The New 1943

IOWA RADIO AUDIENCE SURVEY

Read all about it on the back cover of this issue. The supply is limited to conserve paper. You will want this book—so please order now—or phone any FREE & PETERS office. Ready about Oct. 15th.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
1 · PROBLEM

How to sell 1680 thirty-five pound lugs of perishable frozen cherries in four hours. (One refrigerator carload).

2 · SOLUTION

Buy 6 100-word announcements on KVOO.

On Friday afternoon, August 13th, Mr. L. J. Johnson of the Tulsa Fruit Company called KVOO's Commercial Department. A full refrigerator carload of frozen cherries, he said, had been received in the Tulsa market through error. These cherries had to be sold quickly to prevent loss. Could we help him out?

After a hurried conversation, Mr. Johnson took six 100-word announcements at the following times: Friday—5:05 and 5:30 p.m.; and Saturday—6:30, 7:30, 9:00, and 9:45 a.m.

Some folks (who don't know about KVOO's faithful audience) call these "dog" times. But see what happened to Tulsa Fruit Company's cherries!

In four selling hours, 1680 people paid $5.00 each for a 35 pound lug of cherries. Hundreds more were disappointed. And they had to drive out to a railroad siding in 100 degree plus temperature! No other advertising of any kind was used.

We don't think it necessary to point out the moral of this true story, but we do want to tell you about it.

With results like this, Mr. Johnson might have been reminded of that old tune "Life is Just a Bowl of Cherries," when one uses KVOO to move merchandise.
They also serve...

They wear no uniforms and get no medals but the engineers and operators of United States radio stations are doing a vitally essential, though little heralded wartime job. THEY ALSO SERVE!

Big news breaks, patriotic programs and government information services all hinge upon the ever watchful work of the technicians—as do radio's regular offerings from the concert auditorium, classroom, army camp and town hall.

It is with a deep feeling of pride that WSM salutes these men behind the scenes on its own staff and throughout the United States.

HARRY L. STONE, Gen'l Mgr. • NASHVILLE, TENNESSEE • NBC AFFILIATE
The Beautiful Ante-Bellum Homes of Natchez
ARE IN WWL-LAND
And so are 608,090 radio homes from 5 different states!

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

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

WWL NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Not't Representatives, The Katz Agency, Inc.
It's SCHOOL TIME 
IN WEST VIRGINIA
FOR Time Buyers TOO!

WCHS COVERS
20 W. Va. Counties
(Daytime Primary)
These 20 Counties furnish
49% 
of W. Va's Effective Buying Income
... and they account for
50%
of W. Va's Retail Sales...
They also comprise
48%
of all the Radio Homes in W. Va.

National Representatives.
THE BRANHAM COMPANY

WCHS
CHARLESTON, WEST VIRGINIA
CBS – 5000 WATTS – 580 KC
A few months ago we told you how Alvino Rey’s Orchestra had begun using Sonovox to make Alvino’s electric guitar “talk and sing”. . . . how the stunt had caught on from Coast to Coast . . . how Stringy (the guitar’s voice) was actually getting fan mail!

Now, Alvino Rey, his orchestra, the King Sisters and Stringy have just been starred with Allen Jones and Kitty Carlisle in Universal’s “Larceny With Music” produced by Howard S. Benedict and directed by Edward Lilley!...

Watch your papers and see this entertaining show. Ten to one you’ll fall just as hard for Stringy (and Sonovox) in the movies as millions of other fans have on the radio!

And—if you want a live demonstration of how it’s done, call any of the offices below for an appointment.
Italy Armistice Gives Radio New War Role

Eisenhower Uses Medium to Tell World

ITALY'S unconditional surrender last Wednesday gave radio its biggest news assignment of the war, and perhaps of all time. It was handled in split seconds through the teamwork of the major press associations and the alacrity of radio correspondents and commentators.

It was the first surrender in history told by radio. Gen. Dwight D. Eisenhower himself read his "radio proclamation" of the armistice with Italy over the Algiers radio as commander in chief of the Allied Forces during the Wednesday noon-hour. It was picked up by broadcasting networks and stations throughout the civilized world.

Badoglio on Air

Italian Marshal Pietro Badoglio's proclamation to the Italian people also came by radio over the Rome stations. Radio wavelengths—domestic and shortwave alike—sagged heavily with the earth-shaking news. The Nazi radio sought to ride the blow to its prestige by shouting defiance and proclaiming the establishment of a new Fascist-Quisling Government under the ousted Mussolini.

Intermingled with the word of the Italian collapse was a persistent plea from all microphones in the United States that the American public take the news with reserve, and that this is no time to celebrate victory. President Roosevelt himself touched off this appeal, lest the Third War Loan campaign, largest loan ever floated, bog down on the theory that the war is about over. All news programs, and most all others, carried this message. It constituted the most concentrated and intensive radio campaign on a single subject ever voiced. It is believed to have averted what might have been a calamitous result for the 15 billion dollar war bond campaign.

Handling of the surrender by radio pegged another of radio's tremendous roles in World War II. It was strictly in the field of news dissemination and maintenance of public morale.

In the field of actual warfare, radar, the ranging and detecting device, is destined to show up in the post-war era as the "secret weapon" that was a major factor in victory. It kept the British Isles secure during the Blitz, has done a miraculous job in the Pacific and is keeping the enemy at bay on all war fronts. Our radar superiority over that of the enemy has been evident in recent victories.

Radio propaganda in the short-wave field, handled largely through OWI Overseas Branch, though criticized in some quarters, has performed outstandingly in the softening up process by imparting the objectives of the United Nations to beleaguered peoples.

The whole story can't be told of the job of both broadcasting and of radio communications until the World War II history is written. When it is, it will be astounding, according to the people in Government and industry who know but can't tell.

The handling of the unconditional surrender story likewise may not be told in detail until the Mediterranean phase of the war is over. Presence of Com. Harry C. Butcher, naval aide to General Eisenhower in North Africa, is certain to have had some bearing upon it. Com. Butcher is a practical broadcaster—for more than a decade the head of Washington operations of CBS, including its local WTOP. He left the Washington vice-presidency of CBS more than a year ago for active duty in the Navy, and later was called by Gen. Eisenhower to serve as his aide in London, and then went with him for the North African and Italian campaigns—and conquests.

Ahead of Time

First announcements of the surrender were broadcast 45 minutes before the time OWI had planned to break the news to the world, beginning with the formal announcement by Gen. Eisenhower at 12:30 p.m. In view of the precautions taken by the military censorship to guard against leaks, considerable mystery surrounded the flashing of bulletins from press services in Algeria. Elmer Davis, OWI director, questioned by reporters Wednesday, was unable to shed light as to how the news had cleared the censors in Algeria.

It later developed that the commercial wire channel of Mackay Radio & Telegraph Co. had flashed the news in advance to the AP, UP and INS, which promptly fed the information to the networks. Mackay then asked the services to hold up the news as it had not yet been cleared by the censors in Algeria. But it was too late. The news was already in circulation.

With the news out, OWI immediately began broadcasting bulletins to the world over American shortwave transmitters and at 12:30, as arranged, Gen. Eisenhower made his announcement. OWI sent out a continuous barrage of news to Europe in Italian, French, German and English, approximately 150 announcements being broadcast within 24 hours.

Urged to Help Allies

The Italians were urged to help the Allied forces drive the Germans out of Italy while the French were warned to prepare for the time when action is ripe. Italian naval vessels were asked to make for the nearest United Nations ports through broadcasts by Sir Andrew Browne Cunningham, Allied naval commander.

Gen. Eisenhower's announcement was recorded by OWI in New York and rebroadcast in 18 languages over 20 transmitters to all parts of the world. The General's broadcast was made under favorable atmospheric conditions and was received in New York as clearly as though he were in the studios there, Mr. Davis asserted.

Domestic commentators handled the news with care, generally refraining from unduly speculative comment of military nature. J. Harold Ryan, Assistant Director of Censorship, in charge of broadcasting, stated: "We had no calls from broadcasters during the period in which the story was released, which indicates their competence (Continued on page 58)
AP Managing Editors Discuss Cooperation by Radio, Press

Paul White Declares CBS Will No Longer Allow Commentators to Voice Editorial Opinions

THE PART radio has played in the war effort and in stimulating the nation’s press was forcibly brought out in discussions last Thursday at the AP editors’ three day meeting in Chicago.

Newspapermen and radio executives took up their mutual problems and discussed the future of the wartime contributions of radio and press, the future of the two “augmenting” mediums and the hope that closer cooperation would result in a better understanding of their particular functions.

Paul White, CBS director of news and public events, announced that the network no longer will permit commentators to voice editorial opinions.

Barnett Presides

Stanley P. Barnett, Cleveland Plain Dealer managing editor, who presided at the forum, introduced the other speakers: William J. McCambridge, president of Press Assn.; Mr. White; Adolph Opfinger, director of programs, MBS; C. W. Johnstone, director of news, Blue; William F. Brooks, director of news events, NBC; Col. R. Ernest Dupuy, of the Army Bureau of Public Relations; Capt. Leland P. Lovette, Navy director of Public Relations; Col. Edward M. Kirby, chief of Radio Branch, Army Bureau of Public Relations.

An indication of the national popularity of radio news broadcasted was given by Mr. Barnett, who cited figures of a large network’s hours devoted to news which rose from 938 program hours in 1941 to 1,280 in 1942.

He quoted newspapermen who expressed fear that radio competition, but who felt, rather, that “radio newscasting had stimulated interest in the press”. He added, “radio news broadcasting if anything, attests to quality that can’t be matched by the cold type of the daily newspaper; it has the speed and timeliness geared to an age of speed. It has the press’ permanency or the strong, well considered values necessary to a complete appraisal of the news. No doubt newscasting has improved tremendously in the last three or four years and I make a bow to those radio executives who have brought this important branch of broadcasting from the forest of irresponsibility to the paths of integrity.”

Mr. McCambridge advocated that newspapermen develop a press laboratory toward utilizing recent developments in FM, television and other radio techniques. He predicted small towns would look to be provided with portable television sets which could bring events far afield into their homes. He asked if newspapermen were ready to take their places.

Paul White, who announced that henceforth no editorial opinion by commentators would be broadcast on CBS, said the so-called “hitch-hike” broadcasts that beset a newspaper are encountered in radio. Blanderly, phony prophets, self-styled authorities and inside dopesters, whether on the air or in news columns, he said, were “a menace to the freedom of speech.”

News Popularity

Illustrating the rise of news broadcasts, Mr. Brooks said that in 1938 news broadcasts took 3.8% of the total air time on NBC; in 1941, 10.5%, and in 1942, 16.4%, a figure he believed designated its commensurate value. On the future of news, both in press and on radio, Brooks said that peace news with its international and personal significance would be just as important as war news is at present.

Mr. Johnstone described the BLUE’s operations since it became (Continued on page 69)

Radio War Effort Is Lauded by Hoyt

Tells How Advertising Aids Government Activities

THE WARTIME effort of radio, advertising, cinema and publishing industries was warmly commended by President of OWI (Office of War Infor-

mation relations, OWI, who outlined a four-point program for the govern-

ment news agency in an ad-

dress last Wednesday night before members of the Broadcasters’ Assn. in their annual conference at the Drake Hotel, Chicago, Sept. 8-10.

Mr. Hoyt’s subject was “OWI’s Pressing Coverage of the War”, and he enlarged on a program “to keep the news of the war flowing, to prevent confusion in the news, to enlist public cooperation on war programs and to be of service to the media of information.”

Support Offered OWI

Mr. Hoyt said that over a year ago representatives of the War Advertising Council came to OWI to offer the support of the nation’s advertisers, and that after they stated that to offer such assistance until they could be sure of a consistent Government policy the OWI saw the need and or- ganized the various government divisions.

As evidence of the results, Mr. Hoyt said that in 1942 there were about 15 million victory gardens compared with about 2 million victory gardens in 1943; that in less than a year 500,000 voluntary workers were brought to farms and processing plants; that farmers were asked to plant a record number of acres, and they have done so; that on Aug. 1 a program was begun to recruit nurses and by Aug. 23 nearly 25,0000 inquiries were received by the Nursing Council; that in June 1942, 1,000 tons of tin scrap were collected, and it is now being collected at the rate of 20,000 tons per month. In November 1942, a silk and nylon hose drive was inaugurated which resulted in a collection of 2,500,000 lbs., or some 45 million pairs by Aug. 14; and that the effective- ness of the fat salvage campaign was proved by an increase from $3,016,588 lbs. in August 1942 to 58,599 lbs. in June 1943.

Emphasizing the spirit of co- operation enjoyed by the OWI, Mr. Hoyt said, “At a present cost of around 2½ million dollars the gov- ernment is getting free of a burden which is worth of time and talent from radio adver- tisers and the radio industry. Mr. Hoyt said the advertising industry contribution in the past 12 months was $50 million dollars, and the goal set for the next 12 months is 500 million dollars worth of space and time—roughly a third of the total annual amount of all advertising expenditures for the entire country.”

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Cox Probe to Charge Fly With Contempt

Report to Suggest License Powers Be Stripped

TO BE TOPPED OFF by a recommendation that "contempt of Congress" proceedings be lodged against FCC Chairman James Lawrence Fly, legislative fireworks already upon radio are expected with the reconvening of Congress this week.

Here is a lineup of events, both scheduled and predicted, foreseen before this session gets many days old, as a result of the findings of the House Select Committee to Investigate the FCC, the so-called "Frankfurter opinion" of the Supreme Court, and the insistent demand for remedial legislation:

Charge Against Fly

1. A recommendation will be made to the House in the interim report of the Cox Committee, to be filed shortly, that Chairman Fly be cited for "contempt of Congress" because of his refusal to produce records and testify in connection with the so-called Neville Miller trial by the Board of War Communications, of which Mr. Fly also is head.

2. The Cox Committee, in its interim report, will recommend that "short range" legislation be passed to strip the FCC of power to revoke licenses of stations or issue temporary renewals, with the final judgment to be vested in the district courts, and with mandatory jury trials.

3. Rep. Louis E. Miller, (R-Mo.) Cox Committee member, is expected to offer a bill to transfer the FCC's Radio Intelligence officer to the Army and to abolish the Federal Broadcast Intelligence Service, pursuant to the recommendations of the Joint Chiefs of Staff, and the propriety of existing orders.

4. Efforts are being made on the one hand to speed hearings before the Senate Interstate Commerce Committee on the White-Wheeler Bill to reorganize the FCC. The FCC, majoritarily, on the other hand, seeks to block these hearings but instead is essaying to "answer" the Cox Committee through testimony which would be offered by Chairman Fly using the Senate committee as the forum.

5. A recommendation will be made, either in the Cox Committee's interim report or in a subsequent bill, that the Communications Act be rewritten to remove bodily the so-called "public interest, convenience and necessity" clause under which it is contended the FCC majority has been able to grant excessive powers.

