LOGIC:

1. The public knows what it wants when you give it to them!

2. No wonder an advertiser writes, "W-I-T-H HAS PRODUCED RESULTS FOR ME HEAD AND SHOULDERS ABOVE ANY OTHER STATION OR COMBINATION OF STATIONS."

3. IN TWO SHORT YEARS W-I-T-H HAS BUILT AN ADVERTISING SUCCESS STORY FILE CONTAINING 49 similar case histories.

4. These case histories are available on request.

WITH
IN BALTIMORE

TOM TINSLEY, President
Represented nationally by HEADLEY-REED
ON THE farm and in the cities and towns of Midwest America, it's the same old story: *WLS Gets Results*. A cracker company, advertising on WLS, offered daily prizes for jingles used on their program. In the first seven months of this year they received 72,438 letters — all with proof of purchase! That's 2,415 letters a week... 483 from every program!

Here's a story to prove again that WLS is listened to... that WLS listeners respond... in short, that *WLS Gets Results*!
THE YANKEE NETWORK advertisers are introduced to the New England retailer as well as to the consumer. For these advertisers, Yankee gets real cooperation from its merchants — druggists, grocers and others.

There is no secret formula — no high pressure. It's as simple and genuine as New England sincerity.

Each of Yankee’s twenty stations is a hometown station, a successful local enterprise, owing its existence to local good will — to the grocer and druggist and other merchants who treat its management as friends, not as strangers "coming to town for a clean up."

This hometown acceptance is what makes Yankee "client-helps" something directly productive and more effective than long-distance, hit-or-miss "impacts."

If you’re coming into New England, let Yankee introduce you to the New England retailer in tried and true New England style — in 20 markets reached directly by the Yankee pipe line.

THE YANKEE NETWORK INCORPORATED

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION
KOIL
is the most economical buy
in OMAHA

For Outstate Nebraska -
KFAB is a must!

Page 4 • September 6, 1943
MONEY DOESN'T GROW ON TREES

... but sales are growing faster in KWKH-Land!

Down in KWKH-Land—that rich area of East Texas-North Louisiana-South Arkansas—incomes are growing by leaps and bounds as the major industries such as oil and natural gas, cotton, livestock, lumber and the ever-growing war industries are meeting today's challenge for greater output, faster.

What does this mean to manufacturers and distributors? First of all it means sales now in a market where people are ready to buy. But it means building sales for the future.

You can invest your advertising dollars here with assurance of results. You too, can do as scores of alert advertisers are now doing—cover this rich market with KWKH, the CBS 50,000 watt station. It's the preferred station for advertisers and listeners alike. Ask the Branham Company for further details.

cover it with
CBS 50,000 WATTS
KWKH
A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

The SELLING POWER in the BUYING MARKET
Yes! — and SONOVOX for the Voice You Can't Help Remembering!

Of course you've heard the Woodbury Singing Violins—but maybe you haven't heard the entire story about this sweetest commercial ever broadcast!

On Dec. 7, 1942, Woodbury added their memorable Sonovox signature to "The Adventures of the Thin Man" — just before that show was changed over to "Mr. and Mrs. North". But despite the change in shows (and thanks to talking and singing sound!) the sponsor-identification factor had increased 20 points by March 31, at which time the Sonovox contract ended. . . . After the Singing Violins were dropped, the difference became immediately apparent, and on May 18, Sonovox went back into the show. Now, at the latest report, the sponsor identification has climbed back 10 points!

In other words . . . Sonovox does build sponsor identification. Let us show you the factual proof now available.

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Cox Probe Portends Action on Legislation

Committee Closes Draft Phase Of Study

By SOL TAIHOFF

WITH THE third phase of its all-embracing investigation of the FCC — draft deferments — buttoned up last week, the House Select Committee has settled down to preparation of the interim report, to be submitted after Congress reconvenes Sept. 14 and with swift legislative results predicted.

Bill To Be Drafted

The present plan, it is reported, is to draft a bill to accompany the interim report, which would transfer the "war activities" of the FCC to the military services or other Government agencies. This would follow recommendations of the Joint Chiefs of Staff and of the Secretaries of War and the Navy, revealed at the opening hearing July 2, that the President abolish these functions within the FCC. Specifically, the recommendation was that the Radio Intelligence Service be abolished. The President has never acted on the recommendations of the military that an executive order be issued covering these changes.

The interim report is expected to deal with (1) the so-called war activities of the FCC, (2) the foreign language phase covered in five weeks of hearings in New York, which Committee General Counsel Eugene L. Garey said proved conclusively that the Commission maintained a "gestapo" and (3) the draft deferment phase, in which testimony was adduced designed to show that the Commission had appointed draft-age men and sought and procured draft deferments in about 90% of an interim report, to be issued after covering these changes.

Future Plans Not Set

Whether further hearings will be held prior to reconvening of Congress was in doubt. Thought is being given to a brief session or two in connection with purported efforts of Chairman Fly to block legislation. This, it is presumed, would involve the controversy that has raged between Chairman Fly and NAB President Neville Miller along with allegedly abortive efforts to oust Mr. Miller and move to form a competitive trade association more friendly to the FCC.

It is evident the Committee does not propose to cover the matter incident to the sale of WMCA, New York, to Edward J. Noble, proposed purchaser of the BLUE Network until after Congress reconvenes. This previously had been scheduled during the recess.

While the interim report will be the work of the five-man committee, the proposed accompanying legislation dealing with the transfer of the military functions will be submitted either by the entire Committee or by one of its members. If the Committee does not draft such a bill, Rep. Louis E. Miller (R-Mo.), who presided over the Washington hearings last Monday and Tuesday, said he would offer such a bill himself. It is presumed the Committee also will seek an additional appropriation to carry on its inquiry to supplement the original fund of $60,000 allotted to it after passage of the resolution early this year.

Like the preceding sessions the draft deferment hearings were marked by frequent clashes between Committee counsel, Rep. Miller and FCC counsel and spokesmen. Much of the data adduced was placed in the record under FCC protest. Chairman Fly, while not present at the hearings, issued several press releases sharply criticizing the Committee tactics. In one release he charged the Committee was making "another bid for headlines", that it had deliberately "distorted" the facts and that it had struck "a new low".

Miller's Rebuke

Cognizance was taken of Mr. Fly's utterances both by Chairman Miller as the one-man subcommittee, Fred L. Walker, associate general counsel, and Hugh Reilly, senior attorney, who jointly handled the draft deferment phase. Chairman Miller said the press releases appeared to be another attempt to "try this case in the newspapers". He expressed the hope that those making it would have "the sense of propriety to await their turn at bat". Mr. Reilly had charged that the press statements were "contemptuous" not only of the Committee and its legal staff but also of Congress.

British Study Shift to American Plan

Growing Following for U. S. Broadcasts Is Noted

TRANSITION of the British system of Government-owned broadcasting, to a variation of the "American Plan" of program sponsorship in the post-war era, is being avidly discussed in England, according to reports reaching this country.

Having had a taste of American programming through interchanges encouraged by war-time cooperation, as well as through transcribed versions of network programs, and the highly successful Command Performance series, there has been detected a growing following for United States' programs. Even before the development of wartime interchanges, many British listeners tuned the commercial Luxembourg and Nor- mandie stations, which used American-made transcriptions almost exclusively.

Big Changes Seen

Nothing is expected to happen until after the war, but it is freely predicted that the whole system of British broadcasting, now handled entirely through the Government-operated British Broadcast- ing Corp., will undergo sweeping change. Last week important changes in the top management of BBC were announced, and were regarded as of some significance, though the full impact won't be felt until after the war.

Resignation of Sir Cecil Graves as joint director was announced by BBC, together with appointment of Robert Foot as director general and chief executive officer. W. J. Haley, joint managing director of the Manchester Guardian and Evening News and a director of Reuters, was named BBC editor-in-chief. Mr. Foot and Mr. Haley have joint responsibility for the character and quality of BBC's output. They will be assisted by a central committee, Sir Noel Ashbridge, present controller of the BBC engineering division, was appointed deputy director-general.

Indicative of the thinking in England is an article in the Aug. 14 issue of The Economist, dealing with the future of British broadcasting. It described the present standard of BBC programs for the home listeners as "low", but blamed the system, rather than BBC. Citing the great vice of BBC as "timidity", The Economist said its programs are "starved both of money and of effort". Far too much of the output was described as

(Continued on page 58)
MEMBERS OF WLB PANEL

Max Zarithsky, Meyer, Fuller

Max Zarithsky, labor representative of the WLB panel to hold hearings in the dispute between the Petrollo union and the transcription companies, has been long active in the labor union movement in the United States. He has been a union member for nearly 40 years and has served almost continuously since 1919 as president of the United Hatters, Cap & Millinery Workers International Union.

An early advocate of collective bargaining and a pioneer in unemployment insurance, Mr. Zarithsky has been active in promoting these principles before AFL conventions. He has put into effect agreements virtually eliminating industrial strife in his own industry.

Born in Russia in 1886, Mr. Zarithsky came to America in 1905, obtaining employment in a Boston cap factory. He became secretary of the local union and in 1911 moved to New York as assistant to the General Secretary of the United Cloth Hat & Cap Makers of North America. He was chosen the first president of the organization and in 1934 became president of the new international union which merged his own union with the United Hatters of North America, another AFL affiliate representing men's hatters. The merged union now embraces all workers employed in all of the headwear industries.

Mr. Zarithsky has long been prominent in the movement to strengthen labor's political position. In 1922 he was associated with the Conference for Progressive Political Action which nominated Senator LaFollette for president. In 1936 he helped found the American Labor Party of the State of New York and was elected as a presidential elector for New York, running on the Democratic and Labor party tickets.

Mr. Zarithsky has taken an active role in the building of Palestine as a Jewish homeland and was a member of an American labor delegation which visited the country in 1935. He is treasurer of the National Labor Committee for Palestine.

Arthur S. Meyer

Arthur S. Meyer, public representative on the WLB panel to hear the Petrollo transcription dispute, is chairman of the New York State Board of Mediation and an associate member of the National War Labor Board.

Mr. Meyer entered labor mediation work from the field of business, having been with the Schulte Retail Stores Inc. for 15 years, serving as vice-president and director. He was also president of Schulte Real Estate Co. Inc.

In 1937 when the mayor of New York formed the New York City Industrial Relations Board, Mr. Meyer was one of the three members appointed. Later in the same year, he was named to serve on the New York State Board of Mediation whose chairman was then William H. Davis, present chairman of the WLB. When Davis left the New York State Board in 1940, Meyer became chairman.

Meyer's biggest job in mediation was as chairman of the Little Steel Panel in 1942, an assignment which continued four months. In addition, he served as impartial chairman of the milk industry of the Metropolitan Area during 1940-41.

Meyer was born in 1880 and was educated in the public schools. He entered Columbia U but circumstances forced him to leave after a few months.

Gilbert E. Fuller

Gilbert Edmund Fuller, industry representative on the WLB panel hearing the Petrollo controversy, is president of Raymond-Whitcombe, travel agency, concern he has been with since 1910. He has had mediation experience on panels of the regional WLB in Boston.

Mr. Fuller replaces Henry S. Woodbridge, at one time general manager of the company which Mr. Fuller now heads. Mr. Woodbridge resigned from the panel because of the postponement in the date of the hearing, originally set for Aug. 16, and for various other commitments (Broadcasting, Aug. 23).

Mr. Fuller was born in Springfield, Mass., in 1882. He received his A.B. from Harvard in 1906 and

DUBONNET CORP. BLUE SERIES SET

DUBONNET CORP., New York (wines) subsidiary of Schenley Distillers Corp., on Sept. 4 started sponsoring a half-hour musical program, Your Dubonnet Date, on 77 BLUE stations, Saturday, 11-11:30 a.m. (EWT), with West Coast repeat, 10:30-11 a.m. (PWT).

A Music Corp. of America package deal, program features Xavier Cugat and his orchestra. Also included are Lina Romay and Don Rodney, vocalists, with a mixed chorus of four. Mr. Donnellon is announcer.

Mr. Donnellon has been assigned writer-producer. Harvey Helm is associate writer. Art Rush, who heads his own Hollywood talent service, has been appointed to represent William H. Weintraub & Co., New York agency servicing the account.

Hu Chan, assistant radio director of the agency, was on the West Coast in late August to complete arrangements for the show. Soner Heyman, advertising and sales promotion manager of Schenley Distillers Corp., New York, currently is in Hollywood. Firm is spending some $40,000 to promote the initial broadcasts, utilizing magazines as well as newspapers.

Flex-O-Glass Discs

FLEX-O-GLASS MFG. CO., Chicago, in October begins a nationwide radio schedule of announcements and local programs ranging from five to 30 minutes in length on 180 stations, with a possibility of adding one or a little later. Stations with which contracts of varying terms have been signed are: KRA, KBPK, KIDO, WMDB, WDZ, WHO, KMBW, KFBI, WCHS, WEEI, WJR, WDGY, KMOK, WKTO, KGHL, KMJ, WP, WNS, WW, GNV, WLB, WLTM, KVQO, KIOH, KKA, RKO, KL, KLS, WW, WDGB, WOR, WMJ, etc., on the list of 150 stations in the Keystone Broadcasting System. Agency is Prebasa, Fellers & Prebasa, Chicago.

CBS Managers to Meet

CBS is planning a meeting of station managers of its managed and operated stations in New York some time in October. No date has been announced nor is the agenda set, but Frank Stanton, CBS vice-president in charge of operations, will preside.

Joined the U. S. Mortgage & Trust Co. the same year. In 1906 he joined Michaelis & Ellsworth, publicity concern. He became associated with the financial department of the American Express Co. in 1908 and in 1910 became vice-president of Raymond-Whitcombe. He was appointed managing director of the agency in 1923, chairman of the board in 1926, and he became president in 1931.

Mr. Fuller lives in Boston and is a member of various Boston and New York clubs. He is married and has a son and daughter.

Page 10 of September 6, 1943
CIO Denied Blue Intervention Plea

Petitions Also Filed by Creditor Group, FM Network

COINCIDENTAL with FCC rejection last Thursday of a CIO petition to intervene in the hearing on the application for transfer of the BLUE Broadcasting System, New York stations, the CIO intervention petition, shrouded in mystery, was filed on behalf of 31 unnamed creditors of the BLUE, with claims put at $2,000,000.

FM Net Plea

Third would-be intervenor in the BLUE-ABS hearing is American Network Inc., a Delaware corporation organized about two years ago to develop a chain of stations, including the construction and operation of broadcasting stations, and to solicit FM advertising for its stockholders and affiliates. American licenses stations in some 30 cities, and the petition asks that the American Broadcasting System be authorized to operate the BLUE if it would inevitably become known as the “American Network”, which would be unfair competition to American Network Inc. since the public would be confused and unable to distinguish between the two or between their respective operations.

American Network suggests that should the transfer be finally approved, the FCC either make the changing of the corporate name of ABS a condition of approval or so order its grant. In support of its claim to priority in use of the name “American”, American Radio was organized in New York long before the ABS was organized to do business there, and filed a construction permit for the FCC for a key FM station last year because of the Commission’s “freeze” order of last April, and spent considerable sums of money developing its business, emphasizing the name “American Network Inc.”

The CIO plea was denied, according to the Commission, on the ground that it is not entitled to intervene as a “matter of legal right.” Commissioner Norman S. Case, presiding at the Motions Docket last Wednesday, had referred the motion to the full Commission because of the broad question of policy involved.

The FCC’s Thursday action gives CIO the right to offer testimony.

Creditor Petition

Second petition was filed by Ex-Chase Koehne, Washington, formerly on the Advocate General of the Navy, as a creditor and as counsel for the 31 petitioning creditors.

The FCC will require naming of creditors, it was indicated.

Basing his plea largely on the alleged lack of financial soundness and responsibility of the American Broadcasting System, a corporation wholly owned by Mr. Noble [broadcasting, Aug. 16], Mr. Koehne presented an analysis of the proposed financing of the proposal which purports to show that the creditors he represents and many others like them would stand to suffer loss should the transfer be approved.

The original agreement between Mr. Noble and RCA is said to provide that Mr. Noble shall assume all liabilities of the BLUE; yet, Mr. Koehne points out, the BLUE, a contingent liability, is not shown on the balance sheet, which further specifically denies other such liabilities “not included in the sale price.”

Claims of his clients, Mr. Koehne says, would become “minor” in the face of the “large long debt payable to banks, and which are the result of a large overcapitalization, to be secured by the assets proposed to be transferred” (from BLUE to ABS). Their claim, the petition asserts, would be “subservient to the lien of such security”, by reason of the proposed $8,000,000 payment.

Characterizing the “verified” balance sheet of ABS as a “fugitive” of the facts of the case and true in some very material respects”, the petition presents several examples of alleged inconsistencies. Calling attention to the fact that the bank loan for $3,000,000 is contingent upon FCC approval of the transfer, Mr. Koehne criticizes the apparent inclusion of this sum in the $8,001,000 cash assets shown on the ABS balance sheet dated Aug. 10.

'Strain on Creditor'

The $8,001,000 cash represents a loan of $4,000,000 from three banks [broadcasting, Aug. 16] and $4,000,000 ($1,000,000 on deposit in escrow, and $3,000,000 through Banker’s Trust Co.) from Mr. Noble for 400,000 shares of its capital stock. The $1,000 represents the original 100 shares of stock at $10 per share par value issued upon the formation of ABS last August.

Thus at least $7,000,000 of the claimed assets exists only on paper, the petition indicates in pointing to

(Continued on page 29)

Beer Sponsors Get Army Pickup Right

Pabst Granted Authority to Originate From Camps

WAR DEPT., through its Bureau of Public Relations, has lifted its ban against originations of sponsored beer broadcasts from Army posts. The Bureau notified Pabst Sales Co. Aug. 28 that it had no objection to origination of the Saturday night Blue Ribbon Town program from Army posts. Participation of Army personnel on the program is allowed.

Under the ruling beer sponsors now are given the same broadcast privileges as other sponsors, such as American Tobacco Co., R. J. Reynolds Tobacco Co. and Coca Cola Co.

Usual Disclaimer

Army rules provide that broadcasts from camps must have the approval of camp commanders; must not interfere with training of troops; must be staged at no cost to the Government; must carry an advertising disclaimer.

Participation of Army personnel on audience participation programs or amateur shows is permitted on a non-repeat basis.

The Navy has long permitted origination of sponsored beer broadcasts from naval establishments to entertain personnel but does not allow naval personnel to participate. The Navy also requires a disclaimer.

of the impression they would make upon the plaintiff; that the lawyers, in conspiracy with the two employees of the plaintiff, represented to the plaintiff that the defendant could and would procure from the Commission the wave lengths employed by station WMCA and take them away from the plaintiff unless the plaintiff sold the station to the defendant upon the defendant’s terms. . . . Plaintiff asserts

(Continued on page 29)

Court Twice Denies Injunction

To Flamm Blocking WMCA Sale

NEW YORK Supreme Court Justice David Peck twice last week denied motions of Donald Flamm for a temporary injunction to restrain Edward J. Noble from disposing of WMCA New York, pending the hearing of Mr. Flamm’s motion for a preliminary expedition of his sale of the station to Mr. Noble in January 1941. Mr. Flamm’s appeal to the Appellate Division will be heard on Tuesday, pending which Mr. Noble has agreed not to sell WMCA.

On Monday Judge Peck issued an opinion denying Mr. Flamm’s motion on the ground that he should have begun his action immediately upon the discovery of the alleged fraud and not waited more than two years. On Tuesday, Phillip Handelman, of Handelman & Ives, Mr. Flamm’s attorneys, went before Judge J. Sidney Bernstein with a motion to reargue. On Thursday Judge Peck heard the further argument and on Friday he upheld the decision previously rendered. Mr. Handelman then entered an appeal for a hearing by the Appellate Division, which was set for Tuesday, Sept. 7.

In his denial of Mr. Flamm’s motion for a injunction pendente lite, issued last Monday, New York Supreme Court Justice David Peck said, in part: “Reduced to essence, the affidavits of the plaintiff and the affidavit ‘confession’ of one employe state that the defendant engaged for the negotiation of the sale two Washington lawyers, who up to a few months before were general counsel and assistant general counsel of the FCC and who had the year before presented to the Commission a case against the plaintiff to revoke his broadcasting license; that these lawyers were engaged by the defendant because

(Continued on page 29)

HISTORY IN THE MAKING is depicted here, with Com. Harry C. Butcher, former CBS Washington vice-president, smash in the middle of it. This official Army radio photo shows Com. Butcher (left) with Britain’s Gen. Sir Bernard L. Montgomery (center) and Gen. Dwight D. Eisenhower viewing the Italian mainland from gun positions at Messina, Sicily. Com. Butcher, naval aide to Gen. Eisenhower, has been through the entire North African and Sicilian campaign.

BROADCASTING • Broadcast Advertising

September 6, 1943 • Page 9
Battery Picture Better
As Manufacturers
End Schedule

OUTLOOK for maintenance of civilian radio reception, despite a move taken by the Radio & Radar Division of WPB to secure production of small quantities of 15 of the most critically needed types of tubes for home receivers. Manufacturers are to regard such production as of equal importance with production for military orders.

One effect of greater production should be a better organization of production, and the production of larger quantities of more types of tubes. This may help to supply some of those tubes which are now a b s e n t from civilian dealers' shelves, although there is no expectation of any material increase in the civilian tube supply. A factor in this limitation is the fine balance which exists in the supply of some of the component materials and parts going into electronic equipment.

Battery Production

Brightest spot in the picture is the accomplishment of the Office of Civilian Requirements and the Consumers Durable Goods Division, WPB, in providing a supply of batteries suitable for farm receivers. On Aug. 30, manufac-

ters of such batteries completed a two-month period in which 98% of their production was set aside by WPB order for distribution through suppliers serving rural consumers.

Production was running at the rate of about 450,000 monthly when the "holiday" from war orders was begun. There is no way of determining exactly how many of the batteries are being purchased for radio use, but it is estimated that a large proportion of the supply is being bought for that purpose.

As originally announced by Arthur Whiteside, WPB vice-chairman and president of Dun & Bradstreet, the program was made possible when Army, Navy and Lend-Lease agencies agreed to relinquish temporarily their claim to production of these items. It was pointed out by Mr. Whiteside that the batteries were one of 50-odd items considered essential in promoting the production of food.

Tube Threat

Tube supply continues to be the most serious threat to a blackout of civilian radio reception, despite a move taken by the Radio & Radar Division of WPB to secure production of small quantities of 15 of the most critically needed types of tubes for home receivers. Manufacturers are to regard such production as of equal importance with production for military orders.

Instructions are being issued to manufacturers, allocating and scheduling the production of the specified types within a time limit and ordering the tubes marked M-R (maintenance and repair). Tubes so marked are identified as being for the civilian market exclusively and can be distributed only through civilian channels. They are to be released according to a definite plan designed to insurce equitable distribution of the supply.

The number of tubes to be made for civilian radio maintenance under this initial action is not disclosed, and the Radio & Radar Division has also refused to disclose the types which are to be made. A press release had been prepared, announcing the intention July 16, but this release was killed by OCR because of objection to piecemeal announcement of what had been referred to as a "program." Implication of this action is that the so-called program, or the first phase of the program, can restore to operation only a small percentage of the threat, and if the trend continues, OCR, presumably, did not want to see a public announcement which might indicate a solution to the problem when such is not the case.

At best, the action taken by the Radio & Radar Division is only a first step in fulfillment of the promise made to James F. Byrnes, Director, War Mobilization & Reconversion. Mr. Whiteside, WPB director of WPB's Radio & Radar Division, Mr. Ellis, answering a query on the situation in civilian radio tubes (BROADCASTING, Sept. 1), wrote the "Assistant President" on June 28 that there was a serious situation and said that his division "would see to it that the minimum electronic requirements for production in the production of the third quarter.

