeting Boston...300 top retailers present. Meeting introduced by Daniel Bloomfield, manager retailer trade board and founder famous Bonk Merchandise, who later praised soundness of presentation.

WEEI praised the film and quoted Mr. Bloomfield as saying, "The broadcasters have presented a vivid picture of the practical possibilities of radio in building up sales volume in retail establishments." WEEI Fitchburg, Mass., was host to 60 Fitchburg and Leominster merchants before showing of the film.

Cooperating in the Kansas City showing were KMB, WHB, and KCNB, who felt that while impressive to the 60 retail store heads and advertising men who attended, there was a "lack of showmanship and color to which advertising men are in contact with radio are accustomed..."

Twin City broadcasters were host to another 600 retailers, agency executives, and visiting radio people at Minneapolis and St. Paul. Showing was on two successive days, with broadcasters attending from Duluth, Hibbing, Virginia Mankato, Rochester, St. Cloud, Winona, Albert Lea, and Willmar, all in Minnesota, and from Milwaukee and LaCrosse, Wis., and from Canada. In Little Rock, Ark., 55 attended with "everybody well pleased". WHB reported 50, Montgomery, Ala., 60, while Memphis reported 400, calling the show "super-salesmanship".

WMBC-Greenville, S. C., reported 107 and "a huge success"; WFNC Fayetteville, N. C., "audience spellbound", 50 sets of booklets requested. WSAR Fall River, Mass., "satisfactory"; KEKDL Denver, 250, "excellent"; and KILO Grand Forks, N. D., 125 attending and 78 requesting booklets, "sensational success!"

Reaction from the first week's showing was in similar vein. Eugene Carr, 1942 chairman of the

**ON THE CUFF** notes are being compared after showing of the NAB "Air Force and the Retailer" film at Los Angeles Biltmore Hotel under auspices of Los Angeles Downtown Business Men's Assn. and NAB 16th district of West Coast group.

KCKN, Los Angeles; WEIM, Seattle; WTCN Twin Cities; Howard Seesel, sales manager, WMIN Twin Cities; Ray C. Jenkins praised the film.

The special news program, "Our Gal Kate Smith Speaks", broadcast by Lever Video Test

**LETTER ASKS RMA: USE MORE RADIO**

IN DEFENSE of the idea that electronics can be better advertised through the electronic media of radio than through printed media, KPRO, Riverside, Cal., president W. L. Gleason wrote the Galvin Mfg. Corp., makers of "Motorola" auto, home, aircraft and 3-way communications radios, expressing his views.

Gleason says he cannot understand why the radio manufacturers spend huge sums on printed advertising, when radio is at their disposal. He feels that the money spent on radio would help stations to become more prosperous and thereby able to give better service and programs, thus doubly advertising the electronic field. In arguing for "air appeal" rather than "eye appeal", the KPRO president says, "Eye glasses are the hardest thing there is to sell and according to all traditions should be sold through eye appeal, yet air appeal is only half as effective as sight appeal."

"Folks in R. M. A. could only recognize the power of media that makes your net sales possible, you would give broadcasting a break."

**Hooper Ratings**

THE World Series game of Oct. 10, broadcast on Mutual, attained a rating of 20.1, and the Oct. 11 game 10.1, according to the daytime "national" Hooper radio report for October. The special news broadcast on Italy's declaration of war on Germany, flashed on all four major networks about 11 a.m. Oct. 11, showed 3.8% set-in-use. Big Sister leads the "top ten" weekday programs with 8.2 followed by Porta Peace, Life, When a Girl Marries, Right to Happiness, Kate Smith Speaks, Romance of Helen Trent, A Welney, Our Gal Sunday and Backstage Wife. Top weekend daytime shows, not included in the weekly list, are My Fair Lady, The Air, and Family Hour, second.

**WLW Names Battles**

ROY E. BATTLES has been appointed associate farm program director of WLW-FM, serving as assistant to Ed Mason, director of farm programs. Mr. Battles comes to WLW from Batavia, Ohio, county-seat of Clermont County, where he has been agricultural agent since 1938. He previously was state agent for Pike County, Graduate, with a B.S. degree, of the College of Agriculture, Ohio State U., has had wide experience in actual dirt farming and has been active in various agricultural organizations.

**Lever Video Test**

LEVER BROS., Co. on Nov. 3 will start a series of commercial programs in the W2VY-Mont video station in New York, using a quarter-hour each Wednesday evening and advertising firm of Hutchison, of Ruthrauff & Ryan, formerly director of WNBT, NBC's New York television station, will supervise production.

BROADCASTING Broadcast Advertising November 1, 1943 Page 15
FCC Seen Determined to Delay Newspaper Ownership Answer

FMBI Petition Asking Not Considered After

FURTHER indication that the FCC is disposed to permit the whole issue of newspaper ownership of stations to languish until it considers a policy ruling propitious was given last week with the announcement that a petition to close out the proceedings filed a month ago by FM Broadcasters, Inc. has not been considered by the Commission.

The petition, filed by Philip G. Loucks, Washington Attorney and Counsel for FMBI and approved by the board of directors, set forth that more than two years have elapsed since the Commission began its investigation pursuant to orders promulgated in 1941. FMBI, among others, testified at the proceedings, and the petition stated that it was believed the investigation had concluded their testimony, although the record had not been formally closed.

Fly Says 'No Action'

FCC Chairman James Lawrence Fly, moving spirit in the newspaper ownership inquiry, declared last Monday at his press conference that the Commission has taken no action on the petition and had not decided on pursuance of the investigation. He said he believed there were a number of pending cases without identifying the FMBI petition.

Asking the Commission to conclude the investigation and to render its decision, the FMBI petition cited that during the presentation of the testimony in behalf of that association, on July 31, 1941, the plea was made that the Commission "give a prompt decision on this matter as the development of frequency modulation has without question been retarded by the issuance of Order No. 79". FMBI neither questioned the jurisdiction of the Commission to conduct the investigation nor at any time sought to delay its conclusion, said the petition.

On the contrary, FMBI at all times relied upon its testimony "that a prompt decision was desirable in the interest of development of frequency modulation broadcasting."

The Commission finally was asked by FMBI that it take "all steps necessary to conclude the proceedings and give a prompt decision on this matter for the reasons suggested in its oral and documentary testimony submitted at the time of its appearance."

Walter J. Damm, President of FMBI and director of radio of the Milwaukee Journal Co., in a certificate appended to the petition, said that the document had been considered by the Board of Directors and members of FMBI at a meeting in New York on Sept. 13, by formal vote Mr. Loucks was directed to file it forthwith.

Since the issuance of Orders 79 and 79A on March 20, 1941 and July 1, 1941 respectively, the FCC has approved all newspaper applications, whether involving outright ownership or affiliation, into its "suspense" files, pending determination of policy. After the protracted hearings, the record was left open for the filing of certain corrected exhibits of the FCC.

NEW STUDIOS

Formally Opened by KMMJ

With Dedication Program

ALMOST a wartime novelty was the opening of new studios by KMMJ Grand Island, Neb., on Oct. 14 with Grand Island business and professional men previously associated with the station, and members of the KMMJ staff participating in the broadcast.

The new building is air conditioned and includes two small studios for news and speech broad- casts, a large studio with an audience seating capacity of about 125, an audition room, practice room, and offices. A new Hammond electric organ has been added to the studio equipment.

KMMJ started broadcasting for the first time on Nov. 30, 1925, at Clay Center, Neb. Station was then owned by the M. M. Johnson Co., and was purchased by KMMJ Inc. in 1936. Invitation was subsequently made by a group of Grand Island business men representing the Chamber of Commerce and the station moved to Grand Island in 1939.

FILM RIGHTS to the weekly NBC newscast "Here's Family have been acquired by Charles B. Rogers, Hollywood producer, in a deal closed with NBC and Central Newspapers, Inc., who will develop the screenplay. None of the radio cast will be used in the film, it was understood.

KFEL Brings Suit Against 'Denver Post'

For Station's Omission from Listings

SEKING TO RESTRAIN the Denver Post from omitting the listing of KFEL and those of the Mutual Broadcasting System from the newspaper's daily schedule, Eugene O'Fallon Inc., operator of the Denver station, filed suit Oct. 23 against the Post.

The complaint asserts that the Post's action is in violation of the Mutual Practises Act of Colorado, and the omission is designed to injure the station and destroy competition. KFEL also contends that the newspaper has maintained discrimination by a blackout against KFEL and Mutual "attended by circumstances of fraud and malice."

16th Year Renewals

CONTRACT RENEWALS for two programs make this the 16th consecutive year that WCAU Philadelphia for both series. Stan Lee Broza's Children's Hour, heard on Sunday evenings, was renewed. The Thursday 16th year sponsored by Horn & Hardart restaurants, renewed for another 22 weeks, commencing Oct. 24, through The Clemens Co., Philadelphia. In addition, the Yellow Cab Co., through E. L. Brower Agency, Philadelphia, renewed the nightly talks of Power of Good News, for another 16 weeks, starting Oct. 25, marking the commentator's 16th year on the station.

Charges Made In NBC Legal Staff

Myers to RCA; McDonald and Ladner Are Promoted

ROBERT P. MYERS, senior attorney of NBC since 1935, has resigned to accept a position as assistant general counsel of RCA, succeeding E. Yates, now assistant coordinator in the Navy. He was named last week by A. L. Ashby, NBC vice-president and general counsel. Mr. Ashby at the same time announced that Joseph A. McDonald, who has charge of NBC's legal work in Chicago, will return to New York as assistant general counsel, and that Philip E. Ladner, a senior attorney in the New York office, has also been appointed assistant general counsel.

To Handle Patents

Mr. Myers will be chiefly concerned with the licensing of RCA patents, but it is expected he will also assist in the development of NBC's Radio-Recording Division in its dispute with the AFM.

After receiving his law degree from Leland Stanford, Mr. Myers entered the San Francisco bureau, joining RCA in 1928 as a commercial representative. He later served as assistant to the general counsel of RCA-Victor and handled legal matters for RKO before joining NBC in 1935 as senior attorney.

Mr. Ladner, a New Yorker who obtained his law degree from N.Y.U. Law School in 1928, was a communications engineer for AT&T from 1922 to 1933 and came to NBC in 1935 as senior attorney, specializing in corporate matters such as wages and hours, station affiliation contracts and station relations.

Mr. McDonald, also born in New York, was graduated from Fordham Law School in 1928 and NYU Law School in 1932. He began to practice law with the firm of Hunt, Hill & Betts and joined NBC in 1932 as a senior attorney in New York, being transferred to Chicago in 1937. No successor for the Chicago post has yet been named.

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You're probably looking for all these things... and we'd like to say right here that your search is ended... KOA has all of them! - 68.8% Dealer Preference; 69% Listener Loyalty; Top NBC programs; Coverage, all of Colorado, plus parts of six adjoining states; Power, 50,000 watts.

No exaggeration—our claims are based on fact, as any of KOA's long time advertisers will testify. Their repeated renewals prove that buying time on KOA is not a costly expenditure but a paying investment.

Better join the parade now of farsighted KOA Advertisers who threw away their binoculars long ago and have been satisfied ever since.

*NBC Tale of 412 Cities  
**Ross Federal Survey
MBS Names Richard F. Connor
Director of Stations Relations
Division Expanded, Reorganized With Key Managers
Heading Geographic Divisions of Network

RICHARD F. CONNOR has been named director of station relations of Mutual, in charge of a greatly expanded set-up, with station traffic in the engineering traffic, also coming under his jurisdiction, according to Miller McClintock, network president.

Under the new plan, effective Nov. 1, Mr. Connor’s division will be geared to contact MBS member and affiliated stations on contractual and operating matters, and will be available for consultation on programming, engineering, and post-war developments.

To assist Mr. Connor in his increased administrative responsibilities, the reorganized division will have six key managers, four in charge of the network’s four geographic divisions, the other two supervising engineering and station traffic.

General Expansion

Mr. McClintock stated: “The enlargement of our station relations division is typical of the general decentralization program Mutual is experiencing in all branches of the organization, a natural and healthy development motivated by Mutual’s encouraged and record-breaking sales growth. We at MBS are in the closest possible affinity to the problems and plans of our member and affiliated stations, and are pledged to consolidate the relations we now enjoy for a complete understanding of the other’s problems, which we believe, is the key to successful network operation. I am confident that the new key managers, four in Connor’s able guidance, Mutual’s station relations division will perpetuate this network-station relationship.

Mr. Connor, who joined MBS last May as station relations executive, has a background of 16 years in radio, as manager of KMPC Beverly Hills; advertising agency head, coordinator of the West Coast Broadcasting Associations and, before joining Mutual, as chief of the station relations division, Domestic Radio Bureau, OWI.

Edwin T. Otis, manager of the eastern division, came to Mutual in August after seven years as production manager of the Yankee Network. In addition to his handling station relations in his area, he will advise stations on programming problems and serve as liaison between station program directors and the MBS program director.

James A. Mahoney, manager of the western division, has been MBS manager of research and chief statistician since last January, when he came to Mutual from Crossley Inc. In addition to specific station relations duties, Mr. Mahoney will be responsible for all data relating to contracts, method of payment, statistical data, station coverage and market research.

Charles Godwin, manager of the southern division, is a former network announcer who was manager of WITN, FM station of WOR, New York, before joining MBS. His extra duties will include engineering traffic problems and advising stations on FM and television. He will work in liaison with the network traffic manager.

The manager of the central division, who has not yet been appointed, will also serve as liaison with the network’s Chicago office and assist in sales representation.

Andrew L. Wood Jr., manager of engineering traffic, has held this post since 1936, when he left the engineering staff of WOR. He is responsible for the maintenance of all lines and communications service operated by Mutual.

Paula Nicoll, with Mutual since 1936, is manager of station traffic, responsible for all time and program clearance, schedules, time changes, and the MBS daily conference call. She also serves as liaison with sales and service.

A new rate card (No. 12) effective Nov. 1, was also announced last week. “New rates remain completely competitive” Edward W. Wood Jr., Mutual sales manager said. Present advertisers will be protected to Nov. 1, he said.

M-G-M Starts Oursler
RETURNING to network advertising, Metro-Goldwyn-Mayer, New York, starts Fulton Oursler as The People’s Reporter on 50 Mutual stations Nov. 15, Mon. through Fri. 8:15-8:30 p.m. Agency is Donahue & Coe, New York.

All Tied Up
TIMELY TIE-IN with the return to NBC of Abbott & Costello on Nov. 4 reached deals of radio editors last week from Tom Fizdale Inc., publicity agency, in the form of blue neckties with team’s name stamped on the inside fold. Card was headed “Tie-Ups!-Its TIE-RIFE, TIE-MY, TIE-DLE is Abbott & Costello.” Sponsored by R. J. Reynolds Tobacco Co. A & C have been awaiting recovery of Lou Costello from a long illness.

Patt in New Position
JAMES M. PATT, assistant to the manager of WKRC Cincinnati, in charge of publicity promotion, has been named supervisor of program operations in addition to his other duties, Kenneth Church, general manager announced this week. Patt was previously with WDAF, KMBC Kansas City, and CBS Chicago before joining WKRC. And in another personnel change at the station, Fred Dodge, program director, has been appointed manager of the special features department in charge of radio and television.

Census Labor Data
CENSUS FIGURES just released show that broadcasting and television industries in 1940 employed 24,585 of a total experienced labor force of 26,665, of which 340 were on public emergency work. During the week of the census 1,740 experienced workers were seeking work. Men comprised 27,275 of the total, with 19,498 employed on real estate, personal services, and miscellaneous; and 352 on the latter. Men seeking work numbered 3,542, reduced from 11,532, with experienced women workers numbered 5,392, with 5,092 employed regularly, 20 on emergency work.

Freeoms for Air
Discussed by Howe

Article Declares Radio Faces Four Sets of Interests

“AMERICAN radio is trying to promote four freedoms of the air for four different sets of interests,” Quincy Howe, CBS news commentator and Simon & Shuster editor, wrote in an article, “Policing the Commentator: A News Analysis,” in the November issue of the Atlantic Monthly.

Listing these interests as the Government, the radio industry, the sponsor and the commentator, Mr. Howe states: “Give Government its head and radio becomes a federal monopoly. Give the radio industry its head and you get more and more power concentrated into fewer and fewer hands.

Babel Or...

“Give the sponsors who support radio their heads and radio becomes the voice of private American industry. Give the commentators their heads and you get better and better irresponsible voices or—much more likely—a concerted drive on the part of privileged groups to promote their special interests in the guise of free speech.”

Commenting on the suggestion of FCC Chairman James Lawrence Fry that there should be no sponsorship of news or comment on the air, Mr. Howe says that radio’s reporters and news- casters, dealing in uncolored facts, “need as well as deserve” commercial sponsorship. News analysts of the non-association type, he suggests, might be put on by the broadcasters as regular sustaining program material, identified as experts whose opinions are worth listening to. The “gossip merchants in the press department,” he says, should also be allowed to broadcast, but only if they are clearly labeled as purveyors of “prediction, rumor and sensation.”

Another way of the face of opinion on the air is made in an editorial in the current Colliers, which reads, in part: “We think that CBS, taking the initiative, is in the process of solving a problem which news-conscious magazines and newspapers—successful ones, that is—solved long ago by a simple, flat rule. This rule is: Let the reporters and correspondents report the facts as nearly without bias and color as is humanly possible, and let the editorial writers and kindred opinion merchants handle the writing of opinions... We think CBS is essentially right... and will do itself and a long-suffering radio public a favor by sticking to its guns.”