6. A vigorous fight will be made for new legislation to "nullify" the Supreme Court opinion by Sen. Ellison D. ("Cotton Ed") Smith (D-S.C.), who sounded this note in a fighting speech read to the NAB 4th District meeting in Asheville Sept. 3.

7. Nomination of a successor to G. B. Smyth, FCC judge, is expected to be withheld until the atmosphere clears.

Action in Two Weeks

Inquiry at the Cox Committee revealed the intention to cite Chairman Fly for contempt of Congress—a rare action—within a monolithic committee. It has been studying this procedure since Chairman Fly's refusal to testify before the Committee July 9. It was stated that the interim report would make the recommendation to the House that Mr. Fly be hailed before the bar of that body because of his refusal to testify before the Committee.

At the July 9 hearing, Mr. Fly refused to produce records or offer testimony relating to the "secret investigation" by BWC of Mr. Miller for purported "breach of trust" in releasing "confidential information" through the NAB to the broadcasting industry. Mr. Fly said that he appeared before the Committee only as head of BWC and not as chairman of the FCC. He asserted he was bound by full BWC instructions that release of this information would be adverse to affects the national security or injure the national prestige.

The matter would have to be laid before the House for a vote, under Congressional procedure. The maximal penalty for contempt, under the U. S. Code, is not more than $1,000 nor less than $100 and imprisonment for not less than one month nor more than twelve months.

The U. S. Code provides that a person summoned as witness by authority of either House of Congress to give testimony or to produce papers upon any matter under inquiry before either House or any of its committees who wilfully "makes default or who, having appeared refuses to answer any question pertaining to the question under inquiry" shall be deemed guilty of a misdemeanor.

It was unlikely that the committee would proceed in any wise against the military witnesses in view of war conditions. As to other witnesses, both Chairman E. E. Cox (D-Ga.) of the Committee and General Counsel Eugene L. Garey, of the Committee, have stated their insistence of insisting upon testimony and production of requested documents.

Budget Director Harold D. Smith also declined to make available to the Cox Committee recommendations by the Army and Navy that RID, by executive order, be transferred to the military. Mr. Smith said he had been directed by the President not to make the Bureau files available. Whether contempt proceedings will be brought against Mr. Smith likewise was not disclosed but was felt that the committee would conclude not to press him either at this time, in the light of war conditions.

To Cut License Power

Designed to take away the FCC's "club", the proposed amendment to the Communications Act of 1934 to be recommended by the Cox Committee would eliminate the power of "revocation" held by the FCC. It would provide, according to committee sources, that renewals of licenses be made mandatory, except where the Commission feels that violations have occurred. Then, before the Commission could act finally, it would have to get authorization from the district court in the jurisdiction in which the station is located. The amendment would specify grounds upon which licenses may be revoked.

Longer license periods for stations also would be provided under the committee plan. The present maximum license term for broadcast stations is three years, but the Commission issues them for two-year tenures. Originally, licenses were issued for six months; then extended to a year and, about a year ago, were placed in the two-year term.

With these two "items" cared for in the "short range" legislation, the FCC, according to Committee members, would be powerless to "intimidate" stations by the renewal or revocation procedure. On the "long range" side, the committee would eliminate the "public interest" clause, and substitute some other basis for grants or denials. The existing clause was said to be "ambiguous, rather meaningless, and because of its flexibility, susceptible of too many varying interpretations."

It was expected the Committee would sanction these reforms by a majority vote. So to do for three times, Chairman Cox and Reps. Richard B. Wigglesworth (R-Me.) and Miller, are regarded as certain to support them, with (Continued on page 48)

FCC Turns Down NBC Petition For Morning-Night Time Trade

WITHOUT RENDERING a formal opinion or order, the FCC last Tuesday flatly turned down the petition of NBC for modification of the option time regulation seeking permission to use an additional half-hour in the evening segment, which time is now being used by them in the option time period.

The petition, signed by Niles Trammell, NBC president and 73 broadcasters representing 86 affiliated stations, constituted the first major network request for modification of the regulations. Before the regulations became effective June 16, Don Lee Broadcasting System sought modification to relieve the burden upon regional networks. This request likewise was denied without objection.

Discussed With Fly

Although no reason was given for the NBC defeat, it is understood the matter had been discussed informally with Chairman James Lawrence Fly and members of the Commission prior to its submission. It had been generally thought the authorization would be forthcoming, particularly since the Commission majority had repeatedly stated that the rule was existent and would be adjusted in cases where there appeared to be undue hardship or where the purpose of the rules, tested all the way up to the Supreme Court, was not impaired. Mr. Fly was not present at the meeting.

It was ascertained that the Commission followed the recommendation of its Law Dept. in denying the NBC petition. Since the rules became effective only last June 15, it was presumed that the Commission concluded that there had been no showing to warrant them in the evening half of the working practice. The action does not mean, it was stated, that the Commission has adopted a hard and fast policy that the rules be invariable and that it feels there is no justification for modification at this time.

The petition [Broadcasting, Aug. 16] asked that where a station does not option the full three hours permissible in the 8 a.m.-1 p.m. segment, NBC should be permitted in addition to the three hours in the 6 p.m.-11 p.m. segment to option another half-hour for network programs. That would have meant total time option in the night segment of not more than three and one-half hours on any weekday or four hours on any day.

NBC emphasized that the total daily time under option for network programs would not exceed that now authorized under the regulations but actually would result in a smaller amount of total hours being optioned.

The petition was dated July 2 but was not filed until Aug. 9 because of the delay entailed in procuring signatures of affiliated stations.

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Program Policy Blue Hearing Topic

Local Food Disc Series Starts on 80 Stations

CHECK-UP of West Coast home-front activities occupied this CBS news-minded trio during recent Hollywood visit of Don Pryor (right) reporter and assistant news editor of the network New York station KMCO. Pryor is completing a first-hand review of the nation at war. Aiding and abetting him are Fox CBS West Coast news and special events director, and Harry W. Flannery, network news analyst.
Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you? Allegedly dead areas suddenly booming with war activities? Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That's where we come in.

Watching out for your interests is our specialty... making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

We have “know how,” and our own success story proves that we can turn it into money. Our index of success is a 42% annual average gain in billing for ten years straight. For your success see Weed and Company.

Buy War Bonds and Stamps
Disc-Net Plan Offers Hope in AFM Fight

The Case of Petrillo Would Hit 160 Stations

INDICATIONS that AFM President James C. Petrillo, may be going to the Supreme Court of the United States, with his 13-month-old recording ban were seen last week, when the union head enthusiastically received a letter suggesting that transcription makers be regarded as networks, and required to hire fixed quotas of musicians. The suggestion was made by Milton Diamond, attorney for World Broadcasting System and Decca during the hearings before the WLB panel looking toward solution of the controversy.

Differences between the AFM and the transcribers are largely a "problem of nomenclature", Mr. Diamond said. He saw no difference essentially between wiring a program to a station and sending one out by mail on a record.

Helping Networks

If transcription makers were regarded as networks, as he said, the problem with the union would disappear except for "negotiations to establish details". Lack of control over its product is not a transcription industry problem, he said, adding that by banning transcripts with phonograph records in its recording strike the union was helping, rather than hurting, them from competition of transcription.

At the Thursday hearing Mr. Petrillo threatened 160 stations with a demand that they employ musicians "within the next 60 days".

Argument of the transcription industry's side of the controversy, with rebuttal interpolated by union and management representatives, was heard, adding that by banning transcripts with phonograph records in its recording strike the union was helping, rather than hurting, them from competition of transcription.

"It is understood that during its meeting with the AFM, the panel urged the union to present a plan of settlement which the employers could accept, but that James C. Petrillo, AFM president, who had been told privately that the panel met privately with representatives of the union or the transcription companies.

It is believed that in granting the union request for a recess the panel may have been motivated by the hope that such a proposal would be forthcoming, permitting a settlement of the controversy without the necessity for a War Labor Board order."

Mr. Petrillo's two addresses were undistinguished but dramatically highlighted the week's sessions. In top form, the union president alternately pounded the table and thundered at the transcriptions and representatives or delivered in his inimitable manner a comical crack to bring a burst of laughter from the audience.

Paul Hays, professor of law at Columbia University, and New York New-Drawer, was designated as counsel to the panel, and Nathan P. Feinsinger, War Labor Board associate general counsel in charge of dispute cases, served as special assistant.

Panel Asks Facts

Among those attending the hearings, which were held in the same quarters of the New York State Mediation Board at 260 W. 57th St., New York, were: A. J. Kendrick, WBS; C. M. Finney, AMP; Robert Erickson and Robert Epperson, NBC; C. O. Langlois, Lang-Worth; Ralph Colin, Columbia Recording Corp., Neville Miller, C. E. Arney, Joseph L. Miller, NBC; Sydney Kaye, Carl Haverlin, BMI; Mr. Petrillo's staff of assistants; E. C. Mills, Songwriters' Protective Assn. Gerald King, Columbia, and Ralph Driskill with the Mutual Broadcasting System, did not survive until the day of the hearings, having been on the 20th Century Limited which was wrecked.

Opening the hearing on Tuesday Chairman Meyer said that the union's "is to get the facts and their implications and that the panel would not be bound by technical rules of evidence but would receive all relevant testimony.

The importance of this case," Mr. Meyer said, "evidenced by the public interest it has excited, justifies the panel in asking from the parties something more than polite acquiescence. Only through your help can we arrive at a clear and complete understanding of your problem. If an important contribution towards an organic solution of that problem is at all possible within the area of the Board's activity, such a consumption will be dependent upon your enthusiasm, I had almost said your unsellish cooperation.

At the request of the Chairman, A. J. Kendrick, turned to AMP, Empire, Lang-Worth, MacGregor, NBC and Standard, gave a brief description of the transcription industry and its products, recording and sending them by exclusive to broadcasting stations.

There are two types of transcription, he said: the commercial transcriptions, which are self-contained complete programs of entertainment and advertising, broadcast once and then destroyed, and the library transcription, leased to subscribing stations to give them a program that is comparable to that of the networks.

Effects of Ban

Both types are essential to the successful operation of small network stations, Mr. Socolow said, if they are to have revenue to continue their operations and program material of a quality that will enable them to maintain their audiences in competition with network affiliates. Since the ban on new recordings has been in effect, he said, with new music available on network programs but not on independent stations, the small stations have been forced to an inferior service, losing listeners and so become less desirable to advertisers, who have had to change their spot campaigns to non-musical programs or have gone into other media. He cited Coca-Cola Co. as one company which has dropped an extensive transcription campaign since the AFM ban and increased its network advertising.

To ask the history of the transcription industry's relation with the AFM, Mr. Socolow said that in 1929 the union established a national rate of $50 per man for a six-hour day, with a maximum of 12 quarter-hour programs to be recorded in a day, for "Vitaphone, Movietone and similar services excluding transcriptions."

In 1938, he said, the AFM set a new scale for transcriptions of $18 per man per hour, with a limit of one side during the hour, which (Continued on page 50)
File:

"RADIO AT WAR" CASE HISTORIES!

"On behalf of the Red Cross Blood Donor Service, I wish to extend thanks to you and the sponsors of the Save-a-Life Campaign . . . .

"Since the inception of the program we have had a notable daily increase in quantity of donors and many of these people are coming in who have made no appointments but say they are coming in because they have heard the Save-a-Life Campaign on Station W-I-T-H . . . .

"This is a very distinct contribution to the war effort . . . ."

Sincerely yours,

(signed) E. H. Carman, Jr.
Director

THE PEOPLE'S VOICE IN BALTIMORE
On the air 24 hours a day—seven days a week

Represented Nationally by Headley-Reed

Tom Tinsley, President
FCC Clears Way For 50 kw. Outlet

KLR A Denied Plea to Rehear Corpus Christi Decision

THE WAY was cleared last week for erection of the new Carr Collins-Baylor U. S. 90,000-watt station at Corpus Christi, Tex., by virtue of a decision of the FCC denying the petition for rehearing filed by KLR A Little Rock, also assigned to the 1010 kc. frequency. KLR A had claimed interference from the proposed station, but with the recent court decision and also violation of the FCC’s memorandum opinion of April 27, 1942 (freeze order). Considerable consternation was caused in industry circles over the grant in the light of the freeze order requirements.

The FCC denied the KLR A petition by a 4-1 vote. Chairman James Lawrence Fly was absent and Commissioner C. E. Todd, also a dissenter, as he had from the original grant.

Equipment Available

It was held that the benefits that would be derived from the grant were sufficient to warrant it, weighed against the provisions of the freeze order. Mr. Collins, under the authorization, would make the equipment available. Mr. Collins, acting as agent, held the station for the new call letters for which there has not yet been assigned.

Bayor, under the transaction, would acquire 50% of the capital stock of the new $150,000 corporation, but with the money advanced by Mr. Collins to be paid back out of earnings. Two of W. Lee O’Daniels (D-Tex.) would acquire 130 shares each of the 1500 shares issued. Crazy Water Crystals Co., headed by Mr. Collins, would also be a stockholder along with Mr. Collins and his son.

The Commission, in its formal decision and order, held the KLR A application is granted, but that the appeal is still pending. The FCC to make arrangements for consideration of the freeze order.

Ninth Year of News for Fred Davis Furniture Co.

As Fred Davis Furniture Co. over the past 11 years has been the flagship of the broadcast industry, so has its broadcasting division. Fred Davis Furniture Co. has broadcast in the nation’s capital over the years of the FCC’s dominance of the broadcast scene. The division has been a strong force in the broadcast industry, and has contributed significantly to the success of the company.

WGPC ASKS MOVE TO WEST POINT, GA.

ALBANY BROADCASTING Co., Albany, Ga., owner of WGPC, last week asked the FCC for a construction permit to change its frequency from 1450 to 1400 kc and move the transmitter and studio from Albany to West Point, Ga. Woodruff and J. W. Woodruff Jr., own the licensee company, WLAG, operating on 1560 kc, 1000 watts, is the only other station in Albany.

WDAK, licensee to the Valley Broadcasting Co., which last week asked to be allowed to move into the area, would acquire 100 shares of stock in the station and would be a new station under the terms of the FCC action. The construction "freeze order" to permit the licensing of new 100-250 watt stations under certain conditions.

Ries With CIAA

JOSEPH BLAS has been appointed director of Caracas, Venezuela, for the Office of Coordinator of Inter-American Affairs, his territory also including Haiti and the Dominican Republic. He was formerly with WKBK and WLCN, in the position of executive director and director of public service programs originating many foreign language broadcasts from Havana, Cuba and Halifax, N. S. During the New York World’s Fair in 1939-40, he broadcast a daily series from the ground. For many years he was with the CBS School of the Air.

Wine Discs

BROOK’S DISTILLING Products Corp., Scranton, Pa., is promoting its Don Juan California Wines through a series of one-minute announcements featuring jingles sung by the “Double Daters.” NBC Radio Network has just produced the third series for the company. Agency is Henry W. Gann, Scranton.

Four Petition FCC To Reinstatement CP’s

FOUR PETITIONS FOR reinstatement of applications for local broadcast stations under the FCC’s Aug. 11 action (see page 1) have been received. The cases are: C. R. T. (right), KLZ station manager, and Wes Battersea, newsman.

