EXCLUSIVE!
The Food Situation in 19 of the United Nations

As part of the WLS-Prairie Farmer "Food for Humanity" campaign, WLS has broadcast daily, exclusive interviews with 19 United Nations representatives on their countries' food production and requirements now and in post-war years. These interviews were transcribed in Washington and New York by Harry Templeton, WLS war program director, and John Strohm, managing editor of Prairie Farmer.

Breaking simultaneously with the opening of the United Nations food conference in Hot Springs, these interviews were of immense timely interest, important to consumer as well as food producer — so important that OWI will make them available to all radio stations after their broadcast on WLS. Here again is another example of the initiative and enterprise which has made WLS a leading influence in Midwest America.
Radio Service 26A

FOR SALE: One first-class vehicle, commonly known as 15-minute morning strip; 7:30-7:45 across the board. Considerably used, but better than new. With proper care can be made to suit more than ever. Will overhaul to suit, using AA-1 priority materials, including best music, announcing, copy and production. Parking space guaranteed, between popular farm show and excellent news period. Priced at ceiling as shown on regular rate card. Vehicle will move your merchandise into Oklahoma's richest market, when powered by Oklahoma's only 50,000 watt station, KVQO, Tulsa. Don't write or wire KVQO, Tulsa. Don't phone - Tulsa is a "war-busy center", with thousands of new workers making planes, explosives - and good wages!

TARGE combination Price radio; good
shape. Sale $950.

Blanketed Only by Oklahoma's Most Powerful Station

The Magic Empire, Oklahoma's Richest Market, is truly a war market. Industry is booming with magic empire industrial power consumption up 63.8% and industrial gas use up 34.6%.

KVQO
TULSA, OKLAHOMA

50,000 Watts—Day and Night
1170 Kilocycles
Edward Petry & Co., National Representatives
HERE'S THE OFFER MARCH 6th and 13th, 1943

HERE'S WHAT THE SPONSOR SAYS

PURINA'S GRAND OLY OPY
SAT. 8:00 P.M. EST

PURINA, MILLS
RAILTON, MILLS
COMPANY
ST. LOUIS, MO.

May 30, 1943

Mr. Harry Stone
NATIONAL LIFE and ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D.C. Entered as second-class matter.
Jackson
The Capital of Mississippi
IS IN WWL-LAND
And so are 10,000,000 customers from 5 different states

"THE CROSSROADS OF THE SOUTH," Jackson, Miss., turns to WWL, New Orleans, for the best in radio—and gets it—just as scores of prosperous cities do, all over the Deep South.

50,000 WATTS and a clear channel give WWL five times the power of any station in the 5-state area. To "own" the Deep South, get on—

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
all 7 department stores

in Charleston,

West Virginia use radio

6 of the 7 use

WCHS...5000 on 580...CBS

WCHS IS REPRESENTED BY THE BRANHAM COMPANY
From this world headquarters for radio-electronic research flow new weapons, new discoveries and inventions vital to the winning of an Allied victory!

Today, over RCA Laboratories, flies a new distinguished battleflag—the coveted Army-Navy "E" Award.

One of the few laboratories in America to receive this award, RCA is at once proud of this distinction, and humbly aware of the responsibilities that it imposes. For much of the progress of the entire radio-electronic industry stems from the work done in these Laboratories.

Perhaps with this thought in mind—at the dedication of RCA Laboratories—the Chief Signal Officer of the U. S. Army called them "The Hidden Battlefront of Research."

HIDDEN—because, for the duration of the war, this magnificent building of 150 separate laboratories must be closed to all but the scientists and research technicians who are working on radio-electronic instruments important to our military effort.

BATTLEFRONT—because in the waging of modern warfare, radio is of first importance. It follows the flag and the fleet—locates the enemy—flashes urgent orders—safeguards the convoy—guides the bombers—directs the artillery—maneuvers the tank. Radio is in the fight on every front contributing vitally to the Allied drive to crush the Axis.

And when the day of Victory comes, RCA Laboratories will be devoted to the happier task of making our peacetime world safer, more enjoyable and more productive—through new and finer products of radio, television and electronic research.

OTHER SERVICES OF RCA WHICH HAVE EARNED OUR COUNTRY'S HIGHEST WARTIME AWARDS

The Army-Navy "E" flag, with two stars, flies over the RCA Victor Division plant at Camden, New Jersey.

The Army-Navy "E" flag, with one star, has been presented to the RCA Victor Division at Harrison, N. J.

The Army-Navy "E" flag, with one star; also the U. S. Maritime Commission "M" Pennant and Victory Fleet flag, have both been awarded to Radiomarine Corporation of America, New York.

A Service of Radio Corporation of America
America's Secret Battlefront
RCA Laboratories

Laboratories
FOR RADIO-ELECTRONIC RESEARCH
DOES SONOVOX INCREASE COSTS?

There's no question about it. Sonovox does increase radio costs—though usually by a very small percentage.

But the real question is—does it increase the effectiveness of radio? Do Sonovox commercials catch the listener's ear even a little easier than conventional "plugs"? Are words more memorable if spoken in voices that are sweeter, or more distinctive, or more compelling, or merely more interruptive than any human voice can be?

You know the answer. It's YES.

Sonovox is a new and basic art—a new means of associating words with memory-evoking sounds. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don't you join them?

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
Petrillo Eludes Labor Dept. on Disc Ban

Steelman Names J. W. Fitzpatrick Conciliator

STRONG SUSPICION that James C. Petrillo, AFM czar, is in hiding, seeking to avoid Government mediation of his 10-month-old recording strike, was voiced last week following several futile attempts to arrange a meeting with the AFM head by the Dept. of Labor Conciliation Service, to whom the whole matter finally had been referred in desperation by seven leading transcription companies.

While formal comment was lacking, it was thought the AFM president was following in the footsteps of John L. Lewis, United Mine Workers' president, in ducking efforts of J. W. Fitzpatrick, Government conciliator and expert in theatrical matters, named by John R. Steelman, director of the U. S. Conciliation Service, to mediate the strike. If Petrillo persists in these tactics, it is likely the whole matter promptly will be referred to the War Labor Board.

"In a Few Weeks"

Convinced of the futility of attempting through further negotiations to settle the recording strike, the transcription companies petitioned Dr. Steelman last week for Government conciliation. Should the mediation fail, the case would go to the War Labor Board. Promptly upon being named by Dr. Steelman, Mr. Fitzpatrick first conferred with the transcription companies and then sought to contact Mr. Petrillo by wire in Chicago, asking for a meeting in Chicago or New York. The AFM head, however, is reported to have wired that his international board had dispersed and that he (Petrillo) would see the Government official "in a few weeks". Further efforts to arrange a definite meeting evidently proved futile, with the AFM head taking the position that his board would have to participate in such discussions.

Mr. Fitzpatrick would make no comment, aside from saying that no meeting date yet had been set and that he would call the parties together as soon as the AFM head is "available." Mr. Fitzpatrick, a veteran actor, has mediated a number of theatrical industry controversies. He was one of the founders of the "White Rats," theatrical organization, and of the Actors Equity Asn.

Appeal to the Government to resolve the impasse which has for months frozen the supply of musical transcriptions to radio stations was no hasty move on the part of the transcription producers. After a union ban went into effect on Aug. 1 of last year, the industry made no move until an anti-trust suit for an injunction filed against the union by the Dept. of Justice had been dismissed by the Federal Court in Chicago because a labor dispute was involved. When, in February of this year, the AFM complied with the request of a special Senate Committee appointed to investigate the ban, and submitted its demands to all recorders, the transcribers immediately joined with the makers of phonograph records in beginning negotiations.

Even after the phonograph record companies gave up their negotiations as futile, the transcribers persisted in an attempt to work out with the union a mutually satisfactory plan of settlement. After the breakdown of these negotiations in mid-May, when the AFM demanded as a condition of the employment of its members that the transcription companies refuse to serve any station listed as unfair by the union, these companies conferred for another month before referring the strike to the Government.

This move was announced last Wednesday by A. Walter Socolow, New York attorney, speaking on behalf of the following companies: Associated Music Publishers, Empire Broadcasting Corp., Langworth Feature Programs, C. P. MacGregor, Radio Recording Division of NBC, Standard Radio and World Broadcasting System.

Immediately after the announcement, Neville Miller, president, NAB, issued a statement indicating Mr. Petrillo's demands and welcoming the action of the transcribers in referring these demands to the Government. "In seeking to require the manufacturer of a long established and necessary invention to forbid its use by anyone who does not employ an artificial allotment of union members," Mr. Miller declared, "Mr. Petrillo is attempting to establish a principle which conflicts with all progress and invention. . . . It is worth pointing out, nevertheless, that electrical transcriptions, which are used exclusively by broadcasting stations, do not interfere with the employment of musicians by broadcasters."

Radio Earnings

"Musicians earn from radio approximately $20,000,000 a year, more than any other class of employees, and broadcasters pay to musicians an average wage of $67.90 a week for an average workweek of approximately 20 hours. Moreover, there is virtually no unemployment in Mr. Petrillo's union and Mr. Petrillo himself, has admitted that there is such a shortage of musicians that his union cannot fill even the normal needs of broadcasting stations."

"The broadcasting industry, so vitally necessary to wartime communications and morale, has not, due to Mr. Petrillo's action, been able to obtain freshly recorded music since last August. Mr. Petrillo has, therefore, deprived radio listeners of the legitimate benefits of a well-established invention at a time when musical entertainment is most needed both by our armed forces and our civilian population, and he is trying to compel broadcasters to hire men they do not need at a time when serious manpower shortages exist in war industry."

Mr. Socolow's announcement follows in full text:

"Dr. John R. Steelman, Director of the United States Conciliation Service of the Department of Labor, has been requested to mediate the American Federation of Musicians' strike against music transcription companies. These companies produce electrical transcriptions which are recordings made specially for broadcasting and are completely different from ordinary

Objecting to Repeat, Petrillo Pulls Music Off Burns Show

THERE was no music on the Bob Burns broadcast on NBC last Thursday because of objections of special counsel, Petrillo, to the method used in handling a delayed broadcast of the program on WMAQ, Chicago. Program, sponsored by Lever Bros. for Lifebuoy Soap, is broadcast at 7:30-8 p.m. EWT, with a rebroadcast at 9:30-10 EWT. In Chicago it is recorded off the network wire and broadcast locally at 10:30-11 CWT.

At noon on Thursday the Hollywood local of AFM received a wire signed by Mr. Petrillo ordering musicians off the program because of "violations" in the method of handling the Chicago delayed broadcast. Sidney N. Strotz, NBC vice-president on the Coast, immediately called the Chicago union for an explanation, since this delayed repeat is handled just like all others, as far as NBC could determine. Chicago AFM officials gave no explanation for the action, referring the inquiries to Mr. Petrillo whom they professed to be unable to locate.

The Hollywood union said the action was an enforcement of the AFM ruling on transcribed rebroadcasts ordered two months ago, prohibiting them sooner than 24 hours and later than three days after the original live program. NBC and Ruthrauff & Ryan are following up this week. No attempt was made to rebroadcast, with Burns simply using the "circumstances beyond our control" excuse. Musical bridges and time lapses were indicated by sounding gong and wisecracks. Although not affected by the ban, the agency also eliminated music from the West Coast live repeat.

(Continued on page 48)
Rules in Effect; Press Asks New Law

Garey Questions Fly in Closed Session of Cox Probe

THE FCC's network monopoly regulations became effective at midnight last Tuesday without a ripple of reaction on the Washington regulatory front and with little or no discernible change in network-affiliate relationships, but with a rising tide of concern in the public press over the broad new authority of the FCC stemming from the Supreme Court opinion in the network cases.

Postponement of hearings on the White-Wheeler bill, designed to limit FCC authority and to thwart any implied control of freedom of the radio or press in the Frankfurter opinion, brought from the press a demand that Congress clearly express itself through new legislation.

Chairman Wheeler (D-Mont.) of the Senate Commerce Committee, announced June 10 that hearings would be held in September after the expected Congressional recess, with a view toward legislation.

Garey Questions Fly

Meanwhile the House Select Committee to investigate the FCC approached the end of its preliminary work, preparatory to opening of public hearings.

Last Tuesday, in a closed session, testimony was taken from FCC Chairman James Lawrence Fly by Eugene L. Garey, chief counsel of the Committee, regarding certain files of the FCC dealing with operations of broadcast stations in the territories. The testimony marked Mr. Fly's first appearance before the Committee in a closed session. Other Commissioners who have testified were Case, Craven and Payne. The Committee plans to call all seven members of the Commission before hearings are opened, probably by the end of the month. Messrs. Craven and Payne made several additional appearances last week.

Consistent with his past expressions regarding the network rules, Chairman Fly said last Monday at his news conference that he thought the rules would operate "right smoothly," and that he was certain there would be no difficulty "in making the adjustments to get along under them."

Also in characteristic vein, the FCC Chairman lashed out against the "stuff that has been fed out to the press from the NAB and other big network representatives" on the Frankfurter opinion and the network rules. He alluded to the CBS brochure to advertisers and agencies [BROADCASTING, June 14], citing it as an example of "how feasibly the network rules will operate." Then he observed, "There comes a time when the cry of confusion and ruination comes home to roost and this is one instance where it has."

Mr. Fly said he thought the CBS brochure showed "the reasonableness and workability of the regulations" and that he thought CBS "very effectively is eating a lot of words it fed out to the press and on its own stations and Congressional representatives in the last few years. Nothing is to be gained by the scare campaign."

A number of copies of the CBS brochure, it is reported, were distributed to members of Congress in an effort to prove the point that the rules did not undermine network broadcasting. Senator Wheeler, it is reported, was one of the first recipients of a copy. He received it from Chairman Fly.

Mr. Fly said he did not think that any further rules or modifications will be necessary regard-

(Continued on page 54)
Fred Weber to Leave Mutual To Become WDSU Manager

Negotiations Under Way for Transfer of Outlet In New Orleans by Uhalt to New Company

RESIGNATION of Fred Weber as general manager of MBS, to assume the helm of WDSU, New Orleans, in which he would have an ownership interest, is expected shortly. It has been known last week with the launching of negotiations for the acquisition of WDSU, New Orleans BLUE outlet by a new company for approximately $200,000.

While final details had not been completed, it was expected that an application shortly will be filed with the FCC by Joseph H. Uhalt, founder and owner of WDSU, for sale of the station to the new company.

Other purchasers, in addition to Mr. Weber, would be E. A. Stephens, Buick dealer in New Orleans, who would acquire one-half of the station, and H. G. Wall, president of WIBC, Indianapolis. Mr. Wall, it is understood, would get three-eighths of the station he would acquire in return for Mr. Weber acquiring the remaining one-eighth. Options for the acquisition of an additional interest by Mr. Weber are understood to be part of the transaction.

Active at Mutual

A well-known figure in the industry, Mr. Weber has been general manager of MBS practically since its development as a full scale national network entity in 1936. He had joined the network two years earlier as assistant manager. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been the directing head of the network. Before joining Mutual, Mr. Weber had been with the long lines department of ABC, a network venture which never fully developed.

WDSU, operating on 1280 kc, with 1,000 watts, is owned entirely by Mr. Uhalt. The station intermittently has been reported for sale. WDSU now is operating on a six-month probationary license until October 21, 1943 because of alleged violations of technical regulations.

The company, in issuing the probationary license, a fortnight ago stated that if no violations of the law or of the regulations were disclosed during that period, a regular license will be issued the station.

Vinylite Famine Ended For Discs

Supply Improved, But Shellac Requests Are All Refused

AFTER more than six months on a starvation diet of Vinylite, carbon compound used in high-grade recordings, commercial recorders are once more getting sizable quantities of the material, an official of the WPB Chemicals Division said last week. Vinylite has been serving important military functions in the absence of synthetic rubber.

Change in the Vinylite situation, this official said, has resulted from a more efficient use of production facilities and from the development of other substitutes capable of doing Vinylite's war job.

New Products

Since winter, this official said, producers of Vinylite have made certain adjustments in their machinery which have resulted in increased output. In addition, chemists have developed new resins, more easily produced, which can be used for raincoats, hospital sheets and other items.

Although hesitant to commit himself on the future prospects for commercial users of Vinylite, this official said that shortages of chemicals used to make Vinylite pliable have favored its use in such items as asbestos, and in carbonless writing papers requiring the material in rigid form.

Meanwhile, the June chemical allocations denied all requests for shellac for records. Officials stated that the shellac situation at present is tight, but are more optimistic for the future. They point out that shipping to India is now heavier, and that quantities of the material may soon be imported in returning supply ships.

Silver Firm Drama Returns to CBS

INTERNATIONAL SILVER Co., Meriden, Conn., sponsoring Edward Murrow on CBS in the Sunday 6-6:15 p.m. period, on July 4 increases its time to a half-hour to resume its Silver Theatre series, formerly on CBS from 1937 to 1942.

The program will again feature original dramas by well-known actors and actresses and will continue to promote International Sterling and 1847 Rogers Bros. Silverplate on 69 CBS stations.

With the increase in time by International Silver Co., Welch Co. will shift its "Dear John" series, starring Irene Rich, from 6:15-6:30 p.m. Sundays on CBS to the earlier Sunday time of 5-5:15 p.m. leading to CBS outlet WDSU.

To Become WDSU Manager

Gordon to Compton

JOHN GORDON, former radio director of Needham, Louis & Brorby, Chicago, last week joined Comp- tons Chicago office as assistant to Storrs Haynes, head of the agency's radio department. He will supervise non-sorical shows. He joined Rutherfud & Ryan, New York, in 1933, later becoming radio publicity director and a producer. He joined Needham, Louis & Brorby in 1941.

KENO Joins Blue

KENO, Las Vegas, Nev., on June 15 joined the BLUE as a bonus affiliate to CBS's Mountain Group, bringing the total BLUE affiliates to 156. Owned by the Nevada Broadcasting Co., KENO operates fulltime on 250 watts, 1400 kc.

Cooperation of Press Urged in Bringing Facts to Public to Protect Free Radio

EDITOR, Broadcasting:

A mounting cheer for Broadcast's recent editorial, "Fact Against Talk". As you state, broadcasting may very possibly sacrifice its freedom unless we act forcibly and at once.

The freedom of our industry is not only of great importance to us, and our advertisers, but more important, is a vital matter to all true lovers of democracy. Radio is the most powerful instrument of propaganda in the world today, and a controlled radio can reflect but one type of politics—that of the party in power. Radio can be, and has been, used to destroy economic and political systems—to build dictatorships. Free radio must be preserved.

Public Concerned

Congressional lobbyists for a revision of our radio laws are quite necessary, yet why not go one step further? Put the case before the public—they are directly concerned.

Pericles was one of the first to realize the vast latent power of the populace; and if aroused to action, the public will save the day. Men are dying abroad in the cause of liberty, and highly probable that those here at home, once given a true understanding of events, will prod Congress to act.

As you are aware, bureaucrats must bow to an avalanche of public opinion. I say, take our case before the people, it's their fight.

Unfortunately, though possessed of the ideal medium, station owners are forbidden to take an editorial stand. Therefore, secure the whole-hearted cooperation of the press —get them to present the facts to the nation. The press is gravely concerned with our plight and should back us to the limit.

Editors can be of great help, but all too many readers scan the headlines. Consult the sports page, and CBS stations' messages. What do they say? The answer still is: "Radio is for fun—no politics, no comment."

We will get action if we present the fact in the table—remember they are fighting for freedom.

WEBSLOW T. PORTER, 77-12 35th Ave., Jackson Hpts., L. I., N. Y.
House Kills OWI Domestic Air Fund

20-Fold Jump Planned In Shortwave by Next Year

IN A SURPRISE move late Friday, the House 218-114 cut off the entire appropriation for the Domestic Branch of the Office of War Information. Previously the House, in Committee of the Whole, had voted 156-50 to cut off the fund.

Mr. Ellender, the chief who was lambasted as a "propaganda minister," the House, under the spur of Rep. Starnes (D-Ala.), voted to kill the OWI's domestic operation. The measure, however, has yet to go to the Senate. Unless the unexpected happens, however, the fund is expected to be restored there.

The Domestic Branch includes the Radio Bureau, headed by Donald Stauffer. Present director of the Branch is Gardner Cowles Jr., the publisher of CBS and NBC, who leaves June 25. His successor is Palmer Hoyt, publisher of the Portland Oregonian, which operates KGW and KEX.

It is understood that Mr. Davis conferred with President Roosevelt Thursday in an effort to enlist aid for his embattled budget. The Hearst Committee had voted $12,870,000 from his requested $47,342,000, granting $27,500,000 of $27,000,000 asked for Overseas activities, but at the same time slicing the Domestic Branch by more than a third to $5,600,000 of its $8,665,000 request. Mr. Davis says no real savings can be made in the Domestic Branch since the work will have to be done by other agencies.

War will bring a 20-fold increase in the volume of America's international radio voice by 1944, Joseph Barnes, deputy director for Atlantic Operations of the OWI Overseas Branch, said in testimony made public by the House Appropriations Committee last week.

According to Mr. Barnes' statement, completion of OWI's program for 22 additional shortwave transmitters will result in 48,400 kilowatt-hours of international broadcasts in 1944, compared with 2,998 in 1940. The nation's progressive shortwave output, Mr. Barnes said, was 6,670 in 1941; 6,570 in 1941; 10,480 in 1942; 19,350 in 1943. This, according to Robert E. Sherwood, director of the Overseas Branch, is only about one tenth the output of the Germans and Italians.

Nets Get $300,000

OWI asked $1,800,000 for its shortwave program, but $1,500,000 was allotted for leasing shortwave equipment now in the hands, or soon to be in the hands, of commercial licensees. The remaining $300,000 is to cover programming expenses for special projects carried out by NBC and CBS, Mr. Barnes explained.

Grilled by Rep. Wigglesworth (R-Mass.), Mr. Barnes defended OWI's contracts with the international broadcasters. Questioning the $300,000 he said OWI was spending for seven new radio programs abroad, the Congressman had remarked: "I thought the radio stations had been ready and willing to contribute on a patriotic basis to a large extent."

Cost Contracts

Cooperation of the broadcasters was defended by Milton S. Eisenhower, who has since resigned his post as associate director of OWI. He pointed out that international broadcasts had been carried on at a loss, and probably would not have continued if the Government had not taken over the $300,000 a month. Maintaining, $1,800,000 did not represent a profit to the operators. "It pays their engineering costs, the cost of maintaining the station, of energizing the transmitter," he said.