WAAT Newark, N. J., has renewed its contract with Spot Sales Inc., which represents the station outside the metropolitan area.
KXOK KNOWS THAT PEOPLE ARE LISTENING

Our local rating for the "Baukhage Talking" program was below our expectations. We're from Missouri... and we had to be shown. After a recent Baukhage newscast, KXOK followed with a 35 second announcement asking its listeners: "Do you want Baukhage to continue on KXOK?"

The result of that one short announcement brought mail from five states: Missouri, Illinois, Iowa, Kentucky and Indiana. We lost track of the phone calls... but the mail response is impressive enough. Over five hundred cards and letters have been received asking us to keep Baukhage on KXOK. KXOK congratulates Mr. Baukhage for his fine following in this area, and apologizes for being misled into believing that his following did not justify keeping him on the air.

Needless to say, we have been shown! Baukhage is still talking in St. Louis.
Increase in Kansas Listening Found in Survey by Dr. Whan

Half of Audience Feel Certain Types of War Programs Are Broadcast Too Frequently

DEFINITE increase in the amount of listening done by set owners in Kansas, as is shown in the Kansas Radio Audience of 1943, seventh annual survey in the series now directed by Dr. L. H. Whan, of the U. of Wichita. An earlier section of the study, The Effect of Gasoline Rationing on Kansas Rural Buying Habits [BROADCASTING, May 17] said that 47% of the farm families and 46% of village families reported more listening. In the report just published, it is shown that the greatest increase in listening is among farm women, city men and village women report slightly less listening.

The average of reports for the state is: Men, 3.19 hours daily as compared to 2.98 hours in 1942; women, 3.96 hours daily, as compared to 3.57 hours in 1942. Thus, the average adult listener in Kansas during April and May, 1943, listened to the radio an average of 3 hours and 50 minutes each weekday. No figures were collected on Saturday or Sunday listening.

Listening by Zones

Kansas includes two time zones within its borders. The question has often been asked whether these listening habits on the edge of a time belt are inconvenienced in their listening and whether this affects peak listening periods. In Kansas there are few urban centers in the MWT zone; therefore a fair comparison could only be made for rural listeners. The report says that nearly 100% of central and eastern Kansas listened to stations in the MWT zone, whereas about half of the listening reported in the MWT zone was to the central zone stations. In total, the MWT zone listeners report listening in somewhat less time than those of the central zone, and this reduction in listening is reported occurring mainly at three periods of the day; early morning, noon, and late evening.

Three per cent fewer city families reported ownership of radio sets in 1943 than in 1942, according to the survey. The state total of radio homes was slightly larger than in the previous year, but the increase came entirely from the rural replies, and was thought to be due to the method used in securing the return of the questionnaires.

Formerly the survey was made entirely by personal interview, but this year, due to gasoline rationing the farm audience returns were obtained through rural schools. It is believed that this method was less likely to get returns from homes without radios.

In total, one or more radio receivers are owned by 94.9% of Kansas urban families, 90.2% of the village families, and 97% of the farm families reporting in the survey, which checks closely with studies of former years and with other data.

Battery Sets

Material for the study was collected last spring, (April-May) at which time 16.5% of farm-owned sets operating on battery power were reported silent due to "dead" batteries. On Kansas farms about 60% of all sets depend on battery power. It is believed that lack of batteries, which many farm families said were unobtainable, has since been alleviated.

The Kansas study again gives considerable attention to program preferences. For this purpose, listeners were asked for their ideas on programs for early morning hours, 8 to 11 a.m., and for daytime hours, 8 a.m. to 8 p.m.

News programs and commentators are put first in both periods by vote of a large majority of both men and women of farm, village and city. Farmers put farm programs, markets, etc., as next choice for the morning hours, while farm women favor religious music and devotions. Among village and city listeners, popular music (by orchestra) is the choice to accompany morning newscasts, followed by book programs, band music, religious music and devotions.

For daytime programs, there is evidence of more uniformity of taste among listener groups than was found in the evening programs. With some obvious exceptions, such as sportcasts, homemaking programs, or farm programs, appealing to special groups, it can be said that all types of programs are popular with all audiences, although not in the same order.

Listeners attitude toward war programs was prob in an interesting series of questions. From 45 to 50% feel that certain types of war programs are broadcast too often. In general, it was found that those with no "near" relatives in the service program, particularly to the number of war programs broadcast than those closely related to some member of the services. The closer the relationship, apparently, the more likely is criticism of the number of war broadcasts.

Based on 4,978 replies, the people of Kansas are about equally divided on the question of "too many war programs," with farm men and women more likely to criticize the number. Radio serials about the war are most frequently named as "broadcast too often," while appeals to buy bonds and stamps drew the smallest number of critical reactions. The younger the listener and the higher his educational background, the more likely is his criticism of the number of war broadcasts.

Law Group Honors Fly With Dinner on Nov. 19

CHAIRMAN JAMES L. FLY of the FCC will be guest of honor at a dinner given by the District of Columbia Chapter of the National Lawyers Guild on Friday, Nov. 19 at the Hotel Mayflower, Washington. Among the speakers will be Vice-president Henry A. Wallace and OWI director Elmer Davis. The Lawyers Guild include in their reasons for honoring Fly, his defense of free speech, his support of the War Department and the War Production Board.

OLD-TIMERS ARE FAMILIAR with the virtuosity of Glenn H. (for Harmony) Snyder, WLS' gifted general with respect to morning programs. Those people who have been aware of Temple Bell of Texas on the world's smallest harmonica has quelled many a crisis at broadcasters' meetings. Virtuoso Snyder (in civies with severe G. I. haircut) wanted to help the boys, harmonica-wise, so he put two short announcements on WLS and got 200 contributions for distribution among fighting men abroad. It happened after a listener found it impossible to buy a mouth organ for his son overseas. Surrounding the maestro are Staff Sgt. Walter Moraski, Marine Cpl. Edward Welik, and Seaman John Bentley.

Dunham to War Dept.

EDWIN DUNHAM, NBC producer, has been named expert consultant to the radio branch of the War Department's Bureau of Public Relations. Appointed by Secretary of War Stimson to act as coordinator of Hour, NBC-War Department series, he will take over the production tasks on the program formerly handled by Jack Joy. For some time, Mr. Dunham has represented NBC in the production of the series.
IN AGRICULTURE

NORTH CAROLINA

$221,768,000

NORTH CAROLINA

$133,256,000

AVERAGE OF NINE OTHER SOUTHERN STATES

AVERAGE OF NINE OTHER SOUTHERN STATES

CASH INCOME AND G O Y ' S PAYMENTS Source: Department of Agriculture, 1940

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S

No. 1 SALES MAN

N B C 6 8 0 K C

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

November 1, 1943 • Page 21
New War Message Schedule Lists Two Campaigns for Local Sponsorship

RADIO'S WAR campaign subjects scheduled by the Domestic Radio Bureau of OWI for the week of Nov. 22 are unchanged from the line-up planned for the previous week, making a full two week's presentation for messages given in the accompanying OWI Packet table. This advance schedule does, however, show several shifts in the line-up of stations and networks to carry the week's war messages.

The table also shows two campaigns officially designated for sponsorship, wherever local stations find sponsors interested in the messages. These are Food Fights For Freedom, of interest to food retailers, local dairy companies, baking companies, restaurants, etc., and the War Bonds for Christmas campaign which ties in with heavy retail bond promotion via the advertising of department stores.

Sponsorship of the food announcements will come just as the campaign gets into high gear. The War Advertising Council has prepared proof books of ads which the Government will mail to newspapers for local sponsorship. 

Mats are free. With this material will be a stunt campaign folder, describing such projects as a "clean plate club" to tie in with the overall theme. Wall posters, banners, counter cards and 30 million kitchen pin-up charts for family checking will be distributed to 500,000 retail stores. All stress the themes of production, conservation, sharing and playing square with food. Thus the OWI radio messages are part of a gigantic promotion in which the potential sponsor plays his role.

The War Advertising Council states that the "comprehensiveness of the program stamps it as the largest food campaign in history." An extraordinary amount of advance preparation has gone into the effort, including about 50 local trade meetings addressed by the leading merchandisers of food districts. Leading national advertisers are participating with special newspaper, magazine and radio schedules. Local sale of the OWI spots should be facilitated by all of this pre-campaign activity.

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Newsprint Plan

NEWSPAPERS will dip into their reserves of newsprint to make larger quantities available in November if inventory limitations of Order L-240 are changed as recommended by the WPB Newspaper Industry Advisory Committee. The proposed reduction would switch the inventory base from "average daily use computed on the basis of the first six months of 1940," to "average rate of current allowable consumption," thus making inventory levels reflect the 10 per cent reduction ordered for the rest of this year. Aim is to cut November orders a total of 40,000 tons.

WLS Service Hours Toted

GLENN SNYDER, manager of WLS Chicago, lists the following service feature record of the station for the months of July and August: 230 hours and 23 minutes devoted to war programs and announcements; 107 hours of news broadcasts; 12 hours devoted to religious programs; 73 hours of agricultural programs; 237 speakers heard during the two months; and representation on WLS programs of 63 various organizations, clubs and groups.

OWI PACKET, WEEK NOV. 22

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 22. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK</th>
<th>KW</th>
<th>Ind.</th>
<th>Aff.</th>
<th>Ind.</th>
<th>Nat. Spot Plan</th>
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<tbody>
<tr>
<td>Food Fights For Freedom*</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Bonds For Christmas Gifts*</td>
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<tr>
<td>Stick to Your War Job</td>
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<tr>
<td>WAVE Recruiting</td>
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<tr>
<td>Don't Travel</td>
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See OWI Schedule of War Messages No. 93 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

*65 seconds—available for sponsorship.

Page 22 • November 1, 1943
How to Compose

Two Symphonies a Week—

To Order!

That's a lot of music. Hard enough to write in the white heat of inspiration. A miracle—when you consider that this music is created to order. Yet, it's being done every week by NBC staff composers.

Every week, scripts of NBC shows come to their desks. Bridges, cues, background music, theme music—all are needed before rehearsal. All of it must be suited to the mood and meaning of the program. All of it—whether it's only four bars or twenty-five minutes of solid music—will probably be played just once, and never heard again.

And it adds up to the equivalent of two full-length symphonic scores a week—every single week of the year!

For the National Broadcasting Company's own shows, and for the programs of its clients, the creative genius of these NBC composers is always available.

In the years that the National Broadcasting Company has built up its Music Division to be the best in broadcasting—one goal has been the guide: make music serve broadcasting, do everything possible to enable music to enrich the programs heard over NBC.

Careful planning like this, the creation of perfect facilities to meet all the needs of broadcasting, insistence upon leadership in every field of radio—these are some of the things that make NBC "The Network Most People Listen to Most."

The National Broadcasting Company

America's No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA
Agencies on Coast Discuss War Effort
Gamble Attributes Ad Volume To Goodwill, War Theme

GRAPHIC picture of the work advertising is doing to help win the war and how it will play a leading part in post-war development, was painted by Frederic R. Gamble, managing director of the American Association of Advertising Agencies, when he addressed the Southern California Chapter's convention in Los Angeles on Oct. 22. Mr. Gamble said that early in 1942 it was predicted that the advertising volume of 1942 would probably be 25 or 30 per cent less than 1941. But the final figure, he said, was only 3.2 per cent lower than in 1941.

"Going into the closing months of this year, advertising volume is high," he said. "One potent factor is the growing volume of war theme advertising. . . . Another is the growth of goodwill advertising volume of 1942 would probably maintaining their trade names with the people."

Gradual Change
"Advertising people," he said, "can work with their clients on postwar marketing problems, and many are doing so. More attention will be given to these problems as the European phase of the war nears a conclusion. It probably will be fortunate from the standpoint of readjustment of industry if there should be an interval between the European and eastern phases of the war. We could step down then from our war production, instead of going over a precipice."

Keynote of the convention was sounded by H. G. Cassidy, vice-president of The McCarty Co., and chairman of the board of governors of Southern California Chapter, when he said it was the job of Pacific Coast advertising men to plan now for the future distribution of productions, for the continuation in jobs of hundreds of thousands of workers when war production stops, and for the consolidation of the West Coast's industrial gains.

Winchell Sued
LIBEL suit for $1,000,000 on behalf of George W. Robnett, executive secretary of the Church League of America, was filed in Chicago last week against Walter Winchell, the Andrew Jergens Co., the columnist's sponsor, and the BLUE Network Inc. The action charged that in three broadcasts during the summer Winchell defamed Robnett and the League in discussing "Under Cover," a book by John R. Carlson, published by E. P. Dutton & Co. The suit alleges that the book contains false information. An action against the publisher had been filed earlier by the complainant.

INTEREST CENTERS on this transcription made in London by Portland's Mayor Earl Riley, who is touring England as a representative of U. S. municipalities. Transcription, held by Barbara Marshall, assistant transcription librarian at KGW-KEX Portland, and inspected by Homer Welsh, program director, is one of a series of exclusive transcriptions arranged for by NBC and the Portland Britich Consulate and cut by the BBC.

48-Hr. Week Exemption Denied So. Cal. Stations
REQUEST of Southern California broadcasting industry for exemption from the minimum 48-hour week was denied by the State War Manpower Commission, H. R. Har-nish, State Manpower director, presented a modified wartime workweek for the industry. Minimum of 44 hours was ordered for office and clerical employees. Full 48 hours was indicated for engineers, producers and announcers except where limited program prohibits full 48 hour employment with the prime employer. Studio employees are listed under full 48-hour week; only exceptions are (1) those assigned to station operations or assignments where control by FCC prevents compliance with 48-hour order; and (2) employees whose schedule of operation is beyond office control. Executives, talent, musicians, special artists, part-time employees and minors are excluded from the general order.

AFRA-BLUE Static
NEGOTIATIONS between AFRA and the BLUE, on which network Hall Bros., Kansas City, (greeting cards) make time available for the program, Meet Your Navy, are static, as far as Edwin R. Borroff, vice-president and general manager of the BLUE Chicago, is concerned. Mr. Borroff said Oct. 22, in regard to pending negotiations, that the BLUE "had not hired any talent" and therefore the network was not responsible to AFRA for payment to AFRA member stands for Navy men appearing on the program.

Look Down South in Dixie!
Looking for a Southern market area that has every essential for successful promotion? Then take Nashville!

This booming trade zone—all of Middle Tennessee and part of Southern Kentucky constitute the Nashville territory—now offers national advertisers an extra choice market for present or pending schedules.

With money to spend as never before, this Nashville market is spending it in a big way for products currently advertised over WSIX, "The Voice of Nashville." For complete information, contact the station or

Spot Sales, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

5,000 WATTS
980 K C

Page 24 • November 1, 1943

BROADCASTING • Broadcast Advertising
This impressive building, virtually a city in itself, is HUTZLER'S, 1943 — Maryland's oldest and also most modern Department Store. It began way back in the year 1858, when the Hutzler Brothers opened a small shop on the southwest corner of Howard and Clay Streets in Baltimore. They knew "the little things from which great business grows" and they introduced these courtesies and ideas and passed them down through the years for timely improvements.

\* \* \*

Hutzler's have just renewed their WCBM contract for the 12th consecutive year. We are proud to have had a "voice" in the progress of this great Maryland Institution!
Russell Urges New Radio Legislation To Meet Rapid Changes of Industry

NEED for broad legislation affecting radio was pointed out last Wednesday by Frank M. Russell, NBC vice-president in charge of Washington operations, who addressed the Advertising Club of Washington at its first 1943 fall meeting.

"In radio, what is true today is not true tomorrow," said Mr. Russell, who traced the history of broadcasting.

He reminded his audience that when Congress passed the Radio Act in 1927—the same provisions of which are embodied in the 1934 communications statute—"no one knew what radio was to be so Congress wrote that it was to be operated in the public interest, convenience and necessity."

It was Mr. Russell's first formal speech in over 20 years as a radio executive.

He explained that several months ago the FCC held that network program operations were illegal and that eventually (May 10) the Supreme Court said "that the Commission has expansive powers. Furthermore the Supreme Court said the Commission has power over the composition of traffic."

"If the FCC has expansive powers, then we need new communications legislation. Congress is interested in one thing, winning the war. A lot of things we are doing today we are not going to do tomorrow. If we write specific things in the act, they may be good today, but not good tomorrow."

"We all know, good or bad, that Government has gradually encroached on business. The pendulum has been swinging toward more Government regulation. We know that if a Republican administration gets in office some of the things put in by the New Deal administration will live. Our problem is: When do we take the pendulum and say, 'We're going to put the Government, 'You can't do that to us!' "

Mr. Russell said radio is using the existing standard broadcast bands because "back in the early twenties those were the frequencies the Government thought would be used by radio". He told of 137,000 tubes, television and the potentialities of new more bands which were not conceived in 1927 when Congress passed the basic radio law which today still governs broadcasting.

At the outbreak of war, Dec. 7, 1941, in the NBC executive, the FCC put a freeze order on all construction of radio stations except those necessary to the prosecution of the war.

"A Problem"

"Our only present problem," he said, "is receiving set tubes. There are 52 million tubes in the country and 400 million sockets. Our second problem is manpower. We have had a 50% to 80% turnover in our engineers."