WFTL ASKS FREEZE ORDER.

COOK ENTERPRISE, Inc., of Miami, Fla., is seeking a freeze order to prevent the station’s new call letters, WFTL, from being issued. The application for the new call letters is now pending at the FCC.

Train of WFTL Is Set for Hearing

Action on Storer Purchase Involves Shift to 710 kc.

After a year of preliminary consideration, the FCC last Tuesday set a hearing on the proposed purchase of the WLNY station of the Fort Lauderdale Co., headed by Mr. Com. George B. Storer, for $275,000. The sale would be handled by Mr. Ralph A. Horton, former investment banker, who has now established the station originally as a local outlet.

In designating the proposed assignee for hearing, the FCC also set a combined freeze order for the same time the application for license to cover the construction permit authorizing WFTL to change its frequency from 1400 to 710 kc and to increase its power from 250 to 1000 w. The station has been on program tests for several months on the new frequency and the hearing on that phase of the application will be simultaneous with the issuance of a formal license for the new facility. Also designated for simultaneous hearing was WFTL application to operate a fourth studio from Ft. Lauderdale to Miami.

Probed by Carey

No explanation was given for the hearing other than that complete information should be available because of factors involved. Reports concerning participation in the venture by Cole Hoffman, Miami attorney, having to do with the move made to Mr. Horton to finance the new facilities are included. Moreover, since the station, with its new call letters, will be the first full-fledged station in Florida, it was deemed advisable to have a hearing, it was stated in another FCC quarter. The fact that Fort Industry Co., of which Mr. Storer is president, operates seven stations, also comes into focus, it was stated. The action was unanimously with Chairman Fly absent.

The WFTL transaction has been the subject of an investigation by the House Commerce Committee to investigate the FCC. Eugene L. Carey, general counsel for the committee, is, he said, personally investigating the matter in recent trips to Florida.

Vick Renews Dr. I. Q.

VICK CHEMICAL Co., New York (Vitamins Plus), has renewed Dr. I. Q. for 52 weeks on the full NBC network, effective Oct. 4. The program, heard Mondays 3:30-10 p.m., features Jimmy McClain as the mentalist. There is no change from last year’s schedule. The account is handled by Frank New, Adv., New York.

Get Film Assignments

BETTY RHODES, star of the successful “This Is the Hour,” is with Johnny Johnson, former vocalist of the weekly Blue’s Ross, at radio station WIND, Bristol, Va. When WIND was acquired by the Minick-Rub, will have leading roles in the Paramount film. "You Can’t Win On Love," the Mac Macnaughton writer on the radio series, has been signed to a Paramount contract.
Evening Time Available

PRECEDING AND FOLLOWING ESTABLISHED PROGRAMS

UP TO 3.8 RATING
ACCORDING TO HOOPER SURVEY JULY, 1943

20.8% OF LISTENERS

BOSTON’S BEST BUY!
FOR THE EARLY BIRD!

W.C.O.P

BOSTON

FOR SALE
FOR LESS THAN YOU THINK POSSIBLE
Treasury Seeks Radio Aid in Drive

Stems 'Moral Defeat' in Premature Joy Over Fall of Italy

By L. C. CHRISTOPHER

UNCONDITIONAL SURRENDER Sept. 8 of the Italian Armies signifying the end of the greatest drive for non-banking funds in the history of modern finance—the 15 billion dollar Third War Loan Drive begun Sept. 1—will have a pronounced effect upon the massed efforts of the broadcasting industry, working in collaboration with the Treasury and OPA.

In fact, radio's vital part in making the effort a success has been revealed by the very nature in which the medium has been employed by spokesmen of the Government and the industry itself. The Treasury, upon receipt of the news of the Italian surrender, immediately telegraphed all stations advising them in possible announcements they might make to stem any potential "moral defeat" from events in Italy.

The preface to the telegrams stated: "There is great danger that the collapse of Italy may give Americans the feeling that the war is virtually over. This attitude can have a detrimental effect upon the Third War Loan Drive. Therefore, we will appreciate it if you use the following announcements as soon as possible and as often as possible."

It's Not Over

Following the preface came three announcements which could be used over the air. In substance the announcements said that the collapse of Italy is good news, but that Italy has been the weakest of the Axis Todays, and that all roads are still in the fight. The announcements stressed that the fight to finish off these two enemies and gain total victory is directly dependent upon purchases of War Bonds.

President Roosevelt, at approximately 9:40 p.m., Sept. 8, addressed the nation by radio in behalf of the Third War Loan Drive on the special Treasury "kick-off" show aired over the four major networks to an estimated audience of 70,000,000. The President said the nation must not let the Italian armistice delude us into believing the war in the Mediterranean has thereby been consummated.

Of a Good Start

Secretary Morgenthau in his address introduced the President and reported the $29,000,000,000 surplus originating from NBC's Hollywood studios and featuring name talent of screen and radio [BROADCASTING, Sept. 8, page 5], which was the victory in Italy is only the beginning of a long arduous and expensive march to Berlin and Tokyo.

In a press conference the following day, Sept. 9, Secretary Morgenthau stated: "We got off to a good start, thanks to the newspapers, the radio, the President's address, and Radogolo's good judgment. Everything is favorable."

The Third War Loan officially got under way Sept. 8 amidst a barrage of "round-the-clock" broadcasts all over the nation [BROADCASTING, Aug. 23]. Network stations, affiliates and non-affiliates combined to produce special shows and announcements—2 announcements per minute, 3,800 per day—on behalf of the drive. Stations are sponsoring and airing local rallies and other events pertaining to "Back the Attack" promotion.

Radio is participating in the gigantic military "world's fair" on the Washington Monument grounds. The display and the many demonstrations of equipment, are intended to show just where and for what War Bond dollars are being spent.

Various on-the-spot pickups and broadcasts are being aired on network programs. A ten-minute portion of the Army Hour on Sunday, Sept. 12, broadcast from 3:30-4:30 p.m. on NBC, was devoted to the activities at the Army Hour.

Local Sponsorships

Appeals are being made from "Back the Attack" show grounds on the Coca-Cola Hour (on the BLUE Monday through Saturday, 9:30-9:56 p.m.) by various Government officials. On Friday Secretary Morgenthau and Secretary of War Stimson appeared in behalf of the Drive. Others scheduled for the series of appeals include Admiral E. J. King, commander-in-chief of the U.S. S. Fleet; Frank McNutt, director of the WMC; Frank Knox, Secretary of the Navy; Pren- tiss M. Brown, head of OPA; Joseph Jacobs, Jewish Market; William H. Davis, head of the WLB; Fred M. Vinson, chairman of OES; and such military leaders as General George C. Marshall and Major General Thomas Holcomb, USMC.

Local stations in the Washington area are participating extensively in this military $75,000,000 Army exhibit. Daily on-the-spot broadcasts and numerous stunt programs—such as broadcasting from a tank as it bounces around the arena—are on the Washington area schedules.

The SESAC field staff, continuing its work as liaison between the Treasury and the broadcasting industry, has contacted hundreds of stations throughout the country to assist them in preparing Third War Loan promotion. Leonard Callahan, SESAC regional counsel, told BROADCASTING last week.

Charles W. Barbe, SESAC midwestern field man and former CBS correspondent in Erop, has worked out arrangements with KDAL Duluth, Minn., for a series of 21-minute transcriptions urging War Bond promotion.

Field men are also aiding broadcasters to prepare and sell three War Bond programs, he said, which can be aired by any station and with local sponsorship. These programs are Victory Bond Auction Hour, A Stamp a Day for the Boy's Away, and Victory Mother's Program.

Mr. Callahan said that SESAC is also informing the broadcasters about the various Treasury Department programs: the quarter-hour shows featuring Joe E. Brown, and John Nesbitt; the Rush Hughes transcription series; as well as the Treasury Star Parade series (currently issued seven times weekly on a national basis).

Some 400 stations are expected to broadcast about 4,000 programs featuring performers in the USO Camp Shows during the drive, and Callahan said these performers, never before available for civilian entertainment are now available to broadcasters near Army camps at which they are stationed through arrangements made by SESAC [BROADCASTING, Aug. 30].

SESAC has supplied the 400 broadcasts which are scheduled to open the September schedules of all Camp Show units so they may arrange in advance for special broadcasts.

RESTED, 'INFO. PL.' RETURNS ON Sept. 13

After its first vacation in more than five years, Mutual Broadcasting and NBC program sponsored by H. J. Heinz Co., Pittsburgh, is returning to the air Sept. 13 in the Monday 10:30-11 p.m. spot, which it vacated July 19. During the summer, Heinz has substituted a musical program entitled Vacations Revue.

Guests on the first in the winter series will be Deems Taylor, noted musical critic; Charles Laughton; and Marcia Davenport, authors, along with the regulars John Kieran and Franklin P. Adams, and other newspaper writers posed by Clifton Fadiman.

The first broadcast will originate from CBS, and following two weeks the show will make road appearances for which tickets of ad

The second broadcast will originate from Mutual, and the following week the show will open again in the New York area.

The network will open the program's eighth fall series with a broadcast from the Mutual network's railroad shows. Baltimore and Newark will be the cities.

MBS and 'Monitor' In Co-op Programs

Net to Carry the Shortwave News of Boston Paper

IN A MERGER of facilities, which is probably the first between a major network and a large newspaper's overseas staff, Mutual will begin a joint program on Sept. 20, featuring exclusive shortwave news reports by foreign correspondents and writers of the Christian Science Monitor. Joint announcement was made last week by A. Warren Norton, manager the Christian Science Publishing Society, and Miller McClintock, editor of 'Monitor.'

The programs, to be heard Mondays through Fridays, 6:30-6:45 p.m., will be available for local sponsorship. They will open and close each day from the news room of the Boston Globe and news resume and analysis by Volney Hurd, director of broadcasting for the Monitor. Each broadcast will be conducted and written by least three of the newspaper's staff men from vital points throughout the world, as picked up via the transmission facilities of RCA Press Wire and American Telephone & Telegraph.

Dedication Planned

A special dedicatory program has been scheduled by Mutual for Sept. 27 with Mr. McClintock and executives of the Monitor participating.

Complete details regarding the first of the new broadcast series will be announced later, the network stated.

According to Mr. Norton, in making the announcement, "The Christian Science Monitor's influence has always been at its strongest worldwide during the war years, and this fall's radio project is clearly a good vehicle for the furthering of the Monitor's work. It's a step forward, a needed new service to a people at war who deserve being kept fully and accurately informed as to the progress of the war."

Mr. McClintock pointed out that Mutual's regular corps of overseas correspondents will be retained, adding that Mutual "is proud to be the network selected to bring the world-famed and far-reaching correspondents of one of America's great journalistic institutions to its many listeners."
George B. Armstead, veteran newspaper man, interprets the news on WDRC with the clarity of a natural aptitude that has been sharpened by a lifetime's experience.

He served in France with the A. E. F. during World War I. After the Armistice, he was attached to the British Expeditionary Force in Egypt and Palestine, being stationed at Jerusalem.

In 1920, he returned to the U.S.A., having received commendation for his service both in France and the Egypt-Palestine area.

He then became City Editor of The New Haven Journal Courier and Times-Leader, and followed this with a 14-year span as Managing Editor of The Hartford Courant, famed Connecticut Newspaper.

Widely known in this state, he commands respect and listeners here.

Sponsorship of George B. Armstead means a program of network calibre.

He is available across the board on WDRC, Monday thru Friday, fifteen minutes, early evening time.

If you want an audition, there is a transcription available for this purpose. Write Wm. Malo, Commercial Manager, WDRC, Hartford 4, Connecticut, Or contact the station's national representatives, Paul H. Raymer Co., with offices in New York, Chicago, Detroit, Cleveland, Los Angeles, San Francisco.

**George B. Armstead, WDRC’s News Interpreter**

Now Available for Sponsorship

George B. Armstead, veteran newspaper man, interprets the news on WDRC with the clarity of a natural aptitude that has been sharpened by a lifetime's experience.

He served in France with the A. E. F. during World War I. After the Armistice, he was attached to the British Expeditionary Force in Egypt and Palestine, being stationed at Jerusalem.

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KFI IS GRANTED HEARING BY FCC

RIGHT OF KFI Los Angeles to a hearing in the matter of a special service authorization last Aug. 3 to WOI Ames, Ia., licensed to Iowa State College of Agriculture & Mechanic Arts, to operate on 640 kc from 6 a.m. to local sunrise (CST) with 1 kw power to Feb. 1, 1944, was granted last week by the FCC. WOI normally is on the air from 8 a.m. to local sunset.

The Commission, acting under the doctrine established in the Supreme Court decision in the KOA-WHDD case [Broadcasting, May 24], adopted an order granting KFI's petition for reconsideration of the Commission's WOI grant, set aside its grant and designated that the WOI application for hearing with KFI as a party.

KFI had protested that its 24-hour special wartime service would be hurt by the interference with its secondary coverage due to the early morning broadcasting of WOI. The Ames station had cited that its rural coverage is seriously impaired in not being served in the early hours from six to eight. KFI also protested the breaking down of the 640 kc clear channel by the WOI special service authorization.

The Supreme Court's decision last May held in effect that FCC cannot authorize new station assignments which tend to modify service of existing stations without giving full right of hearing from the beginning. There have been four other instances of appeals to the Commission under the "KOA doctrine" (KOA Denver, WNYC New York, KSJB Jamestown, KLRA Little Rock).

Kreislein Named V-P

HAROLD R. KREISLEIN, general manager of WMPS Memphis, was elected vice-president at a recent meeting of the board of directors, according to Jack R. Howard, president of Scripps-Howard Group. Mr. Kreislein was appointed general manager of WMPS in May 1943 and has been with the station since November, 1939.

FARMERS' DAUGHTERS—Midwest variety—are being greeted by Phil Hoffman, station manager of WNAX Yankton, S. D., during WNAX tower dedication ceremonies Sept. 4. The girls are (l to r): Mrs. Melvin Meyer, Welcome, Minn.; Margery Burge, Rees Heights, S. D.; and Maxine Kreislein, York, Neb. Around 25,000 farmers g-n-n-rd for the "Food for Victory" rally and dedication of the new WNAX 927-foot tower.

Moose on MBS

LOYAL ORDER OF MOOSE, Mooseheart, Ill. (institutional benefits), beginning Oct. 17 will sponsor a new weekly variety and drama program from 5:30-6 p.m. on the 650 MBS stations, originating out of WGN Chicago. Title Moose Fire-side Party, with Vincent Pelletier as narrator, the program will present Grift Williams’ orchestra, a mixed chorus and dramatizations of war experiences of soldiers who were raised in the Order’s Mooseheart, Ill., boys’ home. Contract is for 12 weeks, with 15 additional weeks option. Agency is L. W. Ramsey Co., Davenport, Ia.