Military Orders

"We recognize," Mr. Ellis wrote, "the need for the maintenance of civilian radio, and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of military radio requirements. This having been accomplished, we feel justified in insisting on the production of some equipment."

The Byrnes inquiry into the civilian radio tube problem followed a letter which he received from President Neville Miller of NAB, warning that jobber and dealer stocks were exhausted and that an "alarming problem" was already threatening civilian reception of vital war messages. The minimum need for tubes, based on one set per radio home, is between 2,000,000 and 3,000,000 per month, according to NAB estimates, and about it does not include tubes for the 3,000,000 portable and 8,000,000 automobile receivers in the country.

The civilian tube problem arises principally from the fact that electronics manufacturing industry is so heavily overstocked on military orders. Some observers believe that the "hobby" will not be suspended for at least two months and that until then there is small prospect for any real relief in civilian tubes.

Mr. Ellis told BROADCASTING that he believed added production might be needed, but he declined to discuss the bearing of industry expansion on the supply of civilian tubes.

Director Ellis apparently believes that the solution for both civilian and military requirements is increased production by electronics manufacturers. He foisted the ball to the industry in a release issued Aug. 28, which quoted him as saying that electronics equipment requirements in the war area are steadily increasing and the "electronics industry faces a fresh challenge in the form of higher production schedules proposed for the remainder of 1943."

The actual output of military electronics equipment for July of this year, and to date, and future requirements the rate of production of electronics equipment will have to be stepped up to the rate of 4 billion dollars annually between now and the end of December, 1943, radio executives who made this estimate that war production needs to be supplied by the industry will be stepped up to the rate of 2 1-4 billion dollars for this year.

"Output must be maintained and increased to meet the difficulties in the field of critical components, experienced labor and the other problems facing us," the electronics industry in general has done a fine job, but it must be prepared for even greater efforts in the drive for victory.

"Electronics equipment is serving in every sector and in every phase of the war. The planes, tanks and communications all are dependent on the material produced by the electronics industry, and our job is to keep these vital products flowing in increasing volume to the war fronts."

BROADCASTING • Broadcast Advertising

MEMBERS OF A DINNER PARTY preceding the first Mutual broadcast by Cedric Foster, new commentator, under sponsorship of Employers Group, Boston, an association of insurance companies, included (1 to r): Frank Boyle, agency superintendent; Nelson Churchill, announcer; Edward A. Larner, vice-president of Employers Fire Insurance Co.; Julian Watkins, vice-president of H. B. Humphrey Co., Boston agency handling the account. Employers Group sponsors the Friday 10:15 p.m. program on 10 MBS stations.

MEMBERS OF A DINNER PARTY preceding the first Mutual broadcast by Cedric Foster, new commentator, under sponsorship of Employers Group, Boston, an association of insurance companies, included (1 to r): Frank Boyle, agency superintendent; Nelson Churchill, announcer; Edward A. Larner, vice-president of Employers Fire Insurance Co.; Julian Watkins, vice-president of H. B. Humphrey Co., Boston agency handling the account. Employers Group sponsors the Friday 10:15 p.m. program on 10 MBS stations.

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Like the Vendor's Pretzel...

KYW is Philadelphia's Dish!

Generations of Philadelphians have paid their penny at the pretzel wagon. This huge, fresh, crisp, soft-centered delicacy, salt-sprinkled and mustard-spread, is characteristically Philadelphian because it's good!

If you pick the radio station in Philadelphia which is most frequently picked by advertisers who are "in the know," you will pick KYW. • Why do Philadelphia advertisers account for 43% of KYW's non-network time? Why have their purchases of KYW time increased 780% in five years? • Because KYW is a Philadelphia favorite. Because its 50,000 watts give directed coverage—intensified messages in the entire third market of the nation. Because it carries NBC programs. Because it is an overwhelmingly powerful local influence. • Investigate the popularity of KYW as an influence to make your product "Philadelphia's dish."

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
Represented nationally by NBC Spot Sales

KYW
PHILADELPHIA
50,000 WATTS
ANNOUNCEMENT of the Mutual plan to broadcast during the day- time hours recorded repeats of the big evening shows on other networks evoked immediate opposition from some affiliates. These stations notified their networks they would refuse to air any reruns of shows in the present network structure and might even refuse to carry any program that included an announcement that it would be repeated the following day on another network.

Mutual last week offered no further explanation or details of its rebroadcast project, pointing out that most of the complaints voiced so far by stations and agencies have been adequately answered. The network expects to issue very shortly a promotion booklet of the plan, which not only explains how it works but will clarify such points as how the day-time rebroadcasts will affect the ratings of the programs and how an advertiser can benefit from the increased audience potential of the rebroadcast of his evening program. This booklet will be made available to all advertising agencies throughout the country and to all Mutual stations as well as to stations affiliated with the other major networks.

Winchell Action

Typifying the station reaction to such a practice was the refusal of the Blue network to permit any expansion in the list of non-Blue stations currently carrying recorded repeats of Walter Winchell’s Sunday evening broadcasts on the Blue.

When, on July 18, the Winchell broadcasts were first put on the air, the station groups handling the former combination network dis- continued the Blue, with the consent of its affiliates in about 18 cities, allowed Andrew Jergens Co., Winchell’s syndicator, to use its former outlets in those cities as well as the Blue stations, which feed the programs to other stations where they are recorded for broadcast later the same evening.

Last week, however, Lenlen & Mitchell, agency for Jergens, asked for the addition of a dozen additional cities to that list. The Blue rejected this request on the basis that Blue outlets already afford coverage in those markets. Pointing out that any advertiser is free to carry Winchell and hear the program in a recording studio and to place those transcriptions with whatever stations it chooses, the Blue main- tained that it is unfair to ask net- work affiliates, receiving network programs, to share those programs with competing stations in their own communities.

Mutual plan [BROADCASTING, Aug.

30] is to record top evening net- work programs for rebroadcasting on Mutual in the 3-6 weekday after- noon period for the benefit of night- workers and others unable to hear the original broadcasts. As a trial, MBS is offering to broadcast top- ranking programs for 13 weeks without making any time changes, the advertiser paying only mini- mum AFRA scale for the repeat and, if the program included music, engaging a live orchestra, a step made necessary by the AFM ban on musical recordings. For the test per- iod the sponsor’s sales messages and adver- tisement war messages used in their place.

Described As Unfair

Following announcement of this plan, affiliates of other networks immediately protested against this “sharing” of programs which they feel is going to the advantage of the Blue network carrying these programs. The stations point out that such programs are assets to the stations carrying them and that they have in return given these programs ex- tensional promotion and merchandis- ing in their communities, which they say certainly would not continue if the program were broadcast by competing stations.

The complaints stressed the fact that the Mutual proposal would be detrimental not only to the present network system but to nighttime radio generally, pointing out that a family might go to the movies on an evening when its favorite radio program is broadcast, if it knew the program could be heard the follow- ing afternoon, with the result that this family will not be available to any of the other programs broad- cast that evening but not repeated in the daytime.

The “giveaway” idea came in for special condemnation as “unfair competition” to those daytime pro- grams whose sponsors are paying for their time and talent and also as a dangerous point of view which may lead to requests from other advertisers for similar free time to try out other new program ideas.

LOOKING OVER the magnetic wire recorder he used in Sicily to pick up actual sounds of the Allied invasion of the Island, John Her- shey, Time Magazine editor and cor- respondent (right), discusses the potential broadcasts for which the recorder can be used with D. E. Taylor, engineer of General Elec- tric Co. Time a week or so ago had planned to use some of Her- shey’s recordings on the March of Time program on NBC, but did not do so, chiefly because of NBC’s policy of broadcasting only recordings of trans- cendental importance.

Another Paper Cut

AN ADDITIONAL cut of 5% in the usage of newprint was recommended by the Newspaper Industry Advisory Committee which met with WPB officials in Washington last week. This is ex- pected to bring about a total re- duction of 15% since the war began, the First Order L-240, ef- fective last Jan. 1, reduced quotas 5% and a further 5% cut was or- dered recently. This cut of the reduction in the fourth quarter will not be determined un- til it is learned what Canada’s policy of broadcasting during this period. A cut in permitted publishers’ inventories was also recommended by the committee.

MBS Bills Rise

MUTUAL’S gross billings for August of this year show an in- crease of 132.6% over the same month last year, and cumulative billings for the past eight months are 28.4% above the figure for the corresponding period in 1942. Net- work billings for August, 1943, total $1,205,520, while cumulative billings stand at $8,196,967.

Sterling Salt Buying

INTERNATIONAL SALT Co. Scranton, Pa., starts its annual fall and winter campaign for Sterling table salt Sept. 20. From two to three thousand stores each week will be given additional stock. Winches- ter’s programs will be used on WJZ, WOR, WGY, KDBA and on a Phila- delphia station, which is W3. M. Mathes Inc., New York.

ADVERTISING course of the Adver- tising Club in New York, which starts its 20th year this fall, is slated to get under way Oct. 18.

NBC Names J-W-T

NBC last week announced it had appointed J. Walter Thompson Co., New York, to handle the networks advertising. The account was form- erly handled by Foote, Cone & Belding, New York, as part of the advertising of RCA and all of its subsidiary companies, including NBC and the Blue. The latter agency resigned the account in mid- August in line with a policy of not handling media accounts. [BROAD- CASTING, Aug. 18].

ARRBITRATION

2d District Urges Legislative Action

Miller, Elias Among Speakers

At Session in Asheville

ALL-OUT support for new radio legislation at this session of Con- gress was voted by 67 broadcasters of North Carolina, South Carolina, Virginia, West Virginia, Maryland, Delaware, District of Columbia at the second NAB District meeting last Friday in Asheville, N. C.

The meeting, presided over by G. Richard Shafto, WIS, Columbia, S. C., District Director, was addressed on the legislative subject by NAB President Neville Miller and Don S. Elias, WWNC Ashe- ville, regional station director and chairman of the legislative committee.

Shafto Declines

At the second day session Saturday a new district director was to be elected, succeeding Mr. Shafto, who declined renomination. Others who addressed the session included D. H. Horst, the Asheville Citizen-News, on public relations; Harold Essex, W41MM manager of WSJS, Winston-Salem, on FM; Lew Avery, NAB director of broad- casts, who reached the retiring point of the motion plan. A report on BMI was made by Carl Haviland, vice-president. Among those attending the meeting were:

CBC IN CANADA provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage of over 2,000,000 radio homes . . . extending from the Atlantic to the Pacific Ocean. The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.
Heavy Drive Planned for Food Series

All Units of Industry To Join Intensive Campaign

THE Food Fights for Freedom campaign, launched at meetings reported in the Aug. 30 BROADCASTING, will be second only to the Third War Loan in the amount of radio time allocated to the campaign during the last half of 1943, according to the Domestic Radio Bureau, OWI. It will receive at least as much cooperative support as the Victory committees. Network and local Travel campaigns pushed earlier in the year, and will far exceed the scope of the majority of OWI's radio campaigns.

Food for Freedom is to be supported by all of the scheduling plans of the Radio Bureau, plus the Woman's War Guide, sent to women commentators, home making program directors and others who reach the feminine audience.

November Peak

Via special assignment, the over-all story of the food campaign began to reach the listening public last week. Special assignments differ from simple war messages in that the time given is over and above sponsors’ normal allocations for war messages and the material may be incorporated in the script rather than in the form of an announcement.

In October, Food Fights for Freedom is scheduled as a top priority campaign, and will be featured in that month's issue of the Woman's War Guide.

November will see the campaign at its height. The month has been designated “Food Fights For Freedom Month” and it is planned to have a top of the form announcement the week to that effect on behalf of the Government.

The campaign goes on the Network Allocation Plan, the first two weeks of November, giving the services of the principle vehicle of the Radio Bureau. One hundred network programs will carry Food for Freedom messages Nov. 1-14. In addition to this Network plan, the campaign will be featured during this period on all live spot commercial programs, involving 1,153 individual station broadcasts.

During the second half of November, the Nation's Assignment Plan will go into action, with 21 one-minute transcriptions to be broadcast on 891 stations, a total of 18,711 announcements.

Local programs put on by the Women's War Work and Men's Department of Agriculture will further plans for special events programs and appearances of high ranking officials.

Radio time table is to be completed this week at a meeting of the Office of Program Coordinator and the Radio Bureau. Plans and information on the campaign have been placed in the hands of media. Sponsors and agencies will get the actual fact sheets three to five weeks in advance of air dates, and stations will receive transcription announcements at the usual interval in advance of scheduled broadcasts.

Difficult Campaign

It is pointed out that Food Fights for Freedom is one of the more difficult campaigns handled by the OWI to date. It is complex in theme, involving no less than nine different main sub-topics, many of which already had much attention over the air. These are: Farm production goals, victory gardens, home food preservation, nutrition, food conservation, farm manpower (U. S. Crop Corps), rationing, food price control, and Home Front Pledge (to support rationing and price control).

These individual themes will continue to surface. But they are to be tied together in the Food Fights for Freedom Drive. Beginning in November it is planned wherever possible to tie in all food messages with the basic theme that food is an all-important war weapon.

Major emphasis is to be placed on the ways in which American food fights for freedom, and why certain actions are necessary on the part of every civilian. Individual programs are to start where this message leaves off, and give more detailed education as to how the citizen will do his job.

Treasury War Bond Campaign Poised for Sept. 9 Opening

CLIMAXING months of planning on the part of the Treasury Dept., Office of War Information and War Advertising Council in conjunction with the radio, the press, and the other media, final touches are at last being applied in preparation for the largest campaign for non-banking funds ever attempted, the Third War Loan Drive for $15,000,000,000, which will be officially underway Sept. 9.

Secretary of the Treasury Morgenthau stated in a brochure sent stations, “During the Second War Loan we had an opportunity to see the important job radio can do; and in the Treasury’s appreciation of the conclusion of that drive, I stated that the cooperation of the radio broadcasters of the nation was a great factor in the success of the drive. You can see, therefore, why we feel that the success of the Third War Loan depends to some extent upon your cooperation and the cooperation of your organization.

Industry Reply

“Plans for promoting the Third War Loan Drive through radio have been developed by the Treasury with the help of the OWI and the WAC; and these groups, as well as ourselves, will appreciate your complete cooperation.”

Striking the keynote for the radio industry Neville Miller, president of the NAB, in an open letter called on the industry to accept the challenge of the Third War Loan.

Vincent F. Callahan, Director of Press, Radio and Advertising, War Finance Division of the Treasury Dept., said, “programs of cooperating advertising staff of the War Finance Division will fire the most powerful publicity broadside we have ever prepared. However, as we have said many, many times, even the most elaborate, the most ingenious national program cannot achieve the maximum results without local adaption. As never before we must knit our national and local programs in one smooth fabric of attack.”

Speaking of the effect of radio, Donald D. Stauffer, Chief of the Domestic Radio Division, OWI, said, “Radio has proven itself in this war as a valuable weapon on the side of truth and understanding. Not only has it kept the great American public informed on the progress of the war but it has created an understanding of the restrictive problems which we must face as a nation. It has impelled action in salvaging.

“But in no one field has it done its job better than it has in selling War Bonds. The entire facilities of radio—administrative and creative—have joined hands to write a story of salesmanship that is outstanding. We are again asking radio to lead the way. We are asking for almost twice as much cooperation as we had in the 2nd War Loan and we are confident every person in the industry will ‘Back the Attack.’

Kick-off Show

President Roosevelt, Secretary of the Treasury Morgenthau and name talent from radio, stage and screen will combine on the evening of Sept. 8, 9-10 p.m., to present a mammoth “Kick-off Show” to be broadcast over the four major networks to a pre-estimated audience of 70,000,000 listeners. Mr. Roosevelt will speak on behalf of the

Third War Loan Drive at about 9:40 p.m. (EWT), climaxing the hour-long programming representing a value of approximately $20,000,000 in time and talent.

Originating from NBC's Hollywood studios the program will feature a drama centered about war bond selling in the war front of Canada. It will feature Burns & Allen, Edgar Bergen, Dina Shore, Jimmy Durante, Charles Boyer, Ronald Colman, Akim Tamiroff, Robert Young and Gordon Jenkins. Los Angeles are closing for three days prior to the show so stars appearing on the program may rehearse.

Directed by Zachary

George Zachary is producing and directing the Third War Loan curtail rainer which has Glen Wheaton, Norman Corwin, Manny Manville, MacDougal, Harry Bailey, Lipscott & Davis and others on the script staff.

Round-the-clock broadcasting of special events has been planned by radio for Sept. 9 and time and energy have been devoted for War Bond promotion during the 22 days of the Drive. The Treasury Dept. has also prepared programs, transmissions, and publicity ideas for use by radio stations all over the nation [BROADCASTING, Aug. 23]. Preparations for mobilizations for agencies, governmental and otherwise, have laid extensive plans to use radio during the drive.

CHRISTMAS MAIL DRIVE LAUNCHED

OPENING the educational campaign of Christmas packages to service men abroad, the NBC Army Hour broadcast for Sept. 5 was devoted largely to this topic, explaining the necessity for keeping packages within the prescribed limitations of size and weight and addresses, and complete and correct and for mailing between Sept. 15 and Oct. 15, if the packages are to be delivered by Christmas.

OWI has given radio allocation to this drive for the last week of September and the first week if October and many radio advertisers are expected to assist in the campaign in their programs. Newspaper advertisers are also expected to cooperate, but the campaign comes too late for magazine copy. Retail as well as national advertisers will play an important part in this Government campaign, as a large percentage of the gifts will be addressed and mailed at the point of purchase.

Campaign was outlined by the War Advertising Council last Thursday. W. H. Beckwith, advertising director, Royal Typewriter Co., volunteer campaign manager; Ben Gordon of Grey Advertising Agency, bicycle division; and Wins O. Perrin, staff manager for the Council, explained the campaign to department store and advertising executives attending the meeting and distributed fact folders published for the War Department by the Council.

Page 14 • September 6, 1943
KOA, Denver's dominant station offers both... 69% Listener Loyalty*  
- 68.8% Dealer Preference - An unbeatable combination.

* NBC's Survey "A Tale of 412 Cities" revealed 69% nighttime-listener preference in Denver; 60% in Pueblo, Colorado's "second" city; 71% in Colorado Springs, third most important city in the state.

** 68.8% of Colorado's Retailers, rural and urban, named KOA as the "first choice" station to broadcast advertising of their merchandise.

Consumer buying of radio advertised items most accurately reflects customer-listening habits. Proven by repeated renewals of KOA Advertisers who listen to cash registers.

**Survey of 10 Different Classifications of Colorado Retailers Supplied to Advertisers Upon Request.

Few Stations in the Nation Can Equal KOA's Dominance!

Represented Nationally by Spot Sales Offices
Here is Baltimore’s “Parade of Stars”

In advertising as in entertainment you will find the foremost local and national “stars” represented in this WBAL schedule.

With the many excellent announcement campaigns, the list represents the greatest “Who’s Who” of local and national business it has ever been the privilege of WBAL to serve.

All because, to a greater extent than ever before, advertisers know “the brands that sell—are those advertised on WBAL.”

**NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.**

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<tr>
<td>12:00 Noon</td>
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<tr>
<td>P. M.</td>
<td>SUNDAY</td>
<td>MONDAY</td>
<td>TUESDAY</td>
<td>WEDNESDAY</td>
<td>THURSDAY</td>
<td>FRIDAY</td>
<td>SATURDAY</td>
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<tr>
<td>3:00</td>
<td>CANDY COUNCIL</td>
<td>IVORY</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Story of Mary Martin</td>
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<tr>
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<td>SHEAFFER PEN</td>
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<td>-</td>
<td>Ma Perkins</td>
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<td>3:30</td>
<td>Upton Close</td>
<td>CAMAY</td>
<td>-</td>
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<td>-</td>
<td>Pepper Young's Family</td>
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<tr>
<td>3:45</td>
<td>This is the Army Hour</td>
<td>WHITE NAPHTHA</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Right to Happiness</td>
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<td>SCHLEISNER CO.</td>
<td>HALEY'S M-O</td>
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<td>Back Stage Wife</td>
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<td>Lorenzo Dallas</td>
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<td>MANO SWARTZ “Songs of Romance” 6:40 P. M.</td>
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<td>For This We Fight</td>
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<td>BAYLEY HORSE</td>
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<td>EMBROS WINE</td>
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<td>ESSE MARKETERS</td>
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<td>NATIONAL BREWING CO.</td>
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<td>Newsroom of The Air</td>
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<tr>
<td>12:00</td>
<td>ALL NITE STAR PARADE</td>
<td>HAMILTON BAPTIST CHURCH</td>
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<td>Newsroom of The Air</td>
<td>12:00 to 5:30 AM</td>
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<td>11:45</td>
<td>NAT'L. BREWING CO.</td>
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<td>7 Nights Weekly</td>
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**BROADCASTING** • Broadcast Advertising  September 6, 1943 • Page 17
War Workers Wanted

CONTINENTAL RADIO & TELEVISION CORP., Chicago, Oct. 31, started sponsorship of six 25-minute help-wanted programs per week for 13 weeks on WJRT, Chico. Programs will consist of transcribed music, and interviews with representatives of the front lines. Company also sponsors World News Today Sundays 2:30-2:55 p.m. on 42 CBS stations. Agency is Cotten & Eger, Chicago.

OWI Begins Campaign For Women Workers

BEGINNING last Aug. 30 and continuing for four weeks, a nationwide radio campaign to enlist women war workers, with emphasis directed to women not now employed, got under way under the auspices of OWI.

Scheduled for the drive are 110 network programs under the network allocation plan, in addition to local spot announcements and special assignments, according to a recent directive of the Domestic Radio Bureau.

The campaign is stressing "war-useful jobs", impressing upon listeners that there will have been a contribution to the war to work in communications, transportation, service and plants, and various necessary services as to work in a war plant. Messages ask women to be prepared to answer the call of OWI and join the U. S. Employment Service issues appeals in their communities.

Recruiting by Radio

INDUSTRIAL PLANTS are rapidly becoming interested in using radio to recruit war workers. Enthusiastic over the response obtained by the Emergency Committee in their first broadcast appeal for workers, Frigidaire and Inland have bought time on WOJ Dayton. Proposed arrangements to get additional employees. Inland is sponsoring nine broadcasts a week, while Frigidaire is using spot announcements. The stations are that other war plants in the Dayton area will follow suit.

FARM LABOR RECRUITED BY AIR

Washington State Reports Success of Extensive 26-Station Campaign

COORDINATED radio plans to handle Washington state farm labor recruiting problems have been evolved by Seattle stations in cooperation with the State College Extension Service. Now in operation via the 26 Washington commercial stations and developed by Bill Missler, research-advertising manager of KOMO-KJR, Seattle, the system combines all farm and cannery help wanted campaigns in the state.

Daily telephonic and telegraphic reports from each county extension service agent supply Seattle labor recruiting headquarters with immediate needs of individual farms and plants. On basis of these reports, news and spot campaigns are developed daily for use by stations in the critical labor shortage areas.

Plans are now in the making for weeklies in an effort to carry a daily farm labor summary so that radio stations may then attack the problem in their respective communities on basis of last minute public information. The plan is to make the Seattle service the only state in which a coordinated radio plan has been worked out and currently is in operation. Through the campaign, Washington farm labor problems have been handled adequately and much of the credit is going to the campaign by radio, according to State College Extension Service officials.

STAUFER LEAVE DATE UNCERTAIN

A NEWS story to the effect that Don Staufer, head of the domestic radio bureau of OWI, was leaving his post to become managing editor of the Chicago Tribune, was denied by Mr. Staufer last week, according to Mr. Staufer told Broadcasting last week. He pointed out that he did not give the information, does not know how soon he will be able to leave his Government job and has no ideas as yet who his successor will be.

Mr. Staufer said he had come to OWI for a limited period, and that his leave was limited. It had been reported that he was planning to return to his former position. A

A suggestion that leading agency radio men take over the OWI post in rotation, each devoting perhaps a six month period to the work, is being seriously considered, according to Mr. Staufer. It would have the advantages of providing experienced men for the job without robbing any one agency of a key man.