At the outbreak of war, Mr. Russell explained, the Army and Navy took hundreds of radio engineers.

"Radio has met this situation with a united front," he asserted. "We compete for business and we compete for programs but we meet our problems with a united front."

When the war began, said Mr. Russell, the Government recognized that through the commercial structure of radio the largest number of people could be reached. "A brief announcement by Charlie McCarthy or Jack Benny will bring more response than an entire program specially built," he said, citing an estimate of the OWI radio bureau that by the end of this year radio will have given 400 million dollars in time to the war effort.

Mr. Russell paid tribute to Capt. Tom Knode, recently named director of public relations for NBC Washington, following his retirement from active duty (see page 12). Capt. Knode, who was decorated with the Distinguished Service Cross following a double wounding at Buna, New Guinea, was present at the meeting and was given a presentation.

Longines Adds
LONGLINES-WITTNAUER
Co., New York, on Oct. 25 added KNX
Hollywood to the list of stations
on WHO carrying its half-hour program of

World's Most Honored Music. Contract for
three weekly broadcasts will run for 36 weeks. The watch firm now supplies the program on some 125 stations, the newest cycles having started Sept. 20. Agency is Arthur
Rosenberg Co., New York.
THE POWER OF Habit

You write your signature hundreds . . . perhaps thousands . . . of times a year. Instinctively, you do it the same way each time.

The people of Southern New England have developed a habit . . . over a period of more than 18 years . . . of turning to WTIC for entertainment and educational programs of the highest calibre. This ingrained habit of listening to WTIC has created an alert and ever-present audience for any advertiser’s message.

Your sales story over WTIC can reach more than 3,500,000 friendly and attentive people who possess a buying income 50% in excess of the national average.

So, for real results from your radio appropriation, develop the habit of using WTIC to cover the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Moll Joins G-C & N

WILLIAM J. MOLL is resigning as field director and coordinator of postwar surveys of the U. S. Chamber of Commerce, to join Geyer, Cornell & Newell in an executive capacity, as advisor on post-war planning of firms now in war production. Before joining the G-C in 1938 as special consultant, Mr. Moll operated his own consultant firm. He has served as executive vice-president of Gardner Adv., St. Louis, and as New York manager for Proctor & Collier.

Bates Promotions

TED BATES Inc., New York, has promoted to executive positions three members of the agency since its organization in 1940. Walter G. Everett, account executive on Wonder Bread, has been named vice-president, in charge of Continental Baking Co., producers of Wonder Bread; Edgar P. Small, head of media, is now a vice-president, and Clifford N. Parsell, director of research, has also been made vice-president.

HEADLEY-REED Co., station representative, has moved its offices to the Chrysler Bldg., 405 Lexington Ave., New York. Phone is Murray Hill 9-9570.

IVAN N. SHUN, president of Advertising Counselors Inc., Phoenix, Ariz., has announced the purchase from his associate, Gerald E. Aarsle, of the latter's minority interest in the agency, effective Oct. 30. Mr. Shun thus acquires complete ownership of the agency. Donald B. Phillips has been named production director, succeeding Mr. Arnold, who has withdrawn completely from the company.

HOWARD B. ELLISON, formerly production manager of Pedlar & Ryan, New York, has joined Pettengill & Fenton, New York, as coordinator of service departments, heading a new division of the production department. Violet Lanphear, recently with Paris & Pearl, has joined Pettengill & Fenton as assistant in production and traffic detailist, and Robert J. Friedman, formerly of Heiss Adv. New York, has been assigned to handle production billing.

JOHN V. RYDEN, formerly in the advertising department of Far & Ryan, New York, has joined the same department of Hill Adv. New York.

BARRA SMITTON, on the secretarial staff of Bush & Ryan Inc., Hollywood, has been made assistant producer.

New WJZ Rate Card

WJZ, New York has issued rate card No. 19, dated Sept. 1, 1945, which embodies the following changes from rate card No. 9, dated Jan. 1, 1940: Frequency discounts on announcements and chain breaks are now based on total number used within 62 weeks, rather than on uninterrupted continuity of broadcasting. Announcements and chain breaks may be combined in most time periods to earn frequency discounts and may also be combined with participations of the five WJZ participation programs. Rebates for continuous broadcasting now start with a 2 1/2% rebate at the end of the 13th week. Base rate is $1200 per evening hour.

Driscoll Returning to WOR

DAVE DRISCOLL will soon return to his post as director of war advertising and news of WOR New York from the Italian front. Mr. Driscoll left this country early in August to report battle field activities for rebroadcast on WOR and Mutual.

The Service Area of

WIS

(5000 Watts • 560 KC • NBC)
at Columbia, S. C.
gives you
MORE
RADIO HOMES
than
LOUISVILLE (127,000 against 79,000)
or
ATLANTA (127,000 against 63,000)
or
MEMPHIS (127,000 against 81,000)
or
BIRMINGHAM (127,000 against 58,000)
or
RICHMOND (127,000 against 45,000)
or
NEW ORLEANS (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (91,000),
so far as that's concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK FREE & PETERS, INC.
Exclusive National Representatives


NATHANIEL A. BENSON has been transferred from the Toronto office of Young & Rubicam to the New York staff.

SHEILA B. WIESE, who recently handled sales and radio analysis on Carter's Little Liver Pills for Ted Bates Inc., has joined Murray Breese Advertising Associates, New York, as head of the market and copy research division.

H. L. Johnson, head of traffic, has been appointed assistant to Murray Breese, president.

RITA McCUSKER, formerly with Fouts, Cone & Behling, and Rush & Ryan, New York, has joined Compton Adv. Co., New York, as assistant to Corlis Wilber, supervisor in charge of daytime serial programs.

GEORGE I. REID, former eastern manager of National Radio Checking Service Inc. and recently released from the Army, has joined Radio Reports Inc. New York, as sales manager. He succeeds Lewis F. Fontaine, who went into the Army several months ago.

RALPH P. CAMPBELL, former production manager in the radio department of J. Walter Thompson Co., New York, and Warren M. Morton, previously with Wm. J. Morton Co., withholding company, have joined the sales staff of Katz Agency, New York, station and newspaper representative. Malcolm O'Farrell, salesman, left the agency the week of Oct. 15 to enter the Maritime Service.

DR. WALTER GROPIUS, chairman of the department of architecture at Harvard U's graduate school of design, architect and founder of Staatliches Bauhaus in Weimar, has been retained by William H. Weintraub & Co., as consultant on post-war product design.

CHARLES MARTIN, producer of Gertrude Lawrence show on the BLUE for Revlon products, is planning to open his own office in New York, under the title Charles Martin Productions Inc. and has resigned as a producer-director for Biow Co., New York. Succeeding him on the RKO Playhouse program on CBS will be Milton Geiger and Henry Hayward.

KENDALL FOSTER, radio publicity director of WABY Co., New York, has taken over production of Bob Hawke's Thanks to the Yanks program, sponsored on CBS by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. He replaces Al Rinker, resigned.

RICHARD HUBRETT of the radio- television department of N. W. Ayer & Son, New York, has taken on additional duties as television consultant and writer for Life magazine.

HEBER SMITH, for approximately five years account executive of CBS-Hollywood, has resigned that post to become vice-president of Erwin Wasey & Co., San Francisco.

ALAN M. FISHBURN, assistant program director of WGN Chicago, has resigned to become radio producer for Schwimmer & Scott Adv. agency, Chicago.

RAYMOND R. MORGAN, president of Raymond R. Morgan Co., Hollywood, is now convalescing from a heart condition which had confined him in the hospital for several weeks. R. J. SCOTT co-partner of Schwimmer & Scott, has returned to Chicago following 10 days on the West Coast.
WHEN IT'S HIGH NOON IN WNOXVILLE

SALES ARE AT THEIR HOTTEST! Elsewhere, sales may nose-dive when the hour hand zooms upward to twelve o'clock noon. In WNOXville, the Midday-Merry-Go-Round continues to break sales records in quick succession. Variety entertainment at its best... a multi-sponsored 70-minute program that glues listeners to radios, and plays, daily except Sunday, to a paying, packed studio audience of hundreds.

*WNOXville... the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis... TWICE as big as Nashville... according to SALES MANAGEMENT's 1943 "Survey of Buying Power".

WNOX
10,000 WATTS ON 990 KC.
KNOXVILLE, TENNESSEE
No, it's not a "doodle." It's the mathematical formula for the Pearsonian Coefficient of Correlation—the formula that will answer the question . . . “Do my sales indicate that my spot radio campaigns are delivering?"

To Raymer men such static formulas are not expressed in algebraic equations, but in people who can be customers for your product and factors that are ever changing.

With years of practical brass-tack experience and study in the markets of the country, Raymer service can be a mighty help in the planning of your campaign. Put it up to Raymer for results.
Congress Courageous

BARRING an eleven-hour postponement, hearings get under way this week on the White-Wheeler Bill before the Senate Interstate Commerce Committee. At the same time a conflict rages behind the scenes in the House on the Select Committee inquiry, with the issue evidently whether the investigation will be "whitewashed" or continued. There also is a House move to start legislative hearings, paralleling those of the Wheeler Committee.

Congress obviously approaches the whole radio legislative scene with a sort of "something wrong in Denmark" attitude. This emerges from the persistent criticism of the Commission's methods both in the domestic and international fields; from controversy with the military; from the threat to the fundamental freedoms implicit in the Supreme Court's opinion of May 10 handing the FCC a blank check, and from the all-around high-handedness of a bureaucracy reeking with lust for power and reprisal against those who challenge it. Endruling all this are the unmistakable lobbying footprints of the FCC majority to block legislation.

Last there result the confusion and inaction that has marked past Congressional forays, traceable to the fast headwork and indefatigable energy of the FCC majority, certain things should be clearly understood. Senator Wheeler, prodded by many of his colleagues, has called hearings for a single purpose—to write legislation. Now and under what circumstances that should be done depends upon the logic and the courage with which the broadcasting case is presented.

We think it should be clear that Congress now needs to do only one thing—retrieve its right to write the laws. Thus it would safeguard an art and medium that is threatened with complete subjugation because of the power granted the FCC by the Supreme Court. The Commission is setting out to make radio a common carrier, when Congress thought it said specifically it isn't. It is seeking to censor by the back door, when Congress thought it said "no". It is regulating the business of radio when Congress denied it that right.

That being so, it is hoped the Senate committee will not permit these hearings to be used as a sounding board for those with axes to grind. That should apply equally to the spokesmen for private radio interests and to the FCC. The Select Committee inquiry in the House is a separate, independent process, authorized to evaluate the stewardship of the FCC and to decide whether it has run out of bounds. Its findings (if the inquiry is to be seriously pursued) may well result in legislative recommendations, and that's all to the good. But the job there is to find out what's wrong with the personnel and the policies and procedures of the FCC.

By the same token, it would be unfortunate if an effort were made to scuttle the Select Committee inquiry by transferring the job, as a legislative task, to the full House Interstate Committee, of which Rep. Lea (D-Cal.) also is chairman. Small committees function better on inquiries than larger ones, which are preoccupied with other legislative work. To effect the transfer, which we understand is the cause of much of the furor within the Select Committee, would be to stifle the investigation. The misgivings of those who suspected a "whitewash" would be justified.

There is only one real issue—the public interest. That is what Congress is pledged to protect and what radio is seeking to serve. That is what ol' C.B. meant when it was protecting when it wrote the original Radio Act in 1927, now embodied in the Communications Act of 1934. The law was good so long as its administration followed the Congressional intent. Now the law has been declared bad by the highest court of the land. The administration has been sufficiently questionable, to put it mildly, to arouse the House to order a sweeping inquiry by almost unanimous vote. Thus, the Select Committee inquiry has to do with administration; the standing committee hearings with the law.

So without recriminations or name-calling, we hope these separate and long-needed legislative explorations may be carried through swiftly, unimpeded by political trading or threat of reprisal.

It's the American way.

Post-War Frontiers

RADIO's final role in this most ruthless of all wars will be at the peace-table. Plans, however embryonic, already are under way. The heads of two of this country's great networks—Niles Trammell of NBC, and William S. Paley, of CBS—are slated for trips abroad tied in with radio's war operations and with the post-war radio world.

The global missions of these men, who travel under different auspices but whose objectives are not dissimilar, befit radio's virile, heads-up operation. These tasks couldn't be entrusted to lesser men, however capable or inspired. The jobs are topside because the end results will be not merely domestic, but worldwide in their scope.

Don't expect globe-girdling radio or television networks the day the Hitlers and the Hirohitos are knocked out cold, save for transcendental events. But you can expect a kind of international solidarity, with radio the connecting link. And you can expect a new kind of international radio journalism that will bring to every receiver the first-hand story of the peace that is to be made and the rehabilitation of a war-torn world. The key figures in the greatest real drama of all-time will tell their stories direct.

Of the precise missions of radio's leaders little can be told now. Mr. Paley, to be accompanied by Davidson Taylor, assistant program director, is under orders from Elmer Davis, OWI director and former CBS analyst. Mr. Trammell, whose companion is John F. Royal, NBC vice-president in charge of international relations, so far as the public announcements go, is planning reopening of offices in the subdued countries as they are liberated and in expanding operations after the peace.

Radio, as an art and medium, is fortunate in having men of that calibre steering the pace. It is in the best radio tradition.

Our Respects To—

W

HEN the small station, or any of the various problems relating to the small station enter the conversation, there comes a gleam of intense interest into the eyes of Marshall H. Pengra, manager of KRKN Roseburg, Ore., who has consistently championed the cause of the "little fellow". In the fall of 1942 he headed a committee of Oregon and Washington broadcasters which wrote the resolution later adopted by the FCC extending restricted operators licenses for the duration of the war and six months. The previous set-up had been a tremendous hardship upon the small fellows, who with the war were faced with almost continuous manpower turnover and labor shortage. Marshall was selected as spokesman for the small stations at the NAB War Conference in Chicago last April. At Senate hearings a few days ago on U.S. paid advertising in small newspapers, Marshall was there for the NAB [Broadcasting, Oct. 26].

He was also selected as chairman of the Small Market Stations Committee of the NAB which met in Washington, D.C., last June to consider the commercial problems of the small station. Resolutions drawn up by this meeting called for a group selling plan for small stations to be worked out by the NAB's research department for ultimate adoption by the small outlets about the country, and that there should be a full-time, paid NAB staff member to represent the small stations.

Born in Stockton, Ill., in 1910, Marshall attended grade and high school in Wisconsin and Oregon. He went to live with an aunt in Chicago after high school graduation in 1927 and while enroute by train he met James B. McDougall, then governor of the Federal Reserve Bank of Chicago, who gave him his first job as messenger boy in the Chicago Federal Reserve branch.

He entered Beloit College, Beloit, Wis., in 1928 and a year he transferred to the U. of Illinois, majoring in history and English, graduating in 1932.

"Times were pretty tough on the green graduate in 1932," he says, "I hitchhiked 200 miles from Chicago to the little town of Brodhead, Wis., with my portable typewriter to try and wedge a job out of the editor of the weekly newspaper there." Having been turned down by all the Chicago dailies on an offer to write a column while he travelled about the world with starting capital of five dollars, he worked two weeks for nothing on the Brodhead weekly after he had been told by the editor that there just wasn't any job. When he got ready to leave, he was offered room.

(Continued on page 4E)
One resounding radio voice stands out today as the dominant leader in all New England... from Martha's Vineyard to Canada. Recent surveys in Worcester, Springfield and other adjacent towns prove that WBZ is tops. Period after period—night time and day time—the listening audience voted for WBZ.

In Boston—in dozens of industrial cities in Massachusetts—in fact, throughout New England, consumers center their listening interest, more and more, on WBZ & WBZA's spot on the dial. Thus they're within-easy-reach, through a WBZ & WBZA microphone.

There's the crux of the story—most of New England—at single-station cost.
Our Respects to
(Continued from page 82)
and board and cigarette money to stay, and he stayed for nine months.
In the spring of 1933 he learned that the editor of his home town paper was short a man and he subsequently joined the staff doing full time work in advertising and newswriting. It was at this time that he married his childhood sweetheart, Eve Bullis. Taking a summer school course he acquired the necessary credits to obtain an Oregon state teacher's certificate, which led to a position for a year as a country school principal. Then followed two years with the Salem high school system in Salem, Ore., at which point radio peaked around the corner, soon to step into full view.

In 1935, "to get some idea of radio" Marshall began writing radio script and doing some announcing, for nothing, at KSJM Salem. He became the station's after-hours special events man, doing his first sport broadcasts at this time for Tide Water Associated Oil Co., both live and Western Union recreations.

The big step came in 1936 when he joined KRNR Roseburg as commercial manager, on a three months' trial arrangement. His limited selling experience proved no serious handicap as he soon pulled the station out of the red and was made manager in 1938. Owner of the station is Rep. Harris Ellsworth (R-Ore.), publisher of the Roseburg News-Review.
The Pengras have two sons: Marshall Hyton IV, and Michael Hayes the I.
As an avocation, Marshall does Pacific Coast Conference sports-

Personal Notes

COL. EDWARD M. KIRBY, chief of the radio branch, Bureau of Public Relations, War Department, addressed the first dinner meeting of the Washington Chapter of the Association for Education by Radio, Oct. 25. Col. Kirby spoke on "Radio on All Fronts"—casting for Tide Water Associated Oil Co. in football and basketball.