LIGHT OPERA FIRST

WRGB Televiewers Rate

Comments Section

TELEVISON audience of the Troy-Albany-Schenectady area of WRGB, General Electric’s Schenectady television station, rated light operas their favorite visual radio programs, with news commentaries and full-length plays second and third in that order.

The survey was checked from questionnaires sent to those with television receivers in the area, and was supplemented by a house-to-house checkup, according to Robert B. Stone WRGB program manager, who based his findings on 499 programs in 31 classifications telecast during past 18 months.

Gilbert & Sullivan’s “Pirates of Penzance” was the favorites Light opera. George Mitchell’s series of 14 War Map talks raised popularity of news telecasts to second among types of programs. Of the full-length plays, “Help Yourself” was first choice. Although sports were not among the first three chosen classifications, audience reaction was so favorable to boxing and wrestling matches that, as a separate group, it would have ranked a high first over all other types of television programs.

Central's First

USING network radio for the first time, the New York Central System on Sept. 12 contracted for the full BLUE Network of 155 stations to broadcast the ceremonies attendant with the railroad company’s presentation of a $100,000 bomber to the Army Air Force. The bomber is the second to be presented by the railroad, who over a year ago contributed the first BLUE 000 for a bomber which has scored 13 successful missions in Africa. The ceremonies were broadcast throughout the country at 6 p.m. Agency for the New York Central is Geyer, Cornell & Newell, New York.

BLUE SPOT POST IS GIVEN BROOKE

JACK BROOKE, a member of the BLUE station sales staff last week was appointed Eastern sales manager of BLUE spot sales, a step in the reorganizing and expanding of the department necessary because of the “tremendous strides made by spot broadcasting during the past two wartime years,” according to Murray B. Grabhorn, manager of the department.

Mr. Grabhorn estimated that spot business for 1943 will be nearly double that of 1942 when his department was first organized to represent W. B. McKean, Inc., Chicago; KGO San Francisco; WMAL Washington, and the Pacific BLUE Network. The flexibility of spot broadcasting to advertisers unable to plan schedules far in advance has been the chief wartime cause of this increased business, Mr. Grabhorn added, predicting that the spot will probably be held in view of the success advertisers have experienced after trying the spot medium.

Coincident with the appointment of Mr. Brooke, the Blue Eastern sales manager of the BLUE, announced the appointment of Theodore J. Sullivan of Sullivan’s Televiewers Rate and Advertisers Office, New York, to the position of Muzak Corp., New York.

Available for Jobs

POSTCARD SURVEY of 1,156 of the nation’s 2,400 holding call letters and second-class radiotelephone licenses has yielded a new list of 64 licensees who have stated their availability for available television occupations Jobs and 29 for parttime.

The list, compiled by the FCC from 699 responses as of Sept. 1, has been turned over to the FCC according to procedure agreed upon in the joint effort to secure placement of the available television occupations. The list is available at the War Manpower Commission and other interested groups in the industry.

Fidler Apologizes

PUBLIC apology by Jimmy Fidler to Gene Tierney, 20th Century-Fox contract player, during Sept. 5 broadcast of his weekly quarter-hour BLUE chatter series, effectively ended strained relations existing between the film studio and that network for almost a year. Impasse, which followed Fidler’s refusal to appoint Tierney as one of his announcers when smoking a cigar, took on a form issued by the film studio forbidding appearances of its contract players and stars on NBC a-d BLUE sponsored programs [Broadcasting, Nov. 23, 1942].

News From Son

BOB DENTON, NBC announcer, received news of his air pilot son, in a note left at NBC New York studio offices last week two air families leave from foreign service. The message read “Your boy is fine in shape and has worn an Air Medal and two clusters. He is now an operation officer and if he sweats enough, he’ll soon be a major.”

NBC Management Meets Sept. 17-19

ANNUAL management discussion session of NBC executives has been scheduled this year for Sept. 17-19 at the Sea View Country Club in Absecon, N. J., NBC revealed last week. No set agenda has been arranged, the network stated, adding that management problems will be brought up by the departments involved with Frank E. Mullen, vice-president and general manager, president.

Plan to Attend

Among those planning to attend are: Niles Trammell, president; A. L. Ashby, vice-president and general counsel; John MacDonald, vice-president in charge of finance; Clay Morgan, vice-president; James J. Geyer, vice-president; O. B. Hanson, vice-president, and chief engineer; Albert E. Dale, director of information; John F. Royal, vice-president in charge of sales and promotions. Harold J. Dam, manager of the press dept.; Clarence Menser vice-president in charge of programs; Charles B. Wheaton, vice-president in charge of promotion and advertising; C. Lloyd Egner, vice-president in charge of radio-recording; Roy C. Witmer, vice-president in charge of sales; William C. Hedges, vice-president in charge of stations, and his assistant, Easton C. Woolley, R. J. Teichner, treasurer; Harry F. McKeon, controller; Harry C. Kopf, vice-president and manager of the central division; Frank M. Russell, vice-president in charge of the Washington office, and Sidney N. Strotz, vice-president in charge of the western division.

Page 18 • September 13, 1943 • BROADCASTING • Broadcast Advertising
ACTUALLY, we understand that very few of Cleveland’s well-fed war workers have given up eating to listen to the many new Mutual shows over WHK.

But it is true that with all this exciting new Mutual entertainment bouncing around on the local air for the first time... a lot more ears in this war-humming community are being tuned to WHK.

And you can bet your last zinc penny that this station— which is already Retailers’ Choice in Cleveland*—is now more than ever the one to watch in these here parts!

* Retailers’ Choice? You bet. Cleveland merchants use WHK more than any other leading station—and they’re not fellows who throw away a dollar unless they can see two come floating back, either!

Since WHK went all Mutual—Rosie’s given up food for lunch

WHK RETAILERS’ CHOICE IN CLEVELAND

Represented by Paul H. Raymer Company

United Broadcasting Company, also operating WCLE, Cleveland, & WHKC, Columbus

September 13, 1943 • Page 19
By GUSTAV K. BRANDBORG
Commercial Manager, KVON, Tulsa

THE broadcasting industry today is faced with a bogeyman of its own making. As broadcasters have created him by their own thinking and acting during radio's short, hectic, development-crowded years. No two people see this bogeyman quite alike. Yet, what we see frightens us and we are confused. An all-wise leader, for a radio czar, more or less, and if he be a kind of industry czar, radio industry, so much the better.

Mr. Brandborg is a man familiar with the radio industry, as a producer for his company, WCKY. His knowledge and experience is invaluable and will greatly improve the radio industry.

Own Leadership

I firmly believe the radio industry is smart enough, mature enough and experienced enough to supply its own leadership. If it is not, and we publicly admit our inability to run our own business—by periodically advertised bickering among ourselves—we may soon find the regulatory agencies taking away our privilege of doing the necessary clerical work involved in keeping our stations on the air while we forever bicker.

To avoid dictatorship for the radio industry we must assume the responsibility which is ours. In short, let's run our individual stations in the American way. This means the fun, and equal exercise, but not abuse, of our common rights under the present Federal Communications Act, confused and ill defined as it is. It also means that we have the opportunity to work toward the changing and improving of that Act by unselfish cooperation with our elected representatives in Congress who recognize the present confusion and misinterpretation of the intent of the original Communications Act. To offer this co-operation we must be united. We must believe in each other and be worthy of belief. We cannot afford to be greedy either for power or money. We must be worthy of our trust. The fable of the goose and the golden egg is as true today as ever. I suggest the following steps be taken at once toward greater unification of the radio industry now when our maximum strength is most needed.

1. Consolidate our efforts in the NAB, the only organization able to act for the industry. By consolidation of our efforts in the NAB I mean let's forget our differences within the organization. Let's pull together.

2. Keep our differences confined to the industry itself as much as possible. The less public we make our internal growing pains the greater our public confidence and the less ammunition will our enemies find to use against us.

Reforms Eased

3. If, when Mr. Miller's present term as president of NAB expires, it still is desired to select a new man for this most important position, let's try to work with the industry itself. It might be pointed out that the present membership of the NAB Board has a number of highly qualified, well liked and successful radio men who could handle this difficult job. If we publicly admit the radio industry itself has not produced a man whose ability, personality and experience qualify him for the NAB presidency, then declare our need for an industry dictator.

If the three steps outlined above are taken now the radio industry can find a new unification of purpose. It may also find a renewed interest in, and respect for itself, outside the industry, and this is certainly to be desired. Reforms in the regulatory laws which control our present operations will come sooner and easier if those charged with this responsibility feel we are a united group of radio men who can work for the NAB, and since we have as our unsolved objective the all-around improvement of the radio broadcasting industry.

After all, there's not a one of us in broadcasting who, if we are entirely honest with ourselves, can have any doubt that we are and always should be licensed in "the public interest, convenience and necessity." Even without the compelling influence of law we are, as a matter of fact, bound to operate in that interest, for our product is not bought or paid for by us, but is accepted or rejected as it either meets or neglects the public need or want. What isn't accepted today is lost. There's no sale tomorrow for today's broadcast.

With the multitudinous problems every broadcaster has to face in this business today there's no time to be greedy, petty or vindictive. Let's pull together or new laws may pull us apart from what we believe to be radio's destiny under the American system of free enterprise. Should that happen, look for that bogeyman dictator to crack the whip.
10,000 Pieces of Mail Weekly Prove it! Advertisers’ Sales Increases Prove it! NOW—HOOPER Double proves it!

HOOPER’S LATEST INDEX Proves W-A-I-T Supreme in these Important Times!

Here is what your radio dollar buys on Chicago stations

53% more listeners than one 50,000 watt Chicago station
643% more listeners than a 20,000 Watt Station; 137% more listeners than a 10,000 Watt Station

W-A-I-T delivers most listeners per dollar spent

We knew it all the time—but it took the Hooper Station Listening Index to make it official! Yes, Mr. Advertiser, you can pay MORE for radio time in Chicagoland and you can pay less—but you cannot buy so much for so little on any station in the 12:00 Noon to 6:00 P.M. period named as on W-A-I-T. The graph above shows the comparative buy per dollar spent on ALL important Chicagoland stations—according to the lowest hourly rates published in Standard Rate and Data measured against the latest Hooper Listening Index! Whether you’re a spot buyer, a network advertiser or in the market for a radio test—you positively cannot do better than to avail yourself of the astonishingly responsive W-A-I-T audience! May we send you further conclusive data?

W-A-I-T—in the heart of Chicago’s radio dial

<table>
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<tr>
<th>CHICAGO’S TOP STATIONS</th>
<th>WMAQ</th>
<th>WGN</th>
<th>WBBM</th>
<th>W-A-I-T</th>
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<td>DIAL POSITIONS</td>
<td>670</td>
<td>720</td>
<td>780</td>
<td>820</td>
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Management: GENE T. DYER
360 North Michigan
Chicago, Illinois

Represented by RAY LINTON & CO.
New York Chicago
New Definition of FCC Power Urged at 4th District Session

Asheville Meeting Holds Frankfurter Opinion

Threatens Freedom of American Radio

ACTIVE and militant support by a united broadcasting industry, of legislation which will clearly define the powers of the FCC is seen by virtue of actions of broadcasters at NAB district meetings held during the past two months.

Strongest of the resolutions yet adopted came from the 4th NAB District meeting at Asheville Sept. 3-4, after the 60 broadcasters present were inspired by Senator E. D. (Cotton Ed) Smith (D-S.C.), who called for Congressional action to “nullify” the Frankfurter opinion.

Broadcasters present were instructed to acquaint their congressional delegations with the danger to traditional American freedoms inherent in the Frankfurter opinion with a view toward legislation at this session. The resolution gave unqualified support to W. Wheeler hill or other legislation as would “provide for the security and safety of a free radio.”

Arnoux Elected

Resolutions following the same theme have been adopted at a half-dozen district meetings held since the Supreme Court rendered its opinion last May. The 5th District, comprising Alabama, Florida, Georgia and Puerto Rico, scheduled to meet last Friday in Atlanta, was also expected to go on record for legislation. District director is James W. Woodruff Jr., WBRL Columbus.

At the 4th District meeting, Campbell Arnoux, general manager of WTAR Norfolk, and a veteran of 21 years in radio, was elected 4th District director to succeed G. Richard Shafto, who announced his retirement last spring. Mr. Arnoux will serve for two years, taking office immediately following the next annual meeting of the NAB, tentatively planned next spring. Mr. Shafto will continue to serve as a member of the NAB Legislative Committee.

Following is the full text of the resolution adopted by the 4th District broadcasters:

Resolved, that the membership of the Fourth District of the National Association of Broadcasters, composed of owners and managers of radio stations in North Carolina, South Carolina, Virginia, West Virginia and the District of Columbia, view with alarm the possible effect of the May 10 decision of the Supreme Court of the United States, holding that the FCC was endowed with heretofore unsuspected expansive power. Be it further resolved that the membership of this Fourth District, in conjunction with other members of the NAB throughout the United States, urges the Congress to adopt legislation which will definitely and clearly prescribe the powers which they have delegated to the FCC and that the first step in

Sen. Smith Asks Radio Law to Nullify Supreme Court Blow at Free Speech

A CALL to Congress to re-enact a radio bill to “nullify” the Supreme Court “composition of the traffic” decision, was made Sept. 3 by Senator Ellison D. (Cotton Ed) Smith, (D-S.C.) in an address prepared and delivered for meeting of the Fourth NAB District in Asheville, N. C. Ranking member of the Senate Interstate Commerce Committee, in which legislation originates, Senator Smith was unable to appear personally because of illness. His address was read by G. Richard Shafto, WIS Columbia, District director-at-large.

Law Must Be Clear

This new law, Senator Smith said, must be “clear, strong and forthright. It must state plainly the scope and the limits of the powers to be delegated to the FCC. It must leave no loophole for broad interpretation of authority. This bill must guard and protect America’s deepest freedom.”

The address follows in full text:

Sen. Smith: “I have before the Congress a bill introduced in the first session of 83rd Congress, the first session ever held after the passage of the Radio Act. The first message sent over the telegraph wires. It seemed then, that no greater miracle could be accomplished or imagined than the sending and receiving of communications over vast distances by means of small instruments and thin lines of wire.

But the radio with no visible connection between the sending and receiving apparatus, circles the earth in a flash. It carries not only messages but the voices and personalities of speakers on waves of ether—science working with God for the benefit of all mankind.

This miracle of radio is not simply a means of communication. It is a mighty medium of information, free expression and debate. Any effort to restrict or circumscribe it strikes a blow at one of our profoundest rights—the right of freedom of speech. It is a blow aimed at the Bill of Rights itself, America’s most sacred document.

Such a blow, at our deepest liberties, has been dealt by a majority of the Supreme Court—Felix Frankfurter writing the majority decision. Went Afield

There was before the court a question on the licensing of radio stations and on wavelengths. There was no question whatever before the Supreme Court concerning radio programs. But Frankfurter, in writing the majority decision, deliberately went far afield and embraced that question. In his decision

(Continued on page 24)
"It's a HONEY of a market, folks" — and you can't cover it without

**WHAT IS THE BEELINE?**

The Beeline is not a circuit, chain or network. It is a group of long-established key stations, each the favorite in its community, providing interlocking primary coverage of...