The California Station Farm Promotion Council has been prepared and material has been circulated to radio, newspaper and other media.

The California State Farm Promotion Council requested the campaign which has already started on approximately 60 radio stations throughout the state. Announcements are factual, describing the crisis and the responsibility of Californians in solving it. Cooperating with the committee in promoting the campaign in the San Francisco area are Don Beales, manager of KGO; Don Pederson, manager of KYA; and John Brunton of KGW.

California Stations Join Crop Recruiting Drive

PACIFIC Advertising Association War Activities Committee, headed by Millard San Francisco manager of Young & Rubicam, have offered to help in crop recruiting in the procurement of 300,000 workers to harvest California crops thru October. The plan has been prepared and material has been circulated to radio, newspaper and other media.

The California State Farm Production Council requested the campaign which has already started on approximately 60 radio stations throughout the state. Announcements are factual, describing the crisis and the responsibility of Californians in solving it. Cooperating with the committee in promoting the campaign in the San Francisco area are Don Beales, manager of KGO; Don Pederson, manager of KYA; and John Brunton of KGW.

Campana Resumes

CAMPANA SALES Co., Batavia, Ill. (Campana Balm), having discontinued its weekly NBC quarter-hour musical series in early April due to shortage of glycerine, on Sept. 4 resumed sponsorship of Campana Balm on 118 CBS stations, Saturday, 1-1:25 p.m. (EWT). Dick Powell, radio-film actor-director, is featured with Martha Tilton, Wanda Wellman, Luc Gluskin is musical director. Henry Charles announces.

LIONEL BARRYMORE, star of the weekly CBS Mayor of the Town, is composer of two musical suites for children, "Echo" and "Neosette", to be included in a musical appreciation series for early school grades.

STORE WANTS MORE radio advertising after 13 week test, so WLJB Brooklyn signs contract with Lane Bryant Storea, Brooklyn for 52 week daily studio program. Discussing forthcoming plans are (1 to r): I. E. Rill, account executive, Erland Adv. Agency, N. Y. who handled the account; William Newman, manager of Lane Bryant, Brooklyn; W. P. Settemeyer, national advertising manager, Lane Bryant stores; B. E. Newman, assistant account executive, Erland Adv. Agency.

Sale of WDSU New Orleans, Granted; Weber, Wall, Stephens Are Purchasers

SALE OF WDSU New Orleans by J. H. Uhalt, sole owner of the station, to Fred Weber, general manager of Mutual, E. A. Stephens, New Orleans Buick dealer, and H. G. (Bud) Wall, president of WIBC Indianapolis, was approved last week by the FCC. Amount involved was $200,000 cash plus adjustment in the accounts receivable.

Mr. Weber, according to the contract, is to become executive director of the BLUE outlet at a salary of $10,000 a year and acquire one-eighth for $25,000, with the option of buying in January 1945 an additional interest up to one-third. The agreement also provides that in the discretion of the majority stockholders Mr. Weber's management of the station has not been satisfactory, Mr. Weber will resign and sell his interest to Mr. Wall.

Mr. Weber is going to New Orleans this week for about ten days and after returning briefly to New York will go back permanently on Oct. 1. Mutual has made no statement on his leaving.

Option Buy Third

The original agreement provided for sale of all stock, 150 shares, to Messrs. Stephens and Wall, 75 shares to each. A subsequent agreement provided for the sale to Mr. Weber of one-fourth of Mr. Wall's 75 shares, with the privilege, under the conditions stated, of buying, an additional interest from Mr. Stephens. Mr. Stephens, under the present arrangement, is to have 50% for $100,000 and Mr. Wall three-eighths for $75,000. Mr. Weber would have the privilege of paying for the new interest out of profits from his present interest.

The agreement provides that Mr. Weber upon completion of the transfer shall resign his Mutual post and assume his duties at WDSU not later than Sept. 30. Until last January when Miller McClintock was named Mutual's first paid president, Mr. Weber had been directing head of the network. He joined Mutual as coordinator two years before its development as a full-scale national network in 1936. Mr. Uhalt and a brother organized Uhalt Bros. Radio Corp. in 1924 to operate WCBE, which later became WDSU. In the last few years Mr. Uhalt withdrew from active management of the station because of failing health. The station is now operating on a six months probationary license because of alleged violation of technical regulations of the FCC, but according to the Commission if no further violations are disclosed it expects to make final on Oct. 21 its proposed findings which will restore the regular license and reinstate a construction permit for an increase in power to 5 kw.

WVO Ends Dispute

AMERICAN COMMUNICATIONS Assn., CIO, reports that its broadcast division has received a check for $2,106.92 from WOV New York in payment of overtime claims of 16 WOV employees, settling an overtime wage dispute dating since the winter of 1940-41.
FIGURES INDICATE THE NUMBER OF FAMILIES OF RURAL FAMILIES. BY COUNTIES.

16TH U.S. CENSUS 1940

WREN
BLANKETS this RICH POPULOUS
vital AREA with a radio to every 12 families!
and there are a million families!

George P. Hollingbery Co
representative

Vert Bratton
general manager

1000 WATTS
WREN BUILDING
LAWRENCE, KANS.
MBS FALL PLANS TOLD TO YANKEE

FALL PLANS of Mutual Network were outlined last week by Miller the vice president of the Mutual Broadcasting System, to station managers of the Yankee Network at a meeting at Hotel Kenmore, Boston.

Those attending were: John Shepard, III, president of the Yankee Network; executive vice-president; James S. Powers, director of promotion; Gerald Harrison, director of station relations; Barbara Spence, affiliate contact; Robert Martin, Herbert Rice; Sally Jaffe; Phyllis Doherty, director of publicity; and Gordon Jenkins.

Among station managers and representatives were: John R. Manley, WLCB; John H. Mr; Cox, WSB; Edwin Guerney, WLZB; Glover Delaney, WHHT; Sam Elman, WATR; Dave Shulte, WPNE; Monroe England, WBRK; Patrick J. Montague and Bill Dwight, WHYN; Gerald Morey, WNLC; Earl Clement, WEIM; Martin Avery, WNHL; Bob Nicolls, WHAU; Jack Weiss, WSBY; and David Carpenter, WKNE.

With Mr. McIntosh from Mutual in New York were: Peter Sanford, promotion; Harry Tremer, sales; John Brugh, Kenyon-Eckhardt.

KPRC Application

KPRC Houston applied last week to the FCC for special service authorization to operate with two and one-half kw at five kw during a temporary non-directional antenna to Aug. 1, 1944. A storm in the Houston area about a month ago tore down the tower and damaged other equipment. KPRC and KXZ, which use the same tower, were off the air about a week before power was restored. It is not expected that materials to replace the temporary tower will be available at any time soon.

MAXWELL HOUSE RESUMES

MAXWELL HOUSE CORP., New York (coffee), added a summer lay-off, on Sept. 2 resumed Maxwell House Coffee Time on approximately 120 stations, an inductive 8:30 p.m. (EWT), with West Coast repeat, 8:30 p.m. (PWT). Returning to the regular cast line-up were Fannie Brice, comedienne; Frank Morgan and Hanley Stafford, comedians; and John Conde, vocalist. Frank Tours continues as musical director, with Harry Wilcox, announcer. Phil Rapp tells the story. Al Kaye is Hollywood producer of Benton & Bowles Inc., agency servicing the account.

NAB Publicity Heads

JOHN W. ELWOOD, general manager of KPO San Francisco, has been appointed chairman of the public relations committee of the 15th district of the NAB by Arthur Westland, district director, and W. C. B. Johnson, general manager of WFLA Tampa, has been appointed to that position for the 5th district by James W. Woodruff Jr., director of that district.

WORK INCENTIVE

Navy Yard Employees Hear
News at Lunch

COLLABORATING with the Navy's Industrial Incentive Division, WBY Boston has arranged daily five-minute war newscasts for 60,000 workers at Boston Navy Yard. Stories are "piped" into the yard from the station's newsroom and sent out over loud speakers. Included in each specially prepared news bulletin is an inductive message stressing the importance of their jobs and bringing home a realization of the interdependence of production and battles lines. Yard officials, as well as workers believe that the programs result in a better job done. If other plants producing for the Navy desire information about such a program, the Navy's Incentive Division will furnish it to them.

ROOSEVELT REBUKE TO DREW PEARSON

DREW PEARSON, commentator for Serutan on the Blue Network, was characterized last Tuesday by President Roosevelt as a "chronic liar." The rebuke was administered at the President's news conference and was based on remarks about the State Dept., and its attitude toward Russia. The comments were made on the Serutan broadcast Aug. 29.

The day before Secretary of State Hull had referred to Pearson's comments as "insipid and diabolical falsehoods." President Roosevelt said Pearson's statements were "a fundamental denial of our foreign affairs and constituted an act of bad faith against the country.

In reply Pearson said he was "complimented to join the long list of newspapermen whom the President has attacked, and added that "if the President needs a scapegoat I am glad that anything I have said has now forced the Administration to make clear in words what was not clear before in deeds."

Sway Shift Shows

IN LINE with its policy of offering special events and programs for early morning listeners, WOR New York now transcribes Blue Ribbon shows, Quiz Kids and "Lum 'n' Abner" for Moonlight Saving time, WOR's all night program, conducted by Steve Ellis, Quiz Kids is heard Mondays 2.30 a.m., and "Lum 'n' Abner" Tuesday through Friday mornings 2.30 to 6.15. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer) are presenting the programs on an eight-week basis, and will continue indefinitely if successful. Agency is Wade Adv., Chicago.
Hooper
Mid-Dummer
Index Shows
WCSH
strong favorite
in Portland

Memo
for
Action

INDEX

<table>
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<th>Time</th>
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PORTLAND enjoyed the highest per capita buying income in New England for 1942, according to SALES MANAGEMENT May 1943 Survey of Buying Power.
Industry Has Expanded During Rigorous Period

By JAMES MONTAGNES

ON SEPT. 10 Canada begins its fifth year of war. During the years Canada has been at war Canadian broadcasting has expanded and matured, and pessimistic expectations early in the war that Canadian broadcasting stations would have to close down because of wartime scarcity of commercial sponsors or censorship have not materialized.

Rather, Canadian broadcasting has grown, there has been no dearth of commercial sponsors; censorship problems have been overcome. Canadian broadcasting has come out of the four years of wartime broadcasting with more public goodwill than it ever had.

No Canadian station has been criticized or has been forced to close down since the start of the war for breaking censorship regulations or for lack of commercial programs. In fact there are today more broadcasters in Canada than it has ever had. Canadian broadcasting stations have expanded to include some of the most remote areas, principally in British Columbia. Today Canada has 80 broadcasting stations, of which 10 are owned by the CBC and the rest by independent operators.

When Canada went to war broadcasters and station owners were just beginning to reap some returns after a decade of operating in the red during pioneering days. Canadian radio was just coming out of its infancy in technique and program production. The lessons of the years were immediately put to use as Canadian stations began local recruiting drives for war charities and the backing of war loan drives on a voluntary basis. While censorship regulations early in the war halted a number of different types of programs and caused some technical newscast difficulties, substitute programs and means of newscasting were worked out. Numerous wartime programs were developed by independent stations as well as the CBC and were later used mainly for network use. Some of these in time became sponsored programs, setting a style for advertisers who have developed and used a number of purely wartime programs.

While the nature of sponsored programs has changed considerably in the four years of war, Canadian

advertisers continue nearly as numerous as in pre-war days. As shortages of materials for civilian use developed it was expected many national sponsors would drop their radio advertising appropriations. Quite a few have, but most pre-war radio advertisers are still to be found on the Canadian air. New sponsors have taken the place of those who have dropped out, including government-paid programs for various government departments. This development is most noticeable in war loan advertising. The Dept. of Finance at Ottawa has pushed every one of Canada's four Victory Loans on the air and is now preparing plans for the Fifth Victory Loan to take place in October. Every station in Canada has received paid advertising for these financial drives, some for carrying transcribed or live announcements and programs, others for carrying network shows.

Price Board Campaigns

Another large user of paid advertising on Canadian stations has been the Wartime Prices & Trade Board, the price ceiling and rationing authority, which has for more than a year used Monday to Friday morning programs on practically all stations. The armed services have not been neglecting radio for recruiting purposes, and have a number of programs continually on the air. Other government departments have from time to time used paid time on Canadian stations for special announcements or special campaigns. How much government departments have spent on wartime radio advertising is not known, and even estimates are hard to come by, but the sum has been sizeable insofar as radio advertising income for stations is concerned.

Canadian stations after four years of war have few of their pre-war personnel left. Personnel shortages are causing perhaps some initial difficulty at the controls of its busiest studio, filling the breach left by engineers in the armed forces.

in every department, and women announcers and engineers have been nowhere in Canada for several years. Canadian broadcasting personnel have enlisted in all three branches of the Canadian armed forces, have gone into technical radio enterprises for the government and have been appointed to radio liaison staffs of the armed forces public relations set-up in the Dominion and overseas.

There have been no public complaints in Canadian broadcasting since September 1939 when Canada faced war for the second time in a quarter-century. Early in the war independent broadcasters found their license fees increased from a nominal $50 annually to a maximum of $4,000 on a sliding scale depending on power and coverage. Private broadcasters early in 1941 found their activities had so increased as a result of war that their Canadian Assn. of Broadcasters could no longer get on with a paid secretary and had to ask the government to appoint a paid president and general manager, as well as retaining a legal counsel.

Problems of wartime broadcasting have been numerous, as special announcements necessary for CAB officials as well as directors to commute to Ottawa. CAB officials and leading Canadian broadcasters have been brought in contact with developments in broadcasting in the United States, and NAB meetings have been well attended by Canadian broadcasters, while CAB officials and representatives of American broadcasters have in increasing numbers come to watch Canadian wartime developments.

Close Cooperation

Relations between CBC and the private broadcasters have become more cordial as wartime necessities have lessened. Cooperation between the government-owned and privately-owned broadcasting stations. The CBC has set up an Overseas Unit in Britain with mobile units for all war zones in which Canadians are taking part. Internal dissention in the CBC has been publicly aired at Parliamentary Committee hearings at Ottawa, and changes have been made among top executives and the Board of Governors. Commercially the four years of war have expanded the CBC networks, composed of CBC and private stations, to a point an extension of the alternative commercial network has had to be established.

Growth of community spirit has developed among private broadcasters. Some stations have been given a community license to promote local war-time series, as well as supplying the community with programs of the news and happenings of a world at war.

No tabulation as yet been made of all the free time Canadian stations have given to wartime campaigns and causes. It is doubtful if such a tabulation will ever be complete, since labor shortage and amount of wartime time have been given various wartime campaigns and causes. Today the private broadcasting station is a community station, developing local talent to carry on community service broadcasts, as well as supplying the community with programs of the news and happenings of a world at war.
Star-Face is the biggest thing in radio promotion that has ever hit America.
Who's behind him?—The sponsors, the stars, the agencies, the stations, and the network that put on the country's top radio shows.
Who's going to benefit from his work?—Those same sponsors, stars, agencies, stations, and network—plus America's listeners up and down the land.
Star-Face, symbol of NBC's Parade of Stars, is going to do a promotion job that will set the country talking—and listening more avidly than ever. Here's the set-up:
The stars of 42 NBC programs have cut records packed with the same action, appeal, and excitement they put into their "live" shows. In all, 4609 recordings of shows have been made for this one promotion.
These recordings have gone to all NBC affiliated stations in 132 dynamite-loaded portfolios, ready for those stations to build them into five, fifteen, or thirty minute complete shows. And in those same portfolios is the ammunition to promote NBC's Parade of Stars in every conceivable way, in every town, to every radio home in the country!
From proofs of ads to press releases, from window posters to car cards, from prints of stars to spot announcements—the whole shooting match of spectacular and sure-fire promotion is packed into these portfolios.
We think your own publicity instinct will help you evaluate this promotion... without our mentioning such figures as 1320 spot announcements... 10,560 mats and proofs of ads... 11,088 mats and proofs of stars' photos... 500,006 gummed letter-stickers... etc., etc.

— The National Broadcasting Company
Three ladies who
would make

a wonderful wife...

A wonderful wife is one who knows what you should eat...

Peggy Kiley is an expert dietician. Peggy
knows.

A wonderful wife is one who makes you want to eat.

Mother Parker is a prize-winning cook. She knows.

A wonderful wife is one who knows how to make eating fun, how to entertain.

Roberta Green's specialty is entertaining at home. She "wrote the book".

For 15 minutes every weekday morning these three wonderful women (Mother Parker directing) make New England's mouth water with a program known as the WEEI Food Fair.

New England women who fancy themselves as cooks and housekeepers swear by the Food Fair experts. Women who want to learn more about the noble New England art regard them as the high-priestesses of appetite. They stretch red and blue coupons till you'd think they were made of rubber. And next thing you know, Consumer Demand is galloping again.

A couple of years ago we offered paid subscriptions to the 32-page Food Fair Magazine; thousands of listeners, from the Canadian Border to the tip of the Cape, subscribed.

Three days each week the WEEI Food Fair Booth visits a different super-market displaying sponsored products, and upping retailers' sales of these sponsored products. So far, 250,000 women have visited the booth in Boston's super-markets.

If you're not concerned with food or its intelligent merchandising, you probably won't get excited about this example of WEEI's realistic and essentially friendly radio leadership in Boston. But if you're a food man... ask us or Radio Sales for more of the story.

Represents by Radio Sales,
the SPOT Broadcasting Division of CBS.
Artist Groups at AFRA Convention
Vote Approval of Proposed Merger

APPROVAL in principle of the proposed merger of the American Federation of Radio Artists and the American Guild of Musical Artists was unanimously voted by the 58 delegates attending the annual convention of AFRA, held Aug. 28-29 in Chicago. Convention went beyond the original proposal to authorize the union's national executive board inviting Actors' Equity Assn. to participate in the conversations with the goal of making the merger a tripartite affair.

Convention was described as a "strictly business" affair, with morning, afternoon and evening business session on each of the two days. The only social activities were a reception for delegates and a luncheon to which members of the Chicago local of AFRA were invited. Virginia Payne, president of the Chicago local and a national vice-president, presided at the meetings in place of Lawrence Tibbett, AFRA's national president, who was unable to attend.

Discuss Transcription Code
The transcription code and its impending revision was a major topic of discussion. Code expires Nov. 1, 1943, and negotiations for a new contract will probably be instituted with the producers of transcribed programs within the next week or two. A reexamination of the various types of transcription: tailor made for use by one client, open end for general use by various clients, library service programs, etc., was urged, as was also a general study of the rate structure, which currently differs for the various kinds of discs. General feeling was reported to be that the transcription scale should be boosted to that now in effect for network programs, or as near to that point as the Little Steel formula will permit.

Network sustaining and commercial codes were revised to provide for cost-of-living increases of 10% in minimum scales early in the year as approved by the War Labor Board. The next AFRA and the transcription producers broke down, however, so that this code was not extended until Nov. 1, 1944, as the network codes have been and therefore it will be completely redrawn this fall.

Convention resolutions reaffirmed the union's no-strike pledge for the duration of the war, pledged AFRA's continued and full cooperation with the National Entertainment Industry Council in furthering the war effort, reiterated the union's stand opposing any racial discrimination, and requested the national executive board to prepare standard forms for individual contracts between artists and their employers. Several constitutional amendments, covering the method of determining proportional representation on the national board, the method of electing representatives as such, etc., were approved in principle and the union's legal department authorized to put them into official language.

Discussions of such matters as coordinating the policies of the various locals in applying the union rules on off-the-line recordings, organization plans for communities in which AFRA contracts are not yet the standard, and similar problems were given a prominent place on the convention agenda.

15,000 Membership

Emily Holt, national executive secretary, reported an increase in AFRA membership to approximately 15,000. Union had some 400 members at its inception in 1937. George Heller, national treasurer, revealed that the loan of $43,000 from Equity and AFRA's Actors Guild to see AFRA through its formative period has now been reduced to $13,000.

Lawrence Tibbett was reelected president; Virginia Payne, Jean Hersholt, Anne Seymour, William P. Adams and Kenneth Carpenter were elected vice-presidents; Alex Mc Kee and George Heller were reelected recording secretary and treasurer, respectively.

Los Angeles, site selected for the 1942 convention, which was cancelled because of the war situation, was chosen as the location for the first post-war AFRA convention.
FOOTBALL this fall will be crazy — but good! It'll be one of the most exciting seasons in years.

Upsets? What else can you expect with Navy and Marine all-star teams from the university training camps competing against similar teams playing their former alma maters?

Yes, football is going to be big news to sport fans this year. And, it's good news for stations and sponsors who have Sam Hayes picking the winners. Last year, Sam topped all other forecasters with a 72% score. As ace NBC sportscaster Bill Stern says, "If anybody can pick winners, I am sure Sam Hayes will be at the top. Sam knows his football, and knows how to tell about it."

Yes, "Touchdown Tips" is a prize package—one quarter-hour show each week for ten weeks, beginning September 24th. Subject to prior sales. Order audition records now!
OFFERING recognition of American instrumentalists and composers, KECA Los Angeles, Southern California Symphony Assn., and Los Angeles Daily News will jointly present a young artist's contest in a weekly series on KECA starting Sept. 2 for 26 weeks. Competition is open to players and composers of American birth. Participants will be presented with the KECA staff orchestra. Prizes include appearance with Los Angeles Philharmonic Orchestra, performance of winning orchestral score, and War Bond awards of $500 each.

Contest is under guidance of Mrs. Leland Atherton Irish, executive vice-president of Southern California Symphony Assn.; Robert L. Smith, executive vice-president and general manager of Daily News, and William B. Ryan, general manager of KFI-KECA. Alfred Wallenstein, musical director of Los Angeles Philharmonic Orchestra and formerly of WOR New York, is chairman of judging committee.

International Quiz
AMERICANS MATCH their wits with Britons in a special transcribed edition of Brain Trust, BBC quiz program, on WNEW New York. Series consists of six half-hour programs, all especially edited for American release, and recorded via transatlantic cable with an open wire during the entire process. First of the series was heard Sunday, Sept. 5, with Mayor P. H. LaGuardia, New York, as the American contestant; and the late Leslie Howard, Capt. Quintan Hogg, M.P.; Dr. Edith Somerskill, and Cond Donal McCullough, as m.c., representing England. Subsequent broadcasts will include Clifton Padman, Cornelia Otis Skinner, Rex Stout, Jan Struther and Dorothy Thompson.

News From Home
Each day a Greater Cincinnati soldier's wife is selected to act as m.c. of the John Watkins' show Soldiers Serenade over WCKY Cincinnati and to give the "news from home". Station contacts commanding officers of the soldier whose wife is appearing on the program and requests permission for the soldier to hear the program.

Fashion Series
FASHION program, Views on Vogue and Value, WSAI Cincinnati, conducted by Rita Hackett, had as guests last week students from the elementary to college age, who discussed fall clothes for girls returning to school. Program is sponsored by the Almes & Deoke Co., local department store.

Music Series
WQXR New York will start five new programs and revive an old one during the month of September. Music generally performed by great artists as encores will be heard in a twice-weekly hour program, Encore, Encore. In-concerts by staff musicians will be presented in a weekly 25-minute program, From WQXR's Green Room. Historical concerts of the past will be recreated in Memorable Programs of the Past, and symphony orchestras of various cities in the country will be honored in a recorded series Salute to Cities. Musical Montage, a 20-minute program, features music associated with the performances of great stage and concert artists. Station is reviving Memoirs of a Con-cert master, in which a "concert master" recalls composers, conductors and artists he has known, and the music is woven around his reminiscences.