BURRIDGE D. BUTLER, president of WLS Chicago, left Oct. 23 for Phoenix, Ariz., where he will spend the winter months supervising the activities of the Arizona network stations—KOY Phoenix, KTTU Tucson and KSUN Babee-Lowell.

CARROLL MARTS, assistant to Miles Lampl, controller of MBS, has been named sales supervisor of the Midwest office, effective Oct. 25. He replaces Paulus, who left for the Army Oct. 30.

ROBERT F. WOLFSKILL, manager, Kansas City offices of Commercial Radio Research, spent part of last week in Washington discussing FM developments with Everett R. Dillard, general manager of the company and licensee of KOZY, pioneer Kansas City FM station.

GERALD HARRISON, director of programming for WNAC Boston and the Yankee network, has been elected chairman of the Crosscups' Fiends Post, American Legion, Boston.

FRED M. THROWER, vice-president in charge of sales, now a lieutenant (j.g.) in the Navy Reserves, reported for duty in Washington, Oct. 15.

ELLIS F. REHN, formerly a sales manager in the advertising department of the San Francisco Examiner, has joined the sales staff of KGO San Francisco.

R. G. (Bob) VENN has been named sales director of WAGA Atlanta. He was formerly with WGN Birmingham as promotion director.

DON NORMAN, former West Coast representative of A. C. Nielsen Company, marketing research, has replaced Thomas M. Ray Jr., as NBC spot salesman in San Francisco. Mr. Ray is organizing a Los Angeles office for Katz Agency Inc.

CHET PETERSEN, formerly sales and production manager of KTFI Twin Falls, Id., has joined Los Angeles staff of KGLO Long Beach, Cal., as account executive.

PRISCILLA THOMPSON, formerly in the research and promotion department of the Weiboldt Stores, Chicago, has joined the continuity department of CBS Chicago, replacing William Walbaum who has left CBS to join the Chicago office of Spot Sales, station representatives.

ERNIE MARTIN, former researcher on the weekly CBS "I Was There," has been assigned to sales service contact for Hollywood originating network sponsored programs, under direction of Harry Coast network assistant general manager.

Peter Zaphir, in charge of presentations for MBS, has been appointed assistant director of the network's promotion and research department. Mr. Zaphir had been with the CBS and NBC promotion departments before joining MBS six months ago.

WILBUR STARK, salesman with WMCA New York for the past eight years, has left for the Army.

SIDNEY FISHMAN, formerly director of research of WNEW New York and previously associated with the Office of Radio Research, Columbia U., has been appointed manager of the research department of MBS, effective Oct. 25.

NATHAN W. BRANDON, commercial manager of WSAY Rochester, N. Y., on leave, now a lieutenant in the Air Transport Command, married Martha Cunill of St. Louis on Oct. 20.

GEORGE R. NELSON, general manager of WSNY Schenectady, is convalescing from a minor operation.

The First and Only Tabloid Station

KCKN—Programmed for the "mass" audience of Metropolitan Kansas City—725,000 people.

KCKN—is a "tabloid" station for the "mass" audience because there are never more than three minutes of news at any one time.

KCKN—is a "tabloid" station for the "mass" audience because local continuity (both sustaining and commercial) is written in simple rhymes or jingles using common "picture" words.

KCKN—is a "tabloid" station for the "mass" audience because all entertainment is musical and all music used on KCKN is in the "popular" field.

The Voice of Greater Kansas City

ELLIS ATTEBERRY, MANAGER
BEN LUDY, GEN'L MGR.
KCKN, KANSAS CITY— WIBW, TOPEKA

CAPPER PUBLICATIONS, Inc.
CHICAGO • NEW YORK • SAN FRANCISCO
180 N. MICHIGAN 420 LEXINGTON 1207 RUSS BLDG.
Standard Oil Sponsors Lowell Thomas

Five Nights a Week on Pacific Blue

Effective November 1, Standard Oil of California begins sponsorship of Lowell Thomas - America's highest-rated newscaster and commentator, Monday through Friday at 9:30 P.M. PWT on the Pacific Blue Network.

This is the largest and most significant sale made by any Pacific Coast network during 1943.

To Pacific Blue the acquisition of Lowell Thomas is another seven-league stride toward dominance of the evening audience on the Pacific Coast.

But more than that--this purchase by Standard Oil, with a reputation for knowing and buying the best in Western advertising, again spotlights Pacific Blue as the network to buy on the Pacific Coast.

FOOTNOTE FOR OPPORTUNISTS: Pacific Blue's 9:00-9:30 P.M. availabilities, preceded by audience-getters like "Duffy's" and "Battle of the Sexes" and now followed by Lowell Thomas, won't last long.
MORGAN BRASSELL Jr., WHBQ Memphis announcer, has been inducted into the armed forces. Frances Foor is a new traffic manager, coming from WMC Memphis. James Blaine, formerly with WTVS Jackson, Tenn., has joined WHBQ as special events announcer. He recently received his medical discharge from the Army.

GEORGE BARCLAY, formerly of KDAY San Francisco, has left the announcing staff of KFKE-KKEA Los Angeles. Phil McHugh, summer relief announcer, has been made a permanent staff member.

EDDIE ROBBINS, contact producer of CBS Hollywood has resigned to join OWL, San Francisco, production staff. John Grollier of the CBS Hollywood writing staff takes his place.

BOB BINGHAM, for the past year and a half a program director with WABC, New York Branch, has returned to the United Press radio station. He was formerly program director of WABC Asheville, N. C., and WITI Baltimore.

RAYMOND CADDELL, formerly program director and chief announcer of WDRY, Dunbar, S. C., has joined the staff of WOLS Florence, S. C.

HOPE STEWART has been shifted from the BLUE’S traffic department to production, where she assists Bertha Kurtzman, in charge of production and studio assignments.

ARNOLD MICHALIS, BLUE producer-director, is the father of a daughter. JEAN BAER, formerly of the continuity department of WINS New York, has joined the public relations and press department of Mutual.

HAROLD HALL CARR has rejoined WOAI San Antonio as production manager. He left the station in 1954 to join WLW Cincinnati as program producer and director.

EDWARD HAAKER, NBC news writer for the Press Assn., and Melvin K. Whiteleather, former news writer for KYW, Philadelphia, have been given overseas assignments by NBC and will leave shortly for Europe where they will be appointed to specific posts.

JAMES G. HANLON, formerly a member of the Movie-Radio Guide staff in Chicago, has joined the press department of WGN Chicago as an assistant to Dale O’Brien, publicity manager. Cyril Wagner and Fred Lewings, former members of the WGN press department, have transferred to the continuity and production departments, respectively. Stanton Kramer, a member of the press department long before he entered the Army last year, rejoined the department after receiving an honorable discharge.

ADELE McCARTHY, formerly director of the continuity department of WGL, Chicago, has joined the production department of WNBC Boston as producer-writer.

FRANK LEE, formerly chief announcer of WRKST New Castle, Pa., and more recently with WARK Akron, has joined the announcing staff of WMNN Fairmont, W. Va.

PAUL BRENNER, WAAT Newark, N. J., staff announcer, was m. c. of a ten day series of early morning broadcasts that ended Oct. 30, over the P. A. system within the plant of RCA-Victor, Harrison, N. J., in connection with the company’s semi-annual suggestion cavaledale.

MAJOR JACK HARRIS, executive officer of radio branch of bureau of public relations, War Department, currently is in Hollywood for three months to appoint and install successor to Robert C. Colson, former chief of West Coast office. Latter resigned Oct. 31 to become Hollywood manager and production supervisor of the company. He is in charge of special events, news and sports director of WSM Nashville, Tenn.

FRED CURTISS, formerly of WJW Detroit, has joined CBS Hollywood announcing staff.

LIBIT. (jr.) ROBERT GARRD, former newsman of CBS Portland, and now on duty in the South Pacific area, was married to Doris Thomas of Denver on Aug. 26, it has been announced.

LEW L. LANSWORTH, Hollywood radio producer, and Jeanne Bates, actress, were married in San Francisco on Oct. 8.

CARLTON PEARL, of the CBS press department, reports to Fort Dix, N. J., Nov. 3, for army service.

RICHARD KUNSTMAN, former associate editor of Movie-Radio Guide, will join the mutual publicity department as trade news editor Nov. 2.

WALTON JOHNSON, formerly with the production department of the Mutual News Bureau of New York, has joined WOR New York as assistant to the audience promotion manager.

LEW LANSWORTH, Hollywood radio producer, and Jeanne Bates, actress, were married in San Francisco on Oct. 8.

JOHN MULVYHILL, formerly with WOR Pittsburgh, has joined the staff of WGAN Cleveland.

ROBERT ANTHONY, formerly WATW New York, is now managing the announcing department of WHBQ Memphis.

SHIRLEY DAVIS, formerly in the publicity department of KIRO Seattle, has joined WOAI San Antonio as production manager. Miss in charge of publicity and promotion.

RALAN MACDOUGAL, CBS scriptwriter, has left the network to handle special writing assignments on the West Coast.

ALFRED KERR and James Blaine, having received medical discharges from the armed forces, have rejoined the announcing staff of WHBQ Memphis.

GEORGE ROSE, manager of KWW Stockton, Calif., and commentator for the home games of the Pacific Coast League, and Lee Giroux, KPRO Kmer Alaska, have joined WOAI San Antonio as the announcing roster of the Tide Water Oil Co. football sportscasts.

JOSEPH P. MULVYHILL, formerly of WAGT Atlanta, has joined the staff of WHBQ Memphis.

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NEAL VAN ELLS, announcer-writer for WRKST New Castle, Pa., is expected to return this week after an attack of diphtheria.

ALLEN DUQUIN, assistant to producer Robert Maxwell in the development of Superman and Hop Harrigan on BLUE, has been appointed to succeed George Lowther as director of Superman.

HOWARD KEEGAN has left NBC, where he has produced daytime dramas, to join WCFL Chicago as program director.

WESLEY STEADMAN has received a medical discharge from the Army and has joined KFAC Los Angeles as announcer.

RONALD C. FRASER, formerly of CJLS Yarmouth, N. S., has been appointed Maritime regional farm commentator of the CBC at Halifax. He succeeds Allan Dill who resigned because of ill health.

LEE ALLEN, Toronto, has joined the announcing staff of CKRN Rouyn, Que.

NEIL MORRISON has been appointed supervisor of talks of the Canadian Broadcasting Corp., with offices at Toronto. He joined CBC in 1940 developing the National Farm Radio Forum.

ORSON WELLES, producer-actor-writer, will leave for a foreign tour to entertain members of the Armed Forces.

JAMES BOYSEN, formerly of WJNC Rice Lake and WEAU Eau Claire, Wis., has joined the announcing staff of WTCN Minneapols.

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SPONSORS SPEAK LOUDER THAN WORDS
"Sweetheart" is a tender word.

It's a word that good engineers and mechanics sometimes use in referring to a cherished tool or instrument. They say, "Boy, it's a sweetheart!"

That's the way many broadcast station technicians feel about the RCA 68-B Beat-Frequency Oscillator, and the RCA 69-B Distortion Meter.

Used together, these instruments are ideal for making harmonic distortion measurements on broadcast transmitters.

**NOTE THESE FEATURES:**

**RCA Beat-Frequency Oscillator Type 68-B:** Vernier-controlled pointer traveling over a large direct-reading scale, for easy adjustment of frequency; electric-eye tube permitting ready checking of calibration against the powersupply frequency; well-shielded electron-coupled oscillators, and push-pull detector and amplifier circuits, providing exceptional freedom from distortion; electronically regulated, built-in power supply, assuring constancy of output, irrespective of normal line-voltage fluctuations; extremely compact design, requiring only 8½" of rack space. Frequency range: 20 to 17,000 cycles.

**RCA Distortion Meter Type 69-B:** Measures distortion content and noise level over a wide range of audio frequencies; easy, rapid calibration, accomplished without the use of other equipment; provision for bridging or direct-to-tube audio inputs; linear r-f rectifier included for direct measurement of the modulated output of transmitters; new, large-size meter; extreme compactness of design, only 8½" of rack space.

Write for complete description and specifications. Please address inquiry to Test & Measuring Equipment Section, Radio Corporation of America, Camden, N. J.
The Business of Broadcasting

STATION ACCOUNTS

WJJD Chicago
Sterling Insurance Co., Chicago, 6 sp. weekly, 24 weeks, thru Neal Adv., Co., Chicago.
Quaker Curb Streicher Co., Kenosha, Wis. (institutional), 5 sp. weekly, 13 weeks, thru United Broadcasting Co., Chicago.
Wills-Tablet Co., Chicago (stomach tablets), 6 sp. weekly, 52 weeks, thru First United Broadcasting, Chicago.
Household Finance Corp., Chicago, 8 sp. weekly, 16 weeks, thru BDGO, Chicago.
Quaker Oats Co., Chicago, 6 sp. weekly, 5 weeks, thru Ruthrauff & Bros., Chicago.

WOR New York
Agash Refining Co., Brooklyn (Royal Cook Salad Oil), 42 sp. weekly, thru Diner & Dorkind, N. Y.
American Dietetics Co., New York (Souplets), 62 sp. weekly, thru Smith & Seiffer, N. Y.
Atlantic Macaroni Co., New York (Caruso Brand Food Products), 62 sp. weekly, thru Prudential Adv., N. Y.
Savings Bank Assn. of N. Y., State, as, 13 weeks, thru Ruthrauff & Ryan, New York.
Manhattan Soap Co., New York (Sweetheart Soap), 52 sp. weekly, 20 weeks, thru Franklin Adv. Co., N. Y.
B. C. Remedy Co., Durham, N. C. (headache powders), 52 sp. weekly, 12 weeks, thru Charles W. Holt Co., N. Y.

KYW Philadelphia
Plough Inc., Memphis, Tenn. (St. Joseph’s Aspirin and Penrose Knee-Drugs), 2 sp. per wk, 56 wks, thru Lake-Spiro-Shur-Pharm, Philadelphia.
Modern First and Co., Philadelphia, 3 sp. per wk, 5, to be sold on Commission, thru Stewart-Jordan, Philadelphia.
McGraw-Phillips Co., Co., Baltimore (Rem), 15.00 as per wk, 28 wks, thru Joseph Kats, Baltimore.

CFCO Chatham, Ontario
Canadian Bankers Assoc., 5 to weekly thru R. C. Smith and Sons Ltd., Toronto.
Standard Brands Ltd. (Magic Baking Powder), 10 a weekly thru J. Walter Thompson, Montreal.
Dinner King (proprietary medicines), 220 a thru ArDez Adv., Oakville, Ontario.
Standard Brands Ltd., 15 a weekly thru J. Walter Thompson, Montreal.
Wonders Bakers, 5 a weekly thru J. J. Gibson, Toronto.
Macmillan United Radio Advertisers (patent medicines), 15 a weekly.

DGAL Chicago (Ontario) Ltd., 3 sp weekly thru Maclean Adv., Toronto.

Roberts Biological Labs. (All-rxi-tonsil), 35 a thru Maclean Adv., Toronto.

Dept. of Munitions and Supply (coal conservation), 35 a thru Adv. Agencies of Canada.


Lever Bros. (Lifebuoy soap) 25 sp weekly thru Joseph Hershey Gilchrist, New York.


Western Canada Flour Mills (Pioneer Feeds), 3 sp weekly thru A. McKim, Ltd., Toronto.

Salvation Army, 28 a thru A. McKim Ltd., Toronto.


CCKL Toronto
Dr. Bell, Wonder Medicine Co., Kingston, Ont., 3 7/10 a weekly, thru Dominion Broadcasting Co., Toronto.

Mutual Benefit Health & Accident Assn., Toronto, 3 1/2 a weekly, thru Harry B. Foster Agency, Toronto.

Dow Coal Co., Toronto, 5 a daily, thru Dominion Broadcasting Co., Toronto.

Chris Hansen Labs, Toronto (Junior), 7 sp. weekly thru A. McKim Ltd., Toronto.

Vick Chemical Co., New York, 5 a weekly thru International Adv., Toronto.


Lever Bros., Toronto (Lifebuoy), 15 a weekly, thru Ruthrauff & Ryan, N. Y.

KFRC San Francisco
Vick Chemical Co., New York, 8 a weekly, 13 weeks, thru McCann-Erickson International, N. Y.

Leather Bros., Cambridge (Vimmie), 2 a weekly, 2 weeks, thru BDGO, New York.

Lever Bros., Cambridge (Lipton tea), 2 a weekly, 2 weeks, thru Young & Rubi.

42 Products Inc., Los Angeles (shampoo), 1 a weekly, 4 weeks, thru Hillman-Seiner, Los Angeles.


WAGA Atlanta
Dolster Labs., Ressemer, Ala. (Alcosena), 6 sp weekly for 52 weeks, direct.

Loeb Bros., Evansville, Ind. (Tenderflake flour), 6 sp weekly for 52 weeks, direct.

Pepsi-Cola Co., Atlanta, 6 sp weekly for 13 weeks, direct.

Colo-Sale Stores, Atlanta (Gold Label coffee), 6 sp weekly for 52 weeks, direct.

Pepsi-Cola Bottling Co., Atlanta, 6 sp weekly for 52 weeks, direct.