Mr. Barnes supplied the Committee with the following summary of shortwave rentals:

<table>
<thead>
<tr>
<th>Transmitter</th>
<th>Number of Months</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Broadcasters, 12</td>
<td>$129,600</td>
<td></td>
</tr>
<tr>
<td>KWID 12</td>
<td>75,000</td>
<td></td>
</tr>
<tr>
<td>KXW 12</td>
<td>197,000</td>
<td></td>
</tr>
<tr>
<td>Columbia Broadcasting System 22</td>
<td>$138,451</td>
<td></td>
</tr>
<tr>
<td>WCGB 7</td>
<td>53,387</td>
<td></td>
</tr>
<tr>
<td>Wayne (1) 9</td>
<td>45,912</td>
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<tr>
<td>WLRY (2) 15</td>
<td>43,237</td>
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<tr>
<td>Los Angeles (1) 26</td>
<td>50,800</td>
<td></td>
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<tr>
<td>Total 22</td>
<td>325,119</td>
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<tr>
<td>The Crosley Corporation 22</td>
<td>$68,158</td>
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<tr>
<td>WLWX 12</td>
<td>50,494</td>
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<tr>
<td>Mason (1) 7</td>
<td>10,000</td>
<td></td>
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<tr>
<td>Mason (2) 21</td>
<td>24,900</td>
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<tr>
<td>Total 22</td>
<td>143,451</td>
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<tr>
<td>General Electric Co. 22</td>
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<td>WECA 12</td>
<td>43,237</td>
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<tr>
<td>WECA 12</td>
<td>14,046</td>
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<td>Belmonte 14</td>
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<tr>
<td>Sherwood (1) 14</td>
<td>55,963</td>
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<td>National Broadcasting Co. 22</td>
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<tr>
<td>WBZ 12</td>
<td>31,952</td>
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<td>BrounADIO 14</td>
<td>24,900</td>
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<tr>
<td>Roundtable (1) 14</td>
<td>21,000</td>
<td></td>
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<tr>
<td>Roundtable (2) 21</td>
<td>24,900</td>
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<td>San Francisco 22</td>
<td>198,186</td>
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<tr>
<td>Total 22</td>
<td>208,274</td>
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</tr>
<tr>
<td>Westminster Radio Stations, Inc. 12</td>
<td>$64,796</td>
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<td>WBOB 12</td>
<td>28,976</td>
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<tr>
<td>San Francisco 12</td>
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<td>Total 12</td>
<td>119,816</td>
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<td>Total for Overseas Branch 22</td>
<td>712,110</td>
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<tr>
<td>World War II Broadcasting Corporation: 22</td>
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<td></td>
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<tr>
<td>WNBC 12</td>
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<tr>
<td>WNBC 12</td>
<td>60,656</td>
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<tr>
<td>Total 12</td>
<td>145,124</td>
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<tr>
<td>Grand total 22</td>
<td>1,850,924</td>
<td></td>
</tr>
</tbody>
</table>

1 New transmitters; cost and number of months.

He explained that the OWI and CIAA jointly had agreed to pay NBC $370,598 for the services of 90 engineers, script writers, announcers and other personnel. OWI's share would be $149,108 for 31 daily 15-minute live programs, and an additional 15 recorded programs. CBS would get from the two agencies $520,468, covering a staff of 108. OWI's share, for 33 daily 15-minute live programs and 14 recorded programs, is $159,218.

In his statement to the committee, Mr. Sherwood said that day and night, around the clock, "The Voice of America was sending 2,500 programs a week around the globe. These programs are broadcast in as many as 40 languages, he said.

In addition to broadcasts from the American direct to enemy territory, Mr. Sherwood revealed that 105 programs a week originating in New York are rebroadcast by medium wave through BBC. Many more programs will be rebroadcast medium wave through our new stations in North America, he said.

17 In East

OWI officials told the Committee that 17 transmitters, 12 of them standard shortwave stations, and five common carriers, are used by the Atlantic Radio Bureau. The Pacific Bureau has four transmitters, two standard commercial and two common carrier. The Pacific Bureau anticipated addition of three transmitters, and an increase from 145 to 317 hours from San Francisco weekly.

"The radio program is in a sense the continuing backbone of the whole propaganda job overseas," Mr. Barnes told the committee. Comparing his job to that of the CRE Committee, Government propaga- tion agency of World War I, he declared, "It is the one great distinction between our job and the job Mr. Creel did, because voice radio was not available a generation ago."

In addition to the shortwave broadcasts, Mr. Barnes said, OWI sends recordings and transcriptions to some 30 points all over the world for local broadcasts. The Overseas Branch requested a quarter million dollars for purchase of time. Most of the OWI’s effort in Turkey, it was revealed, although some was for Cairo and Switzerland.

In the course of testimony, Mr. Barnes admitted that the great increase in shortwave facilities can not be felt for several months but when the expansion begins "it will be very marked."

He estimated that the Germans had almost 200 transmitters, and said that the Japanese had taken over Radio Batavia, Radio Singapore, and all the transmitters in the captured South Pacific areas intact. He said, moreover, that the Axis was still building equipment.

In addition to the new transmitters OWI will place in operation, Mr. Barnes said the agency plans to improve existing installations by reconstruction of antennae. He said the most selective, and therefore effective transmitter now in use, is the Pacific transmitter which has been adopted to voice and beamed on North Africa.

OWI Allocates Transmitters For Shortwave Broadcasting

FOUR EACH of the 22 additional shortwave transmitters contemplated by OWI to round out Uncle Sam's heavy artillery in the battle of the international airwaves are slated to go to Crosley Corp. and NBC, J. O. Weldon, acting chief of the Domestic Communications of the OWI Overseas Branch, said Friday.

Mr. Weldon, in charge during the absence of Murry Brophy on sick leave, said the allocation of transmitters among present shortwave operators has not been completed, nor has their location been definitely determined, although plans call for concentration on the Atlantic seaboard. In addition to four transmitters each for Crosley and NBC, OWI has tentatively assigned three to CBS, two each to General Electric and Westinghouse, and one each to Associated Broadcasters and World Wide Broadcasting. Six unassigned transmitters will be divided among these licensees.

Beamed Abroad

OWI planned last fall to put 22 additional shortwave stations in operation by July, 1944. [BROADCASTING, Oct. 3, 1942.] This will mean a total of 36 shortwave stations beamed abroad to carry OWI and CIAA programs. The OWI plan, as approved by the engineering subcommittee of the Interdepartmental Planning Committee comprised of OWI, FCC and CIAA, provided for operation of the new stations by present shortwave licensees, with a minimum of

(Continued on page 52)
Which state-wide advertising medium helps to sell the most goods for you? (Please check only one)

Radio Stations
Outdoor Billboards
Large Daily Newspapers
Farm Papers

Of the group checked, which one radio station, newspaper, outdoor company or farm paper do you consider the best for you?

Your name
Address
City ________________________ Iowa.

A few months ago the Iowa Pharmaceutical Assn. decided to find out what advertising media its members preferred.

So a return postcard exactly like the above was sent by the Association to 1,251 Iowa drug stores.

Results:

For Radio Stations .................. 87.4%
For Daily Newspapers ............. 7.8%
For Farm Papers ..................... 4.5%
For Billboards ..................... 0.3%

But note that the second question enabled each druggist to vote for one individual medium as his choice from the entire field of advertising possibilities. Some druggists left this question blank. But among those who answered, the vote was as follows for individual newspapers and radio stations:

- For Station WHO .................. 61.9%
- For Radio Station “B” ............. 13.1%
- For Newspaper “B” ............... 1.5%
- For Radio Station “C” ............. 3.5%
- For Newspaper “C” ............... 0.9%
- For Radio Station “D” ............. 2.8%
- For Newspaper “D” ............... 0.6%
- For Radio Station “E” ............. 2.2%
- For Newspaper “E” ............... 0.6%

—and no other individual radio station or newspaper got as much as 1.5%.

In other words, Station WHO got nearly five times as many “first choices” as any other medium in Iowa.

Let us send you a copy of the complete Survey analysis. It gives all figures, but points no “moral”!

Write us direct, or ask Free & Peters.

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IOWA DRUGGISTS SHOW ADVERTISING PREFERENCES!

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WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising  June 21, 1943 • Page 13
Lew Resigns From OWI Post
Former CBS Vice-President in Gov't. Since Sept. 1941

RESIGNATION of William B. Lewis, former CBS vice-president, as assistant director of the Domestic Branch, was announced by OWI Director Elmer Davis last week. Mr. Lewis had been active in Government war work since the creation of the Office of Facts and Figures in September, 1941. Subsequent to OWI, Mr. Lewis became chief of the OWI Radio Bureau, and in January, 1943, was made assistant director of the Domestic Branch with authority over several bureaus. In the course of these duties he became involved in a widely publicized disagreement over policy with several prominent OWI writers, resulting in the resignation of the writers.

Mr. Lewis originally went to OWI at the request of Mayor LaGuardia of New York, who was active in its formation. Shortly after Archibald MacLeish, poet-Librarian of Congress took charge, Mr. Lewis was instructed by Pres. Roosevelt to set up the OWI radio division as a clearing house for the confusion of war programs that had flooded stations shortly after Pearl Harbor.

When OWI was absorbed by OWI, Mr. Lewis and his organization went over intact. Mr. Lewis continued to devote himself exclusively to radio until his January promotion, when he was specifically assigned to reorganize several OWI bureaus. In announcing the resignation, Mr. Davis said "we very much regret to have Mr. Lewis leave, but he feels he has essentially completed his most recent assignment. He has been in Washington since the early fall of 1941 and has earned a respite." Mr. Lewis said he expects to take a rest for at least 60 days. After nine years in the advertising business, Mr. Lewis joined CBS in 1935 as commercial program director. Two years later, he was CBS vice-president in charge of all broadcasting. No successor to OWI has not been named.

Pond's Spots
LAMONT, CORLISS & Co., New York, which started a 90-minute Sunday Evening Beauty talks by Eleonore King on CBS Pacific stations July 14, is conducting a campaign for Pond's creams consisting of one-minute spot announcements on 114 stations throughout the country. The spots started April 19 on most of the stations, and the company plans additional radio and television spots after the original 13-week series terminates. Agency is J. Walter Thompson Co., New York.

CBS Outlets Open Drive to Bar Hitch-Hike, Cow-Catcher Spots

A NEW CAMPAIGN to eliminate "cow-catcher" and "hitch-hike" announcements on sponsored programs to protect radio as an advertising medium from the "hitting-the-highest possible program standards" has been launched within the industry by network affiliates.

The first new move in this direction came June 8 in Omaha, at a meeting of members of District 7 of the CBS planning and advisory board. Arthur B. Church, president of KMBG, Kansas City, as the CBS advisory representative for the district, was instructed to present the recommendation to officials of CBS, other members of the advisory board, and members of the advisory committees of the other major networks.

This subject previously had been agitated by Independent Radio Network Affiliates, now dormant. With the formation during the last two years of advisory committees and boards by the nationwide networks, IRNA's former activities in this sphere were regarded as unnecessary.

Following is the full text of the resolution adopted at the Omaha meeting:

The members of District 7 of the CBS Planning and Advisory Board meeting at the Pontealle Hotel in Omaha, June 8, 1943, realizing that the future of the American system of radio in a large measure depends upon proper self-regulation from within the industry itself; and that certain advertising practices have long been recognized by serious-minded broadcasters as being detrimental to good radio programming; therefore, be it resolved that District 7, represented as the CBS advisory representative of District 7, is hereby instructed to present the following recommendation to the officials of the CBS: other members of the Advisory Board, and the members of the Advisory Committee of the other major networks. Be it resolved that by CBS affiliates of the 7th District urge all necessary measures be taken as soon as possible for the elimination of so-called "cow-catcher" and "hitch-hike" announcements on sponsored programs—and specifically that CBS officials explain to agencies and advertisers the necessity in this respect of protecting radio as an advertising medium from the highest possible program standards in the public interest.

Pacific War Conference Discussing Net Rules
WITH approximately 300 agency, network and station executives from all parts of the West Coast in attendance, the three-day War-Time Emergency Conference of Pacific Advertising Assn. opens in the Fairmont Hotel, San Francisco, today (June 21). R. G. (Bud) Landis, president of San Francisco Adv. Club and advertising director of Shell Oil Co., is to welcome delegates.

Radio department, scheduled for June 23 under chairmanship of Ralph Brunton, president of KQW-KJBS, San Francisco, will be in the form of a breakfast and round table on new FCC rulings. Participants are to include Miller McClintock, president of Mutual; W. W. Thornburgh, CBS West Coast vice-president; Sidney N. Strotz, NBC western division vice-president; Don E. Gilmam, Blue West Coast vice-president.Mr. McClintock is also to be principal speaker at the luncheon meeting on that day. His topic of discussion will be "What Can Advertising Do To Insure a Sound Post-War Economy?"

Canada Outlet Delayed

EQUIPMENT priorities are delaying opening of the Canadian Broadcasting Corp. short-wave station now being built at Sackville, New Brunswick, for another 14 months, Rene Morin, chairman of the board of governors of the Canadian Broadcasting Corp., told the Parliamentary Radio Committee at its first sittings for 1943 at Ottawa yesterday. Government is coming from the United States. The station will operate in consultation with the Department of External Affairs.

BLUE SALE RUMORS ARE UNCONFIRMED

RUMORS flew thick and fast last week about sale of the BLUE Network to one of a number of current negotiators and bidders. No confirmation, however, was forthcoming from BLUE headquarters.

A number of active bidders for the network have conferred with Mr. Warner and his associates in recent weeks, it was reported. These, however, were characterized as continuing negotiations in progress for months. Ultimately, the BLUE will be sold by RCA, by virtue of the FCC regulation banning dual network operation, which has been postponed indefinitely to eliminate "forced sale".

It is believed that under any sales arrangement made, affiliated stations will participate in some measure in the network ownership. Future regulations will be consulted on any such transaction. Moreover, FCC approval will be necessary for any change of network itself, but by virtue of the license of the three BLUE owned stations, this, too, will require approval.

WLW Session on Sales Is Staged in New York

SEMI-ANNUAL sales meeting usually staged by WLW, Cincinnati, at the last Friday and Saturday in New York at the Hotel Ambassador, with this year's event including executive representatives of the station and representatives from the Chicago and New York offices, begins July 9 with James D. House, vice-president in charge of broadcasting; R. E. Dunville, vice-president and assistant general manager; Harry M. Shulman, sales manager, and his assistant, Harry Flagg; William Robinson, vice-president and manager, Miss B. Strawway, director of the merchandising department; Mr. A. F. Allen, director of promotion, and Arthur Griffs, head of marketing analysis. From Chicago, representatives include George Comtois, of WGN, and Charlie Kennedy, and from New York, Warren Jennings, Eldon Park, George Comtois and Bernie Musnitz.

Judy Canova Replacing Al Jolson for Summer

COLGATE- PALMOLIVE- PEE TO, Jersey City, on July 6 replaces and 13 weeks the Al Jolson Show with a new variety type program titled Judy Canova Show on 76 CBS stations from 8:30-9:35 p.m. (EWT), with West Coast repeat, 9-9:55 p.m. (PWT). List of stations will be released July 28. Judy will be joined on July 30 with broadcast of July 20. Talent is now being lined up, with Miss Canova, comedienne, and a. Mielz, comedy actor, signed.

It is anticipated that Gordon Jenkins will be musical director and Ken Niles, announcer, Jack Douglas and Don Prindle have been engaged to write. Bill Benning is in Chicago producing for Sherman & Marquette, Chicago. Stuart Sherman is in Hollywood to outline program format and sign talent. Sponsor has taken a three-year option on the contract, considering it as a supplementary to the Al Jolson program when the latter resumes in fall.
ASHVILLE is the buying center of Tennessee's richest farming area, now beginning to cash in on the biggest money crops in its history.

Nashville's war industries and manufacturing of all sorts continue at top speed. Business here is on a general boom.

You can cover this market now with one tested medium—Radio Station WSIX.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Member station The BLUE Network and Mutual Broadcasting System
Brown Denies Grading Injures Brands

Competitive Protection
In Peace Reversed During War

FEAR that value of brand names will be lessened by use of standards or labeling requirements is purely a misunderstanding, Price Administrator Prentiss M. Brown told Rep. Bor- an's (D-Okla.) subcommittee of the House Interstate & Foreign Commerce Committee investigating OPA standardization activities. The subcommittee heard OPA officials last week and will resume June 23.

Mr. Brown denied "individual officials in OPA are out to use price control to change the American system of free enterprise." "In peace time," he said, "the same play of competitive forces which keeps prices down and makes Gov-
ernment price control unnecessary, keeps quality standards high." Under wartime conditions of scarcity, he continued, the process operates in reverse.

"The consumer often has to accept anything that he can get at the store. That means that whenever some manufacturers begin to reduce quality, others are seriously handicapped unless they do likewise. Too often general quality deterioration results. That is why wartime price control must set standards in the interest of business itself."

"The question of labeling," Mr. Brown continued, "does not arise until it is practicable to tie in prices in some way to quality standards. When uniform dollars and cents pricing on any of standards, he said, some method must be found to tell the consumer what is the correct price for the quality for which the price is fixed. He said that of 260 existing standards and price regulations only 41 were developed by OPA.

To date, the Price Administrator said, there are 29 OPA regulations that call for grade marking. He indicated that in any two prices pairs the value of brands or trade names, and said that physical difficulties in fixing grades place a limon it what is possible for government agencies to accomplish in this field. He added, however, that a "clear case for dollars and cents pricing on the basis of pre-
scribed quality standards whenever WFP or some other government agency issues a specification or standardization order."

Coal Disc Series Still on the Air

Answer to Petrillo Objection
Now in Mill at Interior

TRANSCRIPTIONS made available by the Interior Dept. to coal dealers for sponsorship on local stations, in connection with the "Buy Coal Now" campaign, are be-
ing broadcast in 300 areas despite John C. Petrillo's request last week that the discs be pulled off the air [BROADCASTING, May 22, June 14]. Meanwhile Shannon Allen, di-
rector of Interior's radio studio, was understood to be preparing a written reply to the union leader.

According to a department spokesman, the nation's bituminous coal needs for the year have been placed at 600 million tons, which means that coal must be kept moving out of the mines during the summer months when production normally is down.

The transmitted message urging owners to order coal during the summer will continue on the air and are still available for sponsorship by coal dealers and dealer associations.

Slump Avoided

Promotion for summer coal buying, which includes spot announcements on time donated by stations in connection with OWI allocation plans, as well as the sponsored discs, has prevented a seasonal coal dealer slump. Dealers and coal dealers said the still smoldering strike situation, 6-day weekly output at the mines has kept sufficient coal on hand to meet current orders stimulated by the campaign.

Present plans call for a continuous consumer education program, using radio and other media, throughout the summer. Coal dealer coverage of the OWI may still have a number of weeks to run. The OWI series of announcements ended last week. Two weeks of OWI spots are scheduled for midsum-
er, and two or three weeks for early fall.

REPUBLIC PLACES
SPOTS FOR TRYOUT

A LIMITED user of radio for film promotion, Republic Pictures Corp., New York, appears to be falling in with the movie industry's general trend towards broadcast advertising, although the policy is for the moment time donation. The company's spot schedule for Roy Rogers, cowboy singer [BROADCASTING, June 14], had been placed through a combination of MUsicians last week, with more to be added, the drive to be extended beyond a month's time in Pennsylvania.

A second drive is being lined up for "Someone to Remember" which premieres in St. Louis July 8.

ADAM HAT STORES, New York, which has been using the BL/E since 1937 for film broadcasts, last week signed for a regular quarter-hour series, his "Sunday night spot," to run from 8:30-8:30, June 11, 18. The series is to be broadcast by NBC.
at home in hometown America

Every expedition into hometown America—those markets beyond range of regular, 32-city research—winds up right in Mutual's backyard. Here is where three-quarters of all U.S. radio families live, tuning habitually to the home-town station in preference to super-power strangers located miles away. And here Mutual provides far more home-town stations than any other network. Fully 120 markets are served, from within, by Mutual alone, compared with 56, 45, and 37, respectively, for the other networks.

Crossley is now making a continuing study of this advantage, and the score is already tabulated for six programs broadcast in 23 home-town markets. In each one, Mutual has the only network outlet, though each market lies in the designated primary coverage area of one or more competing 50,000-watters. Home-town ratings for these Mutual programs are 37% to 190% higher than the "national" ratings obtained in four-network cities!

Whether your message is for the entire nation, or for only selected sections, Mutual assures you a warm welcome throughout hometown America.
Censorship Council Says Code Offers Ample Time for Groups

No Changes in Provisions of NAB Code Proposed At New York Session Held by Freedom Committee

SATISFACTION that the NAB Code "provides ample opportunity for labor and other organized groups to get on the air" was expressed by the Radio Committee of the National Council on Freedom from Censorship last Thursday, at the conclusion of an extended discussion with the Code Compliance Committee. Because of the great number of general subject of broadcasts by unions and other labor groups. The NCFC committee made no recommendations for changes in the present NAB Code.

No Formal Action

Although these discussions were the chief business of the two-day meeting of the Code Compliance Committee, held at the Hotel Roosevelt, New York, June 16-17, the group also had a chat with the Inter-Faith Radio Committee of the National Conference of Christians & Jews Inc. to discuss the proposed recommendation for religious broadcasting.

The Code Committee appointed a sub-committee, comprising Lee Wailes, Westinghouse Radio Stations, chairman; William S. Hedges, NBC, and Jan Schimek, CBS, to pass on a petition to be presented to the FCC asking that Regulation 3.422, defining "legally qualified candidates," be restored to its original form. According to the regulations, a candidate must prove to the government that a station permits "any legally qualified candidate for public office" to use its facilities to afford the people of each community to all such candidates.

Candidate Defined

In its present form Regulation 3.422 reads:

A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special, or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable law to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegate or proxy (a) has qualified for a place on the ballot or (b) is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (c) has been specifically nominated by a political party which is commonly recognized and regarded as such, or (d) makes a reasonable showing that he is a bona fide candidate for nomination or office, as the case may be.

Objecting to this definition, the committee proposes that it be amended to that formerly used by the FCC, which read:

"A 'legally qualified candidate' means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for office who seeks, directly or through his authorized representative, to run for, be elected to, or hold a public office, municipal, county, state, or national, to be determined according to the applicable local laws."

The committee expressed the feeling that the defects in the present definition should be remedied as soon as possible, and in any event before the 1944 political campaigns get under way.

Union Air Rights

Conversations with the radio committee of the National Council on Freedom from Censorship, carried on by William Davis, Wednesday and Thursday, were based on a letter written by this group to the NAB, raising questions of the rights of trade unions to broadcast on the basis for the explanation of their philosophies and purposes and the solicitation of membership; the use of sustaining time by labor groups, and discussing how labor can best use radio to present its claims to the public.

Pointing out that such questions can be answered only for specific radio stations, with knowledge of all the circumstances, the Code Committee told the NCFC committee that the final answers are up to the broadcasters. At the conclusion of the sessions, Thomas R. Karaskad, chief of the Education Dept., 20th Century Fund, and chairman of the NCFC radio committee, issued the following statement:

"The NAB Code, as now written, provides ample opportunity for labor and other organized groups to go on the air. No changes are recommended. The basic principles of broadcasting are adequate to insure labor's representation. The application of these principles can be made more difficult by the controversy involving the definition of controversial subjects and acceptance of program material by local station management."

"Our committee intends to advise labor and other organizations of these opportunities for broadcast privileges and how to take better advantage of them. At the same time we shall continue to work with the NAB, particularly through the Program Managers' Executive Committee, to improve understanding."

In addition to Mr. Karaskad, the NCFC radio committee includes: Morris Novik, manager, WNYC, New York; Roger Baldwin, director, American Civil Liberties Union; Dr. Paul F. Lazarusfeld, director, Office of Radio Research, Columbia U.; Morris L. Ernst, attorney, Inter-Faith Radio Committee; Morris Novik, CBS, New York; Roger Baldwin, assistant to the president, NAB, acted as secretary of the meeting in place of Russell P. Place, NAB general counsel, who entered the armed services on Wednesday.

Rep. Rodgers Charges 'Subtle Coercion' In Getting Networks for Elmer Davis

CHARGE that a "subtle bit of coercion" was employed to procure the combined network hookup for Elmer Davis' weekly commentaries as director of OWI was made on the House floor last Thursday by Rep. Rodgers (R-Pa.).

Pointing out that heretofore only the President was accorded the privilege of all networks, Mr. Rodgers said that now even a Fri- day night, from coast to coast, "many of our citizens are being deprived of listening to programs more different than this coming from major radio networks to interpret the news." He said it was hard for him to believe that the networks considered Mr. Davis "so far superior to their own commentators" as to afford him the combined networks.

He added the OWI head is an ex-staff CBS commentator and probably will return to that network at some future date. "Is it conceivable that NBC, BLUE and Mutual would voluntarily lend their facilities to building up his reputation?"