**CALIFORNIA'S BILLION-DOLLAR MARKET**
and Western Nevada

These five stations blanket a state within a state—California's great central valleys—plus Reno, "biggest little city in the world" and wealthy western Nevada.

This Beeline market, topping the nation in value and diversity of agricultural products, is segregated by Nature. In primary coverage, alone, it ranks in area with Pennsylvania and Michigan combined; in population with Los Angeles; in retail sales, with San Francisco (plus new buying power of tens of thousands of soldiers and defense workers.) You can't cover this golden market with any other radio combination that approaches the Beeline's huge, loyal audience. We have the proof:

- NEW HOOPER RATINGS
- NEW CONTOUR MAPS
- NEW MAIL-RESPONSE FACTS

...information important to every time-buyer. New rate cards, too, make this five-station package one of radio's outstanding buys. There's "honey" for the taking...on the Beeline!

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

ROBERT A. STREET, National Sales Manager  PAUL H. RAYMER CO., National Representatives
Special Assignment Plan Works Better
In Bringing Federal Messages to Public

AN ESTIMATED total of 204,000,000 listener impressions, the largest on record, resulted from radio
tactics used last week to current war information
campaigns through the special net-
work assignment plan, which was
one of several methods for
channeling domestic radio pro-
grams.
The special assignment plan is now four
weeks old as of the
beginning of the program, I'th Cohen, deputy chief
of the Radio Bureau, pointed out in commenting on
the weekly OWI figures of esti-
mates. The results, according to
him, explained more and
more broadcasters have been
offering to contribute time under the
assignment plan, with the result
that last week the program hit its
peak.

Other Impression
"This is evidence of the increasing
interest on the part of radio
stations in cooperation with public cam-
paigns," Mr. Cohen asserted. "It
indicates the industry's voluntary
efforts to do more through its mass
media for the national welfare."

Under the special assignment plan, he explained, OWI writes
grams in advance and provides
outlining plans and needs in connect-
ion with its various campaigns.
For last week's schedule, the Third
War Loan led the list. The response
was 100%, with a number of stations
reporting willingness to cooperate in the program.

The total of listener impressions
given by radio through the assign-
ment plan last week was only part
of the total, but included two
major government campaigns. An addi-
tional 282,850,000 impressions
was obtained through the network allo-
ation plan and other broadcasts
that were representative of listener impressions to
612,870,000, one of the highest figures attained.

While the Third War Loan was responsi-
ble for a large part (57%) of
the audience growth during the week, considerable
was contributed to other campaigns. The V-Mail campaign received an
estimated 108,000,000 impressions or
16.8% of the total, and the camp-
aign to recruit women workers
obtained 65,300,000 impressions or
approximately 11% of the
aggregate audience.

Other campaigns, accounting for
approximately 87,900,000 impressions or about 15% of the total, in-
cluded Labor Day, Fats and Grease Salute, Prepare for Winter, War
Boats, United States Army, Front
Pledge, Conservation, Hoid Prices
Down, Overconfidence, Fighting
Forces, The Enemy, and Home
Forces.

The Third War Loan last week
was scheduled on 45 network
commercial and sustaining programs
through the network allocation plan
of OWI. Another 150 programs
were scheduled under the special
assignment plan, in addition to 891
weekly OWI radio station reports,
telephone announcements, and 324
stations carrying additional 21
one-minute transmitted an-
ouncements. Two special events,
all featuring dignitaries and Holly-
wood stars, led off the campaign.

Tubes for Canada

Canadian radio tube manufac-
turers, located largely in Montreal, Toronto, and Hamilton, expect to
lead this year to 90% of the home
radio tube replacement require-
ments with a survey by the Toronto Fi-
nancial Post shows. Through
doting
publication schedules with
vastly expanded war work, they
hope to produce about 125 of the
more important types of replace-
ment tubes for civilian use. Aver-
age Canadian radio tube life is 4½
years. Many new stations have
been built in the Dominion to meet
the wartime expansion of the in-
dustry, which has increased four-
fold, now makes radio equipment
for not only the Canadian forces,
but also many of the United Na-
tions. Canadian 1945 production
of communication instruments of all
types for the armed services will
reach $252,000,000, according to
a government report.

Publicity as Career

FINDING that comparatively few
manufacturers or large advertis-
ers have created public relations
splendid form of Government. For
long years he has lived here
and prospered well. He was educated
in our colleges. He has been
entrusted with office after office of
dignity and influence. And finally he
has contributed to Mr. Justice Murphy
who wrote the dissenting opinion
and whom I now quote:

Exceed Authority

"By means of these regulations and the enforcement program, the
Commission would not only extend
its authority over business activi-
ties, but would greatly enlarge its
control over an institution that
may become a rival of the press and
pulpit as a purveyor of news
and entertainment and a medium
of public discussion. To assume a
function and responsibility of such
magnitude is an importance in
the life of the nation, as a result
entitling it to the right to pass on
individual applications for permission
to operate a radio station and use
a specific wavelength, is an assump-
tion of authority to which I am not
willing to lend my assent.

"... We exceed our competence
when we gratuitously bestow upon
an agency, power which the Con-
gress has not granted. Since that
is what the court in substance does
today, it says:

"... Because of its vast poten-
tialities as a medium of communi-
cation, discussion and propaganda, the character and extent of control
that should be exercised over it by
the Government is a matter of deep
and vital concern. Events in Europe
show that radio may readily be
a weapon of authority and misrepre-
sentation; that it means entertain-
ment and enlightenment. It may
even be an instrument of op-
pression"?

Calls the Roll

It is of vital importance to Amer-
can everywhere that they know
which men of the Supreme Court
belong agree with Frankfurter and
which agree with Brandeis. 'Therefore I shall call the roll of the
Supreme Court.

Mr. Justice Black and Mr. Justice
Rutledge take the lead in this oc-
casion. Justices Stone and Douglas
agree with Mr. Frankfurter. Mr. Justice Roberts
agrees with Mr. Justice Murphy
in upholding freedom of speech.
What a villain but what an ami-
ably small roll of honor.

It is the duty of Congress to re-
act a radio bill, as promptly as
possible, in order to nullify this
dangerous court decision.

This bill must be clear, strong
and forthright. It must state plain-
ly the scope and the limit of the
powers to be delegated to the FCC.
It must leave no loophole for broad
interpretation of authority. This bill
must guard and protect Amer-
ica's dearest freedom.

Our fighting men have left this
sacred and clear field of war keeping. We
will betray them if we do not guard
it with all our might!

What price freedom for the world
if American freedom is sacrificed!
Remember Americans all—"Eternal
vitalization is the price of lib-
erty!"
THIS IS OUR KEX MANAGER

YOU BOUGHT A GOOD NETWORK THERE IN THE BLUE
MAYBE YOU'D LIKE TO KNOW MORE ABOUT
KEX - THE BLUE STATION IN PORTLAND, OREGON

THE SURVEY FIGURES SHOW THAT KEX IS STEPPING RIGHT UP TOWARD THE TOP IN LISTENER POPULARITY IN THE PORTLAND AREA

WOW!

AND HOW HE HAS GROWN! MORE THAN THREE QUARTERS OF A MILLION PEOPLE NOW LIVE WITHIN A 50 MILE RADIUS

HAPPY TO KNOW THESE THINGS

I'M GLAD KEX IS ON THE BLUE

KEX IS A BETTER BUY THAN EVER FOR SPOT ADVERTISERS

THREE OF THE FAMOUS KAISER SHIPYARDS AND DOZENS OF OTHER WAR INDUSTRIES ARE WITHIN THE KEX SERVICE AREA. PORTLAND CITIZENS HAVE TWICE AS MUCH SPENDABLE INCOME AS THE NATIONAL AVERAGE.

KEX - PORTLAND, OREGON
Represented Nationally by PAUL H. RAYNER CO.
BECAUSE of the gas and tire restrictions, Fresno, Cal., like many other communities, has been unable to hold its annual county and district fairs. KMJ Fresno therefore took the alternative and sponsored a two day indoor Victory Garden Harvest Festival to display victory garden produce and home processed foods, with prizes of a complete garden tool set, war bonds and ribbons. Remote broadcast was aired over KMJ on the second night with participation by the 70 piece 22nd Air Force Band, augmented by a 35 piece drum and bugle corps.

Deposit Slips

DIRECT mail piece sent out by WROK Rockford, Ill., to the grocery stores of the city resembles a bank deposit slip. Promoting the current Morton Salt radio campaign the piece suggests that growers "salt some away" by displaying Morton's salt and how it can be used for food preservation.

Merchandising & Promotion

Deposit Slips—Around the Clock—Milkman Campaign—Scripts—Billboards & Radio

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

National Popularity Polls — More than 20 of them since 1935 have proved Listener Preference for Programs Heard on KSD and the NBC Network.

The station which carries the greatest number of most listened-to network programs is the station on which an advertiser is sure of finding the greatest acceptance for his programs. KSD is that station in St. Louis.

INCREASE SALES AND LOWER SALES COSTS WITH TIME ON

KSD
IN ST. LOUIS

Net Promotion

COMBINING public and station relations with network promotion, the weekly CBS sustaining feature, Open House, was started on Pacific network stations on Sept. 6. Featuring informal interviews with network talent and producers, series serves a three-fold purpose. In addition to increasing listener interest, program affords each CBS Pacific station opportunity to stress local features through cut-ins. As public relations promotion, a portion of the broadcast devoted to analysis of how network shows are built. Wartime and post-war industry plans are also discussed.

Distribute Scripts

AS THE FIRST project of its newly organized publicity and radio relations department [BROADCASTING, Aug. 2], the Hillman Women's Group, of Hillman Periodicals Inc., New York, last week distributed free of charge to a selected list of 100 stations, the script of a dramatization of "Washington Girl" newsletter appearing in the October issue of Real Story, a Hillman magazine.

Premier Promotion

SPECIAL features on a number of WLW Cincinnati regularly scheduled broadcasts are being planned to promote interest in the 55-city midwest premiere of KRO's "Behind the Rising Sun," film based on book by same name by foreign correspondent James R. Young. Other recent films which have been promoted by WLW were "Hillier's Children" and "This Land is Mine".

CBC Rebroadcasts

THE BBC Radio Newsreel heard in Canada every evening over the Canadian Broadcasting Corp. network, since the early part of the war, as a half-hour late evening presentation, was cut to a quarter-hour Sept. 5 on the Canadian network, with remaining 15 minutes being used to rebroadcast other CBC programs of current interest to Canadian listeners. On Sunday evenings the CBC talk program American Guest Night in which Canadian and American news editors in Great Britain take part, is now being rebroadcast on the CBC net.

AMP Agreements

ASSOCIATED Music Publishers Inc. has negotiated an exclusive on-demand licensing agreement with WSB and has made extensions of its license to the following stations: KFAC KOMZ KOY KELM KYD WHAN WREB WEWS WMAQ WGR WTVH WFTV WAPI WAXJ WABC WBAI WNYA WATL WHON EMF WLSF WBIR WJYR WJZ WNSR WSPI WSB YWTV WTTW WHKX WCHR WISR WREG WSBT WQVI WQW WABF WXYT WREM WPTW WITW WTTW WTTT.
Most everyone in Washington knows Janice. Janice Grey. She comes from Minnesota but, like thousands of girls, she’s now working in Washington.

More important, she’s a heroine! Heroine of a daytime serial—Janice Grey, Washington, D.C.

It’s a show on WTOP at 3:00 to 3:15 p.m. every weekday. Written by WTOP. Cast by WTOP. Produced by WTOP.

A daytime serial so localized—that so depicts normal just-around-the-corner happenings—that it grips the listener’s imagination: focuses her attention: demands her loyalty.

Janice Grey, Washington, D.C., has all the animation, all the suspense, all the heart-throb of good daytime radio. Its locale and many of its incidents are so familiar to Washington listeners that they might have happened next door (and maybe they did). Janice Grey is not just a “character.” She’s a person who is sharing the experiences of her listeners. She’s part of their lives.

You ought to make a date with “Janice.” It’s a remarkable show...a proved radio formula, personalized and localized for Washington women. It’s a TOP opportunity for an advertiser wanting to identify himself with Washington families.

“Janice Grey, Washington, D.C.” is the kind of polished, potent, professional radio that has made WTOP so popular.

It’s one of eight bright new WTOP-created, WTOP-produced shows now on the air.

Small wonder that advertisers invest more money in WTOP than in any other Washington radio station!
CUT UTILITY USAGE, SAYS JOINT APPEAL

RELATING a group of topics which have been the subject of important war news campaigns, on both sponsored and sustaining time, three government agencies last week jointly appealed to the public to cooperate in a new program for the conservation of fuel, manpower and utility services. W. F. B. and Nelson, ODT Director Joseph Eastman, and Petroleum Administrator Harold Ickes, joined in the appeal. The program covers coal, oil, gas, electricity, communications, water and transportation agencies which the officials said constitute the "life blood and the nerves of our industrial effort."

Their statement said that further efforts must be made by each citizen to reduce usage of these materials and facilities. "When this is done," the statement continued, "we are confident that the supplies and equipment on hand and future production can be stretched to meet the nation's needs."

Francisco Named CIAA Assistant Coordinator

DON FRANCISCO, director of the Radio Division of the Office of the Coordinator of Inter-American Affairs, has been named Assistant Coordinator of the agency, Nelson Rockefeller, CIAA coordinator, announced last week. Mr. Francisco will continue to direct CIAA radio activities.

Prior to joining CIAA, Mr. Francisco was president of Lord & Thomas, having joined the advertising agency in 1931 and assuming the presidency in 1938, succeeding Albert D. Lasker. He has been with the Rockefeller organization nearly three years.

J. B. Williams News

J. B. WILLIAMS Co., Glastonbury, Conn., which discontinues its Nero Wolfe series on the BLUE Sept. 27, last week took over sponsorship of the five-weekly Time magazine worldwide news review, presented 8-9:15 p.m. on WQXR New York. The company, which has used WQXR extensively, will promote Glider brushless shave cream. First portion of the program show covers latest news of the day, the second portion dealing with sidelights and news features reported by Time's 203 correspondents. Williams Agency is J. Walter Thompson Co., New York.

170 on Sunkist List

CALIFORNIA FRUIT Growers Exchange, Los Angeles, in a concentrated six-week campaign starting Sept. 13 will use 170 stations of Keystone Broadcasting System. Utilizing ten daily 5-minute copy, approximately 21 transferred announcements per week will be used on each station. Agency is Foote, Cone & Belding, Los Angeles.