WMAQ Chicago
Maryland Pharmaceutical Co., Baltimore (Rem and Cold remedies), 350 a, thru Joseph Katz Agency, N. Y.

P. Duff & Sons, Pittsburgh (waffle and gingerbread mix), 16 a, thru W. EarlBothwell Agency, Cleveland.


WEHR Chicago
Chicago Daily News-Chicago (recipes), 5 a per wk, 52 wks, thru Schwimmer & Scott, Chicago.

Chicago Daily News, Chicago (children's stories), 5 a per wk, 52 wks, thru Schwimmer & Scott, Chicago.

CKY Winnipeg
Byers Flour Mills, Camrose, Alta. (Sunny Boy cereals), 2 7/10 a weekly, thru Stewart-Locke Ltd., Winnipeg.

Mantle Lamp Co., Toronto (Aladdin lamps), 1 1/10 a weekly, thru Fellers & Frebise, Chicago.

WABC New York
Twentieth Century-Fox Corp., New York ("Sweet Rosie O'Grady"), 8 a, thru Kayton-Spiro Co., N. Y.

Paramount Pictures, New York ("True to Life"), as, thru Buhman & Co., N. Y.

Wider Radio Use Seen for Aviation Medium Will Help to Sell Air Travel, Says Carlisle

AVIATION and the air transport industries will make increasing use of radio after the war, in the opinion of Norman V. Carlisle, general manager of Aviation Research Devices, a subsidiary of WCTCN Minneapolis. Mr. Carlisle is co-author of Your Career in Radio, which he wrote with Conrad C. Rice, program director of WEMP Minneapolis.

Radio, says Carlisle, "is a vital medium that has a definite place in presenting the story that aviation has to tell." Next year, he points out, the aviation manufacturing industry is scheduled to produce 30 billion dollars in aircraft and equipment, as compared to a pre-war peak of $3 billion dollars for the automobile industry. There will be a sharp drop in aircraft production after the war but the industry will continue to be a great one, and air advertising will enjoy an enormous peacetime boom.

Selling Opportunity

Hundreds of applications for new air routes have been filed with the Civil Aeronautics Board, totaling half a million route miles. Truck, bus, rail road and steamship companies, as well as the established airlines, are trying to get into the picture. After the war, air transport will have something to sell to the public and there will be plenty of competition. Radio, both network and spot, will be an important factor in merchandising this transportation.

An era of popular flying is in prospect. Igor Sikorsky of United Aircraft Corp. predicts there will be millions of helicopters ten years after the war. Carlisle says many sound thinkers believe the helicopter is the future of personal transportation and that it will be as large as the pre-war automobile industry. Light planes manufacturers don’t agree, and make counter claims for their type of vehicle. In any case, it is predictable that popular aircraft will be sold at prices comparable to those for automobiles, and thousands of dealers and service stations will sell and care for them. Here again is a post-war opportunity for radio that can hardly be discounted.

It is Carlisle’s view that aviation has not used radio as widely as it could have. He believes that the favorable response to such programs as Lockheed America’s Ceiling Unlimited on CBS stations will influence other companies to follow suit. The program of Link Aviation Devices, a manufacturer of the Link Trainer, is cited as another successful use of the medium. Titled Prelude to Victory this 15-minute transcribed series has been broadcast in 46 cities near aviation centers.

Page 38 • November 1, 1943 • BROADCASTING • Broadcast Advertising
QUESTION:
What's happening to the prize package of the industry?

ANSWER:
Bond Clothes, Barricini Candy Shops and Breakstone Dairy have already made the "great radio buy", participating periods in "Gloom Dodgers". These sponsors are observing carloads of their merchandise being sold the easy way via New York's greatest live talent morning program.

And the ratings are climbing steadily.

Participating strips are still available. Who knows for how long?
JOHN F. TROMMER Inc., Brooklyn, on Oct. 26 started twelve-week, ten-minute commentaries by John H. Kennedy on WJZ New York. 6:05 p.m. in behalf of White Label best. Trommer started promotion for White Label, one of its highest priced brands, on WQXR New York the preceding week, with five live announcements weekly. Campaign for White Label may be extended in a few months. Trommer continues using The Answer Man on WOR and spot announcements in three or four cities for its regular brands. Agency is Federal Adv., New York.

SWIFT & Co., Chicago, starts promotion of All-Sweet Oleomargarine on Martha Deane's program on WOR New York Nov. 1. Contract for 20 weeks was handled by J. Walter Thompson Co., Chicago.

BLOCK INTERNATIONAL Corp., New York, has named Irwin Vladi- mir Co., New York, to handle foreign and domestic advertising of its textiles. No radio plans have been announced.

CONTINUING its gradual expansion of radio advertising for Durkee Famous salad dressing, Durkee Famous Foods Inc., Elemhurst, N. Y., has signed for participations on Ed Evans Breakfast for its Bedlam program on WJZ New York, starting Nov. 15, date for renewing its participations on the program's 52 weeks. Agency will be extended shortly to Chicago. Agency is Federal Adv., New York.

BONUS CHECKS go to Billy George and Mickey Heath (1 to r) for outstanding announcing of the Brewers broadcasts over WEMP to baseball fans in the Milwaukee area. C. J. (Chuck) Lanphier, general manager of WEMP, presented the checks. He holds the cup awarded Mickey as the top announcer in the American Association.

EL MOBO CIGAR Co., Greensboro, N. C., has appointed Morse International, New York, to handle its advertising. No radio is contemplated for the present.

MOSCO Co., New York, has named McCann-Erickson Inc., New York, to handle advertising for Bosco, a beverage. Both network and spot radio have been used for a number of years. Future media plans are not set.

FRED H. PINKERTON has been appointed director of public relations for Reeves Sound Labs., New York. Mr. Pinkerton was formerly manager of sales promotion and advertising of the Industrial Division, U. S. Rubber Co. Coincidently he is serving as public relations counsel to the National Electrical Wholesale Assn.

KELLY PRODUCTS Inc., Los Angeles (Kenu cleaner), has named Litt & Co., Los Angeles as agency. Radio plans are said to be included.

PRECISION CASTINGS Co., Fay- etteville, N. Y. (die-castings), has named Flick Advertising Agency to handle its account. Plans are said to include radio.

Duffy's 1st Reader

DEDICATION — "To me father and mother whom we hold the book of this book wouldn't have been possible" — is all the clue needed to the contents of the 48-page book-let written by Archie of Duffy's Tavern fame. Spon- sor of the BLUE program, Bristol-Myers Co., has published the reader in which Ed Gardner has poured forth his life and times—with pix to match.

In case your Latin lessons, like ours, are some years behind you (we had to check the spelling ourselves) Caesar's Gallia was also divided into three parts. * Tri-parte California shapes up like this:

**CALIFORNIA CONSISTS OF...**

1. The San Francisco-Oakland (Bay area) market;...and BIGGEST OF ALL...

2. The Los Angeles-San Diego (southern California) market;...and to promote the Paramount film, "The City That Stopped Hitler," in a four-week cam- paign which started Oct. 30, is using a total of 40 live spot announcements weekly on KHJ KNX KECA KFWB. Agency is The Mayers Co., Los An- geles.

**CALIFORNIA CONSISTS OF...**

1. The San Francisco-Oakland (Bay area) market;...and BIGGEST OF ALL...

2. The Los Angeles-San Diego (southern California) market;...and to promote the Paramount film, "The City That Stopped Hitler," in a four-week cam- paign which started Oct. 30, is using a total of 40 live spot announcements weekly on KHJ KNX KECA KFWB. Agency is The Mayers Co., Los An- geles.
Jenth in a Distinguished Series

Since its inception ten years ago, BROADCASTING YEARBOOK has been acclaimed by radio for its all-inclusive and authentic radio information. You're there every working day of the year through your advertisement in the 1944 YEARBOOK.

Deadline: December 1, 1943

Regular Issue Rates and Sizes Prevail
Peerless Laundry Co., Los Angeles, in an eight-week help wanted campaign on Oct. 25 started sponsoring a daily 25-minute recorded musical program Peerless Music on KFAC. Associated Adr. Agency, Los Angeles, has the account. A. P. Larson is account executive.

Young's Market Co., Los Angeles (chain), to promote Dr. Pepper beverage, and placing direct is sponsoring a three-weekly quarter-hour sports program on KMPC Beverly Hills, Cal. Contract, for 13 weeks, started Oct. 12.

Bendix Aviation Ltd., North Hollywood, Cal., in a help wanted campaign which started Oct. 12 for four weeks currently is using an average of six spot announcements daily on each of four stations. List includes KMPC WFJF KFWB. KIEV. Agency is Shaw Co., Los Angeles.

McGavin Bakeries Ltd., Vancouver, has renewed Dollars for Scholars quiz program weekly on a number of western Canadian stations. Account was placed by Cockburn Brown & Co., Ltd., Vancouver.

Dr. Jackson Foods Ltd., Toronto (Roman Meal), has started transcribed Adventures of Jimmy Dale, based on the Frank L. Packard mystery stories, thrice-weekly on both CBL and CNR. Account was placed by Harry E. Foster Agencies Ltd., Toronto.

People's Credit Jewelers Ltd., Toronto (national chain stores), has started Sunday evening musical salute to the people's credit jewels on CFRB CHML CKCO. Account was placed by MacLaren Adven. Co., Ltd., Toronto.

John Sturt Sales, Toronto (distributors for Smith Bros. cough drops), have started spot announcements on 10 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

Entire Kellogg Account
To Kenyon & Eckhardt
Kellogg Co., Battle Creek, Mich., which here-tofore has divided its account among various agencies, has announced that all Kellogg products will be handled by Kenyon & Eckhardt, New York, effective Dec. 1. Product lines tied in with the announcement include Bran Flakes, Pep, All Bran, Gran-Pup dog food, all currently placed by K&L, and Kellogg's Corn Flakes, Rice Krispies, Shredded Wheat and Krumbles.

In addition to various spot campaigns for specific products, Kellogg sponsors portions of the Blue programs, Breakfast at Sardi's and Breakfast Club for All-Bran and Pep, products also promoted on the Jack Berch program on the Yankee network; Kellogg News on the Blue for Gro-Pup, and Superman on Mutual for All-Bran.

Great West Distributors Ltd., Calgary (gasoline), has renewed its news commentary This Week twice-weekly on a number of western Canadian stations. Account was placed by Stewart-Lovick Ltd., Calgary.

Major Oil Co., Philadelphia, has added news of servicemen of its morning newscasts on WIBG Philadelphia.

Laurel Biscuit Co. and the Gem City Ice Cream Co., Dayton, are sponsoring the weekly quarter-hour News Column of the Air on WOD Dayton. O'Brien Milling Co., Greenville, Ohio is sponsoring hillbilly variations, featuring Texas Jim Lewis, in the 7-10 p.m. period on Tuesdays, Wednesdays and Thursdays.

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.,
Suite 315, Evening Star Bldg.,
Washington, D. C.
Robt. F. Whitehill, Mgr.,
Plant No. 1,
321 East Gregory Blvd.,
Kansas City 5, Mo.
M. W. Woodward, Ch. Eng.,
Office of Chief Engineer,
7134 Main St.,
Kansas City 5, Mo.
George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOY

Casco Offers Bonds
CASCO Co., Canton, O., has started daily transcribed spot announcements over 12 Mid-Western stations for Casco Cold Tablets. Series, which is to last through the “cold season,” offers $25 war bonds daily for best war slogans using the letters C-A-S-C-O. Howard Swink Adv. Agency, Marion, O., handles the account.


Byers Flour Mills, Camrose, Alta. (Sunny Boy cereal), has started transcribed program Air Command twice weekly on 15 western Canadian stations. Program has been worked out with the Royal Canadian Air Force to teach children aircraft recognition. Account was placed by Stewart-Lovick Ltd., Calgary, Alta.

Canadian Marconi Co., Montreal (institutional), has started twice-weekly transcribed program War Correspondent on a number of Canadian stations in both English and French. Account was placed by Cockburn Brown & Co., Montreal.

W. K. Buckley Co., Ltd., Toronto (proprietary), has started a campaign of spot announcements, quarter-hour and half-hour transcribed programs on 50 Canadian stations. Account was placed by Walsh Adv. Co., Ltd., Toronto.

Curries Ice Cream Co., Los Angeles (retail chain), new to radio, on Oct. 21, started sponsoring a weekly half-hour new type quiz program Meet Joe Paboe on KNX Hollywood. Contract is for 26 weeks. Series features Art Barker as m.c. with participants of various studio audiences, airing views on current events. Agency is Briscoe, Davis & Van Norden, Los Angeles.

British Columbia Land of Opportunity
**THE Betsy Ross OF TODAY**

★ Betsy Ross’ part in the American Revolution fight for freedom parallels Hallicrafters Radio employees’ role as home-front fighters, to secure the future of this nation and world-wide Peace.

The people of Hallicrafters Radio are making history, filling ever-increasing production quotas. Their ability to meet these quotas has won for them the honor of being the first radio manufacturer to receive the Army-Navy Production Award for the third time.

Hallicrafters Radio is proud of this Second White Star added to their Army-Navy “E” flag. We who are fighting on the home front renew our pledge to continue to better production records in the cause of freedom.

BUY MORE BONDS!

the **hallicrafters** co.

CHICAGO, U.S.A.

THE WORLD’S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT
To a Submarine, a Fish's Grunt Sounds Like Enemy Propellers

United States submarines turn corners at ten fathoms or less, wondering just what sounds are being caused by fish.

The men in the submarine have their ears glued to Sounds...pick them up and play them back so that Sailors and Aviators may know who's there—friend or foe!

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

Hearing Slated by FCC For Akron CP Request

HEARING was set by the FCC last week on the application of Buckeye Broadcasting Co., Akron, a partnership, for a construction permit for a new 250-watt station on 1240 kc, the frequency which is to be vacated by the move of WJW to Cleveland, where it will operate on 880 kc with 5,000 w. (BROADCASTING, Aug. 30). The present temporary license of WJW was extended at the same time to Nov. 16, 1945, or such earlier date as WJW goes on program tests at Cleveland.

The new Buckeye Co. consists of Charles Swearingen, Alex Teitelbaum, Myer Wiesenthal, Jack N. Berkman, Richard Teitelbaum, Joseph L. Lanu, Louis Berkman, Joseph M. Troesch, and John L. Merdian, who operate WSTV Steubenville on 1540 kc. It was reported last August that Buckeye had been negotiating with William H. O'Neill for purchase of the Akron facilities, but they were dropped because of uncertainty of the status of the Akron outlet after the new WJW began operation in Cleveland.

WTBO Control Acquired By Mrs. Aurelia Becker

CONCIDENT with grant of a construction permit to WTBO Cambridge, Md., to change frequencies from 820 to 1450 kc and hours of operation from limited to unlimited, the FCC last week approved acquisition of control of Associated Broadcasting Corp., licensee, by Aurelia S. Becker for $15,804, representing paid-in cash for 402 shares of capital stock. The station will continue to operate on 250 kc. It is understood that negotiations for a new major network affiliation are under way.

Leon E. Pamphilon, WBDC chief engineer, asked the FCC last week to approve sale of 124 shares in WTBO for $29,000, 74 shares of which were to be sold to Mrs. Becker and 50 to Mrs. Becker, Mrs. Becker already owning 60% of WTBO. Her husband, the late Frank E. Becker, had secured FCC sanction early in 1942 for his purchase of Mr. Pamphilon's $10,000 equity, but his death prevented the transaction.

Words in the War—A Dictionary of Newsworthy Place Names, People, Musical Terms and Other Announcing Stumbling Blocks, is the new NBC Handbook of Pronunciation, compiled by James J. Bender. Perusing the W G K V Charleston, W. Va. copy for Shastina—Schastina (see Handbook) are announcers Gil Canfield, Phil Vogel and John MacLean, in the usual order. Easy to follow.

KFBM Sale Okayed

SALE OF KFBM San Diego for $95,000 by First National Trust & Savings Bank of San Diego to Jack O. Gross, general manager of KFBM, and O. L. (Ted) Taylor, president and general manager of KGNC Amarillo, Texas, and president of the Taylor-Hove-Snowden group, was approved last week by the FCC. The Trust company with FCC approval had accepted voluntary control of the Worcester Broadcasting Co., licensee, last July in order to facilitate sale of the station following the death of Warren B. Worcester, the owner [BROADCASTING, July 19, Aug. 30, 1945].

Gillette Buys Bowl

FOR THE FIFTH year, Gillette Safety Razor Corp., Boston, will sponsor a network broadcast of the New Year's Day Sugar Bowl game, having arranged with CBS for exclusive coverage. With commercials promoting Gillette Blades and Shaving Cream, the broadcast will begin at 3:45 p.m., continuing until game's end. Announcers had not been designated last week. Maxie, Inc., New York, handles the account.

Renewals Granted

THE FCC last week adopted orders granting renewal of the licenses of WMIS Nashua, N. H., and WGRM Greenwood, Miss., for the regular period. Proposed findings resulting from consolidated hearings, which also included WDSU New Orleans, begun in 1932 on applications for license renewals, cited technical violations of FCC engineering regulations. The Commission concluded that if during the six-month period of the temporary licensees "no violations of the rules and regulations of the Commission are disclosed, that licenses on a regular basis should then be issued to them."

"Let me see, what did WFDF Flint Michigan say about this emergency?"
Canadian radio listeners are in a most favoured position. Choice features of six great broadcasting systems are right at their fingertips—on the networks of the Canadian Broadcasting Corporation.