A 'Whipping Boy'

"We do know, however, that the very life of radio depends upon the whims of a bureaucratic FCC. He do know that Chairman Fly, of that Commission, has made a whipping boy out of the radio industry, and we do know that the United States Supreme Court, in a recent opinion delivered by the arch-New Dealer, Justice Felix Frankfurter, sustained the FCC's effort to control every phase of the industry. With a stroke of a pen, the smart boys down at the FCC can effectively destroy a radio investment of thousands, by revoking a station's license."

"We have already seen that same FCC step in and say to the National Broadcasting Co.: 'You must drop Elmer Davis and go either the Red or the Blue,' and NBC got rid of the Blue. At the same time the Commission regulated the business practices of the broadsider which got by way of the clear intention of Congress, in enacting radio legislation, to confine the Commission's authority to little other than frequency allocation."

"And because of this life-or-death hold of the FCC on the industry, it is logical to assume, in the interest of self-preservation that the networks and radio stations will jump through hoops when told to do so by the New Deal bureaucrats. I do not condemn the broadsiders' need to realize that they can do little else and go to sleep."

"Now that, Mr. Chairman, seems to add up in my school."

"And I very much suspect that when somebody, if not in the OWI at least in the Federal service, supply suggested, and may I repeat the word 'suggested,' because that is all that would have been necessary, the brow-beaten radio men groaned inwardly, but outwardly probably managed a sickly smile and said, 'Well, go for it.'"

That is probably why each Fri- day evening the voice of the New Deal propaganda ministry comes through to us, over the network, to present what its director calls facts. We often twist our dials to another station and there he is again. One more we try with the same results and unless we want to listen to the Davis facts, we must turn off our receiver. Maybe, after all, it is better to turn out the lights and go to sleep for many, or Monday and Tuesday morning."

Rep. Short (R-Mo.), in a statement last Friday also attacked Mr. Davis' combined network broadcasts, asserting that "he has combined the most of the national networks once each week so that he can personally overcome the 'inadequacy' of the radio newsrooms."

And, following the same pattern, his preamble would now allow him to do the same thing with the press."

Rep. Short said Mr. Davis had become "afflicted with that nationally recognized disease known as "left-wing affiliations,"" rebuked Mr. Davis "left-wing affiliations,"" declaring he had been an "active leftist politician in New York."
Denver's Retail Trading Area Is

20TH IN THE U.S.
IN SALES IMPORTANCE

- Twentieth among the 187 major retail trading areas of the United States! That's how the Denver area ranked in total retail sales in 1942 (Sales Management estimate).

Its rank of 20th on the list of sales-important markets qualifies the Denver market for a "must" place in any selling plan, whether one hitting merely the high spots, or one of truly national scope.

Denver and the Rocky Mountain region are busy today as never before manufacturing, mining, and farming for victory ... training fighters for all branches of the armed forces in a host of military establishments ... earning and spending more money than ever in history. Sales volume for the first four months of 1943 was 23% ahead of the same period last year (U. S. average, 15%).

Denver's 100-county trading area is the largest in square mileage in the U. S., but 86% of its sales are transacted in KLZ's 65-county primary coverage area. KLZ penetrates this market, according to the CBS 1942 Coverage Audit, to a depth of 1,254,937 family-listening-days-per-week ... a selling force of such mass and weight as to make selling in the nation's 20th market exceptionally economical and profitable.
ONE OF RADIO's little-heralded but important wartime roles centers in its power as an employment agency. Shipyards, foundries, airplane plants and many others—all have turned to radio for help in attracting people to their plants. Pheoll Mfg. Co., Chicago, making screws, bolts and nuts, is typical. Radio is providing the needed workers—and good ones too. More than three out of four applicants are hired. Furthermore, they are making excellent employes according to Mr. Jensen, and he ought to know because he is Pheoll's Personnel Director.

75% of the applicants are hired, and are making excellent employes.

The copy is very carefully worded and to date we have had no one employed in another war plant applying for a position.

We have sent copies of the radio script to the National Association of Personnel Directors and sample copies will be sent to any personnel director by addressing Mr. Roy S. Welch, Executive Secretary, 20 West Jackson Boulevard, Chicago, Illinois.

We don't know that broadcasting can cure all ills, but if we had a medal we would surely pin it on the Radio Industry for what it has done for us.

Western Electric Schedules Regular 7-Weeky Help Wanted Series on WOR

FOR THE FIRST TIME in its history, Western Electric Co., New York, is going on the air with a regularly-scheduled Help Wanted program, aimed at alleviating the current manpower shortage at the Kearny (N.J.) works. Beginning June 28 on WOR, New York, the "want-ad" series will be heard seven times a week, Mondays through Fridays, 9:45-9:50 a.m., Fridays, 6:55-7 p.m., and Sundays, 5:25-5:30 p.m. Contract was placed direct.

Western Electric, which in peacetime is the source of supply for the Bell System, is operating fulltime on war communications equipment, causing its need for manpower to grow faster than the available supply. For this reason the WOR series has been staggered in time to reach the majority of WOR listeners, as well as an heretofore untapped supply of manpower.

Jobs in the Kearny Works will be offered by Lorraine Sherwood, conductor of the program, who will give the phone number or location where applicants may call or appear. They may get the position if qualified, or take instruction and be paid while learning. Other features of the program will be interviews by Miss Sherwood of employes already working for Western Electric, as well as with heroes back from the war fronts who will point out the need for workers on the home front. All of the morning broadcasts will be transcribed so that the work of employees interviewed will not be interrupted.

WALB Postponement

WALB, Albany, Ga., has been granted an extension to July 17 by the FCC for filing proposed findings of hearings. The station did not have to file any objections or change its opposition to the application for renewal of license, voluntary assignment of license, to the Alma Herald-Publishing Co., to the Albany Broadcasting Co., and for a construction permit. This is a renewal for a second license. The commission granted the time at the request of the station's attorney, treasurer, and secretary of the company.

WCP Action Postponed

THE FCC has continued to July 14 action on the petition of WCP, Boston, to take depositions in license renewal proceedings which arose last December from a question as to the manner in which the management conducted its foreign language programs. The hearing, first set for March 17 and later advanced to June 16, covers the station's methods of selecting and investigating personnel, qualifications of personnel, supervision of programs and sales. Harold A. Laflunt, executive head of WCP, pointed out in a recent letter to the station that the company had cooperated fully with the FCC and that individuals mentioned in the Commission bill of particulars had been dismissed.

Radio—Help Finder for War Plants

Nut and Bolt Firm Pays Tribute for Fine Program Job

By M. E. JENSEN

Pheoll Mfg. Co., Chicago

WE WISH to pay our respects to the radio industry for its ingenuity and its ability to adapt to the right answer at the right time. At various times we had read articles regarding the power of radio, but never did we think we would have any occasion to use it.

The station evolved, and the call for more and more material, but with less manpower to produce it. We tried various ideas with some success but were gradually finding that there was no answer in radio to the demands of the industry for more and more help.

Women were gradually replacing the boys we had lost, but there were just not enough of them.

About the time things were becoming acute, we were contacted by WHFC, a local radio station in Cicero, Ill. It sounded good, but who ever heard of a personnel director writing script for a radio program? We were hastily assured by Mr. Pearson, who called on us, that they would write all the "copy" as he called it. To say that we were dubious, is to put it mildly; however, the cost was very nominal compared to what we had been spending, so we took the long leap.

The station selected 6:30 a.m. 12:30 noon and 6:30 p.m. as times for the broadcasts. Each program was of 15 minutes duration and we shared the cost with other war plants.

Our part in this program seemed very small, as most of the time was devoted to music and announcements of strange events and children needing the necessity of entering war work. We kept our fingers crossed and thanked our lucky stars, "48 of them," that we could cancel our contract at any time.

Along about noon of the second day of our venture we started hearing about our broadcast, and the big parade was on its way.

It hadn't been necessary to call out the police to keep people away, but we have been able to keep up with the demands for help and we are certainly satisfied with the results.

One of the most gratifying points of the campaign is the high calibre of people we are securing. Over

Canada on All Stations

CANADIAN Government, Dept. of National Revenue, Ottawa (Income Tax Division) on June 15 started a copy of War Effort broadcasts on all Canadian stations in connection with filing of 1942 income tax forms by June 30. According to the Department, Advertising Agencies of Canada, Toronto.

ALL-OUT FOR WAR EFFORT, these staff members of WSyr, Syracuse, put in their spare time working at the Lamson Co. Displaying some of their handiwork to a plant inspector are (1 to r): Rollie Furman, announcer; Red Thomas, musical director; A1 Eicholsler, chief operator; and Murray Bernthal, violinist.

WPAT Transfer Up for FCC Hearing

THE NAME of Donald Flamm, former owner of WMCA, New York, who recently acquired a half interest in WPAT, Paterson, New Jersey, was back in radio news last week with the FCC's notice of hearing on the transfer application.

Mr. Flamm originally purchased 50% of the stock in the station from Frank Falknor, chief engineer of CBS in Chicago, and Rex Smith, selling interest to WIRE, Indianapolis, for approximately $50,000. The balance is owned by James V. Cosman, now a lieutenant in the Navy, and other stockholders.

The FCC notice stated the hearing will be special and the acquisition of control by Mr. Flamm, including reasons for making of separation, will be as to the ownership of WPAT's share of the station's call letters and other stockholders and officials of the station; to determine policy and personnel and the effect of the proposed acquisition of control under the new ownership structure; to obtain information on any changes in the corporation, its officers employees and management, and the effect of the proposed acquisition on the station's operations. Mr. Flamm will testify "without consent of the Commission."

A hearing date has not yet been set. Mr. Flamm, in 1941, sold WMCA to E. J. Noble for approximately $800,000.

Page 20 • June 21, 1943 • Broadcasting • Broadcast Advertising
When you speak of a "port" nowadays, you include a port for ships of the air as well as those of the sea.

Both as an airport and a seaport, Baltimore enjoys outstanding advantages that are destined to become increasingly important.

As a seaport, Baltimore possesses the great, land-locked basin of the Patapsco River and its branches—a deep-water harbor that, through its splendid rail services and terminal facilities can handle many times its normal peace time volume of ships and cargoes.

As a port of the air, Baltimore offers fine facilities and many practical advantages for both land and sea planes.

Baltimore is nearer the chief cargo-producing centers of America—both manufactured goods and raw materials—than any other Eastern port. It enjoys rail freight differentials based on sound economical factors. Its distribution advantages for inbound water traffic have long been recognized by American business.

The Port of Baltimore is a natural port for the development of our great potential trade with Latin-America, certain to grow in volume and diversity after the war.

Baltimore's port has long held a leading position in inter-coastal traffic via the Panama Canal, which should be resumed as America rebuilds its civilian economy.

Great ports mean great markets—markets for YOUR products.
White Stresses Right to ‘Edit’ in Commenting on Ethics Code

CBS News Chief Tells Kaltelenb Nets and Stations Have Duty to Censor to Insure Fairness

ADOPTION OF A Code of Ethics by the Assn. of Radio News Analysts, and a statement by Paul W. White, CBS director of news broadcasts, was announced to outline the attitude and policy of the analysts and network on censorship of news commentators.

The code, adopted unanimously by the ASSN., adheres to the NAB standards regarding allotted commercial announcements in news programs and opposition to censorship of broadcast material except for reasons of national security in an emergency. Members of the code committee include H. V. Kaltelenb, NBC, chairman; John W. Vandermark of ABC, and Waverly Root, WINS, New York. Text of the code follows:

ARNA Code

The association expects and requires of the radio news analyst painstaking accuracy in his work, recognizing the difficulties attendant upon the demands of commentary and time limitations.

The association expects and requires of those engaging in such activities, professional and commercial, or "institutional" advertising material in the nature of news, that their content and presentation are such that public opinion is undeserving from every point of view.

The association believes that the inclusion of any "professional" or "institutional" advertising material in the nature of news, for the purpose of public opinion is undesirable from every point of view.

The association believes the reading of commercial announcements by radio news analyst is against the best interests of broadcasting. It requires the public member to refrain from this practice, as it believes the association deplores the interaction of a news analyst with commercial announcements.

The association emphasizes the standards of the NAB restricting the time allotted to commercial announcements in connection with news broadcasts. The association opposes all censorship of broadcast material except for reasons required by governmental authorities in the interest of public safety during a national emergency.

White for Editing

In a letter to Mr. Kaltelenb, dated June 15, Mr. White referred especially to the last paragraph of the Code, stating that some had taken it to mean that ARNA members object to editing of their scripts by network news desks. Acknowledging that Mr. Kaltelenb had informed him this was not the case, and that the paragraph was intended to apply only to politically imposed censorship, Mr. White reiterated his view that "editorial supervision of news analysts in inherent in the radio medium.

Pointing to the physical limitations of the radio spectrum, Mr. White expressed the idea that there is a "distinct difference between the amount of personal opinion permissible to radio news analysts on the one hand and to newspaper editorial writers and columnists on the other."

Except for the profit motive, there is utterly no limit, he said, to the number of newspapers which may be published. On the other hand the number of available frequencies is limited, and, "If they are to continue to serve audiences as vast as the past, the number of nationwide networks is also necessarily limited, and it is also circumscribed." For Mr. White, said the news analyst "should not be engaged, or should be so privileged, as to paralyze the right of the average person in the guise of a veto," since there is no guarantee, or under some circumstances, even the possibility that opposition opinion will get a hearing.

Fair discussion of controversial public issues has been provided by the policy of giving time to the spokesmen of opposing views, but the radio news analyst occupies a quite different position from the regular commentator, Mr. White declared.

"An analyst may have had months and years in which to build an audience in an established period. He is an invited guest in millions of homes. Senator Roe cannot possibly, in his own defense, reach the same audience that has heard the analyst. No case was carried to an absolence, and Doe were permitted to condemn not only Senator Roe, but Senators Black, White, Green, and Brown—these and the thousands of homes. The medium of radio as a tool of art is too powerful for that," he added.

CBS policy on news analyses was revealed by Mr. White in a memo which he said had been sent to commentators for their guidance. The memo reads as follows:

What news analysts are entitled to do and should do to help eliminate the news out of common knowledge or special knowledge possessed by them by this organization through its news sources. They should point out the truth of both sides, should addictions with the known record and so on. They should hear is mind that in a democracy it is important that people should not only know but should know why they should be doing what they are doing. It is to help the listener to understand, to weigh and to judge but not do the judgment for him.

Writing Mr. Kaltelenb that "it is argued we may both have said the same thing," Mr. White continued that "Where we may both be apart, however, is over the question whether the network has the right and indeed the duty to censor or edit material prepared by the analyst.

"Just as I believe that no news reporter should go on the air until his script has gone over the copy desk to be checked for errors of fact, grammar and news judgment, so do I feel that no news analyst should broadcast without editorial supervision of a network.

"Our policies of fairness of the air go a long way to insure, in its broadest meaning, freedom of the air.... And since the responsibility for the fairness of the air rests upon the radio station and network management, I feel it is incumbent upon that management to install and operate the machinery which will make such fairness a reality."

Council Gets Aid

FINANCIAL support for the Rocket Mountain Radio Council will be provided by Denver's five commercial stations—KFEL KVOD KLZ KOA KMTR — under an arrangement based on the national card rates of the stations. The Council receives other support from member educational institutions and agencies and the Rockefeller and other foundations. After four years of operation, accessibility to the Council, it has shown that the “program producing” type cooperative radio council “may well become an integral part of the American system of radio just as truly as has the advertising agency. What advertising agencies do via radio for the commercial community, radio councils can do for the educational and civic community.”

HEAD-TURNING: Elaine Riley, secretary to Cecil H. Hackett, managing director of WINS, New York, has been signed by RKO-Radio Pictures; leaves for Hollywood to make movie debut in producer Tim Whelan's 'Higher and Higher,' starring Frank Sinatra and Michelle Morgan. A former Miss Ohio, Elaine has been successively: night club singer, Powers model, private secretary, Graduate of Tranhagen School of Fashion, she designs her own clothes.

P & G Renews 10: Starts a New One

52-Week Contracts on NBC for 2 Night Programs, 8 Serials

PROCTER & GAMBLE Co., Cincinnati, effective July 1 has renewed on NBC for 52 weeks its two nighttime programs and eight daily serials, and on June 10 will start a new Monday-through-Friday dramatic show from Hollywood. The new program, which may be called Hollywood Phaphouse, will be presented at 10:45 a.m., on 61 NBC stations for Drift and will present Hollywood stars in serialized adaptations of new films which have not been released.

The following programs renewed are as follows: Woman of America (Ivy Snow), 10:45-11 on 16 Eastern network stations; Road of Life (Dus), 11-11-16; Vic & Sade (Crisco), 9:30-3:45; Payton Young's Family (GAMBLE White Laundry Soap), 11:30-11:45; Mary Martin (Ivy Snow), 3:3-18; Ma Perkins (Oxydol), 3:15-5:30; Pepper Young's Family (GAMBLE White Laundry Soap), 3:45-5:45.

The two nighttime shows renewed are Truth or Consequences (Duz), broadcast on the full network, and Zane Grey Theatre, 8-8:30. The latter program will be off the air for eight weeks after the broadcast of John Mowry's "William Tell" on August 28. On that date the station lineup will be expanded from 50 to the full NBC network.

Drift and Oxydol are handled by Blackett - Sample - Hummer, Chicago; Duz, Crisco, White Laundry Soap and Ivy Bar by Compton Adv., New York; Drene Shampoo by P&G's Top-Matic, New York; The Irish Rose (Drene Shampoo), heard the preceding half-hour, 8-8:30. The latter program will be off the air for eight weeks after the broadcast of John Mowry's "William Tell" on August 28. On that date the station lineup will be expanded from 50 to the full NBC network.

Empire Expands

EMPIRE GOLD BUYING Service, New York, has expanded its spot radio campaign in the New York area to eight 30-minute live and transcribed announcements weekly on some 20 programs. Most recent contracts are those for stations WNYL and WMCA WEVD. Agency is Carl Calman Inc., New York.

Austin Lining Up

AUSTIN TECHNICAL Publishing Company, owner of its chain of local and city, appointed agency, Carl Calman Inc., New York, last week started a spot radio campaign which will extend to 180 stations throughout the country. Promoting Guide to Intimate Letter Writing, the agency is in effect on some 42 stations last week, including WOV, WINS, New York, and WBYN, Brooklyn.
Who said that John Q. Public puts out the cat, turns off the radio and goes to bed at ten o'clock?

Not in Detroit! Here, we have people working, playing, eating during hours they used to sleep. Yes, and a radio station that goes twenty-four hours a day!

To serve the thousands of war workers whose evening begins sometime after midnight, programs of WJR are as complete and entertaining in the wee, small hours as at any other broadcasting period. There's music, variety, news—and already, seventeen sponsors are programming these hours that, once upon a time, were wanted by no one.

War has changed Detroit. There is little difference between day and night. Every minute is a vital minute. Every minute a radio minute, too—for there's a wide-awake station in the town that never sleeps.
Florida ASCAP Bill Is Vetted

Was to Legalize Operations
Now Forbidden by State Law

THROUGH the efforts of Florida broadcasters, Gov. Holland last Monday for the second time has vetoed a bill designed to legalize ASCAP operations in the State. The measure, sponsored jointly by Senator Beacham, part owner of WJNO, West Palm Beach, and State Attorney General Watson, was opposed by the Florida Assn. of Broadcasters. The first ASCAP bill had been vetoed by Gov. Holland early in the legislative session.

The original anti-ASCAP law passed by the Florida legislature was carried to the Supreme Court, which found certain aspects of the measure constitutional and which ultimately resulted in the consent degree applied nationally. Reports from Tallahassee indicated that veto of the music bill surprised many members of the legislature. Senator Beacham was supported by Gilbert Freeman, former owner of WTAI, Tallahassee, but most of the state's broadcasters were opposed to the measure. ASCAP's representative in Tallahassee has been I. T. Cohen of Atlanta.

The fight against the measure was led by W. Walter Tison, general manager of WFLA, Tampa, and Frank King, WMBR, Jacksonville both former presidents of Florida association and former NAB district directors. Mr. King is now director-at-large of the NAB. It was contended that the measure drafted would have undone everything that broadcasters had gained in Florida and that since no effort was made by the authors of the measure to broaden the gains the stations of the State were diligent in their effort to secure the Governor's veto.

Test for Book

BILTMORE PUBLISHING Co., New York, is conducting a test campaign for I Was Hitler's Doctor on WHN, New York, with the possibility of expanding to other stations if the test is successful. Firm started sponsorship of Warm Up Time, quarter-hour program preceding each baseball game, June 2, and also signed for participation in three programs aired at different times during the New York City's CAME Theatre of the Air, Dick Gilbert's record program, and George Hamilton Combs's news program. Agency is Roberts & Reimers, New York.

Church Series Plans

MORE religious services from Army and Navy stations will be broadcast during the coming year on the CBS Church of the Air, programs, it was decided June 10 at the annual meeting of the program's board of consultants, which also announced that services from women's training centers would be broadcast, and greater emphasis will be placed on the musical portions of the series.

AND ALONG CAME CAJUN

Censors Want to See Foreign Language Scripts—But

-KVOL Uses a Tongue That Isn't Written

MANY fascinating problems encountered in administering voluntary war-time censorship must remain secrets until after the war. But one unusual problem solved by the Office of Censorship, Broadcasting Division, can be revealed.

Down in South Louisiana thousands of Cajuns—descendants of the French Acadian refugees from Nova Scotia and immortalized in Longfellow's "Evangeline"—speak little English. They use a soft and picturesque French patois that, like many American Indian dialects, is never written down. The language is passed on from generation to generation by word of mouth.

So, when Censorship requested stations using foreign language programs to require submission in advance of scripts in the language to be used, KVOL at Lafayette, La., was confronted with an impossible task. The Cajun speech cannot be reduced to writing. So, the patriotic station discontinued the newscasts that it had been broadcasting in patois.

There is no newspaper in this area. Thus thousands were deprived of their only means of keeping informed about a great war that was so far away but for the constant stream of Cajun sons and daughters into the armed forces.

So, the Broadcasting Division of Censorship took a common sense viewpoint of this peculiar problem. It permitted KVOL to resume its newscasts in Cajun after Station Manager Thomas assured the censors that program would be monitored by a Cajun employee to check against any deviations from previously selected news items. The Cajuns are happy again.

ENCOURAGING progress towards the organization of a post-war radio technical planning board which would include representatives of all branches of the radio industry was reported last week by Haraden Pratt, vice-president and chief engineer of Mackay Radio & Telegraph Co. Mr. Pratt is chairman of a special committee appointed by the Institute of Radio Engineers to draft plans for such a group and to discuss the proposition with other organizations of the industry, such as NAB, FMBI, American Radio Relay League, Radio Manufacturers Association.

Original suggestion for a radio planning group came from FCC Chairman James Lawrence Fly, who had proposed that the group's governing committee be made up of the heads of the FCC, IRE and RMA. IRE approved the idea of such a group, but suggested that its governing board be broadened to include representatives of the NAB and other organizations whose cooperation is essential if the plans are to be truly representative of all branches of the industry.

During the past few weeks the IRE committee has talked with representatives of these other organizations, Mr. Pratt said, including the RMA, adding that a number of points of difference between the IRE and the RMA, which had exposed the Fly plan of procedure, had been ironed out. Mr. Pratt said that in the near future his committee expects to meet with the special RMA committee appointed after the RMA's recent convention in Chicago [Broadcasting, June 14], at which time it is hoped that the remaining differences can be eliminated.

The IRE has expressed the opinion that the successful development and operation of a technical planning agency for radio depends on a number of factors, which include "broad and democratic representation in the agency of all organizations having a major interest in the project, democratic procedure particularly including appropriate methods of selecting all official members of the group, the setting up of technical standards, and the setting of a stated tenure of office for these workers with suitable substitutions for inactive groups or individuals."