The NBC Music Library (more than 100 tons of tunes) - the largest working collection in the world - is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

WMAQ

The Chicago Station Most People Listen To NOW! 50,000 Watts • 670 Kc. Represented Nationally by the NBC Spot Offices NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Water System Sponsor Testing Three Programs

F. E. MYERS & BRO. Co., Ashland, O., famed manufacturer of water systems and one of the oldest advertisers in the farm field, will begin testing three types of early-morning radio programs Sept. 13. Marking Myers' first real use of radio, the programs will be carried by 11 stations. Each will feature Ed C. Frank, a new radio personality portrayed by Vic Smith, Chicago actor. One group of stations will air a 15-minute program thrice-weekly with Farmer Frank and tunes and songs by the Myers Music Makers. Second group will broadcast a five-minute program twice-weekly featuring Farmer Frank alone, while still another group will broadcast one-minute announcements by Farmer Frank twice-weekly.

Stations carrying the test programs, all of which will be transcribed, are WLS Chicago; WJR Detroit; WBNS Columbus, Ohio; WMBD Peoria; WJBC Bloomington, Ill.; WQXR New York; WCAR Pontiac; WSBT South Bend; WEGO Rockford III., and WADC Akron. The test is under guidance of S. S. Burnett, Myers advertising manager. Meldrum & Fawsmith, Cleveland, is agency.

Packer's Spots

OSCAR MAYER & Co., Madison, Wis. (m.packer's), on Sept. 1 started participation on the late morning half-hour homemakers' program, Feature Foods, heard five-days weekly on WLS Chicago. Contract is for 52 weeks. The Mayer Co. on the same date began participation on the five-weekly early morning 55-minute program, Sunrise Salute, on WBBM Chicago. for 13 weeks. Company is also sponsoring five-minute market reports daily on WIBA Madison, Wis. Agency handling the account is Mitchell-Faust Adv. Co., Chicago.

Jane Cowl on Blue

SIX SPECIAL programs, with Actrees Jane Cowl as narrator, have been arranged by the BLUE as part of its cooperation with the Third War Loan drive, to run Sept. 9, 14, 17, 21, 24 and 28 in the 10:15-10:30 p.m. time slot. The series, written by Ira Maron, BLUE scriptwriter, will dramatize the true stories of six American soldiers wounded in action and now in naval hospitals in this country. Each program will end with a two-minute talk by the soldier whose life has been told, speaking from his hospital bed.

CVJY Joining CBC

CVJY Victoria, B. C., joins the national network of the Canadian Broadcasting Corp. as soon as line or FM facilities can be arranged. It was announced following the recent meeting of the CBC Board of Governors at Vancouver and Victoria.

BOARD of Directors of Decou Records Inc., New York, last Tuesday decided the regular quarterly dividend of 25 cents per share on the company's capital stock, payable Sept. 30, 1943, to stockholders on record Sept. 18, 1943.
DETROIT RIDES THE CREST

Ten years ago Detroit suffered its sharpest depression. Today it enjoys its greatest prosperity.

In 1933, banks were closed. City bills were unpaid. Nearly four years of mounting depression had reduced factory employment to less than 200,000 workers. An increasing welfare load numbered 70,000 cases.

For a brief interval, people lost faith in Detroit. City Bonds that now bring $120 could be bought at but little more than one-fourth of that price in 1933. City bills went unpaid. Municipal employees received City Scrip or nothing. Total City deficit as of May 31, 1933, exceeded $21,000,000. Bonded debt of $377,661,252 brought total obligations up to $400,000,000.

Ten years of increasing peacetime activity, growing payrolls and war prosperity—halted momentarily by brief recession of 1938—brought Detroit to levels hard to realize until comparisons are made with prior years.

Most significant is the rise in factory payrolls. As Detroit industry goes, so goes Detroit. Factory worker families, on the average, will receive about $5,000 this year. Weekly pay envelope of average Detroit workman will purchase nearly twice as much in goods and services today as it did in 1933.

Department store sales have risen to their highest level. Bank deposits are more than double their highest pre-war figure. Savings deposits have increased by more than $100,000,000 over the past eighteen months. War Bond savings have been greater.

Table pictures other outstanding changes in Detroit over past decade.

**DETROIT STATISTICS—A DECADE OF ACTIVITY**

<table>
<thead>
<tr>
<th>Category</th>
<th>1933</th>
<th>1943</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Debt</td>
<td>$399,322,184</td>
<td>$308,880,455</td>
<td>-23%</td>
</tr>
<tr>
<td>Detroit Bonds (10 year)</td>
<td>39.00</td>
<td>120.00</td>
<td>-200%</td>
</tr>
<tr>
<td>Bank Deposits</td>
<td>3,807,132,000</td>
<td>29,800,000,000</td>
<td>-91%</td>
</tr>
<tr>
<td>Bank Clearings</td>
<td>1,940,556,338</td>
<td>15,759,000,000</td>
<td>-91%</td>
</tr>
<tr>
<td>Savings Deposits</td>
<td>112,437,402</td>
<td>439,843,756</td>
<td>+299%</td>
</tr>
<tr>
<td>Total Bank Deposits</td>
<td>334,656,984</td>
<td>2,026,182,007</td>
<td>+505%</td>
</tr>
<tr>
<td>Factory Employment (County)</td>
<td>194,820</td>
<td>585,000</td>
<td>+200%</td>
</tr>
<tr>
<td>Weekly Factory Earnings</td>
<td>$22.00</td>
<td>$61.50</td>
<td>+179%</td>
</tr>
<tr>
<td>Total Factory Payroll (County)</td>
<td>210,239,008</td>
<td>1,800,000,000</td>
<td>+780%</td>
</tr>
<tr>
<td>Value Factory Output (County)</td>
<td>1,260,906,608</td>
<td>9,500,000,000</td>
<td>+652%</td>
</tr>
<tr>
<td>Department Store Sales</td>
<td>587,717,000</td>
<td>174,000,000</td>
<td>+780%</td>
</tr>
<tr>
<td>Value Buildings Erected</td>
<td>3,945,765</td>
<td>29,600,000</td>
<td>+700%</td>
</tr>
<tr>
<td>DSR Traffic Volume</td>
<td>254,343,585</td>
<td>538,000,000</td>
<td>+111%</td>
</tr>
<tr>
<td>Railroad Tonnage (Area)</td>
<td>15,936,593</td>
<td>28,000,000</td>
<td>+76%</td>
</tr>
<tr>
<td>Real Weekly Earnings (1933—100)</td>
<td>188</td>
<td>188</td>
<td>0%</td>
</tr>
<tr>
<td>Population (Area)</td>
<td>2,080,000</td>
<td>2,845,000</td>
<td>+37%</td>
</tr>
</tbody>
</table>

* Totals for 1943 estimated on basis of first half gain over corresponding period of 1942. Other data as of July 1, 1943.

—John R. Stewart
Henshaw to MacLaren


For the past year he has been working for the National War Finance Committee of the Canadian government as public relations advisor, duties which he will continue. Prior to joining Walsh Adv. Co., he was radio director of A. McKinn Ltd., Toronto. He came to Toronto in 1934 from WIOD Miami, where he was studio manager, and began putting on radio productions for the Canadian Radio Broadcasting Commission, predecessor of the Canadian Broadcasting Corp. In addition to his agency work, he writes and produces a number of shows.

W39NY's New Schedule

W39NY, New York FM station owned by the Municipal Broadcasting System, is operating on a new daily schedule from 6-10 p.m., carrying many of the programs heard on WNYC, New York municipal station, as well as live musical programs of its own origination. Located atop the Municipal Bldg. in New York, the station operates on 49.9 mc., covering sections of New Jersey and Long Island.

WIP Philadelphia staged a gigantic radio revue, The American Way, on Oct. 17-18, especially planned for the Third War Bond Drive. From 10-11 p.m. until early morning, all the theatres in town paraded before the WIP microphones.

A RECIPROCAL exchange of programs between the British Broadcasting Corp. and the Canadian Broadcasting Corp. was started Sept. 17, the programs dealing with the common heritage of the British and Canadian people as it has expressed itself during the four war years. Three Canada to Britain programs and three Britain to Canada programs are featured in the weekly series.

REPORTS on sales of Bonds from War Bond headquarters in the four states comprising the WTW-WSAI Cincinnati area are being aired at frequent intervals during the Third War Loan Drive. Plans aimed at arousing a competitive spirit in the various districts. WSAI is scheduling a 15-minute program daily and a special one at the finish.

WWL New Orleans is playing the current Third War Loan Drive with special Monday night and Saturday sign-off at night, in addition to announcements and special programs at other times. Station recently supplied talent for local Bond rally in New Orleans.

THOMAS REJOINS LYONS

EARL G. THOMAS, former Chicago radio director of McCann Erickson, and for the past year a captain in the Army, has been named executive vice-president of A. & S. Lyons Inc., to manage the New York office of the talent agency. Mr. Thomas was recently placed on an inactive status and was assigned as a special Army assignment as theatrical advisor and producer of all-soldier shows here and overseas. Arthur S. Lyons said the appointment of Mr. Thomas is the first step in an expansion program "in anticipation of an unprecedented increase in activity in the entertainment world immediately following the war." Mr. Thomas was radio director of A. & S. Lyons from 1928 to 1936. He founded and was first president of the Chicago Radio Management Club.

Drake Joins Blue

FRANCIS DRAKE, World War I pilot, author and aviation editor of Readers Digest, has joined the BLUE'S staff of commentators. He now broadcasts a 10-minute aviation commentary on the BLUE Sundays in the 1:45-2 p.m. period, following a five-minute report on world news. First program was heard Sept. 12.
August 9th, 1943.

Mr. F. C. Sowell
Station WLAC
Third National Bank Building
Nashville, Tennessee

Dear Mr. Sowell:

I've been away from the office for the past four weeks, and have been extremely gratified to note the wonderful job you're doing for Sunway Vitamins. You are our lowest cost station at this time, and I am more than happy with the results.

I'm working along the same lines with other stations, and wonder if you would be good enough to send me scripts of all copy you are using, since I feel this would be of benefit to them. I'll greatly appreciate receiving this by return air mail because we are working on copy now and would like to use this for material.

I'd like to suggest also that you let me have a few recordings of your shows, for which of course I'll be glad to pay for any expense involved, to be used only for audition purposes. These can be done at your convenience.

Again I want to congratulate you on the very swell job you are doing for us, and thank you personally for all your fine cooperation.

Cordially yours,
SORENSEN AND COMPANY

When Miss Wageman states that WLAC is her "lowest cost station," she simply means she is getting more $1.00 orders per advertising dollar spent on WLAC than from any other station. 'Nuf said!
Robert Southey might well have had radio broadcasting in mind, when over 100 years ago, he wrote:

“There are three things that ought to be considered before some things are spoken—*the Manner, the Place and the Time.*”

Fort Industry Stations offer radio advertisers the “Manner” of the expert. Always that studied presentation that fits the job to be done.

Fort Industry Stations offer radio advertisers the “Place” where folks listen and respond. The importance of these Fort Industry markets is a matter of record for all to read:

IN OHIO—Toledo, Lima, Zanesville

IN WEST VIRGINIA—Wheeling, Fairmont

IN GEORGIA—Atlanta

Fort Industry Stations offer radio advertisers the “Time” that counts—spot announcement and program time units built up to a maximum of efficiency by major network and personalized local programming.

Fort Industry “Manner,” “Place” and “Time” are your assurance of results!

FORT INDUSTRY STATIONS

<table>
<thead>
<tr>
<th>WWVA</th>
<th>WAGA</th>
<th>WSPD</th>
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<td>Wheeling, West Va.</td>
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<td>Toledo, Ohio</td>
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<th>WHIZ</th>
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<td>Zanesville, Ohio</td>
<td>Fairmont, W. Va.</td>
<td>Lima, Ohio</td>
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INDUSTRY STATION YOU CAN BANK ON IT
Our Respects To —

HARRY CLIFFORD KOPF

EVERYBODY knows him as "Harry", and therein lies some part of the secret for the phenomenal success enjoyed by Harry C. Kopf, vice-president of NBC and general manager of its Central Division. Holder of one of the best sales records in all broadcasting history, Harry Kopf is also one of the best known and best liked executives in radio. The son of an electrical engineer, he was born at Shawneetown, Ill., Dec. 26, 1892, and when the family moved to Chicago in 1912 he continued his school days with only one mild grudge against the world—he had been left behind to live in Michigan City.

However, ruthless classmates at Hyde Park high school in Chicago soon forgot that when they saw Harry fielding on the baseball team or setting records in sprint races for the track team, or even whipping up coles and frappes at the school store as an extra-curricular clerk.

Later, at the University of Illinois, Harry added several gold medals to his collection for running, an Alpha Tau Omega pin and a job promoting Chesterfield cigarettes for the Liggitt & Myers Tobacco Co., the latter crystallizing a hitherto passing interest in salesmanship when reports proved him their leading campus salesman. In the fall of 1925, he emerged on the Chicago scene in search of a job, having earned his B. S. degree as a major in advertising and selling.

Of Harry Kopf in his first job, as a space salesman in the local display department of the Chicago Herald-Examiner, now defunct Hearst newspaper, a contemporary said, "He definitely was a hot shot." In 1927 Kopf joined the A. W. Shaw Publishing Co., to represent the national department for System Magazine, and then was included among the assets when that firm was absorbed by the McGraw-Hill Publishing Co., Chicago.

Harry Kopf, to date, is a Chicagophile. In 1929 when McGraw-Hill offered him a better post with them in New York, on the basis of an unprecedented sales record, he not only refused to go east, but joined the Literary Digest sales staff in Chicago, departing shortly afterwards from them because they wanted him to work in Detroit.

In 1931 he joined NBC—in Chicago. But his first account nearly threw Harry—he had to commutte to Detroit on an average of twice weekly to calm a client who bolleried every time his show was shifted. That period is said to coincide accurately with Kopf's first sign of graying hair. But that, apparently only

(Continued on page 38)
CROWDS follow KOIN
...on and off the air!

Above—A solid city block of humanity hears the KOIN-Portland Civic Orchestra, presented by Portland’s Mayor.

Below, left—KOIN Orchestra attracts immense crowds at Portland’s Victory Center.

Below, right—KOIN Orchestra and Chorus sponsored by the Mayor in summer series of City Park concerts.

THE PUBLIC SERVICE STATION IN
PORTLAND, OREGON
—the war industries have created a booming market for advertisers

FREE & PETERS, INC. National Representatives
David Grimes, Philco, Is Killed in Plane Crash

DAVID GRIMES, 47, vice-president of engineering for Philco Corp., was aboard a special war mission, was killed Sept. 4 when his transport plane crashed in Northern Ireland. He served in the last war as chief radio officer at Kelly Field, Texas, and at bases in England. After the war, he joined AT&T as a research engineer in telephony. While doing research work on a consulting basis he invented the "Grimes Inverse Duplex Circuit" used by many early radio amateurs in homemade receivers.

Mr. Grimes joined Philco in 1934, and under his direction the company played a leading part in developing and producing electronic equipment for the Army and Navy. One of his strongest convictions was that a network of television relay links beaming programs from one station to another 25 to 40 miles apart would make possible a nationwide television service in a relatively short time.

JOHN R. KENNEDY, formerly of the purchasing department of the RCA Victor Division of RCA, has joined Columbia Recording Corp. as manager of material procurement and control.