Canada, Great Britain and all four leading networks of the United States... these are the channels from which the CBC selects top-ranking sustaining and commercial programmes, blending them into a balanced schedule that attracts Canadian listeners from coast to coast and keeps them listening.

Ninety-four per cent of Canada's radio homes hear these broadcasts over the networks of the CBC. Without changing their radio dials, Canadians enjoy a carefully planned schedule of leading comedy, sporting and variety programmes as well as news, educational and cultural features.

Such a diversified fare means large and consistent audiences—a fact proven by the high listener ratings of CBC network programmes.
Death of Bankhead Newspaper Subsidy
In the Senate Is Predicted by Danaher

PREDICTIONS that the Bankhead newspaper subsidy bill (S-1457) will be defeated on the Senate floor were heard around the Senate side of Capitol Hill Friday after the Banking & Currency Committee voted out the measure, 11 to 6.

Since no provision was made for Government-paid War Bond advertising by radio and other media except newspapers, opponents were girding to kill the measure. Introduced Oct. 18 (Bankhead-Worth Clark; Oct. 25) by Senator Bankhead (D-Ala.) as a substitute for one he introduced early in the year, the bill was reported out after four days' hearings, with some minor amendments.

The amended measure provides that beginning with the fiscal year ending June 30, 1944, the Treasury shall purchase between 25 and 30 million dollars in newspaper space to advertise “the sale of bonds, notes and other obligations of the United States”. One amendment deleted the words “not less than” and substituted “one-half of the total amount made available...” shall be expended for the purchase of such advertising space in daily, weekly, semiweekly and triweekly newspapers published in cities, towns, villages and communities of 10,000 or less, and one-half for newspaper advertising in cities of more than 10,000 population.

Likely to Die

Another amendment is: “In the distribution of such advertisements, the same space shall be offered all newspapers to be paid for at the prevailing published rate for the respective newspapers.”

Sen. Danaher (R-Conn.), who proposed an amendment to provide for deduction from income taxes of money spent for War Bond advertising under terms of the bill, expressed the opinion that the measure would die in the Senate. During hearings Senator Danaher indicated his interest in radio by asking each newspaper witness if he thought all media should be included.

Voting to report out the bill were Senators Bankhead; Wagner, N. Y., committee chairman; Glass, Va. (who voted by proxy); Radcliffe, Md.; Hurst, Mo.; Mansfield, Vt.; Downey, Utah; Maybank, S. C.; Scruggs, Nev.; McClellan, Ark.; Democrats, and Tobey, N. H., Republican.

Opposing it were Senators Ball, Minn.; Taft, O.; Thomas, Ida.; Butler, Neb.; Buck, Dela., Republicans. Senator Danaher was not present.

Reports that large newspapers were silent at the hearings brought from Cranston Williams, general manager, Caravan and Publishers Assn., New York, a vigorous denial. Mr. Williams referred to a letter written Oct. 16 by Linwood J. Noyes, ANPA president, to Chairman Wagner of the Senate committee, which quoted a resolution adopted by the ANPA opposing the bill as a subsidy.

Of radio Senator Bankhead said: “I’m not in favor of giving any advertising to big radio corporations. They have enough money.” With reference to small stations which, he was told, face the same problems as small newspapers the Senator asserted: “If the radio stations want to get paid let them sponsor a bill. I think it would pass. I’d vote for it but this bill was strictly for newspapers.”

EVEN STEPHEN

Little Editor Gets Break

In KLZ ‘Column’

HARMONY does not always exist between the radio and the press, but an exception to the usual order seems to be KLZ Denver. The station has a sustaining program, Colorado Speaks, featuring a round-up of Colorado newspapers’ editorial opinion on items of current interest. As a reaction to the program, KLZ recently received a letter from one of the editors of a small Colorado newspaper.

The editor, F. L. Behymer, of The Fremont, mentioned some reasons why he enjoyed the program. The paper is getting more subscribers, he said, and business men “realize that if we are good enough to ‘make’ your program, we are certainly a good place to carry your message...” So our advertising columns show a neat increase over last year!” He further wrote that the program is giving an equal footing to both the “little fellow” and the editors of the larger papers.

Sarnoff Sees FDR

DAVID SARNOFF, RCA president, was one of several business and industrial leaders summoned to the White House last Wednesday for the first of a series of conferences with President Roosevelt on participation in the war effort. Others included: K. C. Crawford, NAM president; K. T. Norris, president, Nor- ris Stamping Co., Chicago; Eric Johnston, U. S. Cham- ber of Commerce head; Ben- jamin P. Havens, U. S. Steel Corp. president; Richard R. Dupree, Procter & Gamble president, Cincinnati; George H. Mead, president, Mead Corp., Dayton, O.

Goodyear on Full CBS

GOODYEAR TIRE & RUBBER Co., Akron (shoe product division), will carry an elaborate half-hour Saturday hillbilly show on the full CBS network. Program will be heard at 11-11:30 a.m., starting Nov. 13 with Ralph Dunmke as m.c. the program will be sponsored by the soloist. Other talent includes Frank Novak’s orchestra. Commer- cials will promote other Goodyear products and soles. John Roche of N. W. Ayer & Son, New York, agency servicing the account, will direct. Goodyear also sponsors Salute to Youth, institu- tional program on NBC Tuesdays, 7:30-8 p.m., through Arthur Kudner line, New York.

Market Handbook

A 260-PAGE statistical manual for marketing executives using radio came off the press last week in the form of The Radio Market Data Handbook, published by the NAB. It was compiled under the direction of the association’s research commit- tee. One copy of the handbook is being sent to each member station and each associate member organization. Extra copies are available at $1.50 each. In view of the fact that many advance orders have been placed, it is suggested that additional copies be ordered early to insure delivery.

PERSONAL experiences of an Eng- lish broadcaster during the last days of Singapore are described by Giles Playfair, in Singapore Goes Off the Air [E. P. Dutton & Co., New York].

Where the Most Really is—KROD

600 KC CBS

Business booms here. Thou- sands of new listeners in our unrivaled coverage area make KROD the best buy.

Dorothy Robichaud, Owner
Val Lavorgna, Manager
HOWARD H. WILSON CO.
National Representatives
ANNOUNCING AN IMPORTANT NEW DATA BOOK

200 pages of . . . REFERENCE DATA for RADIO ENGINEERS . . . only $1.00

Appreciating the present special need for radio reference data in compact, convenient form, the Federal Telephone and Radio Corporation presents "Reference Data for Radio Engineers" as an aid to radio research, development, production and operation.

In selecting material for this book, the aim was to provide for the requirements of the engineer as well as the practical technician. Hence, more fundamental data are included than usually found in a concise radio handbook, in order to fill a gap that has existed in the past between handbooks and standard radio engineering text books. Special effort also was directed to making the material useful both in the laboratory and in the field.

A glance at the table of contents, listed at the right will show the wealth of subject matter included. All material is presented in a concise, practical form generously illustrated, with more than 175 charts, graphs and tables—all conveniently arranged for ready use.

Material for this Reference was compiled under the direction of the Federal Telephone and Radio Laboratories in collaboration with other associate companies of the International Telephone and Telegraph Corporation. This group of companies (including their predecessors) possesses experience gained throughout the world over a period of many years in the materialization of important radio projects.

This handy new reference should be on the desk of every radio engineer. Order your copy today—only one dollar, in serviceable green cloth binding. The order form at the right is for your convenience.

Published by the
Federal Telephone and Radio Corporation
67 Broad Street, New York 4, N.Y.

CHECK THIS TABLE OF CONTENTS NOW

General Engineering Tables. Conversion Table; Fractions of an Inch with Metric Equivalents; Copper Wire Table, Copperweld Wire; Mechanical and Electrical Properties, Standard Stranded Copper Conductors, Screw Head Styles and Method of Length Measurement, Standard Machine Screw Data—Chart for Hole Sizes.


Principal Power Supplies in Foreign Countries, Audible Spectrum, Elfer Spectrum, Radio Frequency Classifications.


Rectifiers, Special Connections and Circuit Data for Typical Rectifiers, Silicon Rectifiers.


Non-Sinusoidal Waveforms. Relaxation Oscillators, Electronic Differentiation Methods, Fourier Analysis of Recurrent Waveforms, Analyzes of Commonly Encountered Waveforms.

Dimensional Expressions.

Greek Alphabet.

Mathematical Formulas and General Information. Miscellaneous Data, Measurement Formulas, Formulas for Complex Quantities, Algebraic and Trigonometric Formulas. Approximations for Small Angles, Quadratic Equations, Arithmetical Progression, Geometrical Progression, Combinations and Permutations, Binomial Theorem, Macaulay's Theorem, Transformation of Triangles, Complex Hyperbolic and other Functions, Great Circle Calculations.

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$1.00 per copy
Toscanini Series
FIRST of the 12 consecutive concerts by the NBC Symphony Orchestra under the direction of Arturo Toscanini was broadcast on the full NBC network on Oct. 31, 5:00 p.m., while the series of 12 programs under the baton of Leopold Stokowski will begin Dec. 12. The concerts are sponsored by General Motors Corp., Detroit, account handled by Arthur Kuder Inc., New York.

Baxters Are Back
PROBLEMS of the typical American household, as dramatized on the weekly series The Baxters, will be heard again on NBC, Saturdays, 1:30-1:45 p.m., in cooperation with the National Congress of Parents and Teachers. Featured will be the "The Voice of the PTA" interpreted by Mrs. Eva Grant, editor of National Parent and Teacher.

When you think of SPOTS... think of John Blair!

Your Best National Spot Buy . . .

When you think of SPOTS... think of John Blair!

WBNX 5000 Watts
FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

GAMING FOR BUSINESS in the wilds near Spence, Iowa, are these intrepid hunters, who claimed a nice bag of ducks. Press Assn. news editor Mitchell Curtis (1), and central division manager of Press Assn. Robert F. Hurleigh (r) intrigued Larry Andrews, manager of KICD Spence, to take them duck hunting.


Aside from announcing that Chairman Fly would be the first witness, Senator Wheeler has not disclosed what plans he has in mind for further witnesses, other than to say that the radio industry would present its own case.

Both NBC and CBS have informally requested time before the committee to offer testimony in behalf of the respective networks. Since Niles Trammell, NBC president, is abroad and William S. Paley, CBS president, is on call for overseas duty as a special consultant for the OWI, it is likely that the acting heads of the two networks, Frank Mullen, vice-president and general manager of NBC, and Paul W. Kesten, executive vice-president of CBS, probably will be the main witnesses for those networks. BLUE and MBS also are expected to present testimony through Presidents Mark Woods and Miller McClintock, respectively. Witnesses for other groups which have filed appearances have not yet been publicly announced. Likewise, the purport and scope of the testimony presumably will depend somewhat upon the position of the FCC.

Senate Hearings Open Wednesday
(Continued from page 7)

"My bill doesn't propose to rewrite the Communications Act, but rather to offer remedial legislation to clear up a few points which now seem vague," said Senator White, who is the outstanding authority on radio in Congress. "I believe Congress should define the powers of the FCC to make rules that might be contrary to the law," he added.

In his testimony before the Interstate Commerce Committee, Senator White is the co-author of the original Radio Act of 1927. He has served as U. S. delegate at several important international conferences of communications since 1924.

Also on the committee is Senator Chan Gurney (R-S. D.), former operator of WNAX Yankton, S. D. Other committee members, who will be called upon to decide whether new communications legislation is necessary are:


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

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

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

* Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .
Supplementary Funds Sought To Continue FCC Investigation

AN ADDITIONAL $60,000, supplementing the $60,000 originally authorized for the House Select Committee investigation of the FCC, will be asked possibly this week of the House Committee on Accounts, Chairman Clarence F. Lea (D-Cal.) of the Select Committee announced last Wednesday. He expressed hope that the new amount, making $150,000 for the probe, would be "sufficient to see the investigation through".

At the same time he said no decision had been made with reference to chief legal counsel, but indicated that the committee would take no action at the moment. He did say, however, that he would call a committee meeting this week to discuss future procedure and possibly legal counsel.

Meanwhile rumors were heard last week that Eugene L. Garey had resigned as chief counsel or would resign shortly. Mr. Garey denied, however, that he plans to tender his resignation.

Summary of Committee

"I feel as Mark Twain felt about reports of his death—it's grossly exaggerated," said Mr. Garey. His staff has been occupied the last several days in preparing a summary of the investigation to date for the benefit of the committee.

"When we get that summary," said Chairman Lea, "the committee will be able to determine what steps are to be taken. Of course we want to give the FCC an opportunity to answer all charges and to present its case. Our job is to gather testimony from both sides, and then determine whether the FCC has administered communications according to the law."

Again the chairman asserted the findings of the investigation would "enable the Interstate & Foreign Commerce subcommittee on communications to determine whether new legislation is needed. He said hearings on the Holmes bill to re-vamp the Communications Act of 1934 likely would not be held until after the investigation is complete and a full report is submitted to the committee.

Appropriately the reported resignation of Mr. Garey, several committee members felt such a step would delay the hearings. It was learned that three of the five committee members have gone on record as opposed to any change, while the other two feel that if Mr. Garey remains the committee will be "tinged" with "Coxism." Administration forces, it is charged, have been exerting considerable pressure to oust Mr. Garey.

It was learned reliably that the FCC last week wrote Chairman Lea, protesting against Mr. Garey's address before the Radio Executives Club of New York Oct. 20 [Broadcasting, Oct. 25]. Although Mr. Lea declined to comment, it was reported that the FCC didn't like that portion of Mr. Garey's speech in which he called upon broadcasters to cooperate in the investigation.

The Commission had a stenographer present at the REC meeting, taking down Mr. Garey's address, which he made extemporaneously. It was understood Chairman James LawrenceFly objected to Mr. Garey's statement that the investigation had been accomplished so far "more by legal dentistry than by cooperation" on the part of broadcasters.

Furthermore, the FCC is said to have asked permission of Mr. Lea to determine what testimony thus far taken in the probe should be admitted to the record and made public, and that the FCC legal counsel be permitted to determine for the committee what future evidence should be considered. To that charge Chairman Lea declared:

"The committee will decide what testimony is to be received. I understand all the testimony taken under the chairmanship of Mr. Cox has been received by the committee. Our future procedure was outlined in my statement last week. No testimony taken without the presence of a committee member at all times will be admitted to the record." He referred to his statement of policy and procedure [Broadcasting, Oct. 25].

Friction between committee members, particularly over procedure and legal counsel, has been ironed out, according to Chairman Lea. Reps. Miller (R-Mo.), Wigglesworth (R-Mass.) and Hart (D-N.J.) are understood to be in favor of keeping Mr. Garey on the ground that he began the probe and is thoroughly familiar with what steps should be taken.

Although Rep. Magnuson (D-Wash.) reportedly has lined up with Chairman Lea, he said:

"I don't believe it would be wise, at this time, to make a change because Mr. Garey has some uncompleted work to do. If he wants to resign we couldn't do anything but accept his resignation."
Durr Attack on Advertising Seen in His Free World Speech

Asks International Air Freedom; Questions Culture As By-product of Ad Business

A VEILED attack upon radio advertising, premised upon the theory that spread of culture and ideas are or may become "merely a by-product of the advertising business" was loosed last Friday, by Commissioner C. J. Durr of the FCC in an address before the Third Free World Congress in New York.

International Freedom

Participating in a "Freedom of Speech Panel", Commissioner Durr stoutly supported previously expressed opinions of FCC Chairman James Lawrence Fly on restrictions on sale of time for discussion of controversial issues on the air, without, however, mentioning the chairman by name. His views, however, appeared to go beyond those heretofore expressed.

Mr. Durr alluded to the problem of freedom of the air as not limited to domestic broadcasting but also to "what we shall say to or hear from the people from other nations." He discussed international broadcasting after the war and posed the question whether it should be government or privately operated or whether government and private stations should be operated side by side.

Calling the four nationwide networks "the big business" of the radio industry, Mr. Durr said they hold an "economic life and death" power in their hands and are in a strong position to "influence, if not control, the program policies of their affiliated stations." Referring to the network monopoly regulations upheld last May by the Supreme Court, Mr. Durr said that having lost that fight the networks are now raising the cry that the Supreme Court itself is "trying to suppress freedom of speech and the appeal to Congress has been renewed".

Backs CIO Position

Defending the position taken by CIO in the BLUE Network transfer hearings last month, Mr. Durr employed the testimony of Mark Woods, BLUE Network president, in an effort to show that the industry policy was to exclude labor organizations, cooperatives and others, without goods or services to sell, from paid commercial time. He elaborated this testimony at length and attacked the NAB Code of Ethics, inferring that the radio advertisers indirectly control station policies in connection with union problems and consumer cooperatives.

Mr. Durr commended the BLUE Network's new owner, Edward J. Noble, for his pledge to the Commission that he would consider all requests for time strictly on their individual merits and without arbitrary discriminations. Declaring this should result in a real contribution to a freer discussion of public issues he said it is to be hoped that his lead "will be promptly followed by the independent stations as well as by other networks". Deprecating the free time policy for discussion of public issues, Mr. Durr raised the question of the availability of a sufficient amount of such time. Stating that radio has long passed the trial period as an advertising medium, and that the demand for it is increasing, he cited the spectacular rise of the BLUE but pointed out that time sales of other networks have not been as high since the BLUE had in the past been at a "commercial disadvantage because of its affiliation with NBC". There is no reason to believe, he added, that the trend toward less and less open time will be reversed after the war, when large advertisers will have specific goods to sell rather than mere goodwill.