The Institute further stated that budget plans should be made before the agency is formed, providing for "suitable budgetary participation of those concerned as well as an accounting." IRE also urged "democratic voting and reporting methods and fully judicial procedure at all steps, with adequate opportunity for the public expression of all viewpoints on given questions."
MR. SMITH GOES FOR KEX

and how!

ROBERT SMITH is the advertising genius of Lipman Wolfe & Co., one of Portland's major department stores. Recently Mr. Smith took a large advertisement for Lipman's in The Oregonian to publicly congratulate the staff of KEX on the job it is doing on Lipman's patriotic program, "Freedom Speaks." Mr. Smith's copy eloquently testifies to the local service advertisers get on KEX.

"We should like to acknowledge publicly the amazing skill with which "Freedom Speaks" has been produced in the studios of KEX KCW. We think you will find this program equal to anything that comes over the networks."

"Freedom Speaks" is splendidly acted by a cast that includes Mark Daniels, Frank Hemingway, Dick Rand and Hartley Sater; scored and produced by Gordon Bambrick from a script by Evelyn Lampman. "Freedom Speaks" deserves a place on your regular list of favorite Sunday radio programs."
CBS Merges Copyright And Editing Department

IN A REORGANIZATION of the copyright division and the commercial editing department of CBS, announced last week by Paul Kesten, CBS vice-president and general manager, the two units have been combined and renamed the department of editing and copyright, with Jan Schumek, head of both departments, continuing as director.

Reason for the change is to broaden the operations of the commercial editing department to include the application of CBS' basic program policies to sustaining as well as to commercial programs. CBS' increased use of freelance writers who are not familiar with the network's program policies also required more consistent coordination from a central source.

On June 1, a decision is to be made on 600 kc. pending determination of the issues following the hearing.

Through George S. Smith and Philip J. Hennessy, Jr., partners in the firm of Segal, Smith & Hennessy, WMT contended that the actions of June 1, although purporting to grant appellant's petition for hearing, "in fact reaffirmed its action of April 4, 1942, by authorizing the continued operation of KSJB on the frequency 600 kc."

Injury Claimed

The court was told the assignment of the Jamestown station on 600 kc. will result in loss of service by WMT to an area of 1900 square miles. Moreover, it held that KSJB's coverage at night would be reduced from about 600 square miles to approximately 96 square miles. It was contended that the grant of the stay order will not adversely affect KSJB or its listeners, though failure to grant it "will cause a serious and irreparable injury to WMT and its listeners."

After citing a series of purported infractions of the FCC's regulations and of the law, the pleading stated that the action "is flagrant-ly in violation to the rule of conduct pointed out to the Commission in the decision of this Court and the United States Supreme Court" in the KOA case.

WMT, which operates with 5,000 watts on 600 kc., is licensed to the Iowa Broadcasting Co. of which Gardner Cowles, Jr., recently resigned assistant director of the OWI, is president. KSJB is headed by John W. Boler of Minneapolis, who has consistently favored the policies of the FCC majority in regard to broadcast regulation.

Promotion for AP News

FIRST OF a new series of promotional aids which will be sent to stations broadcasting AP news is a group of one-minute transcribed announcements by Paul Girard, former announcer, now station relations manager of the AP subsidiary, Press Assn. Transcribed by WOR studios, the commentaries highlight experiences of AP correspondents on war fronts.
PROTEUS RIDES THE AIR-WAVES

... for variety is the spice of radio. Changing its form at will, like Proteus, the living-room becomes news room, concert hall, cathedral, classroom, opera house, test kitchen, theater, banquet hall, army camp, vaudeville stage, listening-post between government and governed, grange, night club, police station, town hall, and market place. Any or all, as the listener likes.

Westinghouse Radio Stations Inc exercises constant care to maintain the highest standards of American broadcasting. From dawn to yawn, 19 hours a day, programs are geared to the public good. Brightest stars of the radio world are brought to Westinghouse audiences through programs of the NBC and the Blue Network. Programs produced locally are planned to reflect community interests and preferences.

Full coverage from the world's finest news-gathering agencies insures the latest authentic news, and alert special-events staffs are on the spot where things happen. In short, the listener comes first at Westinghouse, and the sponsor buys a known quantity... ears that hear, and purses that discriminate.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
USE your special change and buy a share in the Aircraft Carrier Shangri-la which will return to Tokyo. "As little as one dollar in war stamps will give you a share in this carrier," is the theme of a drive by WHIO, Dayton, cooperating with a committee of the RMA, to promote local commercial programs and spots sponsored by retailers for war stamp sales. One day a week for the month is planned for a concentrated effort through radio and other media, with a special program on WHIO July 1 to start the campaign. Retailers may plug the sales on other days, but the association is centering efforts on one day each week.

Merchandising & Promotion

Teasers—Revolving Door—Bell Ringers
Auctions—Employment Plan—Wash

Moseley Teasers
QUOTES from the news commentaries of Sidney Moseley and Dr. Frank Kingdon on WMCA, New York, are aired the day following each broadcast, in the form of a 50-second recorded "teaser," designed to increase listener interest in the programs. An announcer introduces the disc with the words "and tonight, Sidney Moseley said . . . following with quotes.

Revolving Door
REVOLVING DOOR cut-out in folder is being used by KSTP, Minneapolis-St. Paul, to promote reservations for its "Household Forum" program. The in-and-out action of the swinging door is likened to the coming and going of sponsors of participating program. KSTP points out, however, that its Forum program is filled up at present and urges reservations.

WTMV
"the home folks station"

Broadview Hotel
East St. Louis, Illinois

May 12, 1943

Mr. Erich Brandeis
International News Service
235 East 45th Street
New York, N. Y.

Dear Mr. Brandeis:

Grasping time by its withered forelock, we write to express in some small measure our appreciation of and our reliance upon the complete, accurate and up-to-the-minute coverage of world news given this station by INS. To paraphrase an old saying, in our opinion INS "digs that fastest with the best dispatches."

Although INS in all instances does an outstanding job of coverage, we remember particularly the "Saboteur Execution" and the "Toulon Fleet" stories as being reason enough for our selection of your wire as the sole news connection between WTMV listeners and the outside world.

In addition to the spot news furnished by INS, we have made and are making profitable use of the many excellent features overheaded to our news room regularly by mail. These features are well prepared and, according to the announcing staff, flow smoothly on the air.

Finally, we would be remiss if we did not mention the pleasant service and cooperation afforded WTMV by Bob Bresford and Gene Bogart, Chief and assistant, respectively, in the local INS bureau.

Sincerely yours,

Michael Henry
News Director

Auction-Dinners
IN A SERIES of auction-dinners which combined the sale of war bonds with the sale of cars to jobbers, Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy bars), raised a total of more than $10,000,000 worth of war bonds in the recent national bond drive. Through special announcements on the Schutter radio program, Col. Stoopnagle's Stoop-n-rooms, heard Sundays, 1:45-2 p.m. on WIB, candy jobbers were advised of forthcoming auctions in scattered localities throughout the country. Highest bidders for war bonds were awarded the orders for candy. Agency is Roche, Williams & Cunningham, Chicago.

Ration Book Holder
WIBW, Topeka, has issued a brown stiff-paper ration book holder the design of which, printed in blue, includes at the bottom "Compliments of WIBW—Topeka, Kansas." Printed on inside pockets are eight points of advice for planning and shopping, space for name and address, and an appropriate quotation from President Roosevelt. The back cover contains a twelve-month calendar to March, 1944, with further space for notations, and the bottom quarter is devoted to a brief plug for the station.

Employment Plan
UNDER plan formulated by employ management committee of Douglas Aircraft Co., Santa Monica, Calif., studio audience of a broadcast of the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarette), consisted of job applicants and employees of Douglas. Each pair of broadcast tickets requires an application blank, and two tickets will be given to each employee inducing a friend to sign up during the recruiting campaign.

On Wash
WHN, New York, is using the paper bands sealing men's shirts to promote its programs. Dick Gilbert, record manager, ventured on the first bands which will be used for three weeks, the copy then changing to exploit other programs. The patented orange strip, bearing the name and address of the station, then changing to exploit other programs.

Bell Ringers
STREET-LEVEL bulletin board on the front door of WGKV, Charleston, W. Va., pictures local and national radio stars in a novel type of quiz. Passersby are invited to identify the stars. Key to the picture quiz is on the inside of the door so that persons moved by curiosity to open it cause a small bell to tinkle. An audible check is thus kept on the display.

Potentially Speaking
FOR LOCAL and potential advertisers, in the Asheville area, WWNC, Asheville, N. C., has produced a series of single-fold mailing pieces, three-and-a-half by six inches. On the face of each is a statement emphasizing one phase of radio advertising, programming or listening. Folder opens to a brief expansion of the same idea.
The facts about RADAR

"The whole history of Radar has been an example of successful collaboration between Allies on an international scale."

THE NEW YORK TIMES, MAY 16

This amazing electronic invention that locates distant planes and ships despite darkness and fog is a great co-operative achievement of Science and Industry.

In this country and in the British Isles, over 2000 scientists and engineers, some working alone, some in the Army and the Navy, many in research laboratories of colleges and industrial firms, joined eagerly in the search for Radar knowledge.

Team-work that succeeded. Once this electronic device had been perfected, industry after industry rallied to the nation's call to manufacture Radar. General Electric is proud to have played a large part, with other manufacturers, in supplying to the Army and Navy this key weapon whose peacetime applications hold so high a promise.

As early as the Twenties, G-E engineers and scientists were developing the kind of high-frequency tubes, circuits and apparatus that make Radar possible. Thus long before Pearl Harbor, G.E. was able to build Radar equipment.

Post-war applications will be many. Radar will guard and guide the flight of great commercial transports. Planes will land blind. Transoceanic liners will slip safely into fog-bound harbors—all with Radar detection equipment.

In addition to Radar, General Electric is supplying to the Army, Navy, and Marines radio transmitters, antennae and receivers, carrier-current equipment, all kinds of electronic measurement equipment, and monitors. Electronics Department, General Electric, Schenectady, N.Y.

Tune in General Electric's WORLD TODAY and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over C.B.S. . . . On Sunday evening listen to the G-E Mazda Lamp program over N.B.C. network.

GENERAL ELECTRIC

G-E employees are now purchasing over $1,000,000 in War Bonds weekly
Program stars are not wholly responsible for making America's outstanding radio stations. That survey leaders don't rate the same on all stations proves the point. It's the plus force of around-the-clock aggressive and alert service to listeners and advertisers that produces top stations. It is this plus factor that stamps the six Fort Industry Company stations stars in their own right. The pooling of 17 years of broadcasting experience gained from serving important and varied markets and an intimate on-the-spot knowledge of what will click guarantee that
WMMN
FAIRMONT, WEST VA.
C.B.S.

WWVA
WHEELING, WEST VA.
Basic Blue

WSPD
TOLEDO, OHIO
N.B.C. Basic

WAGA
ATLANTA, GA.
Blue

WHIZ
ZANESVILLE, OHIO
N.B.C.

250 WATTS
WLOK
LIMA, OHIO
N.B.C.

5,000 WATTS
WSPD
TOLEDO, OHIO
N.B.C. Basic

5,000 WATTS
WAGA
ATLANTA, GA.
Blue

250 WATTS
WLOK
LIMA, OHIO
N.B.C.

5,000 WATTS
WMMN
FAIRMONT, WEST VA.
C.B.S.

50,000 WATTS
WWVA
WHEELING, WEST VA.
Basic Blue

STATION YOU CAN BANK ON IT
The People's Choice?

PONDER a figure like $8,752,130,000. It isn't the war debt or even the increase in taxes coming up.

It represents the public's investment in radio receivers and parts since 1922.

A total of 101,724,380 receivers have been sold since that date, when all but a handful of handy pioneer saw in "radiotelephony" or "wireless" something more than a passing fad. Of these, 50,000,000 are in use today in a nation of 150,000,000. Last year, despite the freeze in receiver manufacture so that all facilities could be converted to war production, 4,400,000 sets, valued at $460,000,000, were sold.

Those figures tell more eloquently than regulations or laws the public acceptance of broadcasting by the American plan. There has been no clamor for changes in program structure or content. Programs have built that audience, and caused the public voluntarily to spend for receivers and tubes and service.

So the question arises, why has Government stepped in to reform or "improve" a service that is beyond question "in the public interest"? And, more timely perhaps, where will the effort to reform stop? The bounds of the FCC's authority are practically limitless under the Supreme Court split opinion in the network cases.

The network regulations are now beyond argument. They became effective last week. Radio thereby won't go to hell-in-a-hand over-night. Both sides—FCC and the major networks alike—have been too extreme and too emotional in their statements regarding these rules. No one will contend that the networks have been lily-white in their dealings with their affiliates and that no wrongs or inequities have existed in those relationships. Our contention now is, and always has been, that matters of contract and of business belong, not to the FCC, but to the private participants.

That is how Congress intended it. It isn't however, how the Supreme Court interpreted the mind of Congress.

And that's where Congress comes in.

The Supreme Court opinion, at long last, is recognized by the press as a threat to that medium as well as to radio. Such journals as the New York Times, the Wall Street Journal, and our trade journal contemporary, Editor & Publisher, have now taken up the cudgels in favor of a new definition from Congress. They point out that freedom of speech and of the press are among the liberties for which we are fighting; that while the battle to preserve them is being won abroad, it may be lost at home.

Senator Wheeler has announced postponement until September of the hearings on legislation to amend the archaic radio laws, should Congress recess next month. He is definitely on record in favor of hearings, dispelling doubt on that score.

New legislation is a must this session. The postponement gives all parties time in which to prepare. There shouldn't for a moment be a relapse of effort toward that goal. Interest should not be allowed to wane.

FCC Chairman Fly has described as a "lot of hooey" the interpretations given the Supreme Court decision as striking at freedom of radio or the press. He points to the "unwisdom" of appraising a judicial decision on "ten words picked out of 20 pages". He characterizes these dire predictions as "too stuffed out to the press from the NAB and the other big network representatives", designed to "mislead and confuse the public".

In view of these disclaimers, there appears to be no earthly reason why the FCC shouldn't welcome clarification of the law in such a way as to define clearly the limits of the FCC's authority. Since it is contended that the Frankfurter opinion doesn't give the FCC these broad authorities, we can't fathom any reason why the law shouldn't speak out clearly against interference with the freedom of expression and of the press, if need be. The FCC majority should be the first to come forward with proposals along that line.

Because we have a suspicion of doubt about such a move by the FCC, we think it's up to the media of expression, radio and newspapers hand-in-hand, to impress upon Congress that it must retrieve its legislative authority in these spheres. If there is no summer recess, then the hearings should be scheduled forthwith, as originally planned. And, as Chairman Wheeler publicly stated, they must be pressed through "uninterruptedly" until fool-proof legislation is written. After all, it's the public's radio and the public's fight. Congress as the representative of the public, must give the answer.

Guest editorial

By LEO FITZPATRICK

Vice-President and General Manager, WJR, Detroit

IT IS the duty of every radio station to adopt a position of leadership in essential affairs within range of its power.

This is demonstrated as never before during these times.

The necessity for this leadership can be observed in every trend. Leaders of yesterday have gone to war. Radio's complicity of the past in merely entertaining the American public must be superseded by a recognition of radio's responsibilities.

As a practical example, here is what WJR has done in just one instance: It really began several years ago when WJR established the Farm Forum and installed Duncan Mcre, newspaper man, foreign cor

railroaded

IN TIME and talent donated, and in cooperation and manpower furnished, radio has been doing a first class war job. Governmental authorities, civilian and military, from the top to the local OCD director, will attest to that. This job is being done without particular regard to expense and, at times, in the face of irritating discriminations.

Take for example the case reported in Broadcast, May 3. W. L. Gleeson, president of KPRO, Riverside, Cal. Mr. Gleeson, finding that railroads were paying newspapers, magazines and billboards to use material radio distributed for OWI, asked why radio time was not purchased. The railroad representative commented, "It isn't necessary for us to advertise on the radio. We get it for nothing."

A developing restlessness within the industry in the face of these inequities was reflected last week when the NAB's Small Station Committee met to give radio's own answer to the question "what can we do to keep going?" Obliquely weary of expressions of good intentions from the FCC and OWI, the broadcasters turned in a surprisingly one-sided—Hon- est Harold Ickes, who has supplied the one tangible bit of real Government cooperation with the industry, the "Buy Coal Now" campaign. Beyond this, the Committee has asked OWI to protect it by making sure that private industries involved in future campaigns make reasonable use of paid time before the Gov- ernment requests free time.

Certainly radio is interested in getting all war messages—including the ones that help the railroads—to the public. But the industry has a right to expect that it will be protected from exploitation of the sort reported by Mr. Gleeson. Moreover it has a right to expect that other free American industries will do their part toward delivery of the war message.

Many of these incidents may be avoided eventually, should the Community War Plan now being considered by the War Advertising Council [Broadcasting, June 7] be authorized. Radio, which has rung the bell repeatedly in putting over Government war messages, can expect fair and equal treatment in the allocation of these local war sheets to buy time and space. At the very least, the industry will no longer be asked to give away services that others sell.
CARLTON HATHAWAY DICKERMAN

Like the itinerant reporter of former years, the radio announcer has acquired a reputation for “floating” from one job to another until he hits network big-time. That sort of activity has been accelerated in these days of manpower shortages. Thus, it’s quite refreshing to find an announcer who has stuck to the same station and on virtually the same job for nearly two decades. Such is the case of Carlton Hathaway Dickerman, chief announcer of WEEI, Boston. Since 1925 he has taken his turn at the WEEI microphone without a hitch. And for that reason we salute him in these columns.

When commercial radio was still in diapers in 1925, Carlton Dickerman landed his job as announcer via a telephoned audition. Subject of the conversation was, of all things, vacuum cleaners! Dick was an expert on them and on electrical appliances in general, because he earned his living selling them for the Boston Edison Co., licensee of WEEI.

The change in profession came about when the company’s personnel director, in the market for a vacuum cleaner, called Dickerman for advice. It turned out to be a 25-minute radio audition, because the then manager of WEEI was listening in. Dick was offered an announcing job at $14 a week increase. He joined the station Feb. 24, 1925, as its twelfth staff member. He has witnessed the station’s development during 18 years. WEEI subsequently was sold to CBS, for which network it had been an outlet since its formation. The station now has 80 employees.

Despite his success story, Dick doesn’t recommend auditioning by telephone. As he put it, “Over the telephone the voice is modulated to escape the ears of the visible audience. (Not so with people we know.) Over the microphone the voice must project a personality to the invisi-ble ear.”

Dickerman was born in Taunton, Mass., on Sept. 2, 1900. Jump from salesman to announcer is not too hard to understand in the light of Dick’s background. His school years included participation in every dramatic and musical presentation that offered, five years of piano study, two years of voice, and wide reading in English literature. When not at his books, he enjoyed a good workout in the gym and a few rounds of wrestling or a swim. Nearly 6 feet tall, he now weighs in the neighborhood of 250 pounds. This has changed his athletic interests to an occasional game of golf and an acre garden lot.

Married to a former WEEI hostess, pianist and organist, Sybil Jane Morse, Dick’s current interests center around his home in Sharon, a residential community about 20 miles out of Boston, a three-year-old son, and a new Great Dane puppy who recently joined the family. Though he hasn’t found time to attend meetings, Dick is a member of the Masonic Order and has paid dues regularly for fifteen years.

In almost two decades of announcing, he has run the gamut of announcers’ baggies. Once in front of a theatre audience, he unwittingly proved the thesis that “mikes do bite.” He ran smack into a standing microphone and stepped on the cord, causing the mike to spring at his teeth. Another time as he approached the climax of a long commercial, a passing artist stumbled against the table supporting his mike and spilled a full glass of water into Dick’s spacious lap.

But Dick is still ever-tempered, has a healthy appreciation of people, and would be content to stay in radio and at WEEI for the rest of his life. Dick is a happy man. His few ambitions include working as a program director or station coordinator—and perhaps another son and daughter.

MILLER McCLOY, president of MBS, is on a flying trip to the West Coast, speaking before the Pacific Advertising Assn. in San Francisco on June 23 and the Los Angeles Rotary Club on June 25. He is returning east. On his way back to New York he will stop in Chicago to conduct the membership drive of stations affiliated with both Mutual and Mutual network, scheduled for June 29.

ED DAVENY, former sales manager of the New York office of Howard H. Wilson Co., has been graduated with honors as a second lieutenant at the Army Air Forces School at Nashville. His affiliation was with the AAP Intelligence Section at Harrisburg.

GENE T. DREY, owner of WATTS-WSBC, Chicago, has purchased the Kildare Country Club just outside of Chicago. The golf course will be used as grazing land for the duration, but will be resumed as a membership country club after the war.

TOM TOMB, salesman of WCAE, Pittsburgh, has been assigned to the AP Intelligence Section at Harrisburg.

CLAIR Y. WOLF, former public relations director of Firestone Tire & Rubber Co.’s Mead, Neb., plant, has joined the sales department of WOW, Omaha.

JOHN C. JESSUP has joined KOMO-KJR, Seattle, as account executive, effective the first of a two-week examination by the Army. He was formerly with WTMJ, Milwaukee.

MANUEL EISNER, former business manager of the Cleveland Rams football team of the National Professional League, has joined WGAR, Cleveland, as publicity manager. He succeeds Maurice Condon now in the Army.

HARRY M. BITNER Jr., general manager of WFTL, Indianapolis, has been commissioned a lieutenant (j.g.) in the United States Naval Reserve and is expected to report for duty shortly. He has managed the station of which he is part owner, since Capt. Lester Lindow reported for active duty in the Army 18 months ago. Capt. Lindow last year was reported in Washington in the Radio Branch, Bureau of Public Relations, under Col. E. M. Kirby. He was transferred from Camp Wolters, Texas, where he served as public relations officer since his call to active duty.

CARLOS PUYO DELGADO, prominent Colombian journalist, arrived in Washington last week as a guest of the State Dept. While here, he will interview representative personalities for the newspapers and radio audience in Colombia. Senor Delgado is director of the daily radio review, Actualidad Diaria.

To the would-be announcer, Dick gives this advice, “If you want to be a good announcer, you must either possess natural talent or acquire it. There is no escaping that fact. Or you might consider retiring. If you are able to do that, the way to some very remunerative assignments lies open before you.”

Carleton Dickerman’s first program director gave him this tenet to work by. Succeeding by it, Dick knows whereof he speaks.
RIESE 

MIRIAM McGRATH has joined WTWP, Washington, to take over log operations coming from the editorial staff of the Government Manual, OWI. Helen Shultz, traffic manager, has resigned, effective July 3d, to join her husband in Florida, Jane Jenkins, formerly of W2EJ, Hagerstown, resigns as the station's manager. Mrs. Betty Goodrich, formerly of W2EJ, has joined the staff as script writer in the program department. She was previously with the McCord Agency as a writer.

ALMA SIOUT SCARBERRY, formerly associated with New York and Chicago newspapers, has joined the publicity staff of CBS Hollywood.

JERRY MORRIS is now program director of KOX, Seattle.

LOUIS P. LOCHNER, NBC Pacific Coast commentator, received an honorary Doctor of Laws degree from Muhlenberg College, Allentown, Pa., following his commencement address to the 1945 graduating class.

FRANCIS COREY has resumed his three-weekly program, "Women at War" on WQXR, New York, sponsored by Bloomfield's Department Store, after a six-week absence for the birth of his child.

CHARLES V. DONALD, recently appointed Sohio Reporter by Standard Oil of Ohio, has left WTVL, Toledo, to join the Navy.

RALPH NASH, news editor of WRRV, Welch, W. Va., on May 31 married Louie Mae Gorosford at Des Moines, Ia.

REV. BOB GODFREY, engineer and announcer of WRRV, Welch, W. Va., has been called to Florida on account of the death of his father.