MILTON. V. CARLSON, formerly of the advertising department of Los Angeles Examiner, has joined Don Lee Broadcasting System Hollywood, as advertisement sales manager.

MARK WAKEFIELD has joined KEFR Seattle as account executive.

Our Respects to
(Continued from page 28)

served to temper Mr. Kopf, whose name from that time was spoken of with greater respect in the commercial broadcasting field. Drackett Chemical was an early Kopf account. So was Real Silk Hosiery and the Hoover Vacuum Cleaner Co. And when he stepped into the Procter & Gamble set-up he played a major role in turning that company into the biggest single customer on NBC.

And Kopf continued to lace up the Midwest with such accounts as Jergens-Woodbury, American Rolling Mills, Brown & Williamson, Pabst Brewing and others. Meanwhile, his record sheet began to read like chapter headings in a Horatio Alger book. Jan. 1, 1939, appointed sales manager of the NBC Central Division; Oct. 4, 1940, appointed general manager of the Central Division effective Nov. 1 of that year, when Sidney Strotz went to New York as NBC program vice-president; Oct. 3, 1941, elected vice-president of NBC. Throughout the process, we have learned, everyone continued to call him "Harry," yet no one underestimates his executive ability, based on a fast sales attack and lightning wits upon demand.

Harry Kopf likes to drive a fast car, or did; bowls with equal alacrity, plays "at" golf; collects fishing tackle toward the day he can really go in for it a la Walton. A bachelor, Harry Kopf lives in a large house in Evanston, Ill., with his brother, Dick, and a married sister, who can find him in a comfortable deck chair in the back yard whenever there is any chance to be done.

CBS says this is our primary:
22 counties—3 states—1,032,302 people (75% white). Hooper says this is our popularity: 63.8% tuned to WSPA. Uncle Sam says this is our payroll: Industrial—$107,084,220; Farm—$93,226,133. No wonder WSPA is South Carolina's FIRST station.

Serving the Textile South from Spartanburg, S.C.
5000 watts day,
1000 watts night,
950 kc. Represented by Hollingbery.

Wire Recorder

LATEST adaptation for the new wire recording units [Broadcasting, Aug. 23], being built by General Electric for the armed forces, has been the recording of the Army Hour programs each week along with news reports for entertainment and information of troops and correspondents in North Africa. Idea originated with Maj. Frank Pellegrin, of the Army bureau of public relations. Recording spools are flown to Algiers each week by transport planes.

ALFRED C. SANGER, until recently manager of the traffic appliance division of General Electric Co., bridge tower, has been appointed sales manager for the appliance divisions of G-E's appliance and merchandise department.
Locate your FM Transmitter for maximum coverage

Programs from W1MM, the Gordon Gray studio at Winston-Salem, N. C., are today being relayed, without wires, to a 3-kw transmitter high on Clingman's Peak 110 miles away. A G-E Station-to-Transmitter unit makes this wireless relaying possible. In similar use at FM stations in Chicago and Schenectady, and at international short-wave stations in Boston and New York, the S-T relay has proved its economy, reliability, and unequalled transmitting fidelity in months of flawless day-in, day-out service.

General Electric S-T equipment permits complete FM program fidelity from 30 to 15,000 cycles - the total range of the human ear. This apparatus takes the place of technically inadequate or prohibitively expensive wire-line construction ... for no connecting wires are needed! General Electric alone has pioneered and developed this wireless type of equipment ... and G. E. is the only manufacturer who can supply it.

A complete General Electric S-T relay-equipment installation includes:
1. A 25-watt FM transmitter.
2. A rack-mounted station monitor.
3. A double-conversion, crystal-controlled superheterodyne FM receiver.
4. Special directional antennas that provide a 100-fold power gain between studio and transmitter.

It's not too soon now to start locating the site for your post-war FM transmitter. G. E. has the experienced engineering personnel to help you find the best location, the S-T relay transmitter and receiver to reach it, and the studio and antenna equipment to operate it ... plus broadcast and programming experience to help you select and train your future FM engineering and studio staffs. We welcome your inquiries. ... Electronics Department, General Electric, Schenectady, New York.

Listen in "The World Today" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P. M. E.W.T. over ABC.

GENERAL ELECTRIC

STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS
BEHIND THE MIKE

AL STEEVENS, chief announcer of WFLI Philadelphia, and Ellen Virginia Mitchell, former vocalist with Phil Spitalny's orchestra, are to be married late this month.

A. HARRY BATES, auditor of KYW Philadelphia, is the father of a boy born this week.

DANIEL C. BEATTIE, director of sales and production for the U.S. Recording Co., Washington, D.C., has resigned to enter the field of radio writing and directing.

Keller to MBS

ROBERT KELLER, former manager of the licensing division of Associated Music Publishers, has been appointed manager of program operations of Mutual, it has been announced by Adolph Opfinger, Mutual program director. Mr. Keller, prior to joining AMP six years ago, was manager of the Literary rights division of NBC.

HARRISON WOOD, Hollywood news analyst, is commentator on the five-weeks' quarter-hour commentary sponsored by Grove Laboratories on Don Lee Pacific stations. Series started Sept. 5.

CARVERTH WELLS, explorer-writer, has started a weekly quarter-hour commentary, "Nature's Battle Fronts," on NBC Pacific stations.

LT. RON DEACON, Royal Canadian Artillery, formerly announcer of CKX Brandon, Man., recently became the father of a boy.

J. A. MARTIN and Cecil Hobbs, formerly with the Canadian Broadcasting Corp., Toronto stations, have been honorably discharged from the Royal Canadian Air Force and the Canadian Army respectively, and are now stationed at the CBC Toronto studios. J. A. Martin is announcer and Cecil Hobbs at the record library.

DAVID E. PARTRIDGE, assistant promotion of WLW Cincinnati, has been commissioned ensign in the U.S. Naval Reserve and has left for Quonset Point, R.I., training center. Before joining WLW, he was with several Kansas newspapers and did promotion and publicity for KMBC TV.

LARRY THOMAS, summer relief announcer of WIP Philadelphia has joined the permanent announcing staff of WPEN Philadelphia.

MAC McGUIRE, formerly of WLAV Grand Rapids, Mich., has joined the announcing staff of WCAU Philadelphia.

WINCHESTER H. HEICHER, formerly research consultant for the Senate Committee on Affairs of Cities of the State of New York, has joined the staff of RCA's department of information.

ARNOLD ROSTON, formerly in the art department of the Office of War Information, has joined Mutual as art director.

Sgt. ROBERT WALDROP, formerly on the announcing staff of NBC in New York and on the West Coast, is narrator for the $75,000,000 "Hit the Attack" Army-Treasury show being held at the Washington Monument in Washington, D.C.

GORDON GRAHAM, director of promotion of WABC New York, is representing in New Rochelle, N.Y., New York, from injuries sustained during a fall.

CARLTON PEARL of the CBS press information division, on Sept. 5 became the father of a boy.

JACK STEVENS and Bill Elliot of WLW Cincinnati have been appointed official announcers for the Third War Loan Drive in New England.

KEN JEFFREY, announcer, left WWRL New York Sept. 3, to join the Army.

CBS personnel leaving the network recently to join the Army include Mel Allen, CBS news and sports columnist; G. D. Wiebe, study director of the CBS program analysis; and Joseph Russil of the program writing department. Jack Page, evening manager of all CBS theatre operations, has joined the Navy as a lieutenant (j.g.).

Frank Crumit

FRANK CRUMIT, 65, who with his wife Julia Sanderson, has been known to radio listeners since 1928, died of a heart attack in New York on Sept. 7. "Crumit and Sanderson" originated the Battle of the Sexes program, and currently were starred in The Singing Suitscases, five times weekly for Southern Cotton Oil Co., and a Saturday evening quiz program, sponsored by Lewis-Hove Co., both on CBS.

Mr. Crumit was well known in vaudeville before he entered radio. Recently he donated his collection of vaudeville items to State Library in Columbia, N.C.

No replacement has been set for the couple's Saturday night show, although Lewis-Hove is renewing the time, 8-8:30 p.m., on 53 stations, Oct. 2. Their daytime spot is being filled temporarily by Irene Beasley and Richard Stark.

ROB O'BRIEN, writer on the weekly NBC Jack Benny Show, has been signed by RKO Pictures Inc.

PAUL WESTON has been signed as musical director of the weekly BLUE Duff's Tavern which premier Oct. 5.

ARTHUR L. BRIGHT of KPFT Houston has been named member of the Pacific Coast Advertising Commission.

CHARLEY SULLIVAN, formerly production supervisor at WJJO Baton Rouge, La., has joined the announcing staff of WIML Minneapolis.

ROY NEAL has been appointed chief announcer of WIBG Philadelphia.

BILL BOYAN, formerly KOH Reno, has joined the announcing staff of KROW Oakland, Cal.

JONA TERRY, announcer at CKKNW Wingham, Ont., has joined the WEBS.

JERRY BERNSTEIN, formerly program director of KTHS Hot Springs, Ark., has joined the announcing staff of KOMA Oklahoma City.

THOMAS W. INGOLDSBY, formerly Nebraska footballer for the United Press, has joined the staff of WOC Omaha, as city editor of the news department.

NELDA ORMISTON, producer of KROW Oakland, Cal., has returned after a year's absence.

LOU BRING, West Coast musical director of BLUE and RCA Victor, is on his way to the West of a boy born in Hollywood Aug. 31.

Good-Night, Silas— you're certainly getting to be something! It ain't nothing to be mentioned on the radio— I know 'em all at WDAY!

You sophisticates in big cities probably have no idea of what an aggressive radio station can mean to the people of a rural area—even an enormously rich rural area like the Red River Valley. WDAY is the big source of information and entertainment and interest, to 1,537,477 people around Fargo.

WDAY

FARGO, N.D. . . . 5000 WATTS . . . N.B.C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

Page 38 • September 13, 1943
Said the Destroyer to the Invasion Barges:

"Mine field destroyed — channel clear!"

They work together better ... because they can talk together.

As the sea and air barrage Shatters the early dawn Out plow the mine sweepers Their night’s hair-trigger work done ... Across their bows Sweeps the destroyer leader Throwing water and “making smoke” ... Lurking in the man-made fog The invasion barges Await the signal to move in Ears glued to their radios Like villagers’ ears To a party line ... Suddenly it comes The flash that says The coast is clear And the whole armada Starts moving in as one ... What unseen “switchboard” Connected every radio in the fleet ... “Locked” each to the same wave length To save the seconds that win battles? It’s all done automatically By a tiny crystal of quartz Cut as precisely as a precious stone. And as carefully mounted To form a unit that synchronizes every radio And feeds the message through At the predetermined frequency ... * * *

Today I.T.&T.’s manufacturing associate Federal Telephone and Radio Corporation Is one of the leading producers Of crystal units for our fighting forces ... Tomorrow I.T.&T.’s broad experience In communications Will help men build A better world.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad St., New York, N. Y.

Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION
MARY P. VAUGHN has joined the promotion department of WINN Louisville.

CHARLES LEJDINGHAM has joined the announcing staff of WLVA Lynchburg, Va.

ARTHUR JACOBSEN has joined the announcing staff of KGVO Missoula, Mont.

ED PERRY, staff announcer at WPSU New Orleans, has left for training in the Marine Corps.

CHARLES MAJJON, announcer of WNOX Knoxville, has joined the Merchant Marine. Jack Larrace has transferred from announcing to continuity, replacing Kenneth Wright, who is now with the Tennessee Eastman Co. Other additions to the announcing staff are Kurt Webster and Newt McMann, from WBBR Knoxville; Leslie Williams, from Madison, Ga., James Metcalf, recently discharged from the Army.

EDWIN ANTHONY BROWNE, continuity chief of KGW-KEX Portland, Ore., has resigned to do radio news work at KGEI San Francisco shortwave station for the office of the Coordinator of Inter-American Affairs. Ruth Forbes of the artists staff last week began a three-week commercial quarter-hour for Porter-Sceppelli Manmron Co., featuring her songs and playing.

MICHAEL STOKEY, former announcer of NBC Hollywood, is an aviation cadet stationed at the Army Air Forces training field at March, Tex.

MARIAN LEE has shifted her daily half-hour early morning participation program, Women's World, from KMTR Hollywood to KWKW President.

BILL ROHANNNX, former announcer of KOH Reno, has joined KROW Oakland, Cal.

ALAN MANN, formerly of KFXX San Bernardino, Cal., has joined KGGR Long Beach as announcer, replacing Vincent Alexander, now in the Army. Charles Richardson is also new to KGGR. He was formerly at KBBX Houston.

THOMAS PELUSO, formerly with Universal and Columbia film studios, has joined NBC Hollywood as western division musical director. He replaces Charles Dant, now musical director on the CBS Jack Carson show. Mr. Dant had replaced Johnny Richards, now in the Army.

FRED HAYWARD, former WBT production manager, is now a Lieutenant in the Service Command following completion of training at Officers' Training School.

DON ELDER, NBC announcer, and Irene Scheldahl of Northwood, N. D., were married Sept. 4 in Chicago.

Brady Joins UP

FRANK BRADY, promotion manager of United Features Syndicate, has been named promotion manager of United Press, New York, succeeding Walter Rundle, now on foreign assignment for UP, according to Hugh Baillie, president of UP. Prior to joining United Features, Mr. Brady was associate editor of Motion Picture Magazine and later, of The Vicks Magazine. A graduate of Columbia U. and an Army flier in the first World War, Brady worked as special sports correspondent for the New York Tribune, city editor of the Evening Sun.

Awards to Radiomarine

RADIOMARINE Corp. of America, which on March 8 of this issue received the Maritime "M" pennant, has won a star "for continued achievement in completing wartime schedules." Radiomarine also was awarded the Army-Navy "E" pennant, and a star therefor, for high achievement in production of war material in December last year, and in March, 1943.

### AGENCY Appointments

STEIGER, Hartford, Conn. to Cramer-Tobias-Meyer, New York, for fur. Some local radio use.


SUN MARIN PACKING Co., San Diego, Calif. (canned fruit), to Foote, Cone & Belding, Los Angeles.


VITAMINS PLUS, New York, to Baker Adv., Philadelphia. Fall plans are being drawn.


ARTHUR JACOBSON, former actor and a member of the NBC Central Division production staff, has been named production manager to succeed Charles Urquhart, who resigned to join the Army. Jules Herlounus, program manager of the division, announced last week.

JACK GIBNEY, who for five years handled the U. of Georgia football broadcasts at WRBI, Columbus, has joined the announcing staff of the NBC Central Division in Chicago.

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**REACHES 3,403,000 RADIO FAMILIES in Chicago and the Midwest at lower cost per thousand than any other major Chicago station**

<table>
<thead>
<tr>
<th>Station</th>
<th>Families</th>
<th>Cost per 1,000</th>
<th>% Increase over WENR</th>
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*Based on a 15-minute daytime show, 5 times per week. Source — NBC All-County Survey.