Artists in Uniform
FEATURING radio artists now in the service, KHUB Watsonville, Cal., is airing a new series of Army shows entitled Join the Fight from Camp MacQuaide, Cal. Sponsored by a local bank, the program is broadcast every Friday at 1:15-7:45 p.m., with commercials turned to sell War Bonds. Participants include Pfc. Dick Vance, vocalist, formerly with the Pacific network of CBS; Pfc. Ed Costeykun, former New York announcer; Sgt. Jack de Mello, ex-music director of KEQ and the BLUE network in San Francisco; and Harry Zohn, former bandleader from San Francisco.

Labor Plan
SCHEME for recruiting volunteer farm and processing labor has been worked out for use in Washington state by Bill Mosher, research-advertising manager for KOMO-KJR Seattle. Mr. Mosher was chosen by the state's 26 commercial stations and the Washington State College extension service to coordinate all farm and canning recruitment campaigns in the state. Daily reports are received from field agents and from these spot announcements are planned for the various areas to help solve their specific labor shortages.

Washington Success
PROGRAM over WTOP Washing- ton for the purpose of backing local OCD recruiting campaign proved so successful that the half-hour show has been continued as a weekly feature. Titled Washington at War the program is designed to boost home-front activities with particular emphasis on the District of Columbia. Show is open to suggestions from organizations connected with the project.

Defense Series
HOME DEFENSE activities in London and New York, are featured in a weekly half-hour series presented on WNYC New York in cooperation with the BBC and the New York Civilian Defense Volunteer Office. Program is titled Tale of Two Cities.
FOR WOMEN ONLY

To the long list of distinguished names which headline its schedules, WCAU has added noted Ruth Chilton, one of the most prominent women in American broadcasting today. Ruth Chilton comes to WCAU with 18 years' experience in radio. She will present on “For Women Only” informal chats on fashions, home-making, child care and the hundred-and-one subjects dear to a woman's heart... all in the refreshing inimitable Ruth Chilton manner.

WCAU unhesitatingly predicts for Ruth Chilton and “For Women Only” (consistently, from its inception 10 years ago, Philadelphia’s outstanding women’s participation program) a new high in listenership... and for advertisers, a matchless sales-potent medium for promoting their product in America's third largest market.

Bringing noted Ruth Chilton to Philadelphia is just another proof of the WCAU traditional 100% method... just one more reason why WCAU is consistently Philadelphia's pre-eminent radio station.

WCAU
50,000 WATTS IN ALL DIRECTIONS
One pull—in the right direction—the entire knot comes apart and falls free from the spar. But . . . you have to know how.

The knotty problems of spot radio are made easy by the "know how" of research, study and experience.

By cooperating closely with agency men and advertisers alike, the Raymer Company have demonstrated for more than ten years through research that they know the—who, when, what, where, and how—of spot radio advertising.
No Santa Claus

IS THE Government building its own super-news-gathering organization—a sort of Federally operated radio-press association?

Fantastic as this may seem, some of the keenest observers in Washington detect the framework of such an organization in the Army's Intelligence Service, the Foreign Broadcast Intelligence Service of the FCC.

This organization, which the Combined Chiefs of Staff would prefer to see abolished for military reasons (while the FCC's Radio Intelligence Division would be transferred to the Army) has mushroomed under the guiding genius of FCC Chairman Fly. Its staff includes several hundred analysts, editors, translators and others whose assigned task it now is to monitor foreign broadcasts and analyze or translate them for various governmental agencies—whether they want the service or not.

But that isn't particularly germane to the question of a Government press association. A real clue came last week when the House Select Committee investigating the FCC released a letter from Chairman Fly to the President in connection with draft deferments for the Commission. Mr. Fly told the President that FBIS maintains a "minute-to-minute" news service, 24 hours a day.

One of Washington's most widely held "secrets" is the hostility of the Administration to the nation's press. This has been reflected in many ways. From the radio standpoint it became manifest in the so-called newspaper-ownership investigation of the FCC—an investigation still in progress so far as the record goes because the record has never been closed. For nearly three years newspaper applications (except in rare cases) have been thrown into the suspense file pending the outcome of the investigation, and a determination by the FCC whether it is in the public interest for newspapers to own broadcasting stations.

Thus, while the FCC debates whether it can lawfully divest newspapers of radio affiliations, the same FCC has built up FBIS with a network of leased wires and a nationwide—event worldwide—operation. This doesn't conclusively prove that the Government's intention is to make FBIS a Federal news organization. But it certainly gives it some rudimentary experience in the field. The United States, of all major nations, doesn't have its own Government news organization. England has its semi-official Reuters; France its Havas; Russia has Tass; Germany the notorious DNB; Japan has Domei and Italy has Stephani.

The FCC, under the Communications Act, is a licensing authority. It is not an operating agency. Yet FBIS is an operating agency, a sort of unincorporated Government news operating enterprise. It got its authority, it seems, by default because till now Congress just permitted it to grow without hindrance.

This idea of a Government news association may be a bit vague. But the crusade against newspaper ownership, which would deprive one segment of the public the right to engage in free enterprise, certainly isn't.

That why we were glad to see the steering committee of the Newspaper Radio Committee pledge itself the other day for legislation to prevent discrimination against newspaper ownership of stations.

It's time station owners, newspaper and independent alike, stop believing in Santa Claus.

CONGRESS reconvenes next week. It will have its hands full with war legislation. There is an evident interest in radio too, stirred up largely by the Frankfurter "control of the traffic opinion" of the Supreme Court, and the revelations of the Cox Committee. Radio's plight is of enough importance, we think, to warrant Congressional action through an interim amendment which would "repeal" the Frankfurter opinion and make it clear that Congress never intended to give the FCC control over the programs and business policies of stations or networks. The long-awaited rewriting of the Communications Act can come later. We hope the Cox Committee interim report will so recommend.

Free Ride for Railroads

THE NATION'S railroads, flush with wartime business, are getting a free ride via radio. Stations generally are carrying the OWI "Don't Travel" announcements, because OWI is asking them to do it as part of the wartime program. The same railroads, however, are buying space in newspapers and magazines and on billboards for the same campaign.

Before the war, when the railroads were suffering fierce competition from planes and buses, they didn't do a lot of advertising. Radio got only a small percentage of those budgets. There was even an agreement among certain of the carriers not to use radio.

After the war, it is now apparent, the competition in the travel field will be even keener. New and masterful salesmen will be the order. Better buses will operate on swifter schedules. The railroads, faced with a huge equipment replacement program, will have to pitch in for their share of the business to keep going.

Railroads that have used paid radio advertising know the results. And all of them appreciate the effectiveness of the OWI-directed "Don't Travel" campaign they're getting free, only because the Government asks for it.

We think stations that complain about the free rides the railroads are now getting, while paying for other advertising, are justified. It's obvious the railroads won't buy time if they can get it for nothing. As has been pointed out by broadcasters in the columns, the AT&T is paying for its "Don't Use the Telephone" campaign in all media.

OWI's Radio Bureau is doing an outstanding job in its network and spot allocations on war programming. In the case of the railroads, however, we think it might well re-appraise its procedure. Radio will continue to cooperate in every war effort undertaking. Here we have something that is commercial everywhere, except on the air.

Our Respect To—

DONALD BELDING

TRUE to the hardy American tradition—work plus integrity, plus natural ability, adds up to success. That's the story of Donald Belding, chairman of the board of Foote, Cone & Belding, national advertising agency.

Born in Grant's Pass, Ore., Jan. 23, 1898, he met with adverse circumstances early in life when his father was killed in a gold mining accident. At that he managed to graduate from Grant's Pass High School in June 1914 as president of his class. Indicative of his future bent, Don, as he has been called since babyhood, also handled the editorship of the school annual during his senior high school year.

Det ermined on a college education, he matriculated at the U. of Oregon and paid for board and room by washing dishes three times a day. Later he got a job as relief telegraph operator and also wangled a spot as student manager of the college track team. When World War I interrupted his junior year, young Belding was given an assignment as radio sergeant in heavy artillery, after completing preliminary radio school training. He saw active Army service overseas. With the war's end he returned to Oregon, finished his college education, receiving in spring of 1919 a Bachelor of Science degree in Commerce with honors.

Don held down the post-college job as manager of the Western Union office in Klamath Falls, Ore., until by a fluke he fell heir to a local weekly newspaper in 1921. After changing that enterprise to a daily, the young newspaperman sold out to competition in spring of the next year. He went back to telegraphy in Stockton, Turlock and Bakersfield, California.

Fall of 1922, however, brought recurring effects of a gas injury suffered during World War I and Don landed in the "kick-out" tuberculosis ward of Camp Kearney, Cal., with a predicted four months to live. Indomitable, he refused to accept the verdict and 12 months later was pronounced cured. But that year changed the course of events in Don's life.

Having long felt his field was advertising and financially bolstered by Government re habilitation payments, he came to Los Angeles in November 1923 with the determined idea of breaking into advertising. He sat adamantly in the reception room of Lord & Thomas until Don Francisco, then head of the local offices, agreed to see him. After explaining that he would work for nothing, the young diehard was put to work as an office boy from November 1923 until April 1924—

(Continued on page 54)
WE'RE PLEASED...

to win the top award in THE BILLBOARD'S
Sixth Annual Radio Publicity Survey among the
Clear Channel stations.

BUT WE'RE EVEN
MORE PLEASED...

about the reasons the award committee gave for placing
WGN first... "At final analysis, WGN came out on top
by virtue of its ability to grab space outside of its primary
service area, its promotions, its knack of translating publicity
and promotion into effective point-of-sale bally. WGN's
publicity during 1942 was designed to benefit station,
clients, personalities, network (MBS) and radio in general."

A Clear Channel Station
CHICAGO
50,000 WATTS

WGN
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
ROGER W. CLIFFE, executive vice-president and general manager of WJZ-L Philadelphia, has been named chairman of the Promotion Committee for the Third War Loan Drive in Philadelphia.

JAMES G. BENNETT, for the past 10 years in the advertising department of the New York Daily News, has joined the sales staff of the BLUE as announced by D. B. Buchman, eastern sales manager.

F. VAN KONYENBURG, manager of WTCN Minneapolis-St. Paul, entered New York as a member of Free & Peters, celebrating the radio representation by that company for the station for which he has been general manager of Mr. Van Konyenburg's guests at dinner and the All-Star football game, Aug. 25, were: James L. Free and James L. Free Jr., J. W. Knodel, B. R. Timothy, A. H. McCoy, J. A. Cory and Sherman B. Barnett.

RUSS WINNIE, assistant manager and sports announcer of WTMJ-AM Milwaukee, spent part of his vacation in northern Wisconsin watching the training activities of the Green Bay Packers. Packed house games he will announce over WTMJ this season for the 15th consecutive year.

L. J. GORDON LOWE, former account executive of WJZ New York has been assigned as a public relations officer with the War Production Board, Detroit, under the Material Command.

FRANK (Bob) BEREND, NBC Western division sales manager, is currently conferring with advertisers and agency representatives in Chicago and New York, returning to his Hollywood headquarters on Sept. 15.

PHILLIS R. DOHERTY joins WNAC and Yankees Network as director of publicity. She was formerly assistant editor of the New England Purchaser.

LEW FROST, assistant to Sidney N. Strauss, NBC vice-president, is now in New York for home office conferences.

BERNARD INGERSOLL, has been promoted to supervisor of sales for WTAG Worcester, Mass. He is replaced in the downtown Emerson-Carter Knight. Mr. Brown joined WTAG in 1934.

RICHARD J. CONNOR, MBS station relations director, after Hollywood conferences with Lewis Allen Welas, vice-president and general manager of Don Lee, is conferring with managers of Texas affiliates.

EDWIN OTIS, supervisor of production, of the Yankee Network, has joined Mutual's station relations department as assistant to Richard Conrad, director.

New Capt. James

E. P. H. JAMES, director of publicity and production for the BLUE, was discharged from the Navy until August 1942 when he entered the Army as a first lieutenant, has been named a captain, according to reports received from his post in Harrisburg.

PAUL WHITMAN, director of music for the BLUE, on Sept. 17 will arrive in New York from Hollywood to make his permanent headquarters in the RCA Bldg.

Our Regards to

(Continued from page 32)

no pay-check. Then he was placed on the books. By April 1926 he had convinced the management of his ability and was made assistant station manager.

That and successive positions in the research department and as head spacebuyer left Don still unsatisfied. Asking for a copywriting job early in 1927 he so distinguished himself that Jell Well Dexter of the company's publicity department, former president of the California Fruit Growers Exchange, appointed Detweiler to head a publicity department for four years.

In Aug. 1928 when Don Francisco moved to New York to become agency president, Belden, was made Los Angeles manager and elected vice-president. When Lord & Thomas was dissolved in January 1945 he accompanied the new emergency formed, Don was elected chairman of the board of Foote, Cone & Belden.

His chief avocational activity has been the American Advertising Council, of which he is a director, and the Pacific Advertising Assn., for which he served as president two years, 1940-42. He is also a board of directors member and public relations committee head for both the Los Angeles Chamber of Commerce and the Los Angeles Manufacturers & Merchants Assn.

Until the war virtually ended pleasure-boating, he spent his week-ends aboard his schooner, Volant. The father of Don Jr., 21 (now in the armed forces), and 16-year-old Barbara, both by a previous marriage, Mr. Belden was married to his present wife, Alice Louise Freter, on March 28, 1942. They make their home in the Los Feliz Hills district of Hollywood.

BILL WALLACE, formerly with the radio section of American Red Cross, has joined the WHOP Hopkinsville, Ky., as chief announcer.

CHARLES BERRY, supervisor of producers for the Overseas Branch of the OWI in New York, on Sept. 17, 1943, had his duties re-named radio-producing. He had been with the OWI since July, 1942. His duties of scheduling and supervising overseas broadcasts will be absorbed with the OWI production division.

ROY NEAL has been appointed chief announcer of WIBG Philadelphia.

LEO LANGEVIN, formerly with WNB Bridgeport, has joined the announcing staff of WRR Stanwood, Conn. Fred Handrich has resigned from the WSRR staff to join WNTC New York.

CHARLIE SCHENCK Jr., freelance director, is writing a book on his two decades in broadcasting, tentatively titled On the Nose, or Twenty Years in a Fish Bowl.

HARRY J. FEENEY Jr. of the CBS press information department has joined the Army.

HAROLD CARLOCK has joined the publicity staff of KPIA-KECA Los Angeles. He was formerly in the news, sales and promotion departments of KPMC Bakersfield, Cal.

JIM TAYLOR has joined the announcing staff of WHIO Dayton.

FRED KILLIAN, of producers staff of WBBM Chicago, is the father of a son.

ANDY POTTER, chief of program issuing and operations for the Pacific Bureau, OWI overseas branch, Los Angeles, has resigned.

RICHARD E. STOCKWELL left WMT Cedar Rapids, Iowa, Sept. 5 to join WCCO Minneapolis as associate news editor.

JOHN LANG is new announcer on thrice-weekly BLUE Pacific program, Red Ryder, replacing Art Gilreath who now goes to the Navy to commercial radio.

GEORGE RERVES, formerly of WAKR Akron; Marvin Conn, formerly of WOWO Fort Wayne; and Mark Hayward, of WLOL Minneapolis, have joined the announcing staff of WIBG New York, Ind.

HUGH TURNER, announcer of KGO San Francisco, is father of a boy.

Joins Red Cross

ALLEN SISSON, sports editor and chief of announcing and news staff of WHAM Rochester, N. Y., has left for duty as field representative with the American Red Cross. He came to WHAM from the theatrical world. The several positions he held are now being filled by Tom Murray as news chief, Edmund Lytle as chief announcer, and Bob Turner, formerly with WERB Buffalo, as sports head. Sissin is WHAM's tenth staff member to enter the service.

BEA WAINE, singing star of the CBS Hit Parade and NBC Alt Time Hit Parade has been named chairman, women's radio division, Waste Paper Salvage and Conservation Campaign, sponsored by the salvage division of the WPB.

PRIVATE RICHARD PACK, former director of publicity of WOR New York, has been assigned to the public relations office, First Air Base, New York.

JONE HOOKER, farm editor and public relations director for Wkzo Kal- amazoo-Grand Rapids, is the father of a girl.

REV DEAN, producer of WLS, Chicago, is the father of a boy born Aug. 12.

ROBERT E. JOHNSON has joined the announcing staff of WEIM Fitchburg, Mass. Mr. Johnson joined WEIM as director of women's activities and will conduct the women's show renamed To the Ladies. Mr. Johnson, part-time announcer, has resigned to accept a position at St. Paul's YMCA. At St. Paul Garden City, N. Y. Dave Tucker, previously in radio, has received an honorable discharge from the Army and returns to WEIM as part-time announcer.

CLINT BLAKLEY, announcer at WAPI, Birmingham, Ala., is the father of a girl.

SARD CORNELL and Lin Mason of WKRC Cincinnati have been appointed program supervisors. Bob Schmitt and Don D. McCord have joined the publicity-promotion department. Penny Fruden, WKRC radio advisor, has returned to Ohio's activities.

CHARLIE E. SMITH, yeoman second class, naval district communicatior, formerly of the owner of the station, has joined the station. During his leave he was with the artist bureau of KSTP Minneapolis, has entered the Navy and been assigned to the Navy Command, St. Paul for cleaning and a welfare department.

BOB YESEL has joined the announcing staff of WWY Wheeling, W. Va. He was formerly supervisor of NBC's sports department.

FRAN MACNERNEY, recently appointed Soho reporter for McCann Biggs, has returned to the New York office. Missus will marry Gertrude Woods this week in Cynthiana, Ky.

TED HOLMES, former announcer of WPTF Raleigh, N. C., has been appointed the announcing staff of the BLUE Network in New York this week.

ROBERT C. WILSON, director of the program department of WCUA Philadelphia, and Paul Broul Guster, U.S.N.R., have been engaged, play by play. Wedding will take place Nov. 6.

ED MORRISON has joined the newsroom staff of WCUA Philadelphia succeeding Don B. McIver.

RUTH CHILTON, president of women's division, NAB, joins the staff of NBC from WPTF Raleigh. She will conduct For Women Only program series, daily women's participation show.

ENID HAGER has resigned as director of public relations of WHAP Philadelphia, going to New York to join a publishing house.
Coverage

You broadcast station men lay a lot of stress on coverage when you sell. But coverage is just as important when you buy. Bear in mind that RCA manufactures and sells broadcast station equipment comprising all of the following groups:

Broadcast Audio Facilities, such as—
- MICROPHONES AND STANDS
- AMPLIFIERS
- CONTROL EQUIPMENT
- "CONSOLETTES"
- TURNTABLES AND RECORDERS
- MONITOR LOUDSPEAKERS

Test and Measuring Equipment, such as—
- FREQUENCY MONITOR
- MODULATION MONITOR
- PHASE MONITOR
- FIELD INTENSITY METER
- AUDIO OSCILLATOR
- DISTORTION METER
- OSCILLOGRAPHS

Transmitter Equipment, such as—
- TRANSMITTER
- TRANSMITTER AUDIO EQUIPMENT
- ANTENNA PHASING EQUIPMENT

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

RCA BROADCAST EQUIPMENT

RCA's line of apparatus includes more of the equipment necessary for the efficient operation of modern broadcasting stations than that of any other manufacturer.

RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.

BROADCASTING • Broadcast Advertising September 6, 1943 • Page 35
Over land and under sea, Presto Recorders have their ears glued to Sounds...pick them up and play them back so Sailors, Soldiers and Aviators may know who's there—friend or foe!

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

M. W. Noble
M. WILLIAM (Bill) NOBLE, staff announcer and publicity director for many years at WLAW, Lawrence, Mass., Aug. 20 at his home in this city. Mr. Noble is survived by his wife. He had handled the publicity duties since formation of the department.

LEROY MILLER, conductor of Musical Clock, early morning program of KYW Philadelphia, died in the collection of 5,000 old phonograph records for men in the armed forces through appeals made on his program in behalf of the American Legion drive for records.

ARTHUR VAN HORN, newscaster of WNYC New York, leaves Sept. 10, to join the Army. He reports to Camp Upton, N. Y.

JOHN D. WALSHSTROM, has been promoted from studio operations supervisor of NBC's regional sales department, to assistant manager of affiliated stations, in charge of studio and sales service operations.

RHODA L. CANTOR, formerly publicity assistant to Leo Sepetme, Broadway producer, recently joined WLIB Brooklyn, as script writer. George Thomas, formerly employed at WELD New York and WOR Brooklyn, has joined the WLIB announcing staff.

RAD JAIL, newscaster, has withdrawn from Brown & Williamson broadcast, sponsored on NBC by Brown & Williamson Tobacco Co., to devote more time to "The Gods Are A-There," projected series to be presented on NBC in cooperation with the British War Information Service.

WILLARD RENDE and Donald L. Webb have joined the announcing staff of WLW Cincinnati. Mr. Rende was formerly with Texas stations KGNC and KFAY. Mr. Webb was formerly with WATX Portland, Ore.

GORDON HUGHES, Hollywood producer of W. H. Kastor & Sons on the CBS network, has joined the CBS staff. He continues to produce quarter-hour series in addition to building new shows.

ROB GILBERT, continuity acceptance editor of NBC Chicago, is the father of a boy born Aug. 26.

HAROLD LANTELL, former assistant news editor of KTAR Phoenix, has received his honorable discharge from the Army and is now in Hollywood.

Telegencies Consultant

HARRY CONOVER, head of the model agency bearing his name, has been named consultant on telegencies for WOR-Mutual's experimental television stations, according to Ray Nelson, director of daytime programs and supervisor of television activities of WOR. Mr. Conover will conduct a series of teletests, and will assist in the exploration of commercial possibilities for television. He will appear with his "cover girls" from time to time on the NBC network, 8:30-9:30 p.m. experimental telecasts, started nine weeks ago by WOR.

W2XWV, the Dumont television station. Mr. Conover recently announced the organization of a special Television Department in his model agency, to train models as announcers and demonstrators of advertising products.
ADVERTISING RULE
IN ARMY CONTRACTS

IN TERMINATING contracts, Army procurement personnel have
been instructed by the War Dept. that "a proper proportion of insti-
tutional advertising expense may be included" in costs as a charge
against the Government. The regulation states however that "adver-
tising expenses may not be allowed as a direct charge."

The attitude on advertising ap-
parently is to recognize that those
war contractors who have incurred
reasonable expenditures for adver-
tising of an institutional char-
acter, and have thereby made a
war contribution through such ad-
vertising, are entitled to reim-
bursement.

Covering more than 40 pages in
the Federal Register of Aug. 24, 1943, the procedure detailed in Part 88
of Procurement Regulation 15, con-
stitutes a complete program for the
termination of Army contracts at the
convenience of the Government.

Part 88 is of considerable inter-
est to the entertainment sector of
American industry which is heav-
ily involved in war production. Ra-
dio equipment manufacturers are
included in the group, and the
forthcoming meetings of the credit
committees of the Radio Manufac-
turers Association are scheduled to dis-
cuss the problems involved in con-
tract terminations. The RMA western credit committee meets
Sept. 15 at the La Salle Hotel,
Chicago, while the eastern commit-
tee will be in session Sept. 22 at the
New Yorker Hotel, New York.

P & G Film Tieups

PARAMOUNT PICTURES, New
York, is promoting "So Proudly We
Hail" in a tie-in arrangement with
Procter & Gamble's NBC serial,
Hollywood Theatre of the Air,
whereby serialization of Para-
mount properties are granted in
exchange for plugs on the program
for the alternate picture. Latest tie-
up covers the Monday through Fri-
day broadcasts of the Theatre, Aug.
30 to Sept. 10, with the presentation
of a radio serial version of "Hold
Back the Dawn." Three other ser-
ializations, each broadcast for a
five-day period, have been aired on
the P & G show, under a similar arrangement. Blackett-Sample-
Hummert, Chicago, handles Dreyf,
product advertised on the Theatre.
Agency for Paramount Pictures is

KFIJ Transfer Asked

KFIJ BROADCASTERS Inc., Kli-
math Falls, Ore., operator of KFIJ, has applied to the FCC
for involuntary transfer of control
of the licensee corporation from
the late John A. Kincaid to George
Kincaid, his son and Executor of
his will. George Kincaid, who would
receive the 62.5% of the stock owned
by his father in the licensee cor-
poration under his father's will, has
been general manager of KFIJ for a
number of years.