VIRGINIA COOK, Hollywood freelance, has been given the writing assignment of the "Question of the Week," half-hour news analysis series, sponsored by Signal Oil Co., on CBS Pacific and Arizona stations. She was also named to writing staff of weekly Hollywood Showcase, sponsored by Ben Hur Products Inc., on Pacific stations of that network on June 11.

PAULINE HOPKINS, writer of CBS "Hartlester's Question of the Week," half-hour news analysis series, sponsored by Signal Oil Co., on CBS Pacific and Arizona stations, was also named to writing staff of weekly Hollywood Showcase, sponsored by Ben Hur Products Inc., on Pacific stations of that network on June 11.

LORNE GREENE, chief announcer of the Canadian Broadcasting Corp., Toronto, has joined the Canadian Army. Elwood Glover replaced Mavor Moore, Canadian Broadcasting Corp. producer at Toronto, has been commissioned a lieutenant in the Canadian Army. Fred Darling, annoucencen, for thirty years, also named a member of the press and information section, has joined the RCAP.

Bill Chisholm, producer of CBL, Toronto, has joined the Canadian Army.

MRS. ELIZABETH MIEGOS, New York freelance and advertising copy writer, has joined the continuity staff of KOMO-KJR, Seattle.

TOM HORRLE and Ted Hatch have left the newsroom of WOW, Omaha, to join the Army. Farley has re-turned to the Fort Knox Service Force OCS and Hatch is to report to the Fort Benning Infantry OCS.

CRAIG STEWART has joined WCAU, Philadelphia, Pa. He was previously chief announcer and producer with WJMN, Fairmont, W. Va.

HARRY MCGULCHIE, from WLOL, Minneapolis, has been appointed production manager of WINN, Louisville, and Neil Lyman, also from WLOL, has been appointed continuity editor.

BILL STROTHMAN, announcer with KXNO, Sioux City, Ia., since 1940, has been assigned special duty by the Army. George Shuey, newscaster, new to radio, has joined the announcing staff, and Sam Smith, former announcer who has been studying at Montana State U, returns to the staff for the summer.

FOCUS ON WAR

"A fine doctor! He's so busy listening to WFDF Flint Mi-chigan, he won't take time to paint my throat!"

BRIDGEPORT, CONN.

Rev. BOB GODFREY, member of the bridgeport, Conn., church, has been named to the press and information section of the Canadian Armed Forces. He was formerly with the OWI, and now serves in the army. In his new position, he will help in the publicity of the army's war effort.

GUESTIOTTIAL (Continued from page 32)

respondent, race horse breeder and gentleman farmer as the director.

Moore went into the program with a vengeance. He was given a free hand and despite the hour of his program—6:30 to 7 p.m.—he built up a tremendous following through the Middlewest.

Moore read all the farm journals. He was given the Agriculture Department mailing list. With the eyes of a trained observer he scanned their releases for program material and a month ago he noticed that Michigan farmers were looking for more beans. He hit upon the idea of installing 150,000 acres fewer beans this year than last year, when there was a bumper crop. The State raises one-third of all the beans grown in America. Last year, more than 450,000 acres were planted to this rich protein crop.

When "Dune" noticed the shortage, he began to figure. He sought more information from the Army, and discovered that the shortage of beans in Michigan alone amounted to 760 million Army meals. That's a lot of beans.

Moore felt that something should be done about this situation. How could he help? How could WJR reach these farmers and convince them that they must raise more beans?

Talk alone wouldn't solve the problem. But "Dune" is nothing of a showman in addition to being a farm editor and a newspaper man. Calling Secretary of Agriculture Wil-ard by telephone, he sug-gested to the Army the formation of a program. The idea filtered down from the Dept. of Agriculture, with a bit of weight tossed here and there by the White House, and the Army finally rigged up a cavalcade of tanks and trucks.

On May 17 this motorcade, directed by Arthur Nower, assistant state director of the Agricultural Adjustment Administration, started touring the Michigan bean country. Farmers in the area saw a tank for the first time. They met and talked with heroes from Guad-alcana and what was more important, they were promised to grow more beans, and signed AAA pledge cards to do it.

WJR never appeared in any of the publicity. WJR was not looking for anything. WJR was already surrounded with beans and found them. The first day alone of the nine-day tour added 12,000 acres of beans to the state's crop.

Newspapers followed the lead and the bean acreage problem has been solved.

There are hundreds of ways in which radio stations can assume leadership, but few can take action in such affairs the management must be surrounded with men who have ideas.

We must come to realize that radio is not a business alone. Equally with the press we have a responsibility to guard the public against its own folly, to keep the public constantly informed, not only on the news of the day, but on the foibles of individuals which collectively become a menace.

Information is available to us which is not available to the ordinary individual. If we fail to use it for the betterment of society, then we have failed to accept our responsibilities.

New CBS Scriptwriters

THREE scriptwriters have been added to the program writing department, according to Robert J. Landry, manager of the department. They are Elwood Hoffer, formerly with the OWI, and WWJ, Detroit, and author of You Can't Do Business With Hitler and The Lady Is on Our Side. Virginia Fitzhugh, freelance, and Bruno Zirato Jr., apprentice scriptwriter.

SHERRY DRYER, producer of the NBC University of Chicago Round Table, is the father of a girl born June 21.

JACK SIMPSON, former producer of WWJ, New Orleans, has joined the NBC Central Division, Chicago, as musical production director.

MARION McCREDDY, m.c. in Miami of a recorded music program for servicemen, started a similar morning program on WMCA, New York.

JOHN VERSTREATED, chief of the news department of KSTP, Minnesota, was married Dorothy Gornki of Food and Drink June 19.

LESLIE RADDATZ, photo editor of NBC, Hollywood, publicity department, is the father of twin boys born June 21.

SCOTTY MORTLAND, narrator-commentator, has joined KROY. Scotty has been featured on Scotty's Old Fashioned Book Review and Walk-About, Talk-About.

GUESTIOTTIAL (Continued from page 32)

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Information is available to us which is not available to the ordinary individual. If we fail to use it for the betterment of society, then we have failed to accept our responsibilities.
of JOE GREGORI, Broadcasting where she has been promoted to program director and producer.

TOM MAHONEY, former assistant manager of the news bureau of General Electric Co., Schenectady, has rejoined the overseas branch of the OWI in New York.

ARTHUR AUSTINE, former representative for WOR, is now on assignment for WOR in New York.

BRANKA BARKER, former member of the broadcasting department of WGY, Schenectady, has rejoined the production department of WGY, Schenectady.

WALTER TETLEY (Leroy) of the weekly NBC Great Gildersleeve, has been signed for a role in the RKO film featuring Mickey Rooney.

BOB HAWK's contract as m.c. of Thanks to the Yanks, has been extended by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., sponsor of the series, for a five-year period until June 25, 1948.

WALTER B. LOGAN, special events manager for WBBM, Chicago, has returned to his job.

GIL HABRITT, promotion and publicity manager of WIP, Philadelphia, is seriously ill with an ear infection.

DOROTHY GILBERT, former member of the publicity department of WJSW, Newark, has joined the announcing staff of WJSW.

RON MULLHOLLAND, announcer of WCBS, Philadelphia, is entering the Coast Guard.

WILLIAM EDWARDS, one-time announcer of KECA-KFI, Los Angeles, and one of the original announcers of the station, has joined the announcing staff of WNTI, New York.

BOB HAWK's contract as m.c. of Thanks to the Yanks, has been extended by R. J. Reynolds Tobacco Co., Winston-Salem, N. C., sponsor of the series, for a five-year period until June 25, 1948.

Marie Esty has been signed for the announcer's job.

Hawks Extended

MORGAN BRASSELL, Jr., has joined WIBQ, Memphis, as announcer after one year at WSDK, McComb, Miss.

ARTHUR AUSTINE, former representative for WOR, is now on assignment for WOR in New York.

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WALTER B. LOGAN, special events manager for WBBM, Chicago, has returned to his job.

Hawks Extended

Walters TETLEY (Leroy) of the weekly NBC Great Gildersleeve, has been signed for a role in the RKO film featuring Mickey Rooney.

BOB HAWK left the announcing staff of WIOD in November, 1942, to enlist in the Navy. An accident injured him so that the Navy gave him a medical discharge, and he is now back at WIOD.

ROBERT A. HINNERS, from WERC, Erie, Pa., has joined WJW, Akron, as announcer. He is the father of a baby girl.

PATRICIA BICKFORD, new to radio, has been appointed continuity director of WFIL, Philadelphia.

RUSS MULHOLLAND, announcer of WCAU, Philadelphia, is entering the Coast Guard.

GUARANTEED not to back around the KRNT Mike unless a pheasant flies into the newsroom, Red Rock, Okla., has been signed for studio dogapper, brings copy from the 12th floor newsroom to News Editor Glen Law on the 13th floor.

BERNIE BARTH, announcer of WFIL, Philadelphia, and Kathleen Duran, of Sturgis, S. D., are to be married June 29.
CHARLES WILEY, former member of the staff of WJW, Chicago, has taken over new duties as managing editor of WGN, Chicago.

MILTON H. HEIDRICH, former member of the press department of WGN, Chicago, reported June 15 to the Army and Navy Y.M.C.A., Grant, Ill. His job is being filled by his wife.

TOM MEANS, former traffic manager and director of promotion at WCSC, Charleston, S. C., has joined the promotion department of CBS, New York.

KAY OWLSLEY GLASS, director of circulation of WBT, Charlotte, has resigned to join her husband at Camp Davis, N. C. Her assistant, Adele McCarty, takes her place and Audrey Summerson, formerly W. McCurdy-Parker, sales promotion manager, has been named to assist Miss McCarty.

In the press department, Betty Bost has been appointed to replace Frances O'Daniel, resigned.

HARRY BURLER, announcer of WHIO, Dayton, has been commissioned an ensign in the Navy. He is to be in Naval aviation.

MRS. DOROTHEA CULLUM HILBERT, Younger, N. Y., has joined the production staff of WSB, GE FM station in Schenectady. Harrington Crissey, Belmont, N. Y., has joined the announcing staff. He attended the Rhode Island announcing school after his release last fall from the merchant marine because of color blindness.

VINCENT ANDERSON, formerly with WFC, Fond du Lac, Wis., has joined WKBH, La Crosse, Wis.

KATHERINE STARRS has joined the traffic department of KGGE, Coffeyville, Kan., and Roger Stoner, from Mankina, Ohio, and Jack Anderson have joined the staff as announcers.

RALPH WALDO EMERSON, has joined ABC Hollywood, as staff announcer.

ELIZABETH PATTERSON, actress, has been cast to portray Amt Sallie on the weekly New York Garden Show, summer replacement program for the Milton Berle Show, sponsored by Campbell Soup Co., on CBS stations.

TOM MERRICK, Hollywood musical director, has been given that assignment on Stan and Stu, weekly half-hour program sponsored by NBS, Pacific stations by Grayson Shows, (women's apparel).

HENRY KINSEY, Chicago free-lance writer and producer, and radio director of Central YMCA College, has joined the Army and is stationed at Camp Grant, Ill.

JOHN FITZPATRICK of the announcing staff of Murask's FM station WJNY, New York, and WLTE, Philadelphia, has joined the Navy.

ALLAN SIMMS and Frank Sabin, have joined WJAT, Newark, as announcers. Sabin replaces Bruce Matthews, who has taken a war-plant job, while Simms, new to radio, is scheduled to join the Navy later in the summer.

We know this is a local record. This newspaper ad - original size, 3 cols. x 20" -- forcefully shows what a leading Knoxville advertiser thinks of WNOX. 10,000 W. DAY and NITE CBS - 900 KC.
TWO NAB OFFICIALS JOIN ARMED FORCES

EVERETT E. REVERCOMB, NAB auditor, and Russell P. Place, counsel, last Wednesday left the trade association to enter the war effort. Mr. Revercomb, auditor since 1935, was commissioned an ensign in the Navy, Communications Division. Mr. Place, counsel since November, 1939, has entered the Office of Strategic Services headed by Col. William J. Donovan, but his assignment has not been disclosed.

Mr. Revercomb was the NAB's senior staff member in point of service, having been retained when James W. Baldwin, now a lieutenant colonel in the Signal Corps, was managing director. He is married and has one child.

Mr. Place, a native of Boston, joined the NAB as legal assistant to President Neville Miller soon after he took office as the trade association’s president. Mr. Place is married and has three children.

Miller on Fund

NEVILLE MILLER, President of the NAB, has headed the chairmanship of the radio committee of the National War Fund organization representing 19 philanthropic war agencies, while Jesse Butcher will serve as radio director in addition to his duties as radio director of the USO. President of the NWF is Winthrop W. Aldrich, Chairman of the Board of the Chase National Bank, and Prescott S. Bush, a CBS director and member of Brown, Harriman & Co., is national campaign chairman.

MBS Canada Pickup

COL. ROBERT R. McCORMICK, Chicago Tribune editor and publisher, Sen. Burton K. Wheeler, D-Mont., William Jeffers, U. S. rubber coordinator and C. D. Howe, Minister of Munitions & Supply for Canada, were heard on a Mutual broadcast originating at a luncheon given by the Ontario Paper Co., in Niagara Falls, Ontario, June 18. Program was picked up from CBC.

ENRIQUE DE MARCHENA, director of ILN, Ciudad Trujillo, Dominican Republic, was guest of honor last week at a luncheon at the Hotel Lexington, New York, teadered him by a group of radio and music representatives. Senor De Marchena is in this country at the invitation of the Government to assist in cementing cultural relations between America and the Dominican Republic.

Why Northern California farmers knock off work for 1/2 hour every weekday morning at 6:15

Hard-working farmers pause, each weekday morning, to listen to KPO's fastest growing program—Farmer's Digest.

For five months Farmer's Digest has been building a loyal following in rural California. Tailored to the farmer's needs, Farmer's Digest brings up-to-the-second World News, Farm News, Market News, Interviews, Entertainment.

Edited like a well-run farm paper Farmer's Digest covers all phases of rural living; reaches the whole farm family. Little wonder Farmer's Digest is acclaimed by rural listeners throughout Northern California—this is their program; the only one of its kind in the west.

NOW—after months of testing—Farmer’s Digest is available for sponsorship. Plan is to sell daily features on the program. For example, a five-minute farm feature with opening and closing commercial costs only $24! If you want to reach the farm families—in the wealthiest farm area in the United States—ask any NBC-KPO representative to give you the facts about Farmer’s Digest.

Get the facts...and you'll be on

EIGHT of the FIRST TEN NETWORK SHOWS are heard thru

KTFI

TWIN FALLS, IDAHO

—PULSE OF THE MAGIC VALLEY—
KATHRYN M. HARDIG

ANY GIRL who can learn something new about radio every minute for 5½ years, and has brains, personality, charm, tact, and beauty can probably match the progress of Kathryn M. Hardig, whose promotion to timebuyer at the Ralph H. Jones Co., Cincinnati-New York advertising agency, is no mean accomplishment.

Miss Hardig made her first wise choice when she transferred from a teaching to a commercial course at the University of Cincinnati. Her college training was heavy on economics, and she has continued to learn what makes economic wheels go round, later adding the study of history.

Miss Hardig's first business connection after leaving the university was with the Kemper-Thomas Co., advertising specialty manufacturers, where experience in the sales department provided her with a few fundamentals of advertising agency work. In 1938 she joined the Ralph Jones agency and spent most of her time there as assistant to Charles M. Robertson Jr., now newly elected president of the agency. Radio was her special interest and she found agency environment stimulating and instructive in this field. Recently she became assistant time buyer, moving finally to the top time-buying job.

Music is one of Miss Hardig's chief hobbies. She plays the piano and rarely misses a Cincinnati Symphony concert. A bent for the classics is displayed in her equal love for grand opera. Second on her hobby list is a Scottish Terrier. Hers is a blue-blood who is said to have a close affinity for hand-bill distributors, gas meter inspectors and all unwelcome visitors.

YOUNG & RUBICAM, Toronto, has been added to the Advertising Agencies of Canada, War Finance Group, the co-operative agency handling all Government war bond and war financing advertising. There are now 29 Canadian agencies in the group. E. W. Reynolds, president of the Canadian Assoc. of Advertising Agencies, and of E. W. Reynolds Co., Toronto, is chairman.
Role of Advertising in War and After, Theme of AFA Conference June 28-30

SPEAKERS at the Wartime Conference of the Advertising Federation of America, June 28-30 at the Waldorf-Astoria, New York, were announced last week by Elin G. Gorton, chairman of the board of the AFA, who reported that most of the discussions and talks will revolve around the theme of the conference: “Advertising’s Place in the War and After.”

Keynote address at the opening general session will be delivered by Willard T. Chevalier, publisher of Business Week and chairman of the conference program committee, after which Carroll B. Larrabee, president of Printers’ Ink, will speak on “Is Advertising Doing Its Best Job?”

Talk by Halleck
Charles A. Halleck (R.-Ind.) will give an off-the-record talk on current legislative trends in Washington, and the Monday afternoon session will close with the presentation of awards to Advertising Clubs “for outstanding work during the past year” by Allan T. Freyer, executive vice-president of Vick Chemical Co., a member of the AFA board of directors, and chairman of its War Advertising committee.

The AFA annual dinner on June 28 will feature a talk on the Navy’s interest in and experience with advertising by Capt. Leland F. Lovette, USN, director of public relations. Lt. J. D. Stamm, USN, will describe his recent visit to Russia with former Ambassador Joseph E. Davies, and a third speaker will be announced later.

The feature of the June 29 program will be the conference on Advertising Club activities, with speakers from the War Advertising Council, the OWI, other war agencies and members of Clubs throughout the country. Willard Egolf, AFA vice-president, will serve as chairman of this session, which will present an exhibit of wartime advertising by 60 leading firms.

Canada Modifies Its Ban On Industry’s Manpower

MODIFICATION of the compulsory employment transfer regulations [Broadcasting, June 7] of the Canadian Department of Labor, under which all jobs in radio stations were also subject to transfer for men in the military call-up groups, has been obtained by the Canadian Broadcasting Corp.

Under a ruling of the Department of Justice, to which the CBC appealed, its services were termed a public service, and all but artists are exempt from the compulsory job transfer regulations. Artists who come under the entertainment classification of the compulsory job transfer order, have to register for more essential jobs if men between 19 and 25 years, or single men up to 41 years of age.

ERPI Radio Film
TO TEACH American as well as foreign students in high schools and colleges the principles of Sending Radio Messages, ERPI Classroom Films, a subsidiary of Western Electric Co., has prepared an educational motion picture under that title through cooperation of WOR, New York. Partly animated and partly live, the movie shot technical scenes filmed at WOR’s transmitter in New Jersey, as well as live scenes shot in WOR’s studio and newsroom in New York.

KSTP, St. Paul, which claims to be the first station in the U. S. to set up its own news bureau, has acquired the special AP radio news wire from Press Assn. Inc., Stanley F. Hubbard, KSTP president, has announced.
Studio Notes

AS A MEASURE to combat juvenile delinquency and encourage a religious spirit among children, WHYN, Brooklyn, presents a weekly half-hour program titled Child Evangelism Fellowship. Talent is made up of youngsters who sing, play instruments, dance and tell stories.

NEWS of war jobs for men and women is featured in a five-times weekly program presented on WHYN, Brooklyn in cooperation with the U. S. government employment service.

KFWS, HOLLYWOOD, on June 7 added Reuters London dispatches to its list of news services, which now include AP, UP and INS. Initial broadcast of the sixteen series was made by Edward G. Robinson.

CJLS, YARMOUTH, N. S., is to issue a new rate card on July 1.

WNAX, YANKTON, celebrates the second birthday on June 26 of its program for shut-ins, Circle D Dude Ranch. A feature of the anniversary will be the induction of the first English member writing from Liverpool. Program now has 3,000 members who are pledged to write to shut-ins each month.

12 HOURS of auctioning and entertaining raised $250,000 June 3 when WBZA, Richmond, ran a Bond Rally in a roped-off Freemason Street in Norfolk toward that city's $57,000,000 fund for a cruiser. Program included four broadcasts, with 150 entertainers, war heroes, civic leaders and members of various branches of the armed forces taking part.

WDRG, Hartford, has changed the name of its early morning recorded show from Reapper's Special to Street Czar, with train sound effects on coming and close discarded in favor of the sounds of an airplane motor. Announcer Bill Hart is pilot.

KVAK, Atchison, Kan., has acquired the special AP radio news wire from Press Assn.

WSLL, Jackson, Miss., has redecorated its studios and offices in Vogue blue, in honor of its network affiliation, and built a new office space.

WHYN, Brooklyn, established May 1, 1941, last week released its second rate card to advertisers and agencies. The rates therein retroactively effective to June 1, 1945.

KQFN, Shennendoah, Ill., has acquired the AP radio news wire.

Singing Breaks

SINGING STATION breaks have been introduced by WFIL, Philadelphia, for the five hours of News 'N Music each afternoon. These breaks, written by Edmund Dawes, educational director, are presented by a group of five voices. Many of the breaks have a definite tie-in with the various news periods comprising the News portion of News 'N Music, while others have a tie-in for time signals by the announcer.

General Cable 'E'

GENERAL CABLE Corp., New York, purchased an hour on WOR, New York, June 16 to broadcast ceremonies accompanying the presentation of the U. S. Maritime Commission's "M" award and Victory Fleet Flag to the company's ship factories. Robert Biddle, former U. S. foreign correspondent, served as m.c., interviewing war heroes from the fighting fronts. General Cable agency is Moser & Cottin, New York.

WJR SCHOLAR PICKED

$5,000 Award to Detroit Boy

To Train For Radio

Fitzpatrick Greets Winner

THE $5,000 WJR scholarship in radio education was awarded to Richard Mitchell, 18-year-old Detroit high school boy, over two other high school seniors, Douglas Sinn and Virgil Lange. The scholarship was established by G. A. Richards, president, and Leo Fitzpatrick, vice-president and general manager of WJR to train "a future radio executive of outstanding ability."

Since the winner will enter military service shortly, he will be given $1,000 in cash, and $4,000 will be placed in escrow for his use upon his return. Runners-up were awarded $100 war bonds, and each of the 21 candidates was given an engraved watch. The three finalists will work at WJR this summer.

WJR's scholarship winner, in addition to many radio performances during his high school years, maintained an "A" average in his classes and excelled in extra-curricular activities. He was selected by Dr. Frank Stanton, CBS vice-president, and Alexander G. Ruthven, U. of Michigan president, and Dr. Warren Bow, Detroit supt. of schools.

SEYMOUR KORMAN, Mutual correspondent, was the first American radio reporter to give an eyewitness account of the surrender of Panamericans. Only American radio correspondent with the British troops as they advanced on the Italian line, Mr. Korman fed his story to AP.

But, Washington's like that, Ben! and

WOR, WOR, WOR

in Fact in Washington

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BROADCASTING • Broadcast Advertising
3 New Features In Hooper Reports

Sex, Age of Listeners, Time Listened per Hour Included

BEGINNING July 1, C. E. Hooper Inc. will include three new features in its National Ratings Reports: the number of men, women and children listening to particular programs, the average number of minutes listened during each hour, and continuous ratings on nationally sponsored programs broadcast after 10:30 p.m. and, if scheduled, before 8 a.m.

These new features, to be added without additional cost to subscribers, were announced by Mr. Hooper at a news conference in New York at which he reviewed history of program ratings and explained the operations and results of the coincidental telephone survey technique used by his organization.

Mr. Hooper also announced a new tailor-made service on particular programs for individual advertisers, which, after five years of research, has been tested in five months of actual service for three leading radio advertisers and their agencies. The data from this new specialized service, collected through more than 6,000,000 interviews throughout the country in a year, are presented in a continuous 17-factor index.