Ask a Blue Spot Sales representative for complete details!
OLDTIME aviators will tell you they flew by the “seat of their pants.” Today, fliers use instruments.

Broadcasting has gone through the same cycle. Today, broadcast station operators have learned the need of adequate—and dependable—instruments.

In these pages you have been told before, and will be reminded, that RCA is the only broadcast equipment manufacturer making a full line of test and measuring equipment.

Obviously, a manufacturer who makes a complete line of broadcasting apparatus is in the best position to produce measuring and test instruments that are correctly designed to meet broadcasting needs.

RCA test and measuring equipment for broadcast stations includes:

- Oscilloscopes
- Beat-Frequency Oscillators
- Distortion Meters
- Volume Indicators
- Power Units
- R. F. and A. F. Noise Monitors
- R. F. Frequency Monitors
- Audio Frequency Meters
- Broadcast Field Intensity Meters
- H. F. Field Intensity Meters

and a special line of Television Test and Measuring Equipment.

Descriptive literature with full information will be sent promptly regarding any of this equipment. Please address inquiries to RCA Victor Division, Radio Corporation of America, Camden, N. J.
LISTENING-POST committees have been set up throughout the United States to aid the George Foster Peabody Radio Awards Board in its annual selections, according to Dean John E. Drewry, Henry W. Grady School of Journalism, the University of Georgia, which, with the assistance of the NAB, administers the “Pulitzer prizes of the air.”

Under direction of Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity, arrangements have been made whereby about 2,000 persons in over 100 cities in more than 40 States will evaluate programs in their own communities and make recommendations to the Peabody Board through Dean Drewry’s office.

Other Posts

Similar listening-post committees have been set up in the following universities: Boston, Colorado, Georgia, Idaho, Illinois, Iowa, Kentucky, Louisiana, Minnesota, Missouri, Montana, North Carolina, North Dakota, Ohio, Pennsylvania, Rutgers, South Carolina, South Dakota, Southern California, Utah, Washington, West Virginia and Wisconsin.

Members of the national advisory board of these awards are: John H. Benson, president, American Assn. of Advertising Agencies, New York; Dr. Ralph Casey, director, School of Journalism, U. of Minnesota; Jonathan Daniels, editor, Raleigh (N. C.) News & Observer; Mark Ethridge, publisher, Louisville Courier-Journal and Times; and Joseph Henry Jackson, literary editor, San Francisco Chronicle; Waldemar Kaempfert, science editor, New York Times; Alfred A. Knopf, publisher, New York; Dr. I. Keith Tyler, Director of Evaluation of School Broadcasts, Ohio State U.; Mrs. Marjorie Peabody Waite, daughter of George Foster Peabody, whose name the awards bear, president “Yaddo”; Edward Weeks, editor, Atlantic Monthly, Boston; Dr. S. V. Sanford, chancellor, University System of Georgia; Earl J. Glade, vice-president, KSL Salt Lake City, Utah, representing the NAB.

Awards this year are to be made for news, drama, music, education, and children’s programs, and to individual stations, rendering meritorious public service.

Dec. 10 is the closing date for suggestions for the NAB Awards.

Baukhage is Available

1:00 TO 1:15 P.M. MONDAY THRU FRIDAY

“AUHKAGE TALKING” is a news broadcast from Washington by a man known to practically all the Nation’s listeners.

He is an outstanding network feature available now on a local sponsorship basis—for your exclusive use on WRNL—to cover Virginia’s great defense market.
DUBONNET on Blue
DUBONNET CORP., New York, a subsidiary of Schenley Import Corp., on Sept. 4 launched its new BLUE show for Dubonnet wines with a format very different from its five-minute weekly Alec Templeton show, last BLUE broadcast of which was Aug. 27. The new series, which is of "right-time caliber" and is titled Dubonnet Time with Xavier Cugat, is heard Saturday mornings 11:10-11:30, with a repeat at 1:30. Originating in the BLUE studios in Hollywood for at least the first 11 weeks, the show features Lin Romay, singer, the Cugat orchestra and choir and a male singer as yet unselected. Agency is H. Weintraub & Co., New York.

WHL; and Tracy F. Tyler, College of Education.

Montana State University: James L. C. F., dean of the School of Journalism, chairman; Ralph McMurtry, Speech Department, and radio program director of the University, and Dan Teisen, owner and operator of Radio Station KGEZ, Kalispell, Montana.

The University of North Carolina: O. J. Coffin, head of the Department of Journalism, and Phillips Bostell, professor of journalism, University of North Carolina; A. A. Williamson, Duke University, Durham; Mrs. Nell Cooper, Mere- 

Dramatics; Hummel Fishburn.

The Ohio State University: James E. Poliak, director of the School of Journalism, chairman; Dr. Edgar Dale Bub- 

For more information, contact the University of Wisconsin's Public Relations Office.

The University of Tennessee: Allan L. Schramm, professor of journalism; Clay Clabough, associate professor of journalism; Mrs. Pearl Bennett, director of the Station WSM, Nashville, Tn., and associate professor of journalism.

The University of Texas: Leonard Niel Plummer, head of the Department of Journalism, and the late Dr. Maurice F. N., director of the station's publications, chairman; Mrs. C. C. Seney, secretary of the Department of Educational Administration, College of Education; and Mrs. E. G. Burton, dean of the Graduate School; and Mrs. Edwin E. Mays, dean of the College of Commerce.

The University of Virginia: Charles L. Sanderson, assistant professor of journalism; Mrs. Pearl Bennett, director of the Station WSM, Nashville, Tn., and associate professor of journalism.

The University of Wisconsin: Grant M. Knutson, director of the School of Journalism, chairman; Arthur F. H. Head, assistant professor of political science, and Paul A. Flow- er, assistant professor of Journalism.

The University of Wisconsin: Grant M. Knutson, director of the School of Journalism, chairman; Arthur F. H. Head, assistant professor of political science, and Paul A. Flow- er, assistant professor of Journalism.

WISNER COVERS GAMES

HARRY WISNER, BLUE sportscaster, will cover the outstanding "football games of the week" on the BLUE starting Sept. 18 with the Army Grant-Michigan U game at Rockford, Ill. Network has not scheduled any particular games for the present, preferring to select them on the basis of the day's schedule until waiting the Monday preceding the date of the game, the choice will be made on the basis of the game record.

STROMBERG-CARLSON Co. of Rochester, N. Y., has been granted a six-month renewal of its Navy "E" Award for constant peak production and constant excellence in production of communications equipment.

WISER COLUMBIA"

BUFFALO'S MOST Powerful Transmitter Plant

50,000 WATTS
1520 K.C.

N. B. C. AFFILIATE * EDWARD PETRY & CO., National Representatives

BROADCASTING • Broadcast Advertising
September 13, 1943 • Page 43

IN DAYTON

The overwhelming choice of the local advertisers is

WING

There is a reason, "It sells merchandise"

* Basic Blue Network

WING

Ronald B. Woodard

Buffalo Broadcasting Corporation

National Representative

BUFFALO"
Clifford, Pattison, Beach Named B & B Executives
CHARLES CLIFFORD and Henry O. Pattison Jr. have been elected vice-presidents of Benton & Bowles, New York, and Edward R. Beach has been named secretary and treasurer of the agency. It was announced last week by Clarence B. Gusher, president of B & B, following a meeting of the board of directors.

Mr. Clifford has been with the agency since 1943, having previously been copy chief at Brown & Thomas and H. W. Kastor & Sons. Mr. Pattison began his present work in the B & B copy department last year, having spent the previous 10 years with J. Walter Thompson Co. in charge of creative work for various accounts. Formerly with Procter & Gamble Co., Mr. Beach has been assistant to the president since he joined Benton & Bowles last February.

SAMUEL E. HUNSAKER has joined the copy department of N. W. Ayer & Son, Philadelphia.

MICHAEL J. BOSCA, formerly of the Westinghouse information division where he handled publicity on the late Smith program, has joined the publicity department of Young & Rubicam, New York, agency handling that show for General Foods Corp.

LATHAM O'NEILL, script chief of Erwin, Wasey & Co., New York, has been named head of the radio script division of Donnell & Co., New York. He will continue his association with the War Manpower Commission as writer-consultant.

A-PE-CO Photos Exact
Non-fading Photocopies of letters, documents, records, blueprints, pictures, drawings, etc. - Makes fast copies by anyone, anytime.

WAR BONDS
INTERNATIONAL BUSINESS MACHINES CORPORATION

Wile Back at Y & R
FRED WILE JR., for the past year on the public relations staff of the War Manpower Commission in Washington and previously manager of the radio department of Young & Rubicam, New York, has returned to the agency as manager of the research department. Mr. Wile was a passenger on the Congressional Limited Sept. 6, when he was wrecked at Philadelphia. He was riding in the diner and was not injured.

WILLIAM MAILLEFERT, time-buyer of Compton Adv., New York, on Sept. 15 is taking leave to join the Army Transport Service in the division handling small boat operations.

FREDERICK B. DUNCAN, vice-president of Fuller & Smith & Ross, has been appointed vice-chairman of the advertising and selling committee of the Advertising Club of New York. Course starts its 20th year Oct. 18.

WALTER LURIE, supervisor of news shows for the overseas branch of the Office of War Information, New York, has joined the radio department of Foots, Cone & Belding, New York, to serve as eastern representative in the production of the Lockheed Aircraft Corp.-CBS program, America-College nights.

H. F. DO'GLAS has joined the staff of Benton & Bowles, Inc., N. Y., in an executive capacity. For the past 13 years Mr. Douglas has been an advertising associate of Arthur Kudner.

CHARLES LEWIN, has resigned as producer of BLUE Hollywood to join Hillman-Shane-Bryer, Los Angeles, as radio production director.

BRYTON BROWNE, head of the Chicago advertising agency bearing his name, is the father of a girl.

ROBERT RUSSELL, promotion director of Bluebell-Pamela-Hummer, New York, has joined the sales staff of Joseph Hershey McGillivray, New York.

RAY BROHOLM, formerly radio director of Guebuer-Bradford, Chicago, has joined United Adv. Co., Chicago, and has been named executive, handling Charm Kurl. St. Paul (hair wear kit) and Udga, St. Paul (stomach tablets).

J. WIDMAN BERTCH, former deputy director of the salvage division of the WPB, has been named vice-president of Geyer, Cornell & Newell Agency, New York.

JOSEPH HERSHEY McGILLIVRA, has been appointed national station representative for KMO Tacoma, and KIT Yakima, Wa.

Serving and Selling the Greater Savannah Seaboard Market.

WAR FRONTS

Because of the constantly increasing number of men on the different fronts, it is necessary for us to steadily increase our production and to make sure our men are NEVER in need of supplies of any kind.

Our Government has entered into contracts with American industry to pay for the labor and material to produce munitions of war. It is our privilege to help pay for these munitions through the best investment in the world—

WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

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BROADCASTING • Broadcast Advertising
Once there was a station . With two strikes on it.

Daytime. No national rep. Non-network. Major market. Competition all over the lot. It wafted sweet sustainings to a rating of about .00003.

Suddenly management changed. So did programming.

Even national promotion was used. The auditor finally bought some black ink.

"Leave us explain." . . .

In 1936 WORL was a struggling station in Boston .

Business was bad, competition worse. George Lasker was hired to do a rejuvenating job. He rejuvenated Here's how:

He changed programming. Sold harder. Banged at the trade with BROADCASTING. Without benefit of national representation, network, et al., he built his national spot business from nil to six figure dough in 1943. Writes Mr. Lasker:

"My advertising schedule in BROADCASTING has directly helped me increase my national billings thousands of dollars. Every good agency and advertiser in radio knows my station through my advertising in BROADCASTING."

Need we draw a diagram?
THE BUSINESS OF BROADCASTING

WLS Chicago
Crow's Hybrid Corn, Milford, Ill. (seed corn), 3 wk, 15 wks, thru Critchfield & Co., Chicago.
Squirghill Nurseries, Tipp City, Ohio, 3 wp weekly, 52 wks, thru Leo Scoliette, Three Rivers, Mich.
Ringling Bros., Chicago, 9 thru George H. Hartman Co., Chicago.
Rit Products Co., Chicago (dye), 11 wk weekly, 15 wks, thru Earl Lodgin & Co., Chicago.
Pan American Coffee Bureau, New York, 15 wk, thru J. M. Mathes.
Pure Milk Assn., Chicago (institutional), 2 wp weekly, 52 wks thru Freska, Fellers & Freska, Chicago.

KYW Philadelphia
R. M. Hollingshead Co., Camden, N.J. (war plant), 4 as help wanted announcements thru Atken-Kynett, Philadelphia.
Coronet Magazine, Chicago (Coronet), 15 as, thru Schwimmer & Scott, Chicago.
The Arrow Store, Philadelphia (men's clothing), 2 wp weekly thru 15 wks thru Harry Feigenbaum, Philadelphia.
Musterco Co., Cleveland (Musterco), 5 as weekly, 52 wks thru Erwin, Wacey, N.Y. C.

WFLJ Philadelphia
Musterco Co., Cleveland (Musterco), 6 as weekly, 26 wks thru Erwin, Wacey, Nacey, N.Y. C.
Bryers Ice Cream Co., Philadelphia, 1 as weekly, thru McKee & Albright, Philadelphia.
Groves Labs., St. Louis (cold tablets), 5 ap weekly, 26 wks thru Russel M. Seeds Co., Chicago.
Groves Labs., St. Louis (B-Complex Vitamin), 2 weekly, thru Donahue & Cox, N.Y.
Manhattan Soap Co., New York (Sweetheart Soap), 6 wp weekly, 26 wks thru Franklin Bruck, N.Y.
Dr. Jaynes, Philadelphia (cough remedy), 15 as weekly, thru J. M. Korn, Philadelphia.
Verley Products Corp., Chicago (imitation butter flavors), 5 as weekly thru Hoffmann & York, Milwaukee.
Bell Telephone Co. of Pa., Philadelphia, 4 weekly, thru Gray & Rogers, Philadelphia.
Sal-Faye Corp., Dayton (Sal-Faye), 4 wp weekly, 52 wks thru Douglas Hall, Dayton.

KFRC San Francisco
Burt Laboratories, Los Angeles (Raindrops), 1 wp weekly, thru Glackin-Galley & Co., Los Angeles.
W. B. Caldwell, Chicago (inaxative), 4 wp weekly thru Sherman & Marquette, Chicago.

KMPF, Beverly Hills, Cal.
Gran Wash Co., Cincinnati (Clink pieces), 63 wp weekly, 52 wks thru McCann-Erickson Inc., N.Y.
Sunway Fruit Products Co., Chicago (vitamins), 11 wp weekly, thru Sorenson & Co., Chicago.
California Ship Building Corp., San Pedro, Cal. (wanted), 7 wp weekly thru Foote, Cone & Belden, Los Angeles.

KHJ Hollywood
Quaker Oats Co., Chicago (Ken-L-Product), 1 wp weekly thru Rutherfurd & Ryan Inc., N.Y.
Metrovox Co., Los Angeles (plant foods), 4 