Effect on Civilization

"Even if we assume that the broadcasters and their sponsors are concerned only with the sale of goods and not the dissemination of any ideas of their own", Mr. Durr continued, "what does the present trend of radio promise for the future in the way of a positive service in the public interest? We have made our decision that the greatest safety lies in having our radio outlets privately operated. They must rely upon advertising for the money with which to operate. But what will our civilization be like if the culture and ideas which we receive from radio are merely a by-product of the advertising business?"

Delving into the international realm, Mr. Durr said that before the war, international broadcasting from this country was in private hands, but the stations were few and there was "not enough advertising to sustain them". Since the war, he reported, they have come "under government operation and the number of stations has been markedly increased. He posed the questions as to what policy would prevail after the war —whether they should be private
Editorializing Discussed

"Can there be any freedom of discussion on a world-wide basis unless the other nations grant the same freedom to their citizens?" Mr. Durr asked. "And, can we afford to let democracy's story remain untold or be misrepresented to the people of any nation merely because it is one-sided from a business standpoint, to operate the facilities with which to tell that story?"

Mr. Durr also drew in the "opinionated news" controversy precipitated by the recent CBS policy ruling, but expressed the view that the issue would be adequately aired, since the commentators themselves must appear before the cedules. He said CBS should be commended for making its facilities available for the discussion of its own policies.

On that score, he concluded: "The question which immediately arises, however, is, even if the elimination of all editorializing is desirable, is it possible? Editorializing exists in the mere decision as to what is or what is not newsworthy and the emphasis placed on one item of news as against another. For example, the Washington Evening Star, which also happens to own Radio Station WMAL, Washington outlet for the Blue Network, didn't bother to write an editorial in defense of Blue's policies as outlined in the testimony of the official I have been referring to. It was much simpler not to mention the testimony in its news columns."

GILBERT McCCELLAND, formerly of the advertising and promotion department at NBC Chicago, is slated to take charge of a similar department at MBO Chicago, effective Nov. 1. For three years McCeland has been assistant to Emmons C. Carlson of NBC, and previously served in the network's publicity office in Chicago.

MURRAY ALLEGES

ANTI-LABOR BIAS

ALLEGATIONS of "misrepresentation and anti-labor bias in press and radio" were made by Philip Murray, President of the CIO, in his report to the Sixth Constitutional Convention of that organization in Philadelphia released today (Nov. 1).

The CIO head charged that both press and radio have given "a very one-sided picture of the relative contributions of labor and industry to the war effort". He said full page advertisements and radio programs constantly relate the war achievements of the corporations without giving credit to the unions and the organized workers "who made their production records possible."

Labor, he said, finds it difficult to advertise because it is financially unable to compete with "big business" and because it is actually barred from buying radio time for such purposes.

Mr. Murray also cited at length the radio restrictions against labor, mentioning the discriminations and restrictions, which CIO expressed last month at public hearing on the Blue Network transfer. In this respect his remarks coincided with the views advanced at a public address by Blue's Chairman James Lawrence Fry and Commissioner C. J. Durr. [See Durr speech reported on this page.]

A defense of the FCC position in connection with the House Select Committee's inquiry, and the factors involved in the resignation of Rep. Cox (D-Ga.) was voiced by the CIO president in his report. He asserted that the tactics pursued by the Cox Committee since its establishment evoked widespread opposition and that "this compelled Mr. Cox to resign as Chairman of the Committee."

Video Application

DON LEE Broadcasting System, San Francisco, last week applied to the FCC for a construction permit for a new commercial television station on 50,000, 56,000 kc, in San Francisco. Don Lee now operates KTSL, a commercial television station in Hollywood, and WEXA, experimental television station in Los Angeles.

RALPH CAMARGO, formerly an announcer of the BLUE Chicago, has resigned to free lance in acting.
Text of FCC Letter to CBS

(Continued from page 51)

in connection with occasional sponsored events (such as World Series broadcasts) during periods that are not more than 2.5-odd-versed hours as defined below, but for this purpose computed during the entire period of an agreement, based on the basis of the differences in rates at different hours as shown in Columbia's Rate Card No. 23. The station may require Columbia to give not less than 25 days notice of the cancellation of sponsored programs for new accounts."

According to the contracts in question, riders or "schedules" containing certain "saving clauses," No question is raised at this time concerning these "saving clauses" with respect to contracts effective prior to the effective date of the Regulations, since the Commission desired to achieve a transition to operation under the Regulations with minimum delay and without requiring a redrafting of all existing network affiliation contracts.

However, the entering into of new contracts is subject to the very clause which the Commission has found not to be objectionable. Each such contract will be conditioned upon the station's agreement to abide by the marginal cost limits and to pay the rates specifically defined in the regulations, in the case of the Columbia Broadcasting System.

Rule 3.104 Cited

In addition to the above, your attention is called to that portion of Regulation 3.104 which provides that:

"No license shall be granted to a standard broadcast station which operates more than one network program or more than one broadcast schedule in any one day, as herein described."

Under date of June 7, 1943, the Columbia Broadcasting System Inc., addressed a circular letter to its affiliates, a copy of which was supplied to the Commission in response to a Commission request dated June 3, 1943. It should be stated that this letter sets forth a time schedule which does not comply with the requirements of Regulation 3.104. Specifically, the program segment, it specifies 30.4 hours rather than the 30 hours specified in Regulation 3.104. It is also pointed out that the time specified in Regulation 3.104. It is also pointed out that the time specified in Regulation 3.104.

In the CBS letter dated June 7, 1943, the time schedule in question is described as "certain time periods which we would make no effort to resell the time once purchased, if advertisers give it up, and thus give a good light, from our standpoint, to future guaranteed spot or local sales in these periods." The time periods in question are further described as "the times in which you are perfectly safe in making future sales on a guarantee basis." After the time has opened, the letter further emphasizes the desirability of the station to move local and sponsored accounts in order to secure guaranteed spots for work business in times other than those listed above. It is thus clear that the time schedule specified in the letter of June 7, 1943, is in fact an option time schedule.

At the time CBS affiliates appear specifically by letter to have accepted the time schedule set forth in the letter of June 7, 1943, thus ending all controversy as to any express agreement or understanding with the Columbia Broadcasting Sys-

from some of the station representatives. But unless our affiliates generally keep control of this station, and react that pressure, except in time periods where they want to sell time on a guaranteed basis, we will gradually find time outside the local agreements, on transcription, blocked from clearance in a crazy-quilt pattern; and it seems to be only a matter of time, a period in one of these, in order that they may be considered in connection with applications for the renewals of licenses of stations having such contracts or such arrangements or understandings with the Columbia Broadcasting System.

CBS LETTER OF JUNE 8

FOLLOWING is the full text of the letter of June 8 sent to all CBS affiliates by Herbert V. Akerberg, CBS vice-president in charge of station affiliations, which is in its citation of purported violations of the network regulations against CBS. The letter spoke was in contravention of the option-time requirements of the regulations.

Enclosed you will find the statement we issued today to advertisers and advertising agencies, as well as the speech we have found not to be objectionable. Each such contract will be conditioned upon the station's agreement to abide by the marginal cost limits and to pay the rates specifically defined in the regulations, in the case of the Columbia Broadcasting System.

Care in Sale of Time

I don't mean by this that there are any visible danger signals. In fact just the opposite. I am referring to those advertisers who are not as well informed as they might be, and who may not understand the rules. It is my hope that I can talk to you generally about the rules, and to refresh the memories of advertisers organizations and in agency organizations, and to show you what you can do now, and are asking the sort of questions that we have been trying to answer.

We would certainly be kidding ourselves if we did not recognize that the advertisers are a group, and the stations as a group, have it in their power if they are blind to their own interests, to make misuse of this medium.

As I believe all of us in radio understand by now, the hub of the whole question of how well we can operate under the rules is how carefully stations handle their sale of local and spot time. As the Chairman has repeatedly stated in effect, the rules are intended to give stations complete freedom of choice on a lot of things, but there are compromises that go on in those things. One of these things is how much time, and what time, a station sells on a national, spot or local basis without a resreciption clause.

Practically every CBS station I have talked to, and this certainly goes for the CBS Affiliate Board, has told us they want to maintain the strongest possible schedule of CBS contractual programs. They know that if we were ever whipped down to a minimum work business in times other than those listed above, it is thus clear that the time schedule specified in the letter of June 7, 1943, is in fact an option time schedule.

At the time CBS affiliates appear specifically by letter to have accepted the time schedule set forth in the letter of June 7, 1943, thus ending all controversy as to any express agreement or understanding with the Columbia Broadcasting Sys-

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BROADCASTING • Broadcast Advertising

WCHS
Charleston, W. Va.

Miss Ardenassa Heidell
Strausheim & McKim
Cincinnati, Ohio

Dear Ardenassa:

There's just no doubt about it, Ardenassa. Most of the messages go out over WCHS it has a telling effect upon our listeners.

A good scene example come to our attention during the recent CBS Kate Smith War Bond Pledge Drive. We had sent Mrs. Kuhn, a local sponsor, a circular letter asking her to return a letter she had received from the National General Advertising Association in White Sulphur Springs, W. Va. After seeing our letter, she wrote me a message to junk the thing and she would do it herself. It cost us $2,000 in local money. He would have risked his estate holdings,
point to future guaranteed spot or local sales in these areas.

These time periods, in which we propose to "give up" any effort to make future sales once they fall open, total a minimum of three hours a day between 9 a.m. and 10 p.m., and conform in general with the plans we discussed with our Advisory Board for a voluntary schedule of exempt time, before the Supreme Court decision came down.

You will appreciate the fact that any such "voluntary schedule", has to reflect the varying and wishes of both large and small stations in all four time zones, and that these periods have to move across the country in such a way as not to block under-coast-to-coast network business in adjoining time.

On this basis, the times in which you are perfectly safe in making future sales on a guaranteed basis, but have opened up, without thereby blocking network business which most stations want, are as follows in terms of your current local time (the same at present as current New York time):

7:00 a.m. to 8:00 a.m.
12:00 noon to 1:00 p.m.
3:00 p.m. to 5:00 p.m.
6:00 p.m. to 8:00 p.m.

All periods after 11:00 p.m.

Because all of these time periods are based on coast-to-coast scheduling, current New York time will govern in the event of any changes in the relation between your local time and New York time.

I have emphasized in this letter the desirability of your retaining the freedom to move local and spot accounts in order to accommodate your network business in time other than those listed above, because I know that you plan to take all necessary minimum steps to keep a strong and worthwhile network service. Please note especially in this connection what I have underscored in Questions 2 and 5 in the printed statement.

I hope the various things which I have marked don't detract your attention from everything else in the statement because I think you will find them all important. I have, especially in this connection written what I have underscored in Question 2 and Question 6 in the printed statement.

With the FCC's action marked the first official step by the Commission on the regulations since they became effective June 15. Previously, the FCC had denied petitions for relief under certain provisions of the rules filed in behalf of Yankee Network and Don Lee, both of which as regionals, sought additional time for program clearance, and NBC, which sought to procure additional evening option time in exchange for morning option time. The Commission in each instance held, broadly, that the rules had not been effective long enough to ascertain whether any hardships were actually being encountered.

Of the major networks, CBS alone did not modify the overall provisions of its affiliation contracts, but employed the formula of riders and "saving clause" presumably on the theory that the regulations subsequently might be changed. No question has been raised as to the legality of this method in the past despite discussion with Chairman Fly and General Counsel Denny, according to CBS.

Television Ready to Go, Say Paramount Officials

TELEVISION is ready to give good service in the immediate post-war period, Klaus Landsberg, television director of Television Productions, subsidiary of Paramount Pictures, told the 54th semi-annual technical conference of Society of Motion Picture Engineers in late October.

Y. Frank Freeman, vice-president in charge of production for Paramount Pictures, declared the film industry is "fully prepared to meet the challenge coming."

Landsberg believes television will be financed through advertiser sponsorship, "I expect it to follow the same general development as radio," he said.

Hooper Changes

JAMES O. PARSONS Jr., former assistant timebuyer of McCann-Erickson, New York, and previously of WWNY Watertown, N.Y., has joined C. E. Hooper Inc., New York, to work in the station coverage division of the station audience reports dept. Also joining Hooper recently as general office expeditor and purchasing agent is Thomas B. Roach, formerly of Mutual Corp. and World Broadcasting System. Mary Elizabeth Appel, executive secretary of the American Asn. of Nurse Anesthetists, Chicago, is now director of Hooper's field staff, and Jeanette King, formerly of Blackett-Sample-Hum- phreys, Chicago, is now on Mr. Hooper's personal staff.

FCC Stiffens Rules

(Continued from page 6)

and KGBS, while contracted to join CBS, have not actually been accorded program service because of the inability to lease network telephone circuits to these points.

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Miller Committee  
(Continued from page 10)
contracts in the light of the Department of Justice consent decree, Mr. Miller said, there is presented an "immediate problem." He asserted many stations which had recently been audited by ASCAP had written NAB regarding demands made by the copyright society.

"We believe that rather than have each station argue these claims with ASCAP, a real service could be rendered both to the industry and to ASCAP by a meeting of the music committee with ASCAP whereby the subject could be handled on an industry-wide basis. ASCAP has indicated an interest in meeting with the Committee.

"There are other problems which the Committee can well consider and in connection with which the Committee can render service to broadcasters. The work of the Committee will in no way duplicate or overlap the work of the Program Managers Committee or the Advertisers Committee in the Recording Ban, both of which Committees are active in related but different fields."

Other members of the Committee under Chairman Arnoux are: James P. Begley, KYW Philadelphia; Arthur Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; C. W. Myers, KONI-KALE Portland, Ore.; Elliott Sanger, WQXR New York City; Robert R. Smith, Jr., WWSW Pittsburgh; John Wahlstedt, WBB Kansas City; Warren Williamson, WKBN Youngstown; Thomas Bellovi, NBC New York; Frank White, CBS New York.

Woof Wins Award
WINNER of the 1943 National H. P. Davis Memorial Announcer Award, for the mountain time zone, is Dave Woof of KDYL Salt Lake City. Woof's first radio job was as page boy for CBS while he was still a freshman at Columbia U. In 1939 he joined KDYL as announcer. He now is laid up with laryngitis from yelling when George Provol, program director, told him of the honor awarded him.

Dr. Fosdick Resumes
DR. HARRY EMERSON FOSDICK, pastor of Riverside Church, New York, has resumed his winter series of National Vesper on the BLUE Sunday, 2:30-4 p.m., presented in cooperation with the Federal Council of the Churches of Christ in America.


WELI All English
WELI New Haven, has discontinued all foreign language broadcasts, the move becoming effective in mid-October, according to Harold A. LaFount, vice-president of City Broadcasting Corp., operator of the station. Mr. LaFount said the change was made "to serve the great majority of the public, rather than just a small minority."

Buechner Named
THOMAS S. BUECHNER, vice-president of Ted Bates Inc., New York, since its inception, has been named assistant to the president and chairman of newly-organized plan and creative board.

"OUR FIFTH YEAR" for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription - see C. MICHELSOHN 67 W. 44 St., N.Y.C.
Maj. Harris in Hollywood

MAJ. JACK HARRIS, formerly of WSM Nashville, executive officer of the Radio Broadcasting Army Bureau of Public Relations, in Washington, is in Hollywood in temporary charge of the Army's Pacific Coast radio headquarters. He is reorganization the office following the resignation of Robert C. Coleson, civilian chief of the office, who has joined N. W. Ayer & Son, as Hollywood manager.

Schechter Back in U. S.

CAPT. A. A. Schechter, former director of news and special events for NBC, is back on duty at Army Air Force headquarters in Washington following a special mission to the European war theatre. He is attached to the public relations office of Air Forces under Col. William Westlake, handling special radio projects.

Dyke a Lt. Colonel

KEN R. DYKE, former sales promotion manager of NBC, now on foreign service, has been promoted to a lieutenant colonel in Army special service. Col. Dyke left NBC in 1942 to join the army, and was commissioned a major in the Army early this year.

First Columbia-Owned Station Managers Meeting—Excluding those held during the NAB conventions—was attended by: (1 to r): Howard S. Meighan, eastern sales manager of Radio Sales, New York; J. L. Van Volkenburg, assistant to the vice-president, WBBM Chicago; Sam Jones, general manager, KMOX St. Louis; J. Kelly Smith, general sales manager of Radio Sales, WBBM; A. D. Willard Jr., general manager, WBT Charlotte; Frank Stanton, CBS vice-president and host to the gathering; J. Archie Morton, sales manager, KNX Los Angeles; Carl J. Burkland, general manager, WTOP Washington; A. E. Joscelyn, general manager, WOC Minneapolis-St. Paul; Arthur Hull Hayes, general manager, WABC New York; Harold Fellows, general manager, WEEI Boston. Not in picture: D. W. Thomson, of KNX; also Ed Norton, chairman of the board, and Thad Holt, president and general manager of WAPI Birmingham, which is represented by CBS Radio Sales.

CBS-Owned Station Heads Meet in N.Y.