Factors Now Supplied

Four of these factors: available audience, sets in use, average rating and sponsored hours, are basic data already supplied to all subscribers to the regular Hooper rating service. Also derived from the national totals are the next 10 factors: a program’s current performance compared with its past performance; a comparison of audience size during entertainment and commercial; program rating compared with average rating; program compared with its type; this type compared with other types; sponsor identification analysis; audience composition; how frequently they listen; how long they have listened; and a sales effectiveness index.

The remaining three factors are purely local, dealing with the number of listeners to a program and its competing programs in individual cities, together with similar information for the periods preceding and following the particular program. From this, Mr. Hooper explained, the advertiser can determine on which stations his program is improving or slipping, whether his listeners are the kind of people who buy his product, whether local merchandising is necessary in certain markets and what sales returns he is getting from his radio dollar.

Stating that only one element of his five-year plan has yet to be realized: the measurement of station coverage, Mr. Hooper repeated his statement at a clinic of more than 200 industry members just

War Names Pronounced On Interior Dept. Discs

ESPECIALLY for broadcasters, the Interior Dept. Radio Section has begun a series of “sound pronouncers”, daily minute-and-a-half discs on “War Names in the News,” according to Director Shannon Allen. The first eight transcriptions, with Mr. Allen’s voice spelling, pronouncing, and breaking down phonetically geographical names like Lampedusa and Pantelleria, have been issued to the Washington offices of the four major networks.

Planned to parallel the press releases issued to wire services, and based on material furnished by the U. S. Board on Geographical Names, a unit of the Interior Dept., the discs give about 100 words of background on climate, topography, geological formation, location, and strategic value of the region. In effect, the recordings not only give the correct pronunciation but provide an audial map of places in the headlines for radio news listeners.

Tube Export Test

A NEW type of export license system has been developed by the Board of Economic Warfare, and is now being tested with radio tubes as the sample export product. Under the new procedure BEW establishes tentative export license limits to each country, beyond which licenses are not likely to be issued. Firms may then use these tentative limits as a guide in selling abroad, since they will have previous warning of the amount of merchandise they will be permitted to export.
Radio in Jamaica

DR. AUGUSTIN FRIGON, assist-ant general manager of the Cana-dian Broadcasting Corp., has re-turned to Canada from Jamaica after completing a broadcast sur-vey of the tropical island. There are only about 10,000 receiv-ers on Jamaica at the present time. According to Dr. Frigon and these depend almost entirely on short-wave transmissions from foreign countries, except for one hour a day during which a high power short-wave station, operated by the Jamaican government, gives news and local entertainment. Dr. Frigon says Jamaicans look forward to the time when they can listen to the new Canadian high-power short-wave station.

TED COITTS, who conducts Sounding Board, a New York social page, has written a book to be published in the fall by Simon & Schuster, New York, under the title Victor Book of Musi-cal Fun.
Radio Advertisers

W. F. McLAUGHLIN & Co., Chicago (Maurer House coffee), has purchased the new five-minute five weekly Super Interlude, a program of recorded music, from WMAG, Chicago, through Ivan Hill Adv.

AMERICAN EXPRESS Co., New York, will shortly add ROA, Denver, to station campaign in behalf of travelers' cheques. The twice-weekly quarter-hour program is titled Cheque Your Music—name used for similar programs by American Express on other stations (Broadcasting, June 7). Agency is Caples Co., New York.

EASTERN COLUMBIA, Los Angeles (chain department store), has started radio for nearly a year, on June 1 started sponsoring a schedule of hourly news flash announcements on seven Los Angeles area stations (KFWB KFI KBOO KXN KJH KMPC KTYM) during the week of June 27 with a five participation in Ruth Wentworth on KFI and Housewives Exchange on KFWB. Buchannan & Co., Los Angeles, has the account.

PARTICIPATING sponsors on Consumer's Foundation, WLW, Cincinnati, for 1943 are: M. Werk Co. (Wex soap); My Book House (children's books); Woolseymrain (dry skin creams); Bull Brothers (canning equipment); Chef Boy-ar-dee (spaghetti dinners); Bounez (French dry cleaner); Resinol (Resinol soap); Pan-American Coffee Bureau (Pan-American coffee); Wright & Co. (All sweet margarine); International Salt Co. (Sterling salt).

IVRITY BAKERSIES Corp., Chicago, has purchased a quarter-hour of Record Reveille, early morning program of record, which is heard six days a week on WGN, Chicago. Contract for 13 weeks was placed through Caruselli Advertising, Minneapolis.

THOM McAN, New York (shoes), has started sponsorship of Chuck Acre's three-quarter-hour early morning news-sports show on WLS, Chicago. Contract, which is for 52 weeks, was placed through Neff-Rogar, New York.

Home Run!

PEOPLES Drug Stores, Washington's largest chain, credits the Old Gold broad- casts of the "Senator's" baseball games on WOL with doubling the sale of the sponsor's product. Shirley Povich, sports writer for the Washington Post, reports that the Peoples chain has increased its sales of Old Gold cigarettes by 105% since last season and "credit the broad- casts of Arch McDonald and Russ Hodges (play-by-play commentators) with the up-swing".

SUN SHIPBUILDING & Dry Dock Co., Chester, Pa., using weekly half-hour series on WIP Philadelphia, has increased its use of radio in taking sponsorship of Sweet Land of Liberty, half-hour Sunday series at 1:30 p.m. on WGFIL, Philadelphia, for the duration of the campaign.

O'CEDAR Corp., Chicago (soap and floor polish), on Aug. 29 started a half-hour dramatic program, as yet unnamed, Sundays 3:30-4 p.m. on the entire BLUE network originating in Chicago. Contract is for 52 weeks. Agency, House & Wallace, Chicago, handles the account.

MOEWS-LOWE Hi-Bred Corn Co., Granville, Ill. (seed), beginning July 4 will sponsor a quarter-hour Sunday morning newscast on WLS, Chicago. Contract, which is for 52 weeks, was placed through Triangle Adv. Agency, Chicago.

KIRKMAN & SON'S, division of Colgate-Palmolive-Peet Co., Jersey City, has signed a 52-week renewal with WOR, New York, for the joke program, Use You Too This, heard Wednesdays, 7:30-8 p.m. Contract is effective July 7. Agency is News-Ammett Co., New York.

UNITED SYNAGOGUES of Young Israel of New York, have purchased a half-hour on WRNX, New York, for a program titled Sanctification of the Sabbath. Leading rabbis and chooral groups will be heard on the broadcasts starting June 25. Business placed directly.

SAMARITAN INSTITUTE, Los Angeles, on June 7 started sponsoring a half-hour Saturday newscast on KMPC, Beverly Hills, Calif. This series is for 52 weeks. Series devoted to OPA, OWI and War Manpower Commission business, as well as answering listeners' questions. Firm also currently sponsors a schedule of seven spot announcements daily on KMPC and KFVD. Smith & Bell Adv., Los Angeles, has the account.

Spartanburg? What State is it in?

ONE OF THE toughest things we have to cope with here in the great Piedmont industrial section of South Carolina is that we have no "big-name city" to dramatize the value of our really worth-while market.

So we don't blame you for not knowing all about Spartanburg and the surrounding market. But listen—WSPA covers 22 counties, with 1,032,302 people—a $107,084,220 industrial payroll—a $93,268,133 farm-products income!

In fact, the Spartanburg market is one of the biggest and best markets in the Southeast. May we send you all the facts — with some tremendously significant Hooper rating figures?

Camp Croft's 25,000 soldiers just 5 miles away!

South Carolina's FIRST Station

WSPA 5000 Watts Day
1000 Watts Night

Spartanburg, S. C.

CBS Affiliate • 950 KC • Represented by Hollenberg

BROADCASTING • Broadcast Advertising

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FRANKLIN WALTMAN, a winner of the Pugely Journalistic Award of the National Press Club in 1930, has been appointed director of public relations of the Sun Oil Co., headquarters in Philadelphia. He succeeds the late Judson C. Welliver, Edwin W. Galloway, former chief Washington correspondent of the Cincinnati Enquirer, has succeeded to Mr. Waltman's Washington duties for Sun Oil.

CAPITOL CHEVROLET Co., Sacramento, is sponsoring Frank Nicholson's "Jugwag" Mike at 12:30 noon except Sunday on KFBR, Sacramento.

CHARLES LUCKMAN, former executive vice-president, has been elected president of Peepshow Co., Chicago. James A. Barnett, former vice-president of Sherman & Margrett and manager of the agency's New York office, was named a vice-president of Peepshow, as was Henry F. Wolfle, former general manager of the Peepshow Co. Elected to the board of directors with Messrs. Luckman and Wolfle was Albert D. Lasker, former president of Lord & Thomas, Chicago.

HOME UNDERTAKING Co., Seattle, is now sponsoring Capt. Hugh Barrell Dobbs (Capt. Dobblea to listeners), whose Skip of Joy has been a favorite West Coast program since 1927, for 15 minutes Monday, Wednesday, Friday on KFR, Seattle, in Far Rememberance. The program is devoted to poetry and song by Northwest writers, interspersed by optimistic philosophy, with Eddie Clifford's organ music.

COLUMBIA PICTURES Corp. of Toronto, Canada, is using radio spots in western Canada to promote "The More the Merrier." Account is handled by MacLaren Adv. Co., Toronto.

ASTONE PRODUCTS Co., Toronto (Fifi-Kepe), has started an announcement campaign featuring preserving tips for housewives on a number of stations, throughout Canada. Account is placed by F. H. Hayhurst Co., Toronto.

SOMewhere via KSO, "Coffee Stretcher Wins Iowa Market"... reports Jay E. Tone, President of Tone Bros.

Three months ago, Tone's Timely Coffee-Saver was little more than an idea.

Today, through hundreds of stores in Des Moines and Iowa, it is a steady seller.

"As a wartime product, our Coffee-Saver serves a market that may exist only for the duration, so we wanted to see it gain distribution as rapidly as possible," reports Jay Tone.

"Because of previous experience with radio on Tone's Pressure-Pack Coffee, we let KSO carry the ball for this new product. "We have been on the air less than three months—now we are hard-put to keep up with orders—so both our product and our KSO advertising are making good."

SCudder FOOD PRODUCTS. Monterey Park, Cal., in a three-month campaign started June 14, is sponsoring a five-week announcement schedule on WTI, Los Angeles. Blue Bird Potato Chips Inc., Oakland, Cal. (Scudder Food Products), is using a varied daytime and evening schedule of similar announcements on four Northern California stations (KLN KGO KROY KFRE). Briscoe, Davis & Va. Norden, Los Angeles, has the account.

GILBERT CHASE, specialist in Latin-American music in the Library of Congress, on July 1 joins NBC as script writer and handbook editor of the Music of the New World series. He has served as consultant for the program.

AN EAR TO THE GROUND

With an ear to the ground, a discerning man can hear, through the rumble of guns and the roar of munitions factories, another sound. That sound is the faint stirring of an approaching change ... the change from war to peacetime economy.

And when our pent-up buying power is released, it will be to those firms who have kept their contacts with the public that the new orders will come first.

You can store up orders against that time of change by—right now—giving people something they value—radio entertainment—to remember you by.

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KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune
Represented by The Katz Agency

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Top Radio Shows To U. S. For $29
CIAA Pays Nothing For Use Of Commercial Programs

THE CIAA is broadcasting America's best radio programs to Latin America at a cost of $29 an hour as a result of an agreement with the radio industry, Nelson Rockefeller, Coordinator of Inter-American Affairs told the House in testimony released by the Appropriations Committee last week. These programs, broadcast seven hours a day in English, "are tremendously popular all over the Americas," he said.

Mr. Rockefeller explained that the English language programs are broadcast by two stations in California. They are made up from recordings taken from any and all long-wave broadcasts in the United States, without charge. CIAA pays $20 for recording costs and $9 for transmitter time, however. Altogether, the agency carries for $45,000 or $50,000 a year the best English language programs in radio.

For overall operations of CIAA, the House committee recommended $90,685,000, a decrease of $6,385,753 as compared with the 1943 fiscal year, and $3,175,000 below the budget estimate for 1944. This fund, the report states, provides for continuation of radio, news and motion picture programs on a reduced basis.

Continuing his testimony, the CIAA director said that U. S. advertisers buy about one percent of the time of Latin American stations. He added that NBC and CBS have developed networks of local stations in Latin America which rebroadcast CIAA programs.

**Broadcasters Defended**

The part played by commercial licensees in shortwave activities was strongly defended by both Mr. Rockefeller and by Don Francisco, chief of the CIAA Radio Division. Mr. Rockefeller told the Committee, "I would like to say except for our honest differences of opinion in negotiations the companies have been extremely cooperative in assisting the war effort to the maximum of their ability. We are very much indebted to them as a Government."

Mr. Francisco explained to the Committee that shortwave had de-

Leo Heatley

LEO HEATLEY, 48, city editor of the CBS press information department, on June 17 died of bronchial pneumonia in a New Jersey hospital. Before joining CBS in 1940, Mr. Heatley had worked on the New York Journal and the Philadelphia Record, and was in charge of the news desk of Standard News Assn., Brooklyn. He covered such famous trials as the Snyder-Gray case, the Hall-Mills murder, and the Hauptmann kidnapping. He also served as a newspaper correspondent, was cable and wire editor and rewrite man for United Press.

veloped here despite the lack of a profit motive. "The only companies that have been interested in international broadcasting," he said, "are the companies interested in publicizing themselves, in doing research or in performing a patriotic duty. When they spend and lost from $150,000 to $250,000 apiece they said they were through."

The CIAA radio budget showed a decrease of $1,393,000 from the $7,169,000 of last year. A heavy decrease was felt by program production, while local radio activities were increased slightly. Mr. Francisco revealed that CIAA planned to use nine of OWI's proposed 22 new transmitters on a share-time basis. CIAA's share of costs would be $18,000 per transmitter.

**NO ADDITIONS EXPECTED IN ADD (Ky.)!**

We wouldn't say WAVE hadn't expected it... but not in Add (Ky.), or in any of the other little "towns" dotted around this State. No sir, when WAVE produces a great big bouncing business for great big business, then it will be right here in the Louisville trading area. All the facilities are here... you know... and the State's buying power... and all the other unchanging items that radio campaigns thrive on. Get the latest bulletin direct from WAVE. Or just ask old Doctor Free & Peters.

**When the Old Pioneer spins a yarn you can almost smell the fragrance of lonely forests. But—what's more important—he sells them! He didn't spend 13 years in radio for his health (or his hair).**

And when we say sells, we mean sells! In two pre-war weeks he sold out the sponsor's refrigerator department. Listeners like his trail blazing well enough to have stepped up their purchases of paint to four times the pre-radio figure.

Woodbury (Nick) Carter, program director at WTRY, originated and plays the Old Pioneer, now in its third year for the same sponsor. He has other programs to fit other situations.

Typical of WTRY's deft blending—topflight local talent plus Blue Network shows—the Old Pioneer is one of the several reasons why WTRY is such a lively sales station—the acknowledged leader in The Buying Triangle!
TALENT, WRITERS MAY SHIFT JOBS
RADIO talent, production men and other classes of broadcasting employees who do much freelance work on the air may change jobs without securing statements of availability from employers, according to the conclusion reached at a meeting between Julian L. Poses, regional attorney for the War Manpower Commission, and representatives of most New York City stations, held in Mrs. Poses’ office in New York last Tuesday. This decision must be approved by the New York City Area Manpower Committee before it becomes official, Mrs. Poses said, but this approval is expected in the immediate future.

Types of employe covered by this decision include actors, singers, announcers, sound effects men, musicians, producers, directors and writers—people who may freelance, working for several different employers concurrently. Not included are engineers, salesmen and other employees who are predominantly staff employees. Mrs. Poses explained. However, she added, to avoid confusion, no distinction has been drawn at this time between staff and freelance workers in the various classes of employes.

AFRA Renewals
AMERICAN Federation of Radio Artists has signed a one-year contract with WHAS, Louisville, first contract the union has secured in this city. Negotiations were handled by the local union. Contract is the standard AFRA form. AFRA has also negotiated renewal contracts with WIOD, Miami, and WRJN, Racine, Wis.

WJIO, Dayton, has received many favorable comments from listeners for giving five minutes each to the City employees union and the City government on successive days to present their views in a dispute over deduction of union dues from the City payrolls, and on other questions.

She Doesn’t Wear a Uniform, but...
She’s a Soldier, too!
... helping win the war!
She and several hundred others here at Scientific Radio Products Co.
They’re turning out the perfect crystals that put life into the radio equipment of our armed forces—and keep alive the vital communications on which depend the very lives of our armies.
With two ingredients . . . loyalty plus skill . . . they’re forming crystals that are dependable.
Although we’re busy with Uncle Sam’s needs right now, our facilities are such that we can take care of your requirements, too!
Write us.

Scientific RADIO PRODUCTS CO.

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RADIO BUSINESS AMBASSADOR
With Annual Dallas Trades Tour Canceled, C of C—Buys Spot Series on 56 Texas Stations—

DALLAS' first trades trip by radio was heard recently twice daily over 56 Texas stations. As one more instance in which radio has filled a wartime breach, the broadcasts took the place of the 1945 Annual Dallas Business Tour for the manufacturers and wholesalers division of the Dallas Chamber of Commerce.

When the trip was canceled because of travel restrictions and overburdened railroads, the production department of WWFA-WBAP, Dallas and Fort Worth, stepped in with a plan to contact the merchants of the Southwest by radio. They planned a series of one-minute announcements, stressing the position of Dallas as the manufacturing and distribution center of the area, and auditioned the series for the committee in charge of the trades trip. It was immediately accepted.

Spots begin with sound effects to denote the approach and stop of a train, followed by the introductory announcement, "Remember that train? It used to carry the Annual Dallas Business Tour, but now it carries troops and guns and tanks!" Another voice gives the messages, of which the following excerpt is typical, "Since 1900, a group of Dallas business men has come to meet your retail merchants in your hometowns throughout Texas and the Southwest. These men told you many things about Dallas—but did they tell you that Dallas is the third largest Communications Center in the Nation, a clearing house for telephone and telegraph messages vital in peace as well as in war?"

Two blasts of a train whistle lead into the closing "Let that whistle remind you, friends... the Annual Dallas Business Tour will come your way in person, just as soon as we blast the Axis with our Bonds and Bombs!"

The transcriptions cover insurance, fashion, medicine, transportation, communication, hotels and educational and institutional phases of Dallas activity.

Allied Radio Handbook
ALLIED RADIO Corp., Chicago, has just published a "Radio Data Handbook" (25 cents postpaid, 48 pages, six by nine inches) edited by L. Nelson M. Cooke, Naval Research Lab., Washington. It includes condensed tables of formulas, charts and data most commonly used in radio and electronics, with all subjects cross-indexed. Divided into four parts, mathematical data, radio and electronic formulas, engineering and servicing information and a set of four-place logarithm and trigonometry tables, formulas are given for decibels, resistance, capacitance, inductance, reactance, etc. Data section contains such subjects as radio color codes, interchangeable tubes, pilot lamps, etc.

Homemaker Show on WJZ
TAKING its cue from "The Woman's Exchange," an organization serving as an exchange for home-made products and information on homemaker matters, a five-times weekly half-hour program starts on WJZ, New York, this week (July 25). Under the direction of Alma Kelch, BLUE commentator, useful ideas on the buying and preparation of food, on sewing and gardening will be solicited from listeners and authorities alike for use on the program. A portion of each broadcast will be given over to a particular subject, with one day called "Neighborhood Day" and another "Sewing Circle Day". Special features will include a daily salute to a leading woman of the woman's club, and the weekly selection of a woman who has made the best contribution to the program. She will receive a dozen roses.

Radio Prayer
A COLLECTION of the prayers written for Mutual's daily Minute of Prayer, by representatives of various religious faiths, will be published in book form by the Garden City Publishing Co., Garden City, N. Y. Containing 365 prayers presented on MBS since January 30, 1942, the book is edited by Elise Dick, director of religious broadcasts, and Christopher Cross, of the publicity department of Mutual.

Stars Teach Servicemen
To Build Camp Show
THREE-DAY conference to instruct enlisted personnel within the Second Service Command area on methods of building their own camp entertainments was conducted last week in New York under the auspices of the Special Service Division of the Second Service Command, Capt. Hy Gardner, former Broadway columnist and now head of the Recreation Section of Special Service Headquarters, organized the conference of some 130 soldiers and WAACs.

The soldiers attending saw demonstrations of all types of entertainment which they could institute at their posts. The entire cast of Can You Top This!, joke-quiz program on WOR, New York, and NBC, staged a sample show; Jimmy Durante showed how to imitate

KVAK in St. Joseph
KVAK, Atcheson, Kan., is broadcasting from new remote studios in St. Joseph. Opening broadcast presented the Rosecrans Field Army Air Forces Band and representatives of the city and of many service and fraternal clubs. The first two weeks on the air brought the eighteen new accounts.

his acts; Dick Gilbert, record-m.c. of WHJ, New York, explained "dise jockey" patter; Ed Sullivan gave tips on how to m.c., and entertainment was demonstrated by such top radio stars as Bob Hope, Fred Waring and Milton Berle. Capt. Gardner and members of his entertainment staff are expected to tour the posts represented at the conference to give further help on programs and stunts recommended.

"TALK ABOUT PITCHIN'! Y'OUGHTTA SEE HOW WDAY GITS IN AND PITCHES FER SALES IN THE RED RIVER VALLEY— A RINGER EVERY TIME! GIT THE DOPE NOW!"

BALTIMORE'S BLUE NETWORK OUTLET

BROADCASTING • Broadcast Advertising

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New Breakdown
In WLW Survey
Coincidental Study Is One Of
The Largest Ever Made

ONE OF the largest coincidental telephone surveys ever made, and
what is said to be the first such survey including calls to rural
farm listeners, is the basis of the latest figures on the listening
audience of WLW, Cincinnati.

The data, according to Robert E. Dunville, Crosley vice-president,
are to be included in a series of cardboad mailing pieces which
will tell the story of the mid-winter
ratings as made by C. E. Hooper Inc. These will be sent to about
3,000 agencies and advertisers, with
simultaneous advertising in
radio, advertising, food and drug
publications.

The 337,889 telephone calls, in-
cluding 49,810 rural calls, were
made in 32 cities and 518 rural
communities around them. The
report is in two parts; the first be-
ing a summary of the WLW listen-
ing index for the 32 cities by
periods of the day.

In the second section, said to
offer a new approach to audience
rating, there is a breakdown by 15-
minute periods, of audiences in Co-
lumbus, Dayton, Cincinnati and In-
dianapolis during daytime periods
averaged Monday through Friday, and by 30-minute periods for indi-
vidual evenings. In addition, sam-
ples taken in the 28 other cities and
in the rural areas are totaled and
reported as averages.

A combined coincidental report is made of the entire area, in which
the reported audience measure-
ments are obtained by combining
the previously mentioned groupings
to give a picture of all listening in
WLW territory by each 15-min-
ute period during the day and by
30-minute periods at night. It is
said that this method enables the
advertiser to make comparisons not
hitherto possible.

May makes it

"Way back in January of 1938, WAPI was broadcasting twice
as much national spot business as the two other local stations
combined. And month after month, since then, we’ve kept that
record of Birmingham leadership intact.

During May, 1943, (the 65th consecutive month) Birmingham
national spot quarter-hours were distributed like this:

<table>
<thead>
<tr>
<th>Station</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAPI</td>
<td>77.8%</td>
</tr>
<tr>
<td>Station B</td>
<td>14.2%</td>
</tr>
<tr>
<td>Station C</td>
<td>8.0%</td>
</tr>
</tbody>
</table>

Ask Radio Sales why WAPI is this unfailing first choice of experienced advertisers.

Petrillo Eludes
(Continued from page 9)
phonograph records sold to the pub-
ic.