MARTIN AGRONSKY, BLUE new-
caster, is the author of an article in
the October issue of American Mag-
zine. Article bears the title "How We
Will Beat Japan."

C-P-P Research

COLGATE - PALMOLIVE - PEET
Co., Jersey City, last week an-
nounced a market research department, comprising two
sections—advertising and product
research, and sales research. Head-
ing the latter division is Dr. Harry
Dean Wolfe, until recently with the
War Production Board, where
he worked on the Inventory Limi-
tation Control. Mr. Wolfe was pre-
viously professor at Kent State U,
and before that with S. Kann Sons Co., Washington. Fre-
J. Knittle, who has been with Colgate-Palmolive-Beer since
1939, has been named head of the
sales research unit.

Kyser Bond Tour

KAY KYSER and the troupe in
his NBC College of Musical Knowl-
edge program left Los Angeles
Sept. 5 for a cross-country War
Bond tour tying in with the Third
War Bond Drive. The "Hollywood
Bond Cavalcade" as the tour has
been named, will present a 21⁄4-
hour show in each of 16 cities,
starting with Washington, Sept. 9,
and concluding in Los Angeles
Sept. 24. Regular Wednesday night
broadcasts will originate in Wash-
inington, Cincinnati, and Salt Lake
City, while on route. Film stars,
including Fred Astaire, Olivia De
Havilland and Bing Crosby, have
joined the troupe. The radio pro-
gram is sponsored by American

W-E Spots for Women

WESTERN ELECTRIC Co., Chi-
icago, on Aug. 26 started a quarter-
hour five-week evening musical-
monologue program on WIND
Gary, featuring Hal Culver as pi-
anist and vocalist. The show is
slanted to women, and commercials
stress need of women in war work.
Program, titled Victory Notes &
Musical Notes from Western Elec-
tric, is produced by Neblett Radio
Products, Chicago. Contracts for
15 weeks was placed direct. This is
in addition to the current sched-
ule of eight spot announcements
daily on WHFC Chicago, which
has been in effect for two weeks.

With UP 30 Years

THOMAS W. INGOLDSBY has
retired as Nebraska manager of the
United Press after 30 years of serv-
ice and has joined station WOW
Omaha as city editor of the news
department. Mr. Ingoldsby joined
UP in Omaha as telegraph oper-
ator-reporter in 1913. He was ap-
nointed bureau manager in 1928.
Gaylord Godwin, Wisconsin man-
ager, will succeed him as manager
at Omaha.

Newscast Renewed

LUMBERMEN'S MUTUAL Cas-
tality Co., Chicago, on Aug. 26
renewed UPON CLOSE, news analyst
and authority on Far East, for
another year on MBS, increasing the
stations from 56 to 101. The new-
scast, heard Sundays at 6:30-
6:45 p.m., originates out of KHIJ
Hollywood, with commercials orig-
inating out of WGN Chicago.

WGN rebroadcast is at 8:30-8:45
p.m. (CWT). Agency is Leo Bur-
nett Co., Chicago.

Hardly plausible! Yet, in measuring response to war
loan drives from July 42 to July 1943 WHOM
outsold every other station in the country, and half as
much as the entire state of California. Figures just
released prove the powerful selling ability of radio.
455 stations sold $80,243,968.00 worth of bonds
and stamps. In the New York area alone, 20 stations
totaled $15,536,256.86.

WHOM with 1000 watts turned in the amazing total of
$2,359,325.00. More than 15,000 separate trans-
actions were handled, with men and women traveling
25 miles or more to buy bonds from WHOM.

That's response! That's loyalty!

We're preparing to boost our bond sales even fur-
ther. On September 9th the 3rd War Loan Drive
gets under way. We'll "BACK THE ATTACK" to
bring our boys back.
Miles Answers FTC Complaint

Firm Charges FTC Assumed Food, Drug Jurisdiction

SIXTH ACT in the interchange between Miles Labs, Inc., Elkhart, Ind., and the Federal Trade Commission came last week with an answer by Miles to an FTC complaint against advertisements for Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Originally, FTC had mailed the company an agreement stipulating certain modifications in either the labels or the advertising for each of the three products.

Miles replied by charging the FTC with assuming jurisdiction belonging to the Federal Food and Drug Administration and appealed to the U.S. District Court for the District of Columbia for a declaratory judgment to restrain the alleged "impending action" against it by the Commission [BROADCASTING, Feb. 16]. Following this action in December 1942, the Court in March 1943 sustained an FTC motion to dismiss the Miles suit, holding that the Court had no power to define the jurisdiction of the FTC.

Sweeping Denial

Replying to the complaint issued by the FTC last July, the company admits circulating the advertisements quoted in the complaint, but makes a sweeping denial that they are false, misleading or deceptive within the meaning of the Federal Trade Commission Act.

Specifically, the answer asserts that both products named are effective for the relief of the symptoms for which they are recommended in advertisements and that instructions for use according to directions on the packages are included in advertisements, but not quoted in the complaint, and that the preparations are as safe under the conditions prescribed.

Status of Warnings

Web Woodhill, chief trial examiner for the Commission had written Miles in November 1942 concerning Dr. Miles Anti-Pain Pills and the two Nervine remedies, "You have failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs".

Respecting the allegation that advertisements do not contain warnings against use of the preparations in greater amount or with greater frequency than recommended, the answer insists that the Commission has no authority to require advertisements to contain such warnings but that despite the absence of legal requirements its advertisements subsequent to September 1939 contain references to directions on the labels of the packages. These directions contain the warning required by the

COOPERATING with O WI and the Seattle Post Intelligencer, KOMO Seattle is preparing disks in Italian for shortwave transmission to Italy. During the past six weeks KOMO has transmitted 18 programs, most of them talks by American citizens of Italian birth, interpreting the attitude of the United Nations toward Italy. The Post Intelligencer has carried pictures and stories of these Italians in conjunction with the broadcasts.

ADVENTURE TALES of yesterday told by a motley crew that gathers at an imaginary house on Italian Hill, San Francisco, comprise the weekly dramatized sustaining feature, Adventure House, on NBC Pacific stations.

PRESIDENT of WCSI Charleston and member of CBS national advisory committee, John M. Rivers presented a cup on Labor Day to workers at Charleston Navy Yard who had contributed most to the war effort this year. Cup was awarded by WCSI for least absenteeism, most war bonds sold and general cooperation on the production front. Judges were Navy officials.

OKAC Montreal is now taking the fold wire press news service.

DRAMATIC SHOW, University Time, heard weekly over WWL New Orleans, Fridays, 9:30 p.m., has returned to the air after summer vacation. Dr. Alfred J. Bonomo of Loyola U. is narrator and director of series, designed as both entertainment and educational feature. Title of first show is America Sees Itself.

OFFICES of WHOP Hopkinsville, Ky, have moved from Hopkinsville to their transmitter and studios, located two miles from town.

JIM BEGLEY, KYW program manager, cast a telephone operator—of all people—as a telephone operator, in making a series of transcriptions for the Bell Telephone Company. Begley wanted authenticity in the operator role, so he used Marion Smith, KYW switchboard mistress, in the part.

NOW in its second year is Listen, It's Fort Benning, remote carried over WRBL Columbia, Ga., from Fort Benning, Ga. Each five minute program originates from the different service clubs at the post and is aired each Monday evening at 7:30. Other remotes from the post now in their second year are two 15 minute shows, Fort Benning on the Air and Quartermaster Quarter-hour.

AS PART of A nationwide talent search, the Canadian Broadcasting Corp., during the later half of September will hold auditions in ten western Canadian cities to help fill the gaps caused by departure of many artists and musicians for war service.

Federal Food, Drug and Cosmetic Act, says the answer [BROADCASTING, Dec. 21, 1942].

The company also repeats its earlier charges that the FTC is without jurisdiction in the case. Ultimate recourse, as pointed out by the Judge of the U. S. District Court of the District of Columbia in dismissing Miles' previous suit, would lie in an appeal to the Circuit Court on that question, should the FTC after scheduled hearings issue an order restraining the company from advertising practices cited in the complaint.

1,253,600 families in WTAM'S Primary Area listen MOST to WTAM. For example:

- % of Radio Families Who Listen MOST in DAYTIME to:

<table>
<thead>
<tr>
<th>City</th>
<th>WTAM</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLEVELAND</td>
<td>34%</td>
<td>13%</td>
<td>12%</td>
</tr>
<tr>
<td>AKRON</td>
<td>32%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>CANTON</td>
<td>47%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>LORAIN</td>
<td>56%</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>MASSILLON</td>
<td>47%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>WARREN (Ohio)</td>
<td>53%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>YOUNGSTOWN</td>
<td>31%</td>
<td>14%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Yet WTAM costs only $.000073 per Family

*NBC 1942 Nationwide Survey

** what the radio time buyer wants to know about

** wyam

Cleveland

Cleveland

NCO Network 50,000 Watts • Owned and Operated by NBC

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

Page 38 • September 6, 1943

BROADCASTING • Broadcast Advertising
Relay Stations Are Included By FCC In New Plan for Use of Idle Equipment

ON THE HEELS of an August 11 action relaxing its "freeze order" to permit licensing of new 100-250 watt stations under certain prescribed conditions [Broadcasting, Aug. 16], the FCC on Aug. 28 announced a supplemental policy under which idle equipment could be used to construct new relay broadcast stations, increase power or make certain other changes.

The decision affecting relay stations was based on a further report of the FCC Committee on Critical Radio Materials. In connection with the previous action, the WPB indicated that building construction requiring clearance might be obtained only when WPB is satisfied that "direct contribution toward winning the war is directly indicated".

Following is the full text of the FCC's public notice:

Upon consideration of a further report of its Committee on Critical Radio Materials, the Commission announced that under certain enumerated conditions it would issue in the public interest to authorize relaxation of conditions for expedited use of equipment necessary to improve the power of relay broadcast stations when existing power is insufficient. This is to make other changes in relay equipment to render improved service possible to construct new relay broadcast stations for the following purposes:

(a) To be used as an emergency program link between the studio and the main transmitter in case of failure of the normal wired line.
(b) To facilitate the transmission of programs in connection with the war effort, particularly from camps and other places where adequate telephone line facilities are not available or where such protective operation is advantageous.
(c) To facilitate the broadcast of programs from remote points where the shortage of lines has made it impossible or extremely difficult to obtain these facilities.
(d) To be used as an emergency program.

Applications for authorizations to change facilities or to construct new relay broadcast stations for the purposes set forth herein may be granted upon a satisfactory showing that:

(1) All required materials may be obtained without priority assistance for either construction or maintenance.
(2) Such applications involve no inconsistencies with the Commissioner's Rules and Regulations.
(3) Such applications are not pending or undergoing review.
(4) Such applications are otherwise in the public interest.

Applications to change facilities or to construct new relay broadcast stations which have been dismissed without prejudice pursuant to the policy announced in Memorandum Opinion of April 21, 1943, may be reinstated for consideration in the light of the new circumstances upon the filing of petitions within thirty (30) days of this date showing that (1) such applications are in conformity with the policy governing conditions and (2) any and all changes with respect to facts and circumstances shown in original applications.

Army Show Changes

CHANGING name, time and policy, the Army Service Forces' BLUE program Enough and On Time is now called as The Army Service Forces Present. Time shifted from 7:30 p.m. (EWT), to 10:15 p.m. (EWT). Each half-hour program now dramatizes authentic reports from combat zones, highlighting exploits of individuals who portray tasks, exciting and important service of one in the 17 branches of the Army Service Forces. Series is under direction of J. E. Warwick, Technical Information Division of ASF; and produced by Capt. Edward Byron of the War Dept.; with music directed by Capt. Harry Salter of Special Services Division. Lt. Col. William Slater is narrator.

MBS Assignments

SEYMOUR KORNBLUM, MBS correspondent in North Africa, on Aug. 27 replaced Jack Thompson in covering the news from Algiers on Mutual's Overseas News Roundup program. Arthur Mann and John Steele continue from London for Mutual, Stanley Quinn from Australia, Leslie Nichols from Cairo, while Sam Brewer and Jack Thompson are now on roving assignments.

Quick Concertmaster

ROBERT QUICK, for five years assistant concertmaster of the Chicago Symphony orchestra, has been appointed concertmaster of the WGN Symphony, replacing Michael Wilkomirski who is retiring. Mr. Quick has been with the Chicago Symphony for 10 years and previously was concertmaster of Seattle and Kansas City Symphonies.

Treasury Accepts Plan

IDEA of John E. Reynolds, former manager of WJRD Tuscaloosa, Ala., now in the Marine Corps, for an "Armed Forces Week" promotion plan to be used during the Third War Loan Drive to start Sept. 5, has been approved by Vincent Gallahan, director of Radio, Press and Advertising, War Finance Division, Treasury Dept. Campaign idea is being released to stations in the Radio News issued by the Treasury. Scheme suggests using each day of the particular week for a specific branch of the service and local programs and promotion arranged around this.

NBC Project Denied

AN APPLICATION by NBC for permission to install recording and record making equipment costing $14,220 in its Hollywood studio has been refused by the War Production Board. Grounds for disapproval were that the installation was not necessary to the war effort. Recommendation was made by WPB's New Industrial Facilities Committee, which passes upon all applications for materials and equipment.

Gunther Pickups

JOHN GUNTHOR, BLUE commentator who covered the allied invasion of Sicily as a special correspondent representing the combined American press, made a special report from Cairo on the Sept. 3 broadcast of the General Mills news program on the BLUE. Since his departure he has been heard from Istanbul and Algiers on the same program, of which he was formerly the feature commentator. John Vandercook substitutes for him until his return.
Coyman Handles Fair

APPOMINTT OF Maurice C. Coyman & Associates, Atlanta advertising agency, to handle the Southeastern Fair Assn. account was announced last week by Mike Benford, Fair president. Contracts are being placed by the agency for the 1943 Southeastern World's Fair, covering radio, newspaper, outdoor and other media. A hearing will be held on the Fair at Sept. 24, 10:30 a.m., at the Fairgrounds. Mr. Coyman, former commercial manager of WAGA.

Agency Offers Product

PETTINGELL & FENTON, New York advertising agency specializing in dry goods accounts, will introduce shortly a new product for rejuvenating old clothes. Agency has established the household Chemist Co., to produce and distribute the item, which has been named Shyn-O-Way. Advertising plans are being formulated.


Long Island Employment

WHNY New York to determine whether radio can be adapted to employment, advertising. Firm has signed a 13-week contract for participation in the Music Shop program, Agency is J. B. Walker, Inc., New York.

Milen L. Linds, Elkhart, Ind. (All-Seltzer), celebrates 10 years' sponsorship of the National Barn Dance on Oct. 2, the date of renewing its 32-week contract for the program heard on 70 NBC stations, 7:00-9:30 p.m.

Peiperodont Co., Chicago, (denti- trices), sponsor of the "Denture Help Program," has extended its contract for 12 weeks to air the show on 133 NBC stations, an increase of six stations over the number used last year. The NBC stations to carry the program for the first time are: WGBP, WBBM, WGN, WEAF, KECA, KEMP, KDKA and WOR. The program will return to the net- work from England Sept. 21, the date of renewal. Agency is Foote, Cone & Belding, Chicago.

C. Tamblin Ltd., Toronto (chain drug stores), on Sept. 7 starts morning talk program to women with five weekly on CFRB Toronto. Account was placed direct.

Boeing Aircraft Corp., makers of the Flying Fortress, will broadcast a new "Boeing Hour," which originates from KOMO Seattle 9-10:30 p.m. Tues- days, ENTRUSTED TO THE CARE OF B. A. Hart, Harvey and Co., Chicago.

Brown's Dog Food Co., Los Angeles, new to radio, to promote its fresh dog food on Sept. 6, stars sponsoring locally the five-weekly quarter-hour "Brown's Dog Food Program," on KECA. Contract is for 52 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

F. W. Pitch, Des Moines, announces that its new bandwagon series on KEOM, beginning Sept. 8, will be a top songwriter each week, his songs played by Freddy Martin's orchestra. Program will air on Wednesdays 9-9:30 p.m. on 142 BLUE stations. Agency is L. W. Ramsey Co., Des Moines, Ia.
HN PROFESSIONAL BLDG., San Antonio (medical center), in a campaign to promote closer cooperation between the public and family doctor, on Aug. 8 started sponsoring the weekly quarter-hour transmitted series, *Doctors Courageous*, on KBEC. Contract is for 13 weeks, with placement direct. Series is produced by Grace Gibson Radio Productions, Hollywood.

BUTAX PRODUCTS, Los Angeles (Raindrops, a detergent), expanding its fall campaign, on Aug. 31 started sponsoring daily spot announcements on KVOA Tucson. Similar schedule is maintained on KPRF Fresno, KVRS Rock Springs, Wyo., with three spots per week on KUTA Salt Lake City. Firm in addition utilizes daily participation in Business Specialties on KTAR Phoenix, and weekly in Business Specialties on KFRC San Francisco, as well as Homemakers Clubs in KJL Hollywood. Glasser-Caley & Co., Los Angeles, has the account.

KELLEY-ROSE Prescriptions Pharmacists, Fresno, has purchased the program *Doctors Courageous* from Gasden & Glancy, Chicago, for the week from Aug. 8. Contract is for 13 weeks, with placement direct. Series is produced by Grace Gibson Radio Productions, Hollywood.

ROY M. DAVIS
ROY M. DAVIS, 61, assistant treasurer of General Foods Corp., New York, died Aug. 31 of a heart attack at his home in White Plains, N. Y. Joining in 1917 the Postum Cereal Co., Battle Creek, Mich., which later merged with G-F, Mr. Davis was in charge of financial operations for G-F frozen foods, and was treasurer of G-F subsidiaries. His wife and a brother survive.

**WNAX TOWER TO HONOR FARMERS**

**Government Officials and Entertainment Stars**

To Join Dedication Ceremonies

HONORING the typical Midwest farmer, and through him all the nation's farmers, the 927-foot tower of WNAX Yankton-Sioux City will be dedicated Sept. 4 to the representative chosen by a committee of agricultural leaders selected by Gardner Cowles Jr., president of the Cowles Stations, of which WNAX is a member, and Senator Ben Gurney of South Dakota.

Famous personalities from Government and the entertainment world will broadcast throughout the day from the WNAX studios in special programs arranged by Phil Hoffman, general manager, and Jack Paige, promotion manager.

Typical Farmer

Bob Hawk, quiz master of *Thanks to the Yanks*, will fly to Yankton with his manager, Julius Witmark, immediately following his Friday night appearance on *Thanks*, to head entertainment features, scheduled throughout the broadcast day, with Virginia Payne, Ma Perkins of the serial of that name.

Charley Worcester and the *Columbia Country Journal* will originate from WNAX at 9:30 a.m. with M. Clifford Townsend of the War Food Administration, Senator Gurney and farmers of the area participating. At 1:30 CBS will originate *Spirit of '45*, followed by appearance of farmers. M. Q. Sharpe of South Dakota and John Holmes of North Dakota, Senator Shipstead of Minnesota and members of the Maritime Commission.

The man designated as "Typical Midwest Farmer" will be sent with his wife by WNAX to Portland, Ore. about Sept. 10, where the Maritime Commission has arranged for them to sponsor the launching of a Liberty ship named "Midwest Farmer." WNAX plans to send a newsmen and transcription equipment with the ship on its maiden voyage to bring listeners details of Merchant Marine activity.

Mr. Cowles will announce during the day the creation of five scholarships to the agricultural colleges of Iowa, Nebraska, Minnesota, North and South Dakota, to be awarded to a farm boy or girl in each state on the basis of his contribution to the war effort.

A highlight of the daytime celebration will be the scaling of the 927-foot tower by amateur pilot, Ben Glasser, to release balloons carrying orders for $100 and $25 War Bonds. The evening show will be headed by Senator Guy Gillette of Iowa and Mr. Townsend in the tower dedication ceremonies. Bob Hawk, in addition to presenting gifts to the "typical farmer", will present a version of his famous *Thanks to the Yanks*. One of the gifts is a certificate from the Allis-Chalmers Co. for the first available Allis-Chalmers tractor.

Yankton is preparing to play host to thirty or forty thousand expected visitors from the five-state area.

**CJRL Increases**

CJRL are the new call letters of CKCA, Kenora, marking a change in ownership and operation of the station by Inland Broadcasting Service, Winnipeg, which also operates CJFX, Yorkton, Sask. CJRL increased power to 1,000 watts on Sept. 1, and changed its frequency from 1450 to 1220 kc. The new transmitter is Northern Electric equipment. The station increased its rates on Sept. 1. Les Garside, Inland Broadcasting Service, Winnipeg, is in charge of operations, Gerald F. Bourke remains as manager, and Howard Clark, formerly commercial manager of CKX, Brandon, Man., is commercial manager.

**Newspaper Fete**

TO ACQUAINT the gardening public with details of its Victory Garden Harvest Festival scheduled for Sept. 9-11 at Soldier Field, the Chicago Sun is placing spot announcements on six local stations, in addition to extensive newspaper publicity and advertising. Three announcements daily, Sept. 5-10 have been placed on WBEM, WMAQ, WCP, WJJ, WENN, Chicago, and WIND, Gary. Account is handled by Leo Burnett Co., Chicago.

**Aid Food Campaign**

The CLUB contact department of the Advertising Federation of America during the next three months is holding a series of meetings in 26 cities in cooperation with the War Food Administration. Various collaborators with the WFA on the current food education program (Food Fights For Freedom) are slated to address the meetings, in addition to Bob Beatty, WFA advertising director, and advertising manager of Swift & Co., Chicago.
## The Business of Broadcasting

### STATION ACCOUNTS

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<tr>
<th>SP—studio programs</th>
<th>net announcements</th>
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### TEXAS AIR SCHOOL RESUMES SEPT. 26

**RESUMPTION of the Texas School of the Air broadcast began Sept. 26 for a 28-week series, Monday through Friday, over WFAA-WABP and the Texas Quality Network, 11:15-11:30 a.m., was announced last week.**

The Texas School of the Air is the joint project of the radio workshops of the U. of Texas, North Texas State Teachers College, Texas State College for Women, and Texas A & M College, and is produced under the supervision of John Gunstream, Director of Radio and Television, Department of Education, State of Texas. It is reported to be the largest state radio advertising project.

The 1943-1944 series will be the fourth consecutive year for these public service broadcasts on the Texas Quality Network. This year the programs will be fed to a group of supplementary stations.

A survey of 6,750 elementary, junior high, and senior high schools of Texas that an average weekly audience of 750,000 pupils and teachers heard the 1942-43 series. Of the 6,750 schools surveyed, 4,725 made use of the programs in approximately 26,622 classes.

Resumption of the 1942-43 series consists of* Your Story Parade,* giving readings and dramatizations of stories for children; *Open Your Eyes,* elementary general science subjects; *Reading Is Adventure;* *Jobs Ahead,* vocational guidance suggestions; and *Music Appreciation,* music appreciation program. Booklets supplied to school teachers at the beginning of the school year outline the broadcasts and suggest supplementary projects to tie-in with individual programs.