MANPOWER and equipment shortages and other wartime problems occupied top executives of CBS-owned and operated stations during their meeting with CBS vice-president Dr. Frank Stanton and other network executives last Monday. Unusual in that it was not called to meet an emergency situation, this meeting was scheduled at the group's last meeting at the NAB Convention last spring. There was no formal agenda and the session was operated as a roundtable discussion.

Charles Collingwood, CBS correspondent, who has just come from No. Africa and Great Britain, spoke at the Monday luncheon, and that afternoon A. C. Neilson described his audiometer method of measuring listening habits. Tuesday noon William S. Paley joined the group at luncheon to discuss CBS programming plans.

Parsons to Army

EDGAR PARSONS, manager of WLDS Jacksonville, since its inception two years ago, has been inducted into the Army. He reported for active duty at Camp Grant, Illinois, Oct. 30. Active management of the station will be in the hands of E. J. Korsmeyer, who is one of the three owners.

Higher Excises Proposed

INCREASES proposed last week by the House Ways & Means Committee in excise levies on leased wire service do not apply to transmission broadcast programs, according to Internal Revenue Bureau sources. Program transmission is now exempt from tax by the Bureau's Reg. 45, Sec. 13048. The proposed increases include a 10% tax on manufacturers value of soap, dentifrices and mouth wash, and an increase in the retail levy on cosmetics from 10% to 25%. Sharp increases are proposed in the taxes on all alcoholic beverages. General admission tax (theatre tickets, etc.) would be raised from 1 to 3 cents on each 10 cents charged. Increases in postage rates were proposed; and another 5% would be added to the present 10% tax on rail, bus and train fares.

The committee turned down a general sales tax proposal.

Beich Spots

PAUL F. BEICH Co., Bloomington, Ill. (Pecan Pete candy bars), has placed a foreign service of surprise announcements in October and November on the following stations: WBRC; KARK; KLZ; WMAL; WTOC; WBB; WEDR; WGN; WQQV; WITF; WKBW; WMNB; WTVY; WMAU. Agency is Arthur Meyerhoff, Chicago.

Lathrop Joins WNAC

ARTHUR E. LATHROP Jr. has been appointed Director of Research of WNAC Boston and the Yankee Network. Linus Travers, Executive Vice-President of the network, announced last week. Mr. Lathrop has been production manager of Cory Snow Inc. for the past year and had previously been with the Harry M. Frost Co. and the Jordan Marsh Co. He is a graduate of the College of Business Administration of Boston U.
PORTLAND, OREGON

WGPc Communications Commission

"This would happen right in the middle of a WFDF Flint Michigan murder mystery."

No. 1 Station in a No. 1 Market

KON
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS · National Representatives

New Rules of the Federal Communications Commission Permit You to Place your NBC, Blue or CBS Network Programs on WSAY — if the network they are on cannot furnish coverage here

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

"LARGEST MARKET IN THE COUNTRY'S GREATEST STATE"

Don't dig so hard for sales when they come so easy in Albany!

WGPC
ALBANY, GA.
CBS
REPRESENTED BY SPOT SALES

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BROADCASTING · Broadcast Advertising
## Classified Advertisements

### Situations Wanted

<table>
<thead>
<tr>
<th>Position</th>
<th>Experience</th>
<th>Location</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class Radio Telephone Operator—Permanent position, Union scale, Contact Chief Engineer, WDBU Inc. New Orleans, La.</td>
<td>5 years regional network station for draft deferred, experienced man. Box 472, BROADCASTING.</td>
<td>Portsmouth, New Hampshire</td>
<td>$40.00 - $50.00</td>
</tr>
</tbody>
</table>

### ANNOUNCER—Program Director—Broadcasting

<table>
<thead>
<tr>
<th>Role</th>
<th>Experience</th>
<th>Location</th>
<th>Salary</th>
</tr>
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<tbody>
<tr>
<td>ANNOUNCER—Progressive North Carolina two network station has opened for experienced announcer. Permanent position—good salary, first chance for advancement. Tell all first letter. Box 451, BROADCASTING.</td>
<td></td>
<td>Plymouth, Illinois</td>
<td>$45.00 - $50.00</td>
</tr>
</tbody>
</table>

### WEAKER—Young, ambitious man familiar with preparation of trade stories for radio industry is wanted by large Eastern metropolitan station. An opportunity for man now engaged by a local station. Advise your technical, personnel problems. Box 468, BROADCASTING.

### OPERATOR—First or second class. Draft exempt. At station in nonodene farm area opera best of equipment. Air mail references, photo, draft status, salary expectations. KTTL, Twin Falls, Idaho.

### Radio Engineer Wanted—First, second, or third class license—steady position—good wages—full particulars—apply Chief Engineer, Box 111—McComb, Miss.

### CHIEF ENGINEER—Successful record think station, desires permanent position. Reliable family man. Box 462, BROADCASTING.

### Program Director-Manager—All phases programming—business experiences—youthful—progressive—capable—conscientious—best references. Draft status and well term definite asset. Box 476, BROADCASTING.

### Chief Continuity and Commercial Writer—Now at an outstanding Southern station desires change. Also announcing capability if you desire female voice. And 34 college (Columbia U.) and practical experience. Box 477, BROADCASTING.

### Program Director, News Editor, ANNOUNCER—Ten years experience, prefers station and desired salary. Box 456, BROADCASTING.

### CHIEF ENGINEER—Successful record think station. Desires permanent position. Reliable family man. Box 462, BROADCASTING.

### ANNOUNCER—Woman—fives years experience, ex, at directing, music and radio announcements. Script, network experience. Mutual, CBS Will accept staff announcing or program—$80 minimum, Will Gro, WIL Columba, South Carolina.

### Program Director—Announcer—With long all-around radio background. Permanent position available. Write for permanent spot for $40.00 weekly. Box 461, BROADCASTING.

### Program Director—Announcer—4 years in radio. References, last received in 30. Applicable minimum salary for position. Box 464, BROADCASTING.

### Program Director—Announcer—With long all-around radio background. Permanent position available. Write for permanent spot for $40.00 weekly. Box 461, BROADCASTING.

### Seven Years—As transmitter and control room operator. Can qualify for chief. Desire change. Experience. Box 454, BROADCASTING.

### Chief Operator—Wants position as operator or chief. Draft exempt. Ex-service man. First class man employed. Box 453, BROADCASTING.

### Women's And Educational Programs—Will assume small college station. Five years actual experience in production, continuity and announcing. Has large column of and directing, has worked in Radio, Box 453, BROADCASTING.

### Chief Engineer—Any wattage. Graduate of Columbia University, has taught broadcasting. Box 450, BROADCASTING.

### Chief Engineer—Now employed by large metropolitan station. Extended broadcast experience 200 and 50,000 watt international broadcast UHF, etc. Details of position upon request. Box 448, BROADCASTING.

### Chief Engineer—Now employed by large metropolitan station. Extended broadcast experience 200 and 50,000 watt international broadcast UHF, etc. Details of position upon request. Box 448, BROADCASTING.

### Broadcasting Repair Service Company

<table>
<thead>
<tr>
<th>Position</th>
<th>Experience</th>
<th>Location</th>
<th>Salary</th>
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<tr>
<td>Annexant—Available—Immediately to milder climate. 4-F. Bill Diller, 3748 Sheffield, Chicago, Illinois.</td>
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### School Schedule

**AMERICAN SCHOOL, New York**, has signed a 13-week contract with WJZ New York, to sponsor a weekly ten-minute educational program starting Oct. 27 in behalf of its correspondence courses. The series features Frank Colby, syndicated columnist, who addresses the meaning, derivation and pronunciation of selected words. The school has completed a brief run on another New York station. Schedule for its annual fall and winter campaign has not been completed. Agency is Equity Adv., New York.

### Ensign Robert Green

**Ensign Robert Edmund Green**, USNR, former BBC page, was killed in action overseas Sept. 29. Besides his parents, he leaves his widow, the former Margaret Thompson. Ensign Green enlisted in the Naval Air Force Feb. 4, 1942. He piloted a torpedo bomber in the North-African area.

### Professional Directory

**JANSKY & BAILEY**

*An Organization of Qualified Radio Engineers*

**JANSKY & BAILEY**

**SERVICE OF BROADCASTING**

<table>
<thead>
<tr>
<th>Nickname</th>
<th>Position</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td><strong>SERVICE OF BROADCASTING</strong></td>
</tr>
</tbody>
</table>

**National Press Blvd., Waltham, D. C.**

### Paul F. Goedley

**CONSULTING RADIO ENGINEERS**

**MONTCLAIR, N. J.**

### George C. Davis

**CONSULTING RADIO ENGINEER**

**Munsey Bldg.**

**District 8456**

**Washington, D. C.**

### Protecting Over 2500 Operators from Death and Injury...

**GEORGE C. DAVIS**

**CONSULTING RADIO ENGINEER**

**Munsey Bldg.**

**District 8456**

**Washington, D. C.**

### Frequency Measuring Service

**EXACT MEASUREMENTS ANY HOUR AND DAY**

**R.C.A. Communications, Inc.**

**66 Broad St., New York, N. Y.**

### RING & CLARK

**Consulting Radio Engineers**

**WASHINGTON, D. C.**

**Munsey Bldg.**

**Republic 2347**

Please Return
Promptly the
1944 Yearbook Questionnaires
Lives Saved as Radio Invaded Africa

Mystery Transmitter On U. S. Battleship Used Morocco Frequency

THE STORY behind the story of radio's participation in the North African invasion, and how it smoothed the way for the American and British forces, saving thousands of lives on both sides, is told in the following article titled "Allo Maroc!" by C. L. Strong, from the pages of the Bell Telephone Magazine.

ON NOV. 8, 1942, a strange voice cut in on the frequency of the radio station, Radio Morocco, at Rabat:

"Allo Maroc! Allo Maroc! This is the transmitter of the American Armed Forces."

In a matter of minutes Arabs, Berbers, Sengalese, and Frenchmen were excitedly exchanging scraps of information directed to them by that transmitter by the President of the United States: "Mes Amis . . . we come among you to repulse the invaders . . . have faith in our war to liberize you where you can . . . Vive la France eternelle!"—and all of the inhabitants but a scattered few were heeding specific admonitions from General Dwight D. Eisenhower and General Henri Honoré Giraud to lay down their arms and cooperate.

Prelude to Landing

That message was the prelude to the arrival on African beaches of scores of stub-nosed invasion barges from which swarmed khaki-clad British and American boys. How many of them are alive today because of that "mystery" transmitter, no one can say. But their numbers must run into thousands.

The action, swift, sure, perfectly coordinated, is now history. Most Frenchmen, of course, felt more like cheering than battling. From Algiers to Casablanca, local inhabitants of the key cities generally stood idly on the sidewalks, enraptured; even milkmen kept delivering supplies as if nothing were happening. Words, far more than bullets, won the cause. Within 16 hours, General Alfonse Pierre Julien surrendered Algiers. And in less than a week the blue Atlas mountains and the Pillars of Hercules looked down on cities, where Odysseus sailed in the fabled dawn of Greece, to see American doughboys from the plains of Iowa and the green hills of Vermont quietly patrolling the crooked streets—and trying hard to look unconcerned.

When the "voice of the American Armed Forces" first called upon loyal Frenchmen for support, many thought the words actually came from the broadcasting station at Rabat and that French Morocco already was in American and British hands. Vichyites and Nazis, who knew better, searched madly for the mysterious station and, not finding it, forced Radio Morocco to resort to jamming. But even the jamming didn't quite work. The mystery station shifted its frequency just a little and, for four days on and off, news from the battle fronts, warnings to civilians to take cover, appeals to loyal Frenchmen, continued to come through.

Nazi and Vichy French leaders in North Africa would have given a great deal to know where the mystery transmitter was located—although it wouldn't have done them much good. Off shore, over the horizon, lay the sinister shape of a great American battleship. Aboard her, under the protection of her deadly batteries and enclosed by a screen of destroyers, was a Western Electric 5 kw radio broadcasting transmitter.

The story of how this transmitter, designed to bring to New Jersey listeners the usual entertainment fare and the "commercials" of the other, happened to be aboard a battleship in action off the coast of Africa is one of the intriguing stories of the war.

It began Sept. 29, 1942. Into Western Electric's Radio Division came the first "triple A" priority and directive ever seen by the men who work there on Government contracts.

The Amphibian Command need a 5 kilowatt transmitter—in a rush! Every hour—every tick of the clock—counted. Its purpose and ultimate destination were not disclosed. No importance could be attached to the fact that manufacture of such apparatus had been suspended for the duration—that even replacement parts were becoming increasingly scarce. Only two facts mattered: the Company had manufactured such equipment, it must find such equipment and make delivery to Norfolk, Virginia—and would do so, somehow.

Division records disclosed that a 5 kilowatt transmitter had been delivered to radio station WHOM in Jersey City—that its installation had not been completed. With a lot of cooperation from all concerned, the equipment was turned over to the Government and rushed to Norfolk, Va., under Army guard. Simultaneously, the Company's Kearny Works dispatched replacements for the few missing parts, and a full complement of spares, to meet the transmitter at the Naval base.

Of all the Bell System men who participated in the work, only two Bell Telephone Laboratories' engineers knew why the Amphibian Command so desperately needed a transmitter. They disappeared in the feverish activity of Norfolk and were not heard from again until late in October. Their job, installing the transmitter aboard the warship, took precedence over everything.

During the last hurried days, the side of the deckhouse on the battleship was ripped open so the transmitter could be installed within—the most confined space, incidentally, in which such equipment had ever been set up. A generator, the only one the Army could locate in the time allotted, was rushed from a South Carolina cotton mill, and practically rebuilt on the job.

Then came the final, crucial test. The battleship steamed out of the roadstead and opened up her guns to see if the delicate parts of the transmitter could withstand the shock. They could and did—even the concussion of a five-inch gun not twenty feet away.

13 Panels to Study Post-War Planning

Non-Sponsors May Participate In Recently Named Groups

THIRTEEN PANELS have been created by the RTPB to carry out its plan to chart the technical future of radio industry and services, including frequency allocations and systems standardization. Eight chairmen and vice-chairmen have been appointed, with five yet to be named. Members of the administrative committee of the Board, charged with making regulations governing all expenditures and approving the budget, have also been named, according to W. R. G. Baker, chairman of RTPB and vice-president of General Electric Co.

The panels, with chairman and vice-chairman so far appointed are as follows: Spectrum Utilization, A. N. Goldsmith, R. H. Manson; Frequency Allocation, High Frequency Generation, R. Wise, H. Argento; Standard Broadcasting, VHF Broadcasting, G. E. Gustafson, C. M. Jansky; Television, D. B. Smith, I. J. Kaar; Facsimile, J. V. L. Hogan, C. J. Young; Radio Communications, Ray Smith, H. E. W. Engrastro, R. Bown; Radio Range, Direction and Recognition, W. P. Hilliard, C. G. Fick; Aeronautical Radio; Industrial, Scientific, and Medical Services, E. R. Aggers, H. B. Marvin; Police and Emergency Service. Sub-panels will be appointed later.

Members of the administrative committee and their alternates are Prof. G. Bassler, K. B. Warner, ARRL; W. J. Damm, T. Streibelt, FMHI; H. S. Frazier, Neville Miller, NAB; Haradan Pratt, B. J. Thompson, IRE; Dr. R. H. Manson, F. Williams, RMA.

Only sponsors who contribute financially to the RTPB are represented in the administrative committee. Interested in the work, however, may have representation on panels or various committees reporting to a panel without becoming a sponsor. Organizations whose remoteness makes regular attendance at meetings impossible may be represented at meetings through an observer and will be kept informed through regular reports.

Blue Names Agency

THE BLUE network has appointed Geyer, Cornell & Newell, New York, to handle its advertising, it was announced last week by Edgar Kobak, executive vice-president of the BLUE. The appointment became effective immediately.

Network advertising was formerly handled by Foote, Cone & Belding of New York and Chicago, for Metropolitan Blue Company, which resigned as agency in line with a policy not to handle media accounts.

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BROADCASTING • Broadcast Advertising

"He Won the Promotion Men's Association Medal for a Novelty Picture—A Publicity Photo Without Mike or Call Letters!"

DRAWN FOR BROADCASTING BY SID HIX
The Nations Most Meticulous Art Station

W. MY

MA PERKINS

Virginia Payne

PleaseTime

Red Warning

VICE AND SABLE

David Whitchurch, Renairolle Phillips, Art Van Harvey

COTTON LIGHT

Arievna Poston

LOWELL THOMAS

Our articles, by Briney depict anything but dry pictures of the Monday through Saturday.

DRY BRUSH FOR DAILY
—BUT WHAT CAN HE DO IN THE RING?

YOU can’t always judge a station’s selling sock by the length of its reach. It takes something, too, besides shadow boxing to land solid selling blows in the ring.

WKY’s performance in the ring is a matter of record. Hooper’s ringside scoring shows WKY to be hands-down winner in the Oklahoma City ring month after month. During the July-August period, WKY was winner of the morning rounds with 42.3% of the listeners, winner of the afternoon rounds with 56.0% of the listeners, and winner again in the evening with 49.9% of the listeners.

While delivering this kind of selling punch in Oklahoma City month after month and year after year, WKY at the same time reaches into the state farther than any of the other three Oklahoma City stations, throwing its punches all the way.

The fact is that WKY not only looks like a winner and acts like a winner, but WKY delivers like a winner in the ring.