The strike was called by James C. Petrillo, president of the mu-
icians’ union, on Aug. 1, last, but
the union did not submit any dem-
ands until February 1943 and then only at the request of a spe-
cial Senate Committee headed by
Senator D. Worth Clark of Idaho.

Dr. Steelman designated a member of his staff, James William Fitz-
patrick, of New York City, an ex-
pert in theatrical matters, as his
representative to mediate this
strike.

Union’s Demands

“The union first asked the trans-
scription companies to pay into the
union treasury an unspecified per-
centage of their total gross receipts
in addition to the musicians’ reg-
ular wage scale, which demand was
rejected. Negotiations continued
until May 11, when the union made a
new demand that the electrical
transcription companies agree not
to furnish transcriptions to broad-
casting stations which the union in
its sole discretion branded as “un-
fair”. This demand was rejected by
the employers because it is im-
possible for them to control the use
of their transcriptions by advertis-
ers and radio stations and the ful-
fillment of the demands would give
the union veto power over the use of
transcriptions, resulting in sec-
ondary boycotts against the broad-
casters.

Discs a Necessity

“The transcription companies point out that the union wants to
prevent the use of transcriptions unless it can force the hiring of an
additional quota of musicians by the stations. Electrical transcription
services are used by stations and constitute an economic necessity to
many of the independent and small-
er broadcasting stations in the
country to enable them to offer pro-
grams of high quality in their ser-
vice of the public interest.

Commercial transcriptions are recorded programs and furnish the
stations with advertising revenue. Library transcription are record-
ings of music by outstanding artists syndi-
cated among radio stations throughout the country.

“The breakdown of negotiations with the union made it imperative
for the transcription companies to refer their dispute to the Federal
Government for prompt disposition in the hope that some federal in-
tervention would bring about a re-
sumption of their service to the hundreds of broadcasting stations
which are dependent upon trans-
scriptions as the source of supply
for music to which their audiences are entitled and have become ac-
customed.”

SPOT SALES Inc., New York, has
been named sales representative for
WATT, Jersey City, in territory out-
side the New York area.
TUBE-BATTERY ISSUE IS SENT TO BYRNES
AN APPEAL to War Mobilization Director James F. Byrnes to take steps to alleviate the critical tube and farm battery situation so that replacements will be available to keep the nation's 6.3 million receiving sets in peak operation was made last week by the NAB.

While no word was forthcoming from Justice Byrnes' office, the procedures established in that top agency automatically provide for a study to ascertain whether the "home front" is being adversely affected. In this case the study is expected to cover unavailability of these materials through WPB in sufficient quantities to check the threatened silencing of receiving sets.

The NAB letter, it is understood, has been referred to Donald Russell, secretary of the War Mobilization Committee, for the preliminary study. If it is concluded that the tube and battery situations constitute a threat to the "home front," the matter then will be referred to the Mobilization Committee itself for action.

Directives to manufacturers of farm radio batteries are being issued by the Consumer Durable Goods Division of WPB instructing them to distribute 75% of their radio battery production to farm outlets, it was announced last Friday. This is in line with the program announced early this month by WPB. Little change in the prevailing disposition of radio batteries can be expected through the directive, WPB explained, for distribution of these products to farms has been following the specified percentage closely since mid-March when WPB initiated a program for increased battery production. Within a month after the radio battery production program got under way, their rate of manufacture had more than doubled to reach a 425,000-a-month clip. This is 50,000 a month more than the pre-war rate and is still being maintained according to latest reports.

Thus with the 5% cut, the total reduction to 10% would be effective. A further cut in the fourth quarter also was foreseen, because of depleted inventories and diminished production in Canada whence three-fourths of the newsprint used in this country emanates.

Whether a further cut in magazine consumption of paper will be ordered was problematical. Whereas newspapers failed to meet the 10% cut, it is reported that magazines have accomplished that goal.

Rationing of advertising in newspapers may result from the new cut. Radio, both locally and nationally, may be the beneficiary to some extent, absorbing part of the necessary loss to newspapers.
ENGINEERS NEEDED BY ARMY, NAB SAYS

QUALIFIED men in the field of radio are advised on steps which will insure their assignment to the Army Signal Corps in an NAB letter sent to all station managers last week. Letter points out that it is the responsibility of every man entering service to see that his technical skill is used to greatest advantage.

Signal Corps needs men who can operate and maintain stations, and men familiar with the installation of new stations, NAB says. It advises men who wish a temporary appointment in the Army of the United States to write the nearest officer procurement district office. Men already inducted are advised to send their serial numbers to the Office of the Chief Signal Officer, Military Personnel Branch, Washington, to Lt. Col. Richard K. Kilgore, Enlisted Section.

NAB is warning managers that they will "inevitably" lose technicians to the armed forces. "The technicians' problem," NAB says, "has been and is a most serious one throughout the industry."

O'Dea Sells His Interest in Advertising Agency

AFTER 30 years in the agency business, Mark O'Dea, president of O'Dea, Sheldon & Canaday Inc., New York and Baltimore, has sold his interest in the firm to J. F. Quick, treasurer and general manager, and to L. O. McElroy, vice-president, and for the duration at least will devote full time to his position as public relations director of the U. S. Maritime Commission and the War Shipping Administration. Succeeding J. F. Quick is George H. Sheldon, executive vice-president of the agency since 1936. Effective July 1, the agency name will be changed to Sheldon, Quick & McElroy Inc. The interest of Ward M. Canady, chairman of the board, was purchased by the corporation some time ago.

Mr. O'Dea has held his present Government job since Aug. 1, 1941. Previously, Mr. O'Dea was associated with Lord & Thomas for over 16 years. He has served as chairman of the New York chapter of the American Assn. of Advertising Agencies, and as a member of the National Executive Committee.

Wilson

JACKSON WILL HOLD ALL ITS WAR-TIME GAINS

A national survey lists Jackson among the FIRST SIX CITIES OF THE NATION most likely to retain all its economic and industrial gains after the war is over.

Jackson, a rapidly growing market, will give you a substantial return on your sales dollars, today and tomorrow!

Let WJDX, the Voice of Mississippi, build prestige and sales for you in Jackson NOW and in the years ahead.

THE VALUE OF MISSISSIPPI WJDX

CITIES OF THE NATION most likely to retain all its economic and industrial gains after the war is over.

Jackson, a rapidly growing market, will give you a substantial return on your sales dollars, today and tomorrow!

Let WJDX, the Voice of Mississippi, build prestige and sales for you in Jackson NOW and in the years ahead.

Defense Series

JAMES M. LANDIS, U. S. Director of Citizen Defense, will be heard regularly in a half-hour program starting on NBC June 26 under the title If They Come Tonight.

THREE CZECH national dailies published in Chicago are translating and serializing "The Story of Jan Smutek," dramatization of the Czech hero broadcast on CBS, May 10 as one of the This Is the Underground series. Permission for publishing the story was granted to the Czech National Council by CBS and writers of the program.

Influencing Sales FAR Beyond Pontiac

In cities... villages... farms... for miles and miles around Pontiac... the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM WCAR PONTIAC, MICHIGAN or the Foreman Co. in Chicago or New York.

ENGINEERS' attention is called to Tables of Functions With Formulae (Funktionentafeln) by Jahnke and Emde, containing complete German text and English translation, and published in the U. S. under authority of Alien Property Custodian. The 460-page illustrated work is available from Dover Publications, 31 E. 27th St., New York, priced at $5.50. It is reported to be of particular value to radio engineers working on war equipment.

SPOT SALES Inc. has been named sales representative for WJHE, Jersey City, in territory outside the New York area.

"EXCELLENT, TRACEABLE RESULTS"

for Premium Coal Co. when they broadcast over WJKR with

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
HOOIPK IN MEXICO ACQUIRED BY MBS

MUTUAL and Radio Mil, a chain of 36 stations in Mexico, signed contracts last Friday, providing for a regular exchange of programs between the two networks, it was announced jointly by Miller McClintock, MBS president, and Antonino A. Villalba, vice president of Radio Mil. Engineers are working on plans to establish one line and shortwave connections.

Mr. McClintock said the arrangement was prompted by a desire to further cement commercial and cultural relations between Mexico and the United States. The association between Radio Mil and Mutual will result in American audiences hearing regularly programs originating in Mexico that "carry the authentic flavor of our country," Mr. Rojas said.

Key station of Radio Mil is XEOY, 10,000-kw. station in Mexico City. Network's shortwave station XEOI is also located in Mexico City. Other stations in the Mexican network are XEFV, XEBS, XEBK, XEFT, XEDQ, XEBF, XEDR, XEJY, XEFX, XEDH, XEFN, XEJS, XEDQ, XEDV.

FIFTEEN YEARS of satisfaction on KGHL, Billings, Mont., brought O. L. Koppe (left), local jeweler and first client on the station, back to sign his sixteenth contract on June 15—KGHL's birthday—as C. O. Campbell, president of the licensee corporation, looks on. Koppe has used the station daily since its opening.

NEED NO HEARING, SAY WCOL AND WCPQ

DISMISSAL of the appeal instituted by WCPQ, Cincinnati, against the FCC because of the assignment of WCOL, Columbus, on its frequency, without notice and hearing, was announced last week coincident with the entering of a stipulation between the two stations that no FCC hearing be held on the matter.

The action was premised on the fact that WCOL's operation on the 1400 kc. channel, presumably because of the effect of tall buildings in the immediate vicinity of its antenna, resulted in comparatively little radiation in the direction of Cincinnati. The case was carried to the Supreme Court which reversed the FCC because of its failure to accord the Cincinnati station notice and hearing and which also held that the U. S. Court of Appeals for the District of Columbia had authority to issue stay orders.

The stipulation filed with the FCC by Philip J. Hennessey Jr., Scripps-Howard Radio counsel, and Horace L. Lohnes, counsel for WCOL, set forth that the unattenuated field intensity of one mile in the direction of Cincinnati for the 250-watt operation of WCOL is 24.8 microvolts per meter, which is substantially less than any of the parties anticipated. It is stipulated, said the pleading, that there be no hearing before the Commission on the application of WCOL and that Scripps-Howard Radio "consents to the operation of WCOL as now conducted." The change occurred two years ago.

Radar at Attu

IMPORTANT part played by radar in the American action at Attu was revealed in testimony taken before the House Appropriations Committee and made public last week. Without radar, the committee was told, the attack could not have been accomplished because weather conditions precluded men on decks of boats from seeing the water. Ships were berthed and men landed by the radio detection devices, it was testified.

Ward Sponsors News

WARD BAKING Co., New York, which uses extensive regional radio for its bread and cakes, on June 21 starts a six-week analysis series on KMOX, St. Louis, featuring W. R. Wills, American newspaperman, who was formerly Tokyo correspondent for CBS. Placed in solitary confinement for six months after Pearl Harbor, Mr. Wills returned this country on the exchange ship Gripsholm. He will be heard Monday through Saturday, 8-8:15 a.m. Agency is J. Walter Thompson Co., New York.

Canada Radio Sales Drop

FIGURES showing the drop in radio set sales in Canada since the start of the war have been released by the Dominion Bureau of Statistics, Ottawa. In 1939 the Dominion produced 348,507 receivers; manufacturers sold 370,608 receivers valued at $29,000,000. In 1940 production was cut by wartime measures and last year production of new broadcast receivers for civilian use was stopped when parts were used up. 1942 production amounted to 176,287 new receivers, with sales by manufacturers of 209,163 valued at $14,404,000.

NEVER HAVE ADVERTISERS GOTTEN SO MUCH FOR SO LITTLE

Write for Details

5000 W.D. 1000 W.N. 1290 K.C.


NEVER HAVE ADVERTISERS GOTTEN SO MUCH FOR SO LITTLE

Write for Details

5000 W.D. 1000 W.N. 1290 K.C.

Advertising Subsidies for Broadcasts And Press Opposed by Davis and Cowles

OWI Chief Elmer Davis is definitely opposed to the Bankhead Bill authorizing $25,000,000 for paid advertising in small newspapers, Gardner Cowles Jr., director of the OWI Domestic Branch revealed in hearings before the House Appropriations Committee.

Since no hearings have yet been scheduled on the Bankhead Bill, Mr. Davis made his stand in a statement to the Chairman of the Senate Banking and Currency Committee, Mr. Davis had already stated his opposition to the advertising bill at one of his regular weekly news conferences [BROADCASTING, April 19].

Small Stations Involved

Supporting the position of his chief, Mr. Cowles told the House Committee that although he was a newspaper publisher himself (as well as a broadcaster) he thought it would be a great mistake for the Government to get into a large program of Government advertising.

"There is also the radio industry to be considered," he said, "particularly the small non-network radio stations." Mr. Cowles pointed out that as a broadcaster he was aware that small radio stations in many parts of the country are in financial trouble. "If a large fund were provided for Government advertising in small newspapers these small stations might reasonably ask what the Government is doing for them."

In the course of the same testimony Mr. Davis had a chance to tell the Appropriations Committee of his opposition to the Bankhead Bill. "Mr. Cowles and I are in agreement on that," the OWI director said.

Mr. Davis explained that his opposition to Government subsidy is based on his fear that papers would come to be dependent on that revenue; "that is to say, the Government could ruin a paper by suddenly withdrawing its advertising, and that seems to me to be a very dangerous power."

In his testimony, Mr. Cowles praised the cooperation of advertisers in presenting information on home front problems to the people, particularly in the food field. Companies like General Mills, the Kellogg Company, Pillsbury Flour Company, the Heinz Company and literally hundreds of others, are doing a great deal, he said. "They have been enormously helpful and the more we can persuade private industry to do this job on the home front, the better I like it and the smaller the budget needs of the Domestic Branch of OWI is going to be."

OWI Allocates

(Continued from page 12)

new construction and conversion of every available transmitter.

This decision, Mr. Weldon pointed out, is saving both money and manpower, since a smaller operating staff can serve a group of transmitters if located in one building. Altogether, the Government expects to purchase land and construct facilities in but three cases. Conservation by converting transmitters has not been very fruitful, Mr. Weldon said. Only three have been converted from old equipment; the remainder must be purchased from manufacturers. Firms supplying the equipment are RCA, General Electric, Federal Telephone & Radio and the Broadcast Division of Crosley Corp., which is serving as a manufacturer. Production has necessarily been scheduled to avoid interfering with military radio production.

Pending completion of the short-wave expansion effort, OWI has been using 14 stations leased from pre-war days on a cost basis. As new transmitters are allotted to these licensees, Mr. Weldon says, the firms have demonstrated their cooperation by agreeing to straight cost installation contracts, waiving any fee for setting up the equipment.

Some in Operation

Plans for location of the transmitters are still flexible. Originally, 22 were scheduled for the East Coast and 14 along the Pacific, but OWI now says later developments may make it necessary to place more on the West Coast and fewer in the East. Some of the new transmitters are already in operation, although the program still has a year to run. In April, Associated Broadcasters, San Francisco, were granted an FCC construction permit for a sister station to KWID, San Francisco, and the first Crosley unit in operation at Cincinnati. Three additional units each designed for an eventual capacity of 250 kw. are contemplated for Crosley.

Following is a list of international broadcast station operators

**THE BLUE NETWORK STATION**

**WTCK**

*Where something* TREMENDOUS *is happening to radio listening*

• *CHECK YOUR HOOPER WRITE US — OR OUR NAT'L. REPS.
FREE & PETERS

New York — Chicago — Detroit — Atlanta
Los Angeles — San Francisco

PAN AMERICAN affiliates of NBC are receiving 36 of the NBC Symphony Orchestra broadcasts, the number of the NBC Symphony Orchestra under the direction of Arturo Toscanini and Leonard Stokowski. Discs are for the Latin American outlet's music libraries.

in the United States in June, 1942, the number of transmitters operated by these licensees at the time OWI began its expansion program, and the probable number of transmitters each licensee will be operating when the program is completed:

<table>
<thead>
<tr>
<th>Operator</th>
<th>Transmitters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated Broadcasters</td>
<td>12</td>
</tr>
<tr>
<td>Columbia Broadcasting System</td>
<td>11</td>
</tr>
<tr>
<td>The Crosley Corp.</td>
<td>5</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>3</td>
</tr>
<tr>
<td>National Broadcasting Co.</td>
<td>2</td>
</tr>
<tr>
<td>Westinghouse Elec. &amp; Mfg. Co.</td>
<td>3</td>
</tr>
<tr>
<td>World Wide Broadcast Corp.</td>
<td>3</td>
</tr>
<tr>
<td>(Not assigned)</td>
<td>6</td>
</tr>
</tbody>
</table>

*One 5 kw. transmitter, operated by World Wide Broadcasting Corp., has been discontinued, although included in the above tabulation, and three of the 37 are of lower power (2 to 5 kw.), and may be discontinued. World Wide is acquiring new transmitters to replace the 5 kw. transmitter discontinued.*

DAVIS CRITICIZES CAPITAL COVERAGE

WHILE declaring that to his "old fashioned taste" Washington news is less adequately covered than news heard on Pan American radio in the rest of the world, OWI chief Elmer Davis last Monday told the American newspapers Guild Convention in Boston that, on the other hand, the quality of American radio and press correspondence from abroad has been "superb."

"The war has been ably and brilliantly reported—those two words are not always synonymous—but I do not think there is any class of people in the world who had a better idea of what was going on, in the years leading to the war, than the American correspondents overseas." Mr. Davis said.

Mr. Davis warned the reporters that a world guarantee of free communications and free press is no substitute for vigilant reporting. Admitting that many countries may still have a controlled radio and press after the war which could be used to serve the objectives of political warfare, the OWI chief said if such be the case a heavy responsibility will rest on the free press and radio of the United States to protect our free society from the influence of our nation's interest, by judging news for what it is actually worth, instead of following the line of least resistance.

**AD**

**WSMB, New Orleans, La.**

... "Washington Inside Out" sold almost immediately. Am delighted with the feature.

T. J. Fontelieu, Sales Manager.

available through PRESS ASSOCIATION, INC.

50 Rockefeller Plaza
New York, N. Y.

WIBW THE VOICE OF KANSAS

in TOPEKA

WIBW has developed America's most successful radio selling technique — "reasons why" delivered as the recommendation of one friend to another.
House Group Cuts OWI Radio Funds

Committee Advises 37% Slash

In sum for Domestic Bureau

BUDGET TROUBLES threatened the Radio Bureau of the OWI last week as a result of a report of the House Appropriations Committee which recommended a cut of 37% in the $8,865,906 requested by Director Elmer Davis for activities in the 1944 fiscal year for the Domestic Operations Branch.

Although not indicating what percentage of the cut should come from the $811,499 requested for the Radio Bureau, the House group suggested that the savings be made in motion picture, communications, radio and field activities.

For the entire OWI operation for the new fiscal year, the Bureau requested a decrease of $1,374,788 under the budget estimates.

The committee provided $5,500,-000 for the domestic operations branch, a decrease of $3,385,906 from the budget estimate, or 37%.

"The reduction will require a drastic rearrangement of the domestic program," said the committee, "particularly in the fields of publications, posters, motion pictures, special services, and field operations."

At his Thursday conference, Mr. Davis commented that the savings would be hard to make. He indicated that a healthy chunk of the cut could be taken from the $811,499 requested for the Radio Bureau, but that something might also be taken from the Radio Bureau.

An "Excellent Job"

Mr. Davis praised the work of the radio group, commenting that "it has done an excellent job on a comparatively small budget." He said he would not like to cut it if he could help it.

The Radio Bureau had asked for $811,499, of which $522,000 was for special projects including transcriptions for local stations, special network feeding and special recordings of network programs for rebroadcast on local stations.

Of the total $150,000 would be spent for special features, particularly certain programs on Mutual and Blue. In explaining the payments for programs on these two networks, William B. Lewis, assistant director of the Domestic Branch (who resigned last week) explained that Mutual and Blue cannot afford to give the service that NBC and CBS alone can.

Mr. Lewis estimated that, at commercial rates, the Government would have to pay $140,000,000 to buy the services radio is giving to the war effort. The expenditure to service all the free time is only $800,000, he commented.

GAIL H. GEDDES, son of Bond Geddes, executive vice-president of the Radio Manufacturers Assn., was sworn in as a witness on June 13. Formerly on the executive staff of the National Assn. of Manufacturers, Mr. Geddes has been assigned to the Naval Aviation Service.

COM. BUTCHER IN AP NEWS DISPATCH

MENTIONED in an Associated Press dispatch from North Africa last week was Com. Harry O. Butcher, aide to Gen. Dwight D. Eisenhower, who told how, as the general watched the shelling of Pantelleria by cruisers and destroyers, ship’s guns fired on an object resembling a periscope in the water. It turned out to be only a belly tank dropped from an Allied plane.

The committee estimates that the $150,000 requested for special services, and appropriations, particularly certain programs on Mutual and Blue, cannot afford to give the service that NBC and CBS can.

Miles Labs Extend Spots

For Nervine on Keystone

BECAUSE of small town market activity, Miles Laboratories Inc., Elkhart, Ind., is extending its transcription series daily announcements, the Miles Historical Almanac of the Air, over the summer on 124 Keystone transcription network stations. Original schedule called for a 13-week summer break.

Aired in behalf of Nervine and Anti Pain Pills, the program consists of spot announcements recounting historical events, almanac fashion, for each broadcast day, with commercial plugs filling about 20 seconds at the close of each spot.

Wade Advertising Agency, Chicago, handles the account. Miles Laboratories also broadcast "n’ Abner" in a Keystone Broadcasting System to promote Alka-Seltzer and One-A-Day Vitamins.

NOTICE OF APPEAL in the U. S. Circuit Court of Appeals was filed last week by RCA-Victor from decision of the New York Federal Court dismissing the trademark infringement action brought by RCA against Columbia Recording Corp. and Decca Record Corp.

KIPAC, Port Arthur, Tex., has appointed Joseph Hershey McGillivray its exclusive national sales representative in the United States.

COOPER may now be used in the production of radio sets and parts for private use, when the manufacturing of such sets takes place under provisions of L-265. The WPB ruled last week in an amendment to the copper freeze order, M-9-c. The amendment, a routine provision, merely brings M-9-c into line with the more recent L-265, the Radio & Radar Division’s order controlling production and distribution of electronic equipment.

TWO ARE BETTER THAN ONE Any Day!

DON'T STOP AT ONE SPONSOR FOR FULTON LEWIS, JR.

SELL HIM AT A LATER TIME TO A SECOND SPONSOR

HERE'S HOW

It's easy ... sell a "playback"! It's been tested on the Don Lee stations and the response from each broadcast was terrific . . . way ahead of the "pull" before the playback was used. Don Lee uses his repeat broadcast at 9:45 P.M. . . . the original Lewis newscast reaches the west coast at 4 P.M., PWT. This idea offers unlimited possibilities to those Mutual stations who have already sold Lewis to one sponsor. KHIJ in Los Angeles is using Fulton Lewis, Jr., THREE times daily. Give it a try!
Net Rules
(Continued from page 10)
ing network operation and pointed out that the Commission won’t op-
pose “any healthy competition” in the broadcasting industry. The
rules, he added, are designed to promote the right sort of competi-
tion, and no effort will be made to hamper the bona fide establish-
ment of new networks.

“I don’t think, however, that the rules would be of any assistance
to any group that just wanted to make an occasion out of the indus-
try. Certainly the rules were not designed to that end and if any-
thing should happen under them to the detriment of network broad-
casting generally and to the exist-
ence of a healthy type of com-
petition in the industry, we might
want to do something about it. It
should be very much surprised if
the idea of so-called super-net-
works with a limited number of big
stations gets to first base. I don’t
think it’s a feasible operation.”

And whether the charges would be the main deterrent,
Mr. Fly said that other factors are
involved. Agreements must be made
with individual stations to get time,
for example, he said.