### C-FP Changes Plans

**COLGATE - PALMOLIVE - PEET Co., Jersey City (toothpowder), has dissolved plans to resume the weekly CBS Al Jolson Show. Firm is instead proceeding with the half-hour Judy Canova Show. Six CBS stations Tuesday, 8:30-9:00 p.m. (EWT), with West Coast repeat, 9:00-9:30 p.m. (PWT). Besides Miss Canova, talent lineup includes Rus-ty Dandridge, Mel Blanc, and Ed-die Davis. Manager Gordon Jenkins is musical director, with Ken Niles announcer. Carleton Alsop is Holly-wood producer, Sherman-Mar-quette, agency servicing the account. Morgan Ryan, New York radio director of the agency, is in Hollywood to work with talent and production staff on future shows.**

**New to Radio**

**CONSOLIDATED Hair Goods Co., Chicago, makers of Fiji-Oil Soapless Lathering Shampo, is expanding its advertising schedule to include radio, with programs and announcements on WBBM and WCFL Chicago. The firm had confined its prior efforts to the professional market, and are now introduc-ting it for home use. Malcolm Howard Adv. Agency, Chicago handles the account.**

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*Page 42 - September 6, 1943*
ANDREW SISTERS, feminine vocal trio, have joined talent line-up of the weekly CBS Roma Show.


TRAVELER KARENOLA RADIO & TELEVISION CORP., Chicago, to James Prankel Co., Chicago. Trade publications being used.

ALBERT EHlers Inc., Brooklyn, to Weiss & Geller, New York, for coffee. No decision as yet on radio.

STURDIWHEAT CORP., Red Wing, Minn., to Erwin, Weaver & Co., Minneapolis.


GROCERY STORE PRODUCTS Co., New York, to Duane Jones Co., for Cream of Rice. Media plans to be announced shortly.


Ed Codel to OWI

EDWARD CODEL, general manager of the Atlantic Coast network, has resigned to join the Office of War Information as a principal field representative in the Radio Division of the Overseas branch. When his training is completed he will be stationed in the Near or Middle East. Harold A. Lafount, ACN president and general director of all Bulova-Lafount radio operations, will assume the network's executive duties. ACN recently shelved plans for expansion because of shortages of manpower and equipment.

Firm Enters Radio

MYER PRODUCTS, New York, 50-year-old beverage firm producing gingerale, sarsaparilla, sodas, fruit drinks and other soft beverages, enters radio for the first time Sept. 6, with the sponsorship of a quarter-hour segment of Jerry Lawrence's program of news and music on WMCA, New York. Myer uses the 12-12:15 p.m. period six times weekly. Agency is Arthur Rosenberg Inc., New York.
FRED ALLEN RETURN DEPENDS ON HEALTH

Texas Co., New York, which for several weeks has been undecided about its fall radio plans because of Fred Allen’s health and possibility that the comedian could not resume his radio activities this year, announced last week it is definitely renewing its Sunday 9:30-10 p.m. spot on the full CBS network on a 52-week basis, effective Oct. 3.

Whether or not Allen will open the Texas Star Theatre’s winter season is still unsettled, pending a checkup Allen plans with his doctors in mid-September. If he is given a clean bill-of-health, it is probable he will first go ahead with plans to star in a motion picture written for him by Ben Hecht, and not return to the air until the first of the year. If such is the case, Texas Co. will probably continue on a more elaborate scale the musical show it has been sponsoring this summer on CBS, starring James Melton, Joan Roberts and Al Goodman’s orchestra. Texas agency is Buchanen & Co., New York.

Douglas to B & B

HAROLD F. DOUGLAS, office administrator and associate of Arthur Kudner Inc., New York many years, has joined Benton & Bowles, New York, in an executive capacity, according to Clarence B. Goshorn, president of B & B. Mr. Douglas was with Erwin, Wasey & Co. as assistant to Arthur Kudner in 1931 when Mr. Kudner was president of that agency. He went with Mr. Kudner to the new firm when it was founded in 1938.

10 YEARS FOR SACHS

Popular Chicago Broadcast—Utilizes Amateurs

With its 496th performance, Sunday, Sept. 5, over WENR Chicago, the Morris B. Sachs Amateur Hour entered its 10th year of successful radio selling. The first broadcast in September 1934, originated from the show windows of the clothing merchant’s store. Prizes of gold, silver and bronze medals were given winning contestants. Judges, chosen by the sponsor, had to swear at the end of the broadcast that the contestants were unknown to them. Within several weeks before the store windows reached traffic-stopping proportions, the show was shifted to a south side auditorium. In turn, these quarters soon were outgrown, and the program was taken to its present home, studio “A” of WENR.

Heavy Ticket Demand

Despite the studio’s capacity, ticket requests consistently exceed the number of seats, and special programs are staged at regular intervals in the Chicago Civic Opera House, which seats 4,000.

Springboarded into professional careers via the program were Bob Bradley, West Coast singer and announcer, Maureen Cannon, Skip Farrell, Doris Chambers, Mary Hall and Frank Payne. The present m.c., Charles Lyon, has been with the program five years. His predecessors include Norman Ross, Eddie & Fanny Cavanaugh and Harlow Wilcox.

FOUR CBS SERIES RENEWED BY G-F

GENERAL FOODS Corp., New York, last week announced renewal of four of its CBS programs, all heard on the full CBS network. Programs renewed effective Sept. 27 are Kate Smith Speaks for Swansdown Cake Flour and Calumet, heard Monday through Friday, 12 noon - 1:15 p.m., and Joyce Jordan, M.D. for La France, Satina and Posts Raisin Bran, also five times weekly, 2:15 - 3:20 p.m.

Oct. 1 is renewal date for the Kate Smith Hour, which returns after a summer hiatus and expands from a half-hour to 55 minutes, Friday, 8-8:55 p.m. for Jell-O and Jello-O pudding. The Smith show renews by G-F, for Post Toasties, and Post Bran Flakes, is Young Dr. Maloney, Monday through Friday 2:21 - 2:55 p.m., effective Oct. 4. Benton & Bowles, New York, handles the latter show, while Young & Rubicam, New York, is the agency for the other three programs.

Elterich Joins Grant

HAROLD N. ELTERICH, former head commercial advertising consultant to the Office of the Coordinator of Inter-American Affairs, has resigned to join the international division of Grant Adv., with temporary headquarters in the agency’s New York office. Previously a vice-president of Gotham Adv. Co., New York, Mr. Elterich at one time owned an export agency.

EDGAR MORGAN, New York used car dealer, is entering radio this fall on Arthur Godfrey’s program on WABC New York, and with the sponsorship of 3 quarter-hour segments weekly of Jerry Lawrence’s news and recorded music program on WMCA New York. WABC schedule started several weeks ago. Contract with WMCA for three programs weekly goes into effect Sept. 6. Account placed direct.

As part of its library service to subscribers, Lang-Worth Feature Programs Inc., New York, has released to 228 station a series of 40 recorded songs by Cliff Edwards (“Ukulele Ike”). The first release has already been sent out and others will be included in the regular monthly shipments.

ALFRED HUMAN, former radio editor, managing editor and president of the Musical Courier magazine, has resigned to devote fulltime to his own organization, heard Monday through Friday 2:21 - 2:55 p.m., effective Oct. 4. Benton & Bowles, New York, handles the latter show, while Young & Rubicam, New York, is the agency for the other three programs.

There’s not another like it!

DIRECT ROUTE TO AMERICA’S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC and New England
Regional Network
Represented by: WEE & COMPANY
New York, Boston, Chicago, Detroit, San Francisco and Hollywood.

THE CREST OF THE WAVES

CFRB, Toronto, broadcasts half the leading sponsored programmes in a key area, fed by three stations. It reaches the giant share of Canada’s richest market! It is, in fact, on the crest of the airwaves!

These are facts to keep in mind when you’re planning your wartime advertising. If you’re wise, you’re figuring on intensified advertising by radio. In all probability you can’t supply the present demand for your product. But you know, as well as the next man, that competition will be redoubled after the war. And that’s the time you want your name to be remembered.

When you’re making your plans for Canada remember half the sets in the Dominion’s richest market are always tuned to CFRB.

1939-40

Toronto

465

Broadcasting • Broadcast Advertising

Page 44 • September 6, 1943

Plugged Kendrick says:

HERE’S ANOTHER REAL BUY
THE MYSTERY CHEF
A Blue Network “Co-op”
Tuesday and Thursday—
1:15-1:30 P.M.
Available now for sponsorship
WRITE OR CALL
FOR COMPLETE INFORMATION
SPOT SALES, INC.
National Representatives

Winn
Louisville
with
Winn
Your
Blue Network
Station in
Louisville, KY.

D. E. “Plug” Kendrick
President and General Manager
G. F. “Red” Bauer
Sales Manager
UNDEFEATED by defense plant opponents, this softball team of WTAG Worcester is composed of station personnel. Standing (1 to r): Dol Brissette, musical director; Ernie Dunlop, Bob Rasling, Ed Lenay, Herb Krueger, commercial manager; Phil Brook, captain; David H. Harris, program manager. Front row (1 to r): Bob Martin, Chick Morse, Margaret Michaud, secretary to Mr. Harris and team manager; Paul Brissette, mascot; Bill Farris, Phil Jasen, coach.

SIDNEY BRECHNER, chief sound effects technician of WJR Detroit, leaves Sept. 15 to become senior sound effects technician with CBS in Hollywood. Brechner won recognition for his work on WJR's Hermit's Cave, a thriller that runs the gamut of sound effects. He joined WJR in 1938 and apart from his regular studio duties was active in lecturing about and demonstrating sound effects in schools of Metropolitan Detroit.

WOR Sales Increase
WOR, New York, reports an increase of 15% in dollar volume sales for the month of August, as compared to figures for the same month last year. Exactly the same increase was found for June, July and August of this year over a similar period in 1942. It's the biggest summer in the station's history, according to a WOR spokesman.

J & J Chicago Spots
JOHNSON & JOHNSON, Chicago (gas mask division) is placing a schedule of 18 spot announcements weekly on three Chicago stations, WEBC, WGES, and WHFC. Copy announces openings available in war production work. Wallace - Perry - Hanly, Chicago, handles the account.

Adm. Halsey on Blue
FROM his headquarters in the South Pacific, Admiral Wm. F. Halsey Jr. spoke August 29 on a BLUE program commemorating 50 years of naval aviation. The signal was picked up by RCA in Honolulu and relayed to the network.

WILLIAM KING, former music editor of the New York Sun and previously drama editor of the New York Post, on Sept. 7 joins the CBS program department. His first assignment will be to supervise the U. S. Rubber Co. Philharmonic Symphony concerts.

Though in 1942 he harvested 39,312,000 bushels of soybeans at $1.55, the Iowa farmer's 1943 quota is 50% higher. He is raising more poultry, too, for it is taking 125 million chickens to meet the state quota of 300 million dozen eggs.

According to Sales Management, "The farmer is doing so well that he is a prime prospect both today and tomorrow (his savings are tremendous)."

According to a recent Ross Federal survey in 29 representative towns, 6 weeks of KMA advertising had 51.4% of the dealers reporting definite sales increases on a deodorant; 30% on an alkaline tablet; 34.3% on a laxative; 40.9% on a headache tablet; 26.9% on a cigarette; 24.5% on a yeast; 24.4% on a "class" magazine!

The point is obvious: for BIG results—fast—in America's richest farm market, you need the right kind of advertising influence. If you're not getting your share, write—right now—for our latest Market Data Brochure!
**Agents**

**William A. Blees**, who joined Young & Rubicam, New York, a year ago as account executive on Consolidated Valley Aircraft Co., has been named vice-president in charge of service to clients of the agency's West Coast offices, with headquarters in Hollywood. Glenhill Taylor continues as manager of the radio department of the Hollywood office, with Robbins Milbank as manager of the San Francisco office.

Edward O. House, formerly assistant advertising manager of the Permutit Co., has joined the production staff of O. S. Tysoe & Co., New York.


Gordon Auchincloss has resigned as a director at D'Arcy Adv., New York, to go overseas on military assignment. He has been director of Your Home Front Reporter, sponsored by CBS by the Illinois Glass.

**William H. Kearns** has been granted a leave of absence as a vice-president of Ted Bates Inc., New York, to join the Navy with a commission as lieutenant (j.g.).

Paul Perry, former continuity director of KGRR Tacoma, Wash., has joined the Western Co., San Diego, as copy writer.

Robert Sterner, formerly associated in creative capacity with McCann-Erickson Inc., New York, recently established his own advertising agency at 617 S. Olive St., Los Angeles, and will specialize in food accounts. Telephone is Vandike 6078.

**Clevenger Moves**

Russell Clevenger, former director of information for the FCC, has resigned as a member of the public relations department of N. W. Ayer & Son to join Albert Frank-Guenther Law agency, New York, as vice-president in charge of public relations department. Mr. Clevenger, formerly the editorial staff of the New York Times, has served the Treasury Department as adviser on tax education, and in 1940 and 1941 he directed the public relations campaign of the broadcasting industry in the controversy with ASCAP.

Lee Marshall, former member of the copywriting staff of Russell M. Mead Co., Chicago, has been inducted into the Army.

**Jill Hill**, former radio director for Schwimmer & Scott Adv. Agency, Chicago, has resigned from that company to work as a free lance writer and producer. He will continue to handle the Camel Little Show.

**Mrs. Cloye Carroll** has joined the staff of George C. Hoskins & Associates, Chicago, as an account executive effective Sept. 1, after seven years in insurance brokerage in Indiana.

**Bob Welch**, former Hollywood producer of Young & Rubicam Inc., on the NBC Jack Benny show, and now with Army Special Services Division, has been promoted to corporal.

**J. Walter Thompson Co.**, Los Angeles, recently moved to larger offices at 821 S. Hope St., Los Angeles; Telephone is Trinity 2561.

**Doris Rader** has joined the radio commercial department of Benton & Bowles Inc. Mrs. Rader was previously with Compton Advertising Inc. and Ted Collins.

**Eunice Powell** has joined the media department of Benton & Bowles Inc. as a space buyer, Miss Powell was formerly with McCann-Erickson Inc.

**Robert Brenard**, overseas press officer of the BBC, has arrived in New York for a several months stay, during which time he will exchange publicity ideas with the New York office of the BBC.


**Expansion** details for Hero of the Week series, which recently started its second year on Blue Pacific stations, occupied this sponsor-agency-network outlet. Shifting time, weekly dramatized program, sponsored by Austin Studios, Los Angeles, portrait photographers, took over a quarter-hour Sunday afternoon spot on Sept. 5. Detail sellers (1 to r) are David Drummond, writer-producer; Mariane Graham, account executive of Glasser-Galley Co., Los Angeles agency; Dorothy West, Coast photographic firm; Dorothy Austin, manager of Austin Studios, and Myron Eiges, Blue Hollywood sales representative.

**Bill Toman** has resigned from the production staff of Biow Co., New York, where he worked on The Crime Doctor and Playhouse, Philip Morris program on CBS, to do free-lancing in radio writing.

William Brooks Smith, assistant to the president of Kenyon G. Rang, Chicago, has been granted a leave of absence to assume active duty in the army.

**New Chicago Agency**

Midland Adv. Agency, Chicago, has been formed, with Edmund Deus, former account executive with the public relations office of Joseph W. Hicks, Chicago, as manager. Mr. Deus was previously advertising manager of Merchants Distilling Co., Baltimore, and served in the same capacity with the Bismarck Hotel, Chicago. Accounts of the new agency include Carter Distilling Co.; Madison Restaurant Co., restaurant and importers; and U. S. Sales Co., importers; all of Chicago. No radio is planned for these accounts at present. Address of the new agency is 1400 Midland Bldg. 176 West Adams St., Chicago.

**Another Grant Office**

Plans for another South American office of Grant Advertising, Chicago, before opening London and Canadian branches, are now under discussion, according to Will Grant, head of the aspirant globe-girdling agency. Mr. Grant, whose offices have opened successfully in Dallas, Chicago, New York, Mexico City, Monterey, Rio de Janeiro, Sao Paulo, and on Aug. 9, Buenos Aires, said he expects to establish other offices in South Africa, China and India following international hostilities.

**Lee de Forest**, "father of radio" and inventor of the three-electrode tube, celebrated his 70th birthday Aug. 26 in traditional fashion by climbing the 14,496-foot high Mt. Whitney, California. With some 30 radio devices to his credit, de Forest's latest invention is a "black-out" box with which lights of an entire city can be blacked out instantly and automatically from a central station.

BROADCASTING • Broadcast Advertising
FCC Sets Up Its Own Publicity Office In House Office Building for Handouts

THE HOUSE Select Committee inquiry into the FCC, which has been studied in inves- tigations and unorthodox happenings, reached a new climax last week, when the FCC set up its own little office outside the House Committee hearing room to control the charges made during the inquiry.

Many a newsman's eyebrow has lifted over the manner in which publicity has been handled by the FCC since the inquiry began July 2. It has turned out to be a battle of press releases and news conferences. The FCC has taken the position, stated to the Committee several times by Charles R. Denny Jr., its general counsel, that it can't wait "six months" to answer the committee's charge, and therefore employs the press-release and news conference technique.

**FCC's Own Office**

With return of the hearings to Washington last Monday and Tuesday to cover the so-called "draft deferment" case, the FCC established its own office outside the sumptuous Banking & Currency Committee hearing room in the New House Office Bldg. A battery of file cases, which apparently included the personnel records of the Commission's staff, was set up in the ante-room. On duty was a stenographer, with her own typewriter and other gear.

In addition to the FCC department heads, including Mr. Denny, E. K. Jett, chief engineer; George Sterling, assistant chief engineer in charge of R&D; Robert D. Leight, chief of FBIS; Peter Shuebruk, assistant to Chairman Fly, and officials of its personnel section, a half-dozen FCC secretaries were present to look up the jackets on each individual case cited. Then the information would be imparted to the press following the session. In a number of instances, as cases were cited in testimony, a voice would be heard from the FCC table declaring that the man in question was in the service or that the facts were at variance with the testimony.

Two "formal" news conferences were held by the FCC in the House Office Bldg. during the two days of hearings, Monday and Tuesday. There was an "informal" conference following adjournment on Tuesday. At these conferences Chief Engineer Jett and General Counsel Denny, flanked by other department heads, sought to justify each individual case of draft deferment cited by Cox Committee counsel. These conferences were in addition to the series of formal press releases issuing from the FCC and quoting Chairman Fly, refuting every allegation and denouncing the Committee in strong language.

Can't Wait Six Months

Earl Minderman, appointed as the FCC's information chief last month, was present at all the Washi-
Cox Probe Portends Action
(Continued from page 7)

Mr. Walker examined Ray Converse, committee investigator, on any luxe he had made of FCC files, procured by subpoena or otherwise. Mr. Reilly in similar fashion interrogated Harvey Walker, another committee attorney examiner. Walker, who had made similar investigations.

Citing a summary of FCC activities in clearing draft deferments, Mr. Walker declared that there were 391 cases in which the Commission had procured occupational deferments, according to the committee's investigations. Chairman Fly, he said, used a figure of 271. Even if the latter figure were used, he said, the records procured from the FCC itself show that 179 men, or more than 60%, had been trained in the military service. If the figure of 391 occupational deferments were used, he said, it would amount to well over 40%.

Recalls Citation of Alleged War Activities

Mr. Walker recalled that Mr. Garey, in his opening statement to the Committee July 2, had cited as one of the issues the charge that the Commission, in furtherance of its "alleged war activities" had drawn to its use manpower and critical materials from the limited resources available and needed by the armed forces and had "procured the exemption from military service of a large number of persons not entitled thereto." He said the evidence adduced at the hearings substantiated that charge.

Throughout the proceedings, both Mr. Walker and Mr. Reilly charged that the methods used by the FCC in procuring deferments and in claiming indispensability constituted a "deliberate fraud and misrepresentation." Several times testimony of Chairman Fly last Monday before the House Military Affairs Subcommittee (Costello Committee) on draft deferments was cited in the effort to show that the Committee had followed a course contrary to that outlined by Mr. Fly. Mr. Fly, he said, had testified that the FCC did not attempt to acquire men of draft age, whereas the testimony adduced indicated that many of those for whom deferment was sought and procured were either 1-A or slated for 1-A by their draft boards. Similar accusations of "untrue" statements were made by Messrs. Walker and Rilly against Robert D. Leigh, Chief of FBIS, in testimony before the Costello Committee. It was contended that FBIS procured deferments for a number of members of its staff, who were not engineers, on grounds of irreplaceability.

In defense of the FCC, aside from the statements issued by Chairman Fly, General Counsel Denny and Chief Engineer Jett advised reporters covering the sessions that in practically all cases the men for whom deferments were sought had technical background and training. In most instances they were former amateurs. Moreover, it was said, the Commission's policy had changed last March, after the President had issued a directive on government draft deferments, and that the Commission's "Agency Committee" now possessed all draft requisites. It was argued that at the time Chairman Fly appeared before the Costello Committee the policy was as he had stated it, but that it was changed shortly thereafter.

At the Tuesday session, testimony was adduced to show that the Commission sought draft deferments for 27 employees within 10 days after they went to work, and for 58 within 30 days. There was even testimony showing the Commission had sought draft deferment for men before they actually reported for work. In all cases, it was contended, the FCC based its requests for deferment on the ground that the particular men were engaged in unique war work of a character which the President had held warranted their deferment from military service.

Deferments Sought For 27 Employees

In many of the cases deferments were sought for men in the age brackets between 18 and 35, most of whom were single and without dependents. Few had previous records of professional experience in radio. In several instances there were adverse reports from FCC interviewers and examiners on their ability as radio operators.

Much was made of the fact that Chief Engineer Jett had recommended to the Commission that radio operators, after six months service, be changed in status to "junior monitoring officers" because it was felt draft boards would be impressed by the title.

The FCC adopted this recommendation.

At the outset of the hearings Monday, Mr. Reilly cited correspondence indicating that the FCC had sought draft deferments for 1069 of the Commission's 1098 male employees, described as highly skilled technicians. He agreed with Commission Counsel Denny, however, that the required authority from the White House was needed for only some 218 of the men listed, since the others were either over age or given deferred classification because of family status or occupation. Throughout the proceedings it was contended by Committee counsel that the Commission went to extreme ends in getting deferments and that the experience and ability of many of the registrants were exaggerated.

Radio Amateurs Qualified for FCC

Investigator Walker, under questioning by Mr. Reilly, cited some 66 cases in the Commission's occupational deferment files in his first appearance on the stand. He declared that the background of two dozen of these employees included such occupations as barber, baker, cook, musician, lumberjack, haberdasher, salesmen, beekeeper, podiatrist and just about everything other than radio. FCC spokesmen, however, contended that practically all of these men were amateur radio operators and qualified from that standpoint. It was claimed that their avocation as amateurs became their vocation with the FCC.

Chairman Fly also berated the Committee in this regard in his first press release, asserting that it was unfair to belittle these men by not citing their radio qualifications. He declared that, if such men were required to enter the armed forces before qualified replacements could be obtained, all civilian and governmental radio activities would have to close down.

In a press release issued Monday, while the hearings were in progress, the FCC released an
The Only BLUE Network Station Serving
the rich important U. S. 34th Metropolitan District

WFMJ
Youngstown, O.

IN HONOR of his 20th year of broadcasting with WFBR Baltimore, Stewart Kennard (l), special events director, is presented with a clock by Harold W. sense is elder, vice-president of the station.

analysis of the draft deferment situation in the Commission. It said that of the 1468 male employees of the entire Commission, not one of the 242 in the accounting, administrative or law department is deferred. Of the 1020 males in the engineering department, 293 were deferred on occupational grounds. Thus, it claimed, only 249 of the 1020 men in its engineering department have occupational deferments “in the true sense”.

Of 206 male employees in the FRIS, 44 are deferred on occupational grounds and of these only 22 “in the true sense”. The total number of draft deferments in the entire Commission on occupational grounds in the true sense is 271”, the FCC announced. On the other hand the announcement said more than 300 of the FCC’s employees are serving in the armed forces.

Appointments Made Through Civil Service

At the Tuesday session, likewise marked by frequent colloquies between FCC and committee counsel, citations were given of a series of cases in which deferments had been requested. In certain “typical” cases the names of those deferred, together with their background and dates of employment by the FCC were cited. It was in these cases that committee counsel contended the FCC was not far behind the president in intention in procuring deferments by exaggerating the importance of the individuals and citing their “irreplaceability”.

Committee Counsel brought out that Mr. Fly, in his testimony last March before the Costello Committee, had stated that 391 members of the FCC staff had been occupationally deferred, as against the figure of 271 occupational used by Mr. Fly in his Monday press release designed to refute comments made that morning.

Mr. Reilly, in reading Mr. Fly’s testimony before the Costello Committee, brought out that the Chairman then said that something more than amateur standing was required by the FCC for its technical employees and that the appointments were made through the Civil Service Commission and from private life. The Commission records revealed, Mr. Reilly continued, that draft age men of only amateur standing were appointed without regard to their draft classification. Beyond that, he charged, the qualifications of these men were “misrepresented” to their draft boards in applications for deferment and, in many instances, where appeals were taken from draft board actions.

Chairman Miller said he thought that where there was clear cut indication that men were seeking to evade the draft, he thought the FCC should be placed in the record. Mr. Reilly said that the files revealed that there was a “deliberate flouting into the FCC to avoid induction” and, in the course of his examination, cited instances where the candidates for jobs with the FCC sought Commission intervention in their behalf. In several instances appointments to the Commission staff as “radio operators” promptly were forthcoming, with appeals taken in cases where the local boards did not authorize deferment.

Claim FCC Overran Presidential Intentions

Such terms as “trickery and falsity” were used by Mr. Reilly in describing the alleged tactics of Chairman Fly in seeking draft deferments for technical employees through authorization of the President. After the FCC had been notified of the Presidential order that deferments be sought only for those who had “unique” training and who were “irreplaceable”, Mr. Reilly charged the Commission used this device indiscriminately in seeking deferments of draft age men, even though they were not included in what he had described as the list sanctioned by the President.

In these letters to draft boards, the Commission frequently stated that the case of the registrant was one that individually had been passed on by the President”, Mr. Reilly charged. These men, with no practical radio experience, save that of amateur status, he said often were described as “skilled technical employees” who had been trained by the FCC at Government expense. Such “training”, he said, in many instances varied from one day to a few months. It was this type of employee who the FCC said could not be replaced by older men or women.

The last case cited by associate general counsel Walker at the Tuesday hearing, related to an individual whose name was kept off the records who had served an enlistment of three years in the Army. This man had told his draft board that he was not “compatible” with the Army’s way of life nor proud of having worn its uniform. The draft board chairman had expressed grave doubts to the Commission about this man’s “Americanism” and reported that his case had been turned over to Carter Replacement

CARTER PRODUCTS, New York, on Sept. 5 discontinued sponsorship of the Judy & Jane recorded series on 15 West Coast stations, and replaced it on the same stations with spot announcements. This brings the total number of stations carrying announcements for Carter’s Little Liver Pills to 106. Agency is Ted Bates Inc., New York.

National ADVERTISERS and New York’s numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

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

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

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Your Best National Spot Buy . . .
the FBI. Despite this, Mr. Walker contended, the FCC sought occupational deferment for this man.

**Fly Says Fair Play 'Kicked Around'**

Chief Engineer Jett afterward explained that he thought the man ought not be pre-judged and that in a letter he sent the Commission he stated he was opposed to "gambling and cursing" in the Army. The man, Mr. Jett added, had studied for the ministry. Mr. Jett at one time served with the Merchant Marine.

Getting in the last word on the draft deferment phase, Chairman Fly last Wednesday—a day following the adjournment of the proceedings—issued another press release covering six single-spaced pages. He said the American ideal of fair play "took a terrible kicking around" at the preceding day's hearings when the Cox Committee made public the names of 39 employees in the Commission's Engineering Department who had been notified and the Commission had failed to permit the Commission to put in the record the full facts concerning them".

Mr. Fly said the Costello Committee had established the precedent of not making public the names of deferred government personnel because it obviously was conscious of the danger of "unjustly tagging as draft dodgers persons who because of their special skills had been called upon to serve their Government in a civilian capacity". The Cox Committee, he said, disregarded this "salutary precedent and then added insult to injury by telling only part of the story and refusing to permit the Commission to tell the rest".

**In Fairness to Men Fly Issues Facts**

In fairness to the individuals, Mr. Fly said, he was releasing brief summaries of the pertinent facts as to each of the 39 cases which the Costello Committee made public. Ten of the men, he said, are in the military service, and four are awaiting induction. Another nine are on duty with the Commission in Hawaii, eight of whom have the "unique ability to receive the Japanese Kana Code which has three times as many characters as our alphabet". The other 16 were said to be assigned to the Commission's monitoring stations throughout the United States.

Eleven of the total were not subject to the draft when employed by the Commission in Hawaii, eight of whom were engaged in "outstanding radio qualifications for the Commission's work", he said. Names of the 39 employees covered in testimony before the Committee were enumerated in the Fly press release, together with a brief summary of their background and present status. The names were as follows:


C. E. HOOPER Inc., New York radio research firm, has enlarged its New York office to 10 E. 40th St. to the 19th floor.

**Fly in Condenser**

**ORDINARY house fly buzzed into the plate of condenser at WNBC Hartford and stilled the station for 19 seconds. Why? The condenser monitor Harry Wrasko found the short circuit, he immediately set up in motion an auxiliary transmitter. Later he discovered the fly, of which there was little left, after 8,000 volts had hit him. In a word, log, Wrasko set own explanation for interruption cryptically as "Fly in the condenser".

**Wyeth Chemical Cited For Wordng of Claims**

IN A CASE paralleling that of Miles Labs, Elkhart, Ind., and other manufacturers of proprietary products, Wyeth Chemical Co. of Jersey City, and Glen Blackett and Glen Sample, of Blackett-Sample-Hummert, its advertising agency, were charged with failing to include in advertising for Hill's Cold Tablets cautionary warnings against use of the preparation in "greater amount or greater frequency" than recommended in the advertisements.

Claims for the product made on the radio and in other media are alleged to be exaggerated and deceptive, especially in view of conditions which it is charged may result from use of the medicine in dosages over that recommended in advertisements (see story on page 38).

**Filider Clipped**

OVER-RIDING warning o network officials, Jimmy Filider, Hollywood commentator, used certain disputed script material during Aug. 29 broadcast of his weekly half-hour program on BLUE stations, and as result was cut off the air for a 12-second Intermission. Disputed item had previously been ordered out by Don Gilman, BLUE Western division vice-president, on grounds that it would put the program to unfavorable light. Mr. Gilman indicated that the film industry would be prosecuted against speculative gossip. Filider is sponsored by Carter Products on BLUE stations.

**Pond’s Program Repeated**

LAMONT CORLISS Corp., New York, is supplementing its spot announcement schedule, and sponsor of Elkton’s, "Charm Counselor", for Pond’s Cream on six Pacific Coast CBS stations, Sun. 9:9-11 a.m., with a recorded repeat of the program on WOR New York. Recorded series started Sept. 4 in the Saturday, 5:45-6 p.m. period. Agency is J. Walter Thompson Co., New York.

**Gertrude Pry’s**

FOLLOWING an illness of eight months, Gertrude Pry’s, 47, died at her Chicago home Saturday, Aug. 28. Mrs. Pry’s was the collaborating writer with Irma Phillips of the Chicago Record. She is survived by her husband, J. Edward Pry’s.

**ANNUAL outing of the NBC Athletic Assn., held at Olympia Fields country club near Chicago last Thursday, Solar. 10-12, and the association and its guests participated in golf, riding and swimsing. A steak dinner at night was followed by dancing and cards.

STAFF members of WENR, Chicago, and the BLUE central division held an outing at Knollwood country club near Chicago, Sept. 2. Some 100 participants enjoyed golf, swimming, and a steak fry.  

Page 50 • September 6, 1943  BROADCASTING • Broadcast Advertising
Starting September 9th, your Government will conduct the greatest drive for dollars from individuals in the history of the world—the 3rd War Loan.

This money, to finance the invasion phase of the war, must come in large part from individuals on payrolls.

Right here's where YOUR bond selling responsibilities DOUBLE!

For this extra money must be raised in addition to keeping the already established Pay Roll Allotment Plan steadily climbing. At the same time, every individual on Pay Roll Allotment must be urged to dig deep into his pocket to buy extra bonds, in order to play his full part in the 3rd War Loan.

Your now doubled duties call for these two steps:

1. If you are in charge of your Pay Roll Plan, check up on it at once—or see that whoever is in charge, does so. See that it is hitting on all cylinders—and keep it climbing! Sharply increased Pay Roll percentages are the best warranty of sufficient post war purchasing power to keep the nation's plants (and yours) busy.

2. In the 3rd War Loan, every individual on the Pay Roll Plan will be asked to put an extra two weeks salary into War Bonds—over and above his regular allotment. Appoint yourself as one of the salesmen—and see that this sales force has every opportunity to do a real selling job. The sale of these extra bonds cuts the inflationary gap and builds added post-war purchasing power.

Financing this war is a tremendous task—but 130,000,000 Americans are going to see it through 100%! This is their own best individual opportunity to share in winning the war. The more frequently and more intelligently this sales story is told, the better the average citizen can be made to understand the wisdom of turning every available loose dollar into the finest and safest investment in the world—United States War Bonds.

BACK THE ATTACK With War Bonds!

This space is a contribution to victory today and sound business tomorrow by BROADCASTING
Spot Sales Made

AMP Disc Agents

Will Sell Recorded Program Service, a New Departure

IN AN UNPRECEDENTED arrangement combining two forms unknown in the broadcasting industry, Associated Music Publishers Inc. has appointed Spot Sales Inc., station representative above. Spot Sales, as sales representative for its transcribed library service, Associated Recorded Program Service. Announcement of the new working affiliation was made Friday by M. Finney, AMP representa-

dent, who described the arrangement as "marking a major departure from the former narrow scope of operations of both stations based on station needs," the announcement stated, adding that Spot Sales, which now has offices in New York, Chicago and San Francisco, has started negotiations for additional offices.

RADIO CROSS SEEN AS 318 MILLIONS

ADVERTISING is swamping the press and radio and a $2,000,000-

000 total is seen for the year ac-

cording to an article in the Wall Street Journal, Sept. 3, by Samuel Shane. According to Mr. Shane the advertising for this year would top the 1929 record if there were more paper and space for the press and more hours in the day for radio.

Great volumes of institutional advertising are swelling the reve-

nues of the four major networks, with station business jumped 26.1% over 1942, it is stated. The indicated total for this year's gross billings is $318,500,000 compared to $274,-

200,000 last year. Gains for the first seven months of this year show BLUE, 66.5% CBS, 21.4%; NBC, 19.2%; and NBC, 16.1%, ac-

cording to the article.

BROOKS, Chicago (Candy) last week started a varied weekly pro-

gram of three to six announcements and five-minute transcribed programs on WATIC WCFL WLJ: WEDO WHFC, all in Chicago, and W45B, W45C, W45D, W45P and W45W, which attract workers to the factory, may be explained later. Fresha, Fellers & Fresha, Chicago, is agency.

GE SPOTS ON FM

One-Minute Announcements

On 16 FM Stations

ELECTRONICS DEPT. of General Electric Co. is sponsoring a series of one-minute announcements on 16 commercial FM stations three times a week, during which time theGE radio is playing on the battle front and explaining that GE military radio is now paving the way for the company's regular post-war equipment. The announcements, accord-

ing to Headley, who is in charge of the electronica department, indicate GE's continued support of FM broadcast-

ing.

Stations carrying the announce-

ments are: W65H, Hartford; K46LA, Los Angeles; W41MM, Winston-Salem; W81R, Rochester; W43B Boston; W39B Mt. Washington; W45D Detroit; W56M Milwau-

kee; W60C, Milwaukee; W55P Philadel-

phia; W47A Schenectady; W47NY W67NY New York.

CIO Denied

(Continued from page 9)

the alleged inconsistency in the as-

sertion of the indivisibility of the balance sheet that all the items reflect "the true accurate and complete financial condition of the person . . . at the date shown above" (April 10, 1943).

Criticizing the assertion in the balance sheet that no asset was ac-

quired in any other manner than "through purchase with funds ac-

quired in the ordinary course of business", by "issuance of capital stock" or by "issuance of evidence of indebtedness shown on the balance sheet ", the declaration cited a "strain on human credulity" that the cash could have been ac-

quired in the "ordinary course of business" since the ABS had only 100 shares at $10 par value last March.

Of a "like strain", says Mr. Koehne, is the $4,000,000 listed on the ABS balance sheet that all the items reflect "the true accurate and complete financial condition of the person . . . at the date shown above" (April 10, 1943).

The court noted that the cash could have been acquired in the "ordinary course of business" since the ABS had only 100 shares at $10 par value last March.

The proposed transfer, the peti-

tion asserts, is "in furtherance of such hindering . . . of recours to justice", and prays the Commission withholds approval of the transfer "until substantial protec-

tion of creditors of BLUE Network be afforded."

Injunction Refused

(Continued from page 9)

that because of the representations made and his fear of their being carried out, he unwillingly sold the station to the defendant."

No Satisfactory Denial

Judge Peck continued: "There is no satisfactory denial in the de-

fendant's answer, and the alleged representations were made by his attorneys, and there is no apparent reason why the defendant, who paid a finder's fee to a broker for bringing the availability of the station to his attention and then requested the broker not to partic-

ipate in the negotiations, should have engaged these particular lawyers to make the sale, ex-

cept for the impression which these lawyers would likely make upon the plaintiff."

The trouble with the plaintiff's case, on the other hand, is that he knew all the elements of the fraud, except the participation of his employees, and he suspected that, before he transferred the station, and still had waited two-and-a-half years before seeking a resci-

pition . . . The law is clear that an action for rescission of a scale must be brought promptly after discovery of the fraud."

The suit to rescind the sale of WMCA to Mr. Noble will be heard early in the fall term of the New York Supreme Court, Mr. Handel-

man said. He added that some of Mr. Flamm's allegations may come up during the FCC hearings on the sale of the Blue Network to Mr. Noble, scheduled to begin Sept. 10, as these charges reflect on Mr. Noble's fitness to own and oper-

ate a network.

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BROADCASTING • Broadcast Advertising
'Loosening Up' of War News Indicated After Davis' Meeting With President

WAR NEWS from the military services will be loosened up a little, President Roosevelt indicated last week after a meeting with OWI Director Elmer Davis, Secretary of the Navy Knox, Assistant Secretary of War John J. McCloy and James C. Dunn, political advisor to Secretary of State Hull.

The President gave no details, but it is believed that the prompt release of stories on the Marcus Island attack by the Navy indicates something in the way of a policy change.

Leaving the meeting with the President Mr. Davis said that progress had been made toward better coordination of news. The releases of the Army, Navy and State Departments have been handled independently of OWI unless other agencies have been involved, in which event they have been cleared through OWI.

Mr. Davis met the President on August 30, preliminary to the next day's meeting with the other prominent heads. It was his first conference with Mr. Roosevelt in several weeks. Asked why he did not go along to the Quebec meeting with Prime Minister Churchill, he said he saw no need to go and wasn't asked.

Linked to Resignation

The "loosening up" announcement recalls the recent resignation of Nicholas Roosevelt, who had been the liaison of OWI with the War and Navy Departments, and who worked for nine months to get the cooperation that would have made possible a better news and public relations job on military developments. Mr. Roosevelt, leaving the job he had taken, he had to serve, wrote Mr. Davis that "so long as the relations of the OWI with the War and Navy departments rest solely on a basis of petition and suggestion, you, and only you, in the OWI can do anything further to improve the public relations policies of the Army and Navy.

Mr. Davis emphatically denied rumors of his resignation and reportedly that the Office of Strategic Services would take charge in OWI's Overseas Branch. He expressed "disgust" at the persistency of the rumor and added that one columnist has had him resigning every other day.

Venting his anger at Rep. Ditter (R-Pa.) for his remark that OWI had violated its "probation" through recent "fumbles," Davis remarked, "There was no probation involved. Our enemies in the House wanted to destroy the OWI Domestic Branch, but when they found it would incur too much political opprobrium they tried to defame us and failed."

"They did manage to give us a pretty hard wallop," he added. "And now it takes a lot of ball to talk about probation." When a reporter boasted that Davis did not look "softerened up" by the Congressional action, he retorted, "You bet I'm not softened up."

Two New CBS Stations Bring Net Total to 139

WITH announcement that KTBG, Austin, Tex., has joined CBS and that WGAU, Athens, Ga., will shortly be operating under similar auspices, the network stated last week that it now totaled 139 outlets, including its member stations in Canada, San Juan, and Hawaii. Contracts have been signed between the network and these stations, but wire lines have not yet been made available for five of the new affiliates.

KTBG, which will be a member of the special supplement to the CBS affiliate group, operates fulltime on 1000 w day and 250 w night power, on 890 kc, calls WSH, built by 250 kc. It is owned by State Capitol Broadcasting Assn. WGAU, to become a CBS affiliate station, is owned by J. K. Patrick Co., and operates fulltime on 1340 kc, 250 w.

ARCHBISHOP SPELLMAN will speak over WOR, New York during Aug. 9, 9:15-9:30, n.m., in behalf of local war bond rally in conjunction with the Third War Loan Drive to begin on that day.

ETHEL SMITH, organist featured on the CBS Your All Time Hit Parade, has a dancing-singing role in the MGM film, "Holiday Inn," which stars Red Skelton and other radio personalities.

WBNX, New York, has acquired the special AP radio wire of Press Assn., New York.

NAB Districts Appoint Engineers to Committee

APPOINTMENTS to the NAB engineering committee have been made from ten districts with seven yet to choose their representatives. The growing shortage of technical personnel and other critical materials, such as transmitting tubes is expected to require the early attention of the committee.

Those who have been named to date are: Dist. 1—F. M. Sloan, chief engineer, WBZ-WBZA; Dist. 3—T. C. Kenner, chief engineer, KDKA; Dist. 4—B. M. H. Blau, chief engineer, KKAO; Dist. 5—G. E. McFerran, chief engineer, WWSB; Dist. 8—A. Freidenthal, chief engineer, WJR; Dist. 10—Henry E. Goldberg, WHB; Dist. 11—S. S.(png), chief engineer, WKNX; Dist. 15—Joseph Kolesar, chief engineer, KMO.

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British Study U.S. Radio  
(Continued from page 7)

"mediocre" with the news bulletins the chief exception. Few of the
competition are "really funny", the average standard of the musical
programs is not high, the talks are
almost without exception banal."
I am partly to myself in this
production, and to the difficulty of
finding enough to put on the air for
17 hours a day. "This might excu-
sce a low average, but not the
absence of anything outstanding.

After citing the difficulties inher-
ent in operating a government
monopoly, The Economist said the
BBC "exhibits all of the vices that
might be expected from a state-
run cultural institution", but add-
ed that BBC should not be blamed
because it is "doing its best". BBC
is a "compromising body" because
of the element of "political con-
trol", states the article. If the
test of a broadcasting system is
the excellence of its programs, the
prescription should be not more
public control, but less, it was con-
cluded.

Competition Required

To continue with the present
system, according to The Eco-
nomist, "would be to condemn broad-
casting to the fate that would have
attended the press if, from its birth, it had been nationalized.
* * * There will be no excellence
without competition."

Calling for a separation of the
"foreign broadcasts" from "home
programs", the article said the
qualities chiefly lacking in the lat-
ter are "life and variety". Part of the
remedy lies in encouraging the
growth of personalities on the air,
"instead of doing everything possi-
ble to prevent it". Individual broad-
casters should be allowed to do their
best interests to please, if neces-
sary to annoy—but, above all,
to get some positive reaction out of
their unseen audience, instead of
being neutral voices reading scripts
from which anything is elided to
offend anybody has been carefully
removed.

Reaching the question of a pos-
sible turn to some variation of the
"American Plan", The Economist,
continues:

"One obvious question is whether
the financing of broadcasting by
advertising would achieve these re-
results. The chief example of this
system is in the United States,
and American broadcasting has
much more to be said for it than
might be thought on a priori
grounds. It certainly has life and
more variety than the BBC, and
the advertiser's influence does not
drag the programmes down to the
lowest common denominator. But,
on analysis, the virtues of Ameri-
can broadcasting are not due to its
advertising sponsorship (except
perhaps in respect of the ample
funds that are thereby made avail-
able to the programme-builder) so
much as to the fact of competition.
The four big networks compete
most fiercely and directly for the
listener's and the advertiser's fa-
vour; and both liveliness and va-
riety are due to that. Competition
might achieve them without adver-
sicising—advertising without com-
petition certainly would not.

Best of Both

"The future basis for British do-

cestic broadcasting should, there-
fore, be one of license-financing
combined with competition, thus
including the best features of both
the present British and American
system. If license revenue alone
cannot provide adequate funds, then
(and then only) a certain mini-
imum of advertising might perhaps
be admitted. But the essential thing
is to secure competition, which would not reas-
cue the BBC from its present ex-
posed position and remove the
causes of timidity, but compel at-
tention both to life and to variety.

"This result would not be diffi-
cult to achieve. Let the state own
the physical apparatus (whether
by radio wave or by wire) and ap-
portion its use to the competing broadcasters on an equitable basis.
Let, say, three competing pro-
game companies be chosen. If
more than three otherwise quali-
fied groups offer, let there be a
competitive bid for the right to
use the physical facilities. Let the con-
tract include conditions which
would specify the hours of broad-
casting and the number and type
of separate programmes to be
transmitted. Let 25% of each list-
er's fee go automatically to each
of the programme companies.
Let each listener, on paying his fee,
nominate one of the three com-
paines to represent him on his
fee. These details are, of course,
only illustrative of a gen-
eral principle, by which the inter-
ests of the state could be combined
with a healthy liberty of develop-
ment for the youngest art."

New BBC Yearbook

ACTIVITIES of the British Broad-
casting Service in 1942 are re-
briefly in the 1943 BBC Yearbook,
recently issued. In addition to a
reviewing the year's broadcasting,
and listing some notable programs,
the Year Book contains special
articles by British authorities, one
of which is by Edward R. Murrow,
European director for CBS, ongetKey
BROADCASTING • Broadcast Advertising

Blue Names Feldman

ARTHUR FELDMAN, special
event correspondent for the BBC
for several months, has been ap-
tonated special features reporter
for the BLUE in London, accord-
ing to an an-
ouncement by G. W. Johnstone,
BLUE'S director of
news and special fe-
tures. Mr. Feldman will as-
sist George Hicks,
manager of the BLUE'S London
office, and will
temporarily take over as manager
when Hicks visits the Allied Force
Headquarters in North Africa.
Prior to working with the BBC,
Mr. Feldman was assistant
director of special events at NBC.

Graham Campaign

GRAHAM Co., New York, packer
of mixed nuts and over 26 varieties
of dried vegetables under the Red-
row brand name, through its new-
y appointed agency Emil Mogul
Co., New York, has launched an ex-
tensive campaign, employing ra-
dio, in principal cities in the east-
ern half of the country. Plans for
future national distribution of Redrow products are being formu-
lated. Graham will divide its 1945
advertising appropriation between
the Mogul firm and Commercial
Radio Service, New York, agency
already handling its account. Firm
has signed a 26-week contract
for participations on WOR, New York,
starting Sept. 7, through the lat-
er agency.

Pinheurth Answer

R. L. SWAIN Tobacco Co., Dan-
ville, Va., maker of Pinheurth ciga-
rerettes, has denied Federal Trade
Commission charges of misrepre-
sentation, in alleged claims for
soothing properties and absence of
irritating effects of its cigarettes,
asserting that its statements are
ture, with the exception of the ad-
vertisement "The cigarette the do-
cor smokes", which it admits could
be misleading and which has been
discontinued.

HAROLD FLEMMING, NBC com-
mentator, and financial editor of the Chris-
tian Science Monitor, is the author of
an article on the financial aspects of
the war, appearing in the August is-
sue of Read magazine.

"WFDF Flint Michigan says
there's a tank corps driver home on
a furlough."
**TURNER REPLACES TERRILL AT FCC**

**Former Assistant Becomes Chief of Field Division**

GEORGE S. TURNER, assistant chief of the Field Division of FCC since 1940, has been appointed chief of the division, replacing William D. Terrell, who retired from Government service last week after 40 years outstanding work in the field of communications. Turner joined the Federal Radio Commission in 1931 as radio inspector in charge at Atlanta, coming from the Department of Commerce where he served from 1924 to 1931 as radio inspector and assistant radio supervisor of the Radio Division.

During World War I he was a radio inspector at the Great Lakes Naval Training Station and was later commissioned Ensign in the Volunteer Naval Reserve. After the war Mr. Turner became the original radio operator-engineer at 9XAB Kansas City, one of the first experimental radio broadcast stations in the middle west. He worked for the Southwestern Bell Telephone Co. in Kansas City before moving to the Commerce Department.

A native of Independence, Mo., Mr. Turner has the degree of bachelor and master of law from the Atlantic Law School in Atlanta. He is a member of the Georgia Bar and the Institute of Radio Engineers.

**HEADS 3RD LOAN RADIO**

A. N. STEELE, vice-president and radio director of D'Arcy Adv Co., has been placed in charge of production for the various radio programs to be broadcast during September in connection with the Third War Loan Drive. Mr. Steele who will work from the New York offices of the Treasury Department, handles for D'Arcy the various Coca-Cola programs and the Owens-Illinois Glass Co. show on CBS, titled Your Home Front Reporter.

**NEW HOOPER RATING**

RADIO sets-in-use in the two-week period from Aug. 15 to Aug. 30 scored a rating of 21.3 in the C. E. Hooper national program rating report for Aug. 30, 15 over the last Hooper report as well as for the same period a year ago. First place in the list of "First 15" goes to Mr. Director Attorney with the first half-hour of Kay Kyser's program in second place, and Your Hit Parade third. Others in the group in order are: Durante-Moore-Cugat: Take It Or Leave It; Screen Guild Players; Bing Crosby; Joan Davis-Jack Haley; People Are Funny; Gabriel Heather (Mon.-Wed., Fri.), Fuzz & Sugar (Mon.), Tex, Tommy Riggs; Judy Canova Show, and Waltz Time.

**KELLOGG SPONSORS KIERNAN**

IN ADDITION to sponsoring Gilbert Martin, news commentator on the BLUE, Monday through Friday, 11:30-11:45 a.m., Kellogg Co., Battle Creek, Mich., is sponsoring Walter Kiernan, news commentator, in the same time on WMAL, the BLUE's Washington outlet. Kellogg promotes Gro-Pup Dog Food on the latter program and on 104 BLUE stations carrying the Martyn commentaries. Kellogg All Bran is promoted on the remaining 50 southern stations of the network. Agency is Kenyon & Eckhardt, New York.

**WILLIAMS DISCONTINUES**

J. B. WILLIAMS Co., Glastonbury, Conn., sponsor of the True or False quiz session on the BLUE since 1938, will not resume the program in September as originally planned when it scheduled The Adventures of Nero Wolfe in its Monday 3:30 p.m. spot as a summer replacement. The latter mystery show will be discontinued on the BLUE after Sept. 27 broadcast. Agency is J. Walter Thompson Co., New York.

**BAILLIE REVIEWS TOUR**

HUGH BAIIIE, president of United Press, in a radio address on NBC Aug. 31, described his recent tour of the war fronts, pointing out that war correspondents he saw in the field were risking life and limb in the front lines to bring the world a first-hand account of World War II. Mr. Baillie told about the high morale of American soldiers in England and North Africa, and related some of the high points of the Sicilian invasion.

**GRID DISC FORECASTS**

BECAUSE of the shorter football season this year, Touchdown Tips, network series of football forecasts by Stan Haynes, will consist of 10 instead of 13 programs. This year the program will be recorded simultaneously in Hollywood, Chicago and New York, so that each station will receive the transcriptions well in advance of the day for which they are scheduled. Eight former subscribers to the series, now in its fourth year, have already signed for the 1943 discs. Stations are WMAM, WNOE, WIPHI, KOHI, WJIKC, KVOB, WED.

**WIBW TOPEKA**

MONEY TO BURN

Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
Page 36 of 60

May Margaret Wyllie
Walter Thompson Co.,
Chicago, Illinois

Dear Miss Wyllie,

They tell me that even the Fuller
Brush man doesn't go around ringing
dee-dahs on this valley be-tween 5:00 and 7:00 in the
afternoon. And for good rea-son, too, for
that's when "Miss 820" is con-ducting a
Friday session of her "WGN 5
month-plans don't want to go to bed then, when the "820 Club"
is on. 28,689 is the exact number of
signed-up members who agree to listen
as well as buy the sponsored
merchandise.

The show is a variety with a war-
tune and a mostly slanted house-
wife. It takes in home recipes and
a housewife's opinions, hints, and the
terrible. Recipes mailed in are read, and
every letter is acknowledged over the
air with a big play mention of names. Every Friday the members them-
selves or their children mail in some
lively show, and you wouldn't believe
the number of ladies who've been named after "Miss 820." The show carries the vessels, or their
commercial show work when "Miss 820"
ads them, and she doesn't come
for the time to 5:30. I hear there's an
opening available, and that this sta-
Cabin or a Bronham are the ones
who should be contacted. Regards
Yr.,

ALGY

WCHS
Charleston, W. Va.

BRITISH COLUMBIA
LAND OF OPPORTUNITY

Covering 70%
Of B. C.'s Population

Vancouver, Canada
H. Stovin (Canada)

More Than Ever Before

WMAQ Starts Earlier

The Northwest's Best Broadcasting Station

WMAQ in Chicago, Illinois starts
on the air at 10:00 a.m. earlier in the morning, starting at 5:30 a.m.
instead of 6:00 a.m. CWT. The move comes about in the interest of the sta-
tion's efforts to be of better service to early rising war workers, it was an-
nounced by Harry G. Kopf, NBC vice-
president and general manager of the Central Division.

BOND CLOTHING STORES, New York
on Sept. 6 opens for 52 weeks. Bond
Number 10, 20, 25, and 50
street stations (KJH KFRC),
mon. thru Fri., 7:45-8 p.m. (CWT),
Agency: E. L. Lineman, Inc.,
Minneapolis.

NOXEMA CHEMICAL Co., Baltimore
(Noxema cream), on Sept. 24 renews for 52 weeks, on 52 Den
street stations (KJH WPFR),
Fri., 5:30-6:30 p.m. Agency:
Buthrauff & Ryan Inc.,
N. Y.

AMERICAN HOME PRODUCTS, Jersey
City, on Sept. 15 renews for 52
weeks National Barn Dance on 78
radio stations, (KJH WPFR),

LEVER BROS, Cambridge (Lux Toile-
tissue), starts Sept. 13 on 118
NBC stations, mon. thru Fri.,
12:00-1:00 p.m. Agency:
J. F. Thompson
son Co., Los Angeles.

Network Changes

GENERAL FOODS Corp., N. Y.,
for 52 weeks Grand Union, a new
program from Groo-Pup Dog Food to All-Bran, continuing Groo-
Pup Dog Food on 104 BLUE stations,
mon. thru Fri., 11:30-11:45 a.m. (CWT),
Agency: Kenyon & Eckardt,
N. Y.

D. L. CLARK Co., Pittsburgh,
Aug. 26 added 66 BLUE stations
for Where On Earth We Stand, making a total of 155 BLUE
stations, and shifted the 155 to
station sponsorship from candle to Clark Bros.
Chewing Gum Co., Pittsburgh, for chew-
ing gum. Agency: Walker & Downing,
Pittsburgh.

R J. HINSOLDS TOBACCO CO.,
Vinton-Salem, N. C. (Prince Albert
Smoking Tobacco), on Oct 9 renews The Grand National, a total of
60 NBC stations, making a total of
120 stations. Agency: William Esty
& Co., N. Y.

PROCTOR & GAMBLE, Cincinnati
on Sept. 15 renews The Bob Clark Show, and added 10 New
CBS stations and 100 NEW stations,
mon. thru Fri., 1:00-1:30 p.m. Agen-
ye: Campbell & Day, Cincinnati.

PEPSODENT Co, Chiasto (toothpaste),
on Sept. 21 renews Bob Hope Education Department, and added 1 total of
62 NEW stations, Tues. thru Fri.,
9:30-10:30 p.m. Agency:
Pepsi-Cola, N. Y.

AUSTIN STUDIOS, Los Angeles (portrait photographers), origi-
nally shifted to Radio Lux on 7 BLUE stations, starting Sept. 5,
agency: WICLB, WICLB. Agency: Radio Lux Radio Theatre on 104
NBC stations, mon. thru Fri.,
1:00-1:30 p.m. Agency: Glasser-Galley & Co., Los Angeles.

BROADCASTING • Broadcast Advertising

WANTED
ANNOUNCER-NEWSMAN
Regional 5 kw. CBS station
Must be fully qualified by ex-
prience, draft exempt, flair
for news, capable of pres-
entsing and writing. Openly
for one who can qualify.

BOX 194, BROADCASTING

The Northwest's Best Broadcasting Station

WMCQ

NEWSPAPER

The Minneapolis Star-Gazette • 430 W Hiawatha Ave. • Minneapolis, Minn.

MINNEAPOLIS

ST. PAUL

OWNED AND OPERATED BY ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS

DAILY TIMES FREE & PETERS, INC. • N. 3rd St.

MINNEAPOLIS BLUE NETWORK

NEWSPAPER

The Minneapolis Star-Gazette • 430 W Hiawatha Ave. • Minneapolis, Minn.

MINNEAPOLIS

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OWNED AND OPERATED BY ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS

DAILY TIMES FREE & PETERS, INC. • N. 3rd St.

MINNEAPOLIS BLUE NETWORK

NEWSPAPER

The Minneapolis Star-Gazette • 430 W Hiawatha Ave. • Minneapolis, Minn.
Help Wanted

ENGINEER—First class, draft exempt, good maintenance man—steady position, give full details. WRB, McBroom, Missouri.

Announcer—Several experienced ad men will find permanent spots with a 10,000 kw full time independent, this month. Opportunities are unlimited. The station is WIBG, Philadelphia. Nearby agencies apply in person. Others send ETs and photos.

Announcer—Permanent position with 5 kw, regional network station for disk, deferred, experienced man. Box 264, BROADCASTING.

SALES PROMOTION—Excellent opportunity for experienced, able, energetic Sales Promotion man, capable of taking full charge of all Sales Promotion activities of local independent radio station in major market. Must contain complete experience, details, salary requirements. Box 360, BROADCASTING.

WANTED SALESMAN—Now is the time to get set for the future. Splendid territory. Three cities grouped together. 150,000 population. Must have proven sales record. Good performance, good character. L. D. Newman, Manager, Ashland, Kentucky.

ENGINEER—First or second class licensed, for transmitter operation. Daytime only. Write or wire WRB, WRB, New York.

Announcer—Fluent ad-lib versatile personality announcer with continuity and production experience. KBPX, Boise, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft statute, reference, transcription.

Wanted—Engineer or operator with announcing ability for a relief announcer and operator. Box 297, BROADCASTING.

Announcer—Who can write commercial copy that sells. Will pay $500 to start. Write Radio Station WHB, Sheboygan, Wisconsin. Send full particulars and audition record.

Announcer—First ticket, local salary. $40.00 for 48 hrs. Limited maintenance required. Box 247, BROADCASTING.

CONTINUITY WRITER EDITOR—Feminine excellent opening with well known midwest chain station. Must live in Chicago. Will work out of office. Send information immediately. Photo. Salary. Box 243, BROADCASTING.

Draft, Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw network station. Box 268, BROADCASTING.

Situations Wanted

Announcer—Deferred, network experience, sends permanent position. Box 266, BROADCASTING.

Permanent Position Wanted—By engineer. Age 30. Technical school graduate. Two years chief-engineer 250 watt. Installation experience. Two years installation laboratory. 4f. Box 267, BROADCASTING.


Young Lady—Experienced program director. Announce control board, operating, continuity writer. Desires change. Box 299, BROADCASTING.

Situations Wanted (Cont'd)

WOMAN DIRECTOR—Formerly with CBS affiliate 5,000 watt station. Two 15 minute shows daily were sold under me. Finesstest references. Box 236, BROADCASTING.


Announcer—Young lady with excellent voice, pleasing personality and ideas. At- tractive. Experience with network sta- tion in regular announcing and women’s programs. $80.00 minimum. Box 263, BROADCASTING.

Engineer—Fourteen years commercial experience with four broadcast engineering drafts. Desires permanent position in southeast or midwest. Box 256, BROADCASTING.

Chief Engineer—Over 20 years experience installation, maintenance, directional antennas, any size station; managed with family. Rest of references. Box 249, BROADCASTING.

NEWS AND SPORTS ANNOUNCER—12 years large station experience. Outstanding back ground. Box 225, BROADCASTING.

Announcer—Draft exempt age 28, now enjoying five-figure radio salary with cit- y of L. A. Good appearance, personality, and voice. Box 248, BROADCASTING.

Announcer-Newsman—10 year background straight program, news and commercial. Sincere delivery. Appearance. East preferred. Available Nov. 1, Box 246, BROADCASTING.

Sober Man—With experience every end ra- dio except engineering. Desires position of permanency as announcer, program director or manager. Program director now investigating 6,000 watt network affiliate. Plenty executive ability. Box 244, BROADCASTING.

Operator—First-draft exempt. Experience at both transmitter and control—available in one month. Give de- tail salary including minimum salary. Box 244, BROADCASTING.

Writer-Producer—Desires job in east- ern market. New York or Chicago area. Draft exempt. Experienced in network dynamic production, excellent commer- cial copy, tremendous capacity for "boil- ing" out lot of material. Can write it the way you want it. If you're looking for a good, reliable "work-horse", I'm your man. Let me build tailor-made shows for your station. Box 242, BROADCASTING.

For Sale

For Sale—$4,000 preferred stock at $410 face interest in going local station. Box 253, BROADCASTING.

For Sale—All or part of a successful 250 kw fulltime local in rich mid-west. Box 241, BROADCASTING.

Wanted to Buy

WANTED TO BUY—250- or 100-watt transmitter complete with tubes. Box 260, BROADCASTING.

Radio Station—Full or part interest; if full interest will pay cash part. Station to be located in New England or At- lantic states. Box 258, BROADCASTING.

Wanted—FTC approved broadcast frequency and modulation monitor. Box 231, BROADCASTING.

Optimist Week

RADIO programs will compose the most important part of the seventh annual observance of "Optimist Week," Oct. 17-23, according to Norman Wittliff, assistant secre- tary of the Optimist International. More than 150 radio stations will air two 15-minute programs in connection with this year's appeal for brotherhood. Observance is sponsored by Optimists clubs of the United States, Canada and Puerto Rico as an appeal for more friendliness, cheerfulness and co- operation among individuals and groups, especially those connected with the war effort. Observance will also urge more public interest in the community youth problem.

DENVER DRY GOODS Co. has signed with KLZ Denver for a series of programs, McCall's Sewing School of the Air. Tie-ins on Denver Dry Goods newspaper ads and spot an- nouncements over KLZ are part of the store's promotion to enlist enrollees in their sewing school.

PRODUCER-WRITER AVAILABLE:

Six years agency experience writing and producing commercial work of every conceivable quality, over NBC coast to coast. Built one up to 23-point Hooper.

Two years radio director promi- nent national agency.

Draft exempt. Age 36.

Excellent references.

Now employed by network but can get WMC release. Box 248, BROADCASTING.

STATION OWNERS WHO NEED A SALES MANAGER

I am now top salesman with a 5000 watt network affiliate in midwest or east coast area. My weekly billings have reached $1000.00 a week because of the setup, I have gone as far as possible. Fifteen years in radio sales, with practical knowledge of promo- tion, program ideas and merchandising. Over the draft age, married and respectable. Available thirty days after and arrangements have been made. Address:

BOX 232, BROADCASTING

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7859

GEORGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

HECTOR R. SKIFTER

CONSULTING & RADIO ENGINEERS

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., D. I. 1205

Washington, D. C.


Evening Star Building, Washington, D. C.

321 E. Gregory Boulevard, Kansas City, Mo.


Radio Engineering Consultants

FREQUENCY MONITORING

COMMERCIAL FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

R. A. HARRISON, CONSULTING ENGINEER

ANNOUNCEMENTS & ADVERTISING

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BROADCASTING • Broadcast Advertising

Advertising Committee

EUGENE S. THOMAS, sales man-ager of WOR New York, Daniel S. Tuttle, editor of the National Com- mercials and Artlist Co., and W. H. Loebe, Westinghouse Electric & Mfg. Co. are the members of the Ad- vertising and Selling course commit- tee appointed by the Advertising Club of New York for the 20th year of the course, which gets under way Oct. 18.

PVT. LORNE GREENE, formerly chief announcer of the Canadian Broadcasting Co., Toronto, has been loaned by the Canadian Army to the National War Finance Committee and is now at work helping to bring out the calling on Canadian loan bonds.

E. A. MORROW, of the art depart- ment of Burton Browne Adv. Agency, Chicago, has been appointed vice- president and art director. He re- places Donald Bell who has accepted the position of art director for Gohm- & Gross Adv. Chicago.

WSAM, Saginaw, Mich., has moved from its transmitter building into the Eddy Bldg. in Saginaw.

PROFESSIONAL DIRECTORY

BROADCASTING • Broadcast Advertising
New Seniority Wage Compact Ordered in Coast WLB Ruling

Arbitration Decision Between IBEW and KPAS Modified, With Increases Based on Merit

MODIFYING arbitration decision made in the technicians pay scale controversy between KPAS, Pasadena, Calif., and Local 40 of the International Brotherhood of Electrical Workers (AFL), the Tenth Regional War Labor Board, San Francisco on Aug. 19 authorized a new wage scale rate, based on seniority, and retroactive to Feb. 15, 1943.

On hourly basis, new pay scale, as approved by the WLB is as follows for technicians; first six months, $1.64; second six months, $1.36; second year, $1.48; third year, $1.60; fourth year, $1.70.

Increases thereafter, it was pointed out in the WLB authorization, shall be made on the basis on merit. New rates, as established, are not to be construed as meaning that those employees now paid in excess of the scale are to be reduced to conform to the scale. Thomas Fair Neblett, chairman of the Tenth Regional War Labor Board, stated in the written ruling.

First Plea Rejected

It was cautioned that no such reductions shall be made. Provision was also made that any employee who has either quit or been discharged during the first two weeks of Sept. 15 shall receive the amount of the increase for his classification up to date on which employment with the station terminated.

Original request by the union was for a $1.70 hourly minimum rate. This was turned down by the 10th Regional WLB, following a decision in favor of the union by George Chaney, U. S. Conciliation Service and arbitrator, in mid-June. [BROADCASTING, April 19], ruled that technicians and technical supervisors of KPAS were entitled to a pay scale equal to the highest in the Los Angeles economic area. Mr. Chaney at that time ordered KPAS to pay $291.67 monthly for technicians and $322 per month for supervisors.

Arbitrator's award was subject to review by the 10th Regional WLB. National Association of Broadcasters, following Mr. Chaney's decision, filed a protest brief in behalf of the broadcasting industry [BROADCASTING, July 15]. It was included in the WLB review session held in Los Angeles on July 1.

Original negotiations between Local 40 of the IBEW and KPAS were reopened last June.

Union expressed dissatisfaction with the decision saying that in effect it would require any newly employed technician, regardless of prior experience, to work three years at apprentice wages before receiving the journeyman's rate of pay. Further that any such tenure scale defeats the entire purpose of the stabilization program by giving the employer with the greatest labor turn-over a distinct competitive advantage over the other employers who see fit to retain their personnel.

WNYC's Music

TO PROVE that WNYC, New York's Municipal station, does not "exist just for and due to" recorded music, as pointed out in a chance remark to the station staff, WNYC finds that of the total 400 hours broadcast in June, 295, or better than 65.1%, were devoted to good music, while in July the totals were 377 hours out of 405, or better than 72% devoted to fine music, the station reports. Breaking down these musical hours, the survey shows that during June WNYC broadcast 65 hours and 25 minutes of live music from studios and concert halls—or 21% of the total music broadcast during the month. In July, the figures read 82 hours and 20 minutes of live music, or better than 26% of all the music broadcast on WNYC during that month.

'Snow Village' Ends

PROCTOR & GAMBLE Co., Cincinnati, sponsor of the five-weekly serial "Snow Village" on NBC, has agreed with the owners to terminate the current run of the rural New England serial and the show goes off the air Oct. 8. Formerly a night-time show Snow Village will now return as an evening half-hour on a sustaining basis or for another rights and to the Cincinnati Ad., New York, P.G. agency. William Ford Manley writes the series, and Harold McGee directs and produces it.

WOWO Wower

CHARLES BARNHART, of Fort Wayne, has celebrated his last 15 birthdays by singing over WOWO Fort Wayne. This year was no exception as the white-haired gentleman celebrated his 90th birth- day by singing "You Have Always Been The Same To Me".

Cal. Draft Assurance

ASSURANCE that key men in the broadcasting industry, necessary to carry on radio's wartime role would be given every consideration by local draft boards, has been voiced by California State Selective Service officials. They recently advised a committee representing the Hollywood broadcasting industry that the State Selective Service would work directly with radio employers for the purpose of interpreting status of those affected so that an orderly withdrawal of personnel could be made without seriously dislocating the industry. It was pointed out by the Hollywood committee that problem of giving temporary deferment to writers and producers is purely sectional and would affect less than 275 men.

Mayo Joins RAC

JOHN MAYO, station contact man Res. Associated Music Publishers, and transcription library service, on Sept. 1 joined the New York office of Radio Advertising Corp., station representatives, in a sales and station relations capacity. Before traveling the country for AMP, Mr. Mayo was with NBC in Washington and CBS in New York.

Seed Corn Sponsor

CROW'S HYBRID CORN Co., Milford, Ill. (seed corn), started on Sept. 1 its plan to be radio's "devoted" sponsor. This promotion campaign, scheduled for NBC to air in Chicago and for WOR in New York, was given every consideration by local RAC officials.

Slaughter Leaves FCC

To Join D. C. Law Firm

HARRISON T. (Sam) SLAUGHTER, senior broadcast attorney of the FCC, will leave the Commission Oct. 1 to become a partner in the Washington law firm of Pierson & Ball. Senior members of the firm are W. Theodore Pierson, former FCC attorney, and Frederick J. Ball.

Mr. Slaughter joined the FCC in 1934, and handled tariff and rate matters before becoming a member of its Law Department in 1938. He has been in broadcast work since that time, under Rosel H. Hyde, Assistant General Counsel. A native of Oklahoma, Mr. Slaughter attended U. of Oklahoma. He received his law degree from National U. Law School, Washington, in 1937, attending school while with the FCC.

CAPT. MEREDITH WILLSON, formerly Hollywood musical director of the NBC Radio Shows, and now with the Army Special Service Division, is composer of the war song, "Fire Up," dedicated to Chemical Warfare Service.
CLEAN AS A HOUND'S TOOTH

KMBC
OF KANSAS CITY
Free & Peters, Inc.

SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS
WHAT does it profit an advertiser to buy colossal coverage if he gets only a peanut-size audience?

WKY's big, attractive package of coverage is no decoy. It comes filled with the stuff advertisers need more than anything else... audience. Other packages may look as big and cost less, but it's the contents that count.

WKY has more coverage in Oklahoma than any other Oklahoma City station. It has the biggest, most attractive package in this respect. But WKY's package contains more audience both by volume and by weight.

Weighed on the Hooper scales during the June-July period, for instance, WKY had in Oklahoma City 44.3% of the morning audience; 58.1% of the afternoon audience; and 53.0% of the evening audience.

Advertisers get full measure on WKY... they get coverage, they get audience, they get results. When an advertiser gets these three things at WKY's economical cost, he's got everything!

WKY
OKLAHOMA CITY

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