Alluding to a statement attribut-
ed to NAB President Neville Mil-
er that “further complaints about
program content should be made
to the FCC,” Mr. Fly said he had
pointed out on numerous occasions, “the unwise of appraising a
judicial decision on 10 words picked
out of 20 pages.” He added that
these interpretations of the
Frankfurter opinion have only
tended to mislead and confuse the
public. “Fortunately, however, the
public is not going to get excited
about this situation.”

Press Comment
Editor & Publisher, trade jour-
nal of the newspaper industry, in
its June 12 issue called upon the
newspapers stoutly to defend free-
dom of the press which, it pointed
out, is threatened by the Frank-
furter opinion.

“Freedom of speech and freedom
of the press are among the liberties
for which we and the other United
Nations supposedly are fighting
the forces of the Axis. ‘Uncondi-
tional surrender’ is the publica-
tion. Yet at home a far-reaching
decision by the supreme tribunal of
our Republic, involving—and in
some minds even threatening—the
very liberties upon which this na-
tion was founded, receives little
more than passing notice in our
newspapers.”

Pointing out that perhaps edi-
tors and publishers of many hun-
dreds of newspapers considered the
decision as “radio’s fight, not
theirs,” Editor & Publisher said
this was not a “realistic long range
view.” Newspapers were asked
to read the texts of the majority
and minority opinions in the FCC
case and “think about the future.”
If the FCC has this “absolute pow-
er over radio, one day it might be
in a title ‘Throttle Free Speech
the traffic of the nation’s newspapers—
all under the guise of ‘regula-
tions.’”

The Wall Street Journal in its
June 12 editorial said. The
Secretary of Commerce had posted
the hearings until September. “It is to be
expected that in the pressure of the war and other
important matters this case will not
appear from the Congressional
agenda, for it is of fundamental
importance,” said the newspaper.
It observed that radio had become “a
very important medium of infor-
mation, second only—if indeed they
are in fact second—to the public
press.”

If the law is as broad as the
Court says it is, said the Journal
in alluding to the authority given
the Commission to determine the
“composition of the traffic” over
the air, it is “too broad and should be
more sharply defined. Wide discre-
tion, said the editorial, is an
invasion of Congressional
agencies but the limits must
be carefully prescribed in the
law itself. The Federal Communi-
cations Act clearly requires revision
in this respect and ought to get it
at the earliest possible moment.”

Heard Editorial
The Chicago Herald American
and other Hearst newspapers on
June 3 published a detailed editor-
ial titled, “Throttle Free Speech
on the Air.” Unless Congress now
exerts its Congressional legislative
authority to “undo this monstrous
wrong,” said the editorial quoting the
Supreme Court opinion, “it may be
only a question of time and
perhaps a very brief time—
until the people of this democracy
will be able to hear over their
radio sets only what the administra-
tion wants them to hear, and only
when the administration wants
them to hear it.”

Under the Frankfurter conclu-
sion that the law puts the Com-
misison the burden of deter-
mining the composition of the tra-
cffic,” said the editorial, the FCC
may tell every network “who and
what may be heard over the radio.”

Calling upon Congress to reverse
and annul the Supreme Court’s
“totalitarian decision,” the Heard
editorial said Congress could do

Mostly Women are these 32 students who enrolled for the first class of the Radio Technicians School, conducted by WSSS, Winston-Salem, N. C. The course, which is given free, is open to women of all ages and to men over 45 years old. Chief instructor for the school is Phil Hedrick, technical supervisor of WSSS (standing at right).

Dual Affiliates Affiliation

MBS has postponed the dual-affili-
ate meetings originally scheduled for
June 22 in New York for eastern
stations and for June 29 in Chi-

cago for western stations [BROAD-
CASTING, June 14], until later in
the summer, the network announced
last week. No new dates for the
meetings were set, but it is ex-
pected they’ll be called for early
July, following the return of Mu-

tual’s president, Miller McKin-

tock, from a series of speaking en-
gagements on the Pacific Coast, for
which he left New York last Fri-

day.

Option time schedule of MBS is
still being discussed by the

network’s stockholders. Until the
times have definitely been established
there would be little point in bring-
ing the stations which are affiliated
with Mutual and the other
national networks together
for a meeting designed to iron out
conflicts that may arise from
the requests of different networks for
different option times.

this by passing the White-Wheeler
bill and the companion Holmes bill
in the House. “This has now be-
come a paramount duty which Con-
gress must perform.”

The editorial concluded that
maintaining free speech through
a free radio and a free press in this
country “is an essential part of
America’s war against totalitarian-
ism and for human freedom in the
civilized world.”

In the old days they fired a
gun from The Citadel in
Halifax, Nova Scotia to tell
the time.

Today the population listens
to CHNS for the time.

NOTE: They Still Fire the Gun
Keeping Up the Old Traditions!
Traditions, however, Don’t Get
Much Business.

CHNS Does — Try It.
**Colleges Filling Radio Personnel Needs**

**Criticism of Courses Unjustified, Says Prof. Tyson**

By RAYMOND W. TYSON

Assistant Professor of Speech, Pennsylvania State College

MR. PAUL'S recent article, "The Post-War Talented," contains some provocative and worth-while material. He raised a question that has become, due to the war, a matter of major concern to the radio industry. Unfortunately, many of Mr. Paul's statements are without foundation, and will not stand careful examination. His indictment of the role played by the colleges in training radio personnel is, for the most part, not justified by the facts.

**Practical Courses**

Mr. Paul recognizes the fact that "the only legitimate educational facilities for training budding young writers, etc., are those to be found in our colleges and universities." But he will probably be astonished to learn that the vast majority of radio courses in these colleges and universities are not "under the tutelage of a drama instructor who won his spurs in 72 consecutive performances of East Lynn or a journalism professor who was given a job in the news department, on flagrant misuse of the semicolon in 18th century literature."

A little investigation would reveal the fact that a very sizable percentage of those persons conducting courses in radio speech and production on the college level have had experience in commercial radio, in addition to academic backgrounds commensurate with their positions on college faculties.

The question is asked: "What steps are now being taken for the instruction of potential radio talent?" And the answer is: The same steps that have been taken for well over a decade, and by the same agencies that have supplied American radio with a considerable body of talented personnel. It is here that Mr. Paul will find the past issues of Broadcasting Yearbook extremely illuminating.

He will find, for example, that each year radio networks and universities have been offering a wide assortment of courses and training in the non-technical phases of radio. Their list of alumni active in radio will fill several pages of this magazine. Nor need these institutions be ashamed of the quality of their product. To take another quotation from Mr. Paul's article: "Surely, there has been a program of educating the educators in the value of sound, practical radio training." Now, fun is fun, but there is such a thing as carrying it a little bit too far. Does Mr. Paul realize the type and quality of work in radio instruction which is offered at such universities as Michigan, Wisconsin, Iowa, Northwestern, Ohio State, Minnesota, Washington, Cornell, Syracuse, Louisiana State, Alabama—to name just a few?

**Variety of Instruction**

Surely he has heard of the radio workshop held each summer at New York University, of the radio institute sponsored by NBC at Northwestern last summer, and to be repeated again this summer and also at Southern California? He must surely have some knowledge of the Federal Radio Education Committee of the U.S. Office of Education, and the services provided by the Script and Transcription Exchange of that bureau. Such items as the Association for Education by Radio, Association of Educational Broadcasters, Ohio State University's Institute for Education by Radio only partially fill the list of those organizations and agencies concerned with radio and the place of the educator in it.

It is a matter of common knowledge that educators have for some time now been fully aware of the necessity for thorough training for those students desirous of making radio their chosen profession. The kind of courses offered and the existence of numerous radio workshops in hundreds of high schools and colleges all over the country are ample proof that there is slight necessity of any program having for its purpose educating educators in the value of sound, practical radio training." Many educators were meeting that problem long before most commercial broadcasters knew such a problem existed.

The colleges of America are offering today, as they will continue to do, a vast reservoir of talent for the radio industry. It's theirs for the taking. It isn't necessary to tell many of these young men and women to get experience on a small station. A large percentage of them are earning their living by doing. They have been either working in university stations, or in laboratory studios possessing first class equipment. They have been writing their own scripts, acting in them, directing them. They know their way around.

These young people have a keen interest in the American system of broadcasting, and just as much, a strong determination to maintain that system. American radio will be making a grave mistake by not giving them every possible chance.

During the present emergency the question of manpower in radio is not one to be ignored. But here again the colleges can offer real aid. This spring will see hundreds of young women available for radio jobs. Radio will be taking little chance in giving them their chance. As for Mr. Paul's concern about post-war talent, I think he has little to worry about.

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**Fitch Summer Sub**

**SUMMER FORMAT FOR the Fitch Bandwagon program on NBC goes into effect from Tom Reddy, of WHO, Des Moines, replacing Tobe Reed as m.c., and Freddy Martin's orchestra heard regularly, instead of the parade of up-and-coming dance bands previously presented. Fred W. Smith, WMB, Denver, succeeds Co., Des Moines. Other innovations include interviews with guest song writers, and a five-minute news summary by Alex Power, NBC commentator. Program will revert to its regular format in the fall.**

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**Mosby Plan to Divide Network Time Regarded Favorably in Many Quarters**

HIGHLY favorable reactions to his proposed plan of time division or option between affiliated stations and their networks, originally proposed last spring, is reported by Art J. Mosby, general manager of KGVO, Missoula, Mont.

The plan proposed that the first 45 minutes of every hour between 6 p.m. and midnight be optioned to the network and that the first 30 minutes of every hour between 6 a.m. and 6 p.m. be thus optioned. Thus, Mr. Mosby contended, national spot advertisers could be guaranteed a desirable period at the most suitable time in each locality. Ample time likewise would be reserved for local advertisers.

**Fly Impressed**

FCC Chairman James Lawrence Fly wrote Mr. Mosby that the plan appealed to him "as an imaginative and thoughtful approach to reconcile the conveniences of business practices with the aim of maximum service to the community." He said he was deeply interested in learning reactions of broadcasters and advertisers.

Lew Avery, director of broadcast advertising for the NAB, said there appeared to be a "great deal of merit in the allocation you propose." He said he thought it deserved serious study by the FCC, the networks and their affiliates.

W. B. Myers, president of KOIN, Portland, Ore., asserted that at first glance the plan appeared "a good thing for the stations if the networks could operate under its conditions." He said it would make it "difficult for advertisers to buy large blocks of time and continuous programs" and that it would be a good thing for the stations and networks "although they probably would not admit it." On the other hand, Mr. Myers said, "your plan would chop up the network operation pretty seriously, especially at night."

Gene Fulliam, WIRE, Indianapolis, said he thought the plan had possibilities and that it is "unique, interesting and challenges careful thought." Barron Howard, commercial manager of WOR, New York, however, said he was "afraid of your plan to be too beautiful, simple, logical and there have too many good points about it to get anywhere." A similar view was expressed by Leonard D. Callahan, of SESAC, who commented: "Your block systems for the network. The clearance dilemma is a ten strike—like the Rumi plan, it's probably too simple and sensible to gain official approval."

Lee Little, KTUG, Tucson, reported that he had discussed the plan with his entire staff and that "everyone here approved it." Florence M. Gardner, KTP, Twin Falls, Idaho, wrote Mr. Mosby: "I think you got a winner there. The more she added she assumed it would have to develop gradually over a period of years "if the networks are conciliatory."

Hugh Feltis, manager of KOIL, Omaha, asserted the plan had been roundly discussed in New York, where he had been located in the BLUE Network relations department prior to taking the Omaha post last month.

Congressman Mansfield (D-Texas) wrote Mr. Mosby that the plan appealed to him to be workable." I certainly feel that the affiliates should be given every possible help because they are a far greater influence in moulding public opinion than a great many people think."
Decisions...

JUNE 14

WLBZ, Bangor, Me.—Granted mod. CP as mod, authorizing power increase, new equipment, etc., for extension completion date.

WCIP, Los Angeles—Continued to July 7, 1943, bearing on license renewal now set for June 23.

WCOP, Boston—Continued to July 14, 1943, bearing on license renewal now set for June 23.

WNY W, New York—Granted leave to submit application for special service authorization.

JUNE 15

WHDU, Olean, N.Y.—Granted mod. license to move transmitter locally.

KCMO, Kansas City, Mo.—Designated for hearing application mod. license to increase N power to 1 kW.

WGST, Atlanta—Granted extension temp. license 30 days from June 21.

WISP, Springfield, Mass.—Granted license to new station on 49,100 kc. conditions.

JUNE 16

WALN, Albany, Ga.—Continued to July 15 for filling suspended finding concerning applications for license renewal, CP and voluntary assignment of license; granted extension to July 6 for correction of testimony made in application.

WCOP, Boston—Continued action to July 4 on petition for order to take depo.

WJFB, Columbia, S.C.—Granted license cover CP move in new transmitter locally.

WFMJ, New York—Continued to July 17 for filling suspended finding concerning application for license renewal, CP and voluntary assignment of license; granted extension to July 6 for correction of testimony made in application.

WCOP, Boston—Continued action to July 4 on petition for order to take depo.

Networking

All Time Eastern Wartime unless indicated

New Business

LOS ANGELES SOAP Co., Los Angeles (Radio Clear), 1943 for 2 weeks newscast on 32 Don Lee Pacific sta.

WMT, Minneapolis, Minn. (WPT), with CP on June 30.

WGST, Atlanta, Ga.—Granted license for new station on 49,100 kc. condition.

WPMG, Waco, Tex.—From 1230 kH, 250, unlimited (June 23).

WOCF, Boston—CP for 1150 kH, 1 kw, D.A.N., unlimited.

Tentative Calendar...

NEW, Beauford H. Jester, et al., Waco, Tex.—CP for 1230 kH, 250, unlimited (June 23).

Applications...

JUNE 14

WCM, Camden, N.J.—Special service authorization to operate hours of WCAP pending repairs to WCAP’s transmitter.

WJZ, New York—CP move main and auxiliary transmitters; new transmitter and ancillary power over from 25 to 10 kw.

WBEZ, Chicago—License cover CP for new non-commercial educational station.

WMTW, Ocala, Fla.—CP change transmitter, increase power 100 to 250 w.

KWYC, Hot Springs, Ark.—Invol. assign. license to Clide E. Wilson.

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SALES PROMOTION-PUBLICITY VACANCY
50 Kw Eastern Station
• Man or woman to start about July 12th. Send details of experience, references, salary requirements, first letter. Photo desirable.
BOX 765, BROADCASTING

WHKY Granted CP
WHKY, Hickory, N. C., was just week granted a license by the FCC to construct cover permission for installation of a new transmitter and directional antenna for night use, increase in power to 5 kw. to local sunset, and moving transmitter to new station.

For Sale
120 Watt Commercial Transmitter—In good working condition, complete and fully experienced. Write, giving full details, to Box 766, BROADCASTING.

Wanted to Buy
160 Watt Commercial Transmitter—In good working condition. Will pay market price and all expenses, including properly. Box 748, BROADCASTING.

Pro-Face
WEBSTER for Dufy
BRISTOL-MYERS Co., New York (Mint Rub), on July 6 replaces Dufy's Tawa with webh szer Says for weeks, on approximate 120 BLUE stations, Tuesday, 8:30-9:00 p.m. (EWT), with West Coast repeat, 8:30-9:00 p.m. (PWT). Half-hour period audience program features Haven McQuarrie, English language specialist, who asks each contestant to define list of five words, with possible $50 cash prize. Dr. Charles F. Lindley, speech department chairman of Occidental College, Cal., is artist, Robert H. Rubottom, New York, services the account.

PAUL HOLLISTER, CHS vice pres., will be among the speakers at the first annual meeting of the national advertising group of the Special Libraries Assn., at the Hotel Pennsylvania, June 22-24. Mr. Hollister will speak on "Advertising Is Meeting Wartime Conditions." Deliberations at Humphry, librarian of McCann-Erickson, is chairman.

R E T R O

1943

Classified Advertisements

BROADCASTING • Broadcast Advertising

June 21, 1943 • Page 57
Fathers May Gain More Draft Delays
All Single Men Under 25 Said To Face Early Induction

POSSIBILITY that a higher percentage of fathers than previously anticipated will be kept out of the military and left for home front service appeared in Washington last week to be confirmed by predictions of Selective Service chief, Brig. Gen. Lewis B. Hershey, and Paul B. Bierman, chairman of the War Manpower Commission, as revealed in testimony released by the House Appropriations Committee.

In the House testimony, which was taken in April, Gen. Hershey predicted that more than half of the nation's 6,000,000 draft-age fathers would face induction, beginning about August 1. However, Senator Scott Lucas of Iowa, during the hearings, introduced a new policy which may delay induction of fathers in quantity, at least until fall.

October Halted

According to instructions sent out last week, fathers are not to be included on replacement schedules until October 1. The instructions made it clear that fathers in essential industries will probably be safe until then. At the same time, Selective Service appears to be determining to induce almost all single men under 25 within the next six months.

Part of the same instructions which halted on October drafting for fathers said that no man under 25 could be deferred for more than six months until his services become vital. Officials said very few would be considered in that class.

Blue Network's Story

Is Told in New Booklet

AFTER 16 months of independent operation the Blue Network has written the story of its growth in a small 42-page booklet titled "The Blue Network Today," to give its employees and to be sent out to 3,500 advertisers and agencies.

Written by Jesse Thompson of the Blue sales promotion department, the booklet follows the general outline used by Edgar Kobak, executive vice-president of the network, in the informal talks he has given at dinners for Blue employees.

CBS Staff Changes

MARIAN GOSGROVE, until recently assistant in the radio department of Dunne Jones Co., New York, and formerly continuity and sales promotion writer for KDAL, Duluth, has joined CBS as assistant in the program promotion department. Bob Stevenson, CBS staff announcer on Major Hoaxes Amateurs, Madeleine Carroll Heads and Broadway Handicap, joins the Army June 22. A certificate of merit has been awarded to Jack Hoins, head of the KDAL studio, for his service in the training of journalists, by the Huntington Post of the American Legion for his service in the broadcasting of the war news.

FM Station on Air

AFTER TESTING for several months, Chicago's fifth and newest FM station, W75C, operated by Moody Bible Institute, went on the air June 13. The Institute also operates WMBI, Chicago. W75C has a construction permit for 50,000 watts, but at present is putting out 1,000, and is on the air from 11 a.m.-9:30 p.m. daily, and from 8 a.m.-9:30 p.m. Sunday. The broadcasts of W75C duplicate for the most part those of WMBI, which consist of religious, musical, and news programs, except for one morning and afternoon record and a midday program. The station is located 20 miles from the studio, to give better coverage to residential and suburban listeners.

FCC Approves Attorneys

MERIL A. LINDBLOOM and Hugh M. Gray have been granted power of attorney as attorneys in fact to John L. Booth, with FCC approval, in so far as it relates to FM station W49D, which is licensed to John L. Booth, and WJLB, Detroit, of which Booth is president, a director, and owner of all outstanding stock.

CIRCUS USES SPOT

ROTATION IN N. Y.

RINGLING Bros., Barnum & Bailey Combined Shows, is promoting the circus, showing off "gigglies," a one-ring show combining the best acts of the company's spring tour. Instead of a down-and-up spot announcement schedule on New York's major stations, System is to run the show through week to week. Other shows will use this plan, with schedules overlapping in some instances.

Promotion for the circus, which opens June 16, runs from the week of June 7 on WINS, followed by a five-day drive on WABC, starting June 8. The WABC campaign will be used again the following week of June 21, followed by WMCA, June 28-30. Contract on WJZ runs from June 23-July 2 of the WNEW carries the announcements June 30 through July 3.

Schedules consist of live participations on musical, news and dramatic programs. Duration of the campaign is contingent on the success of the circus, which has never been tried out in this country. Agency is Caples Co., New York.

NAB Meeting to Discuss Supreme Court Decision

THE SUPREME COURT decision in the network case will come in for discussion at the meeting of the public relations committee of the NAB to be held June 23-24 at the Palmer House, Chicago. The Court ruling will be the principal topic at the morning session scheduled for the second day of the meeting.

"Public Relations of the Broadcastings" was to be the subject of an address to be delivered at a luncheon June 23 by James W. Irwin, assistant to the president, Monsanto Chemical Co., St. Louis.

Neville Miller, NAB president, and Walt Dennis, NAB news bureau chief, will attend the meetings. Members of the public relations committee were: Lawrence G. McDouell, KFOX, Long Beach; Craig Lawren of WLRN, Knoxville, Tenn.; Alexine L. G. McAlpin, WGBS, New York; Mrs. Betty Bradley, WABC, New York; Miss Elise E. B. Hix, KPBC, Houston; John D. Pett, WGBR, Cleveland; Leslie W. Joy, NAB news bureau; Edgar H. Twamley, WBEN, Buffalo; Frank M. Russell, NBC; Dr. Frank Stanton, CBS; and Willard Egolf, NAB secretary.

Change in History

Ascribed to Radar

AT ARMY-NAVY "E" presentation to RCA Laboratories at Princeton, N. J., last week, the Supreme Court decision, Adm. Harold G. Bowen declared radar had changed the course of history, with the British winning the Battle of Britain because they used radio detecting and radars to prevent Germans from surprising British planes on the ground.

Adm. Bowen spoke on the program with Gov. Charles Edison of New Jersey; Gen. James G. Harbord (USA, Ret.), chairman of the board of Radio Corp. of America; Maj. Gen. Roger B. Colton, and vice-president of the Radio Corp. of America, in charge of RCA Laboratories. The program was broadcast by NBC.
ONCE UPON A TIME—it was in early 1943—a Salesmanager was trying to stretch his Sales Force so that one Salesman could do the work formerly done by three. His Sales Force had been cut by War, crippling his Field Operation, curtailing Dealer Contacts . . .

SPECIALTY SALES helped this Salesmanager to "stretch" his permanent Sales Force economically and effectively.

SPECIALTY SALES offers the short-term services of experienced, high-type salesmen who cover all druggists and grocers in Ohio, Indiana, Kentucky and West Virginia. It does not conflict with established sales organizations, brokers or agents. SPECIALTY SALES is independent, but has full access to all WLW Research and Merchandising material.

SPECIALTY SALES can be bought on per call or per week basis; helps you keep men in the field at a fraction of the usual cost. Let us give you the helpful facts.

Write or wire Lou E. Sargeant, Specialty Sales, 140 West 9th Street, Cincinnati, Ohio.

WLW audience dominance, plus the cooperation we receive as a result of continuous dealer contact, now augmented by SPECIALTY SALES, offer you the most effective means ever devised for directing the distribution and sale of consumer food and drug products.

LISTENER DOMINANCE. In 32 cities of its four-state area, and in 218 rural communities around them, WLW delivers 51.2% of all nighttime radio listening. (A weighted average figure based on Hooper Mid-Winter WLW area rating, 1943, which does not represent the size of our audience in any one city or rural area.)

DOMINANCE WITH DEALERS. Implementing your advertising on WLW is a carefully developed plan of merchandising which covers every phase of distribution from manufacturers' representative through consumer—climaxed by 28,000 personal contacts every year on the wholesale and retail dealers who move your merchandise. This comprehensive merchandising program is controlled and directed by WLW, costs advertisers nothing.
AGENCIES! SPONSORS!
HERE'S BIG NEWS

New Rules of the Federal Communications Commission Permit You to Place Your NBC, Blue or CBS Network Programs on . . .

IF THE NETWORK THEY ARE ON CANNOT FURNISH COVERAGE HERE

$54 Per 1/4 Hour
(26 Time Night Rate)

UNTIL NOW Many of your programs could not be brought to this Major Market due to Network policies, prohibiting your program being fed to stations not affiliated with your network.

WSAY
ROCHESTER, N. Y.
MUTUAL OUTLET

THE THIRD LARGEST MARKET IN THE COUNTRY'S GREATEST STATE

FCC Rule 3.102 Territorial exclusivity—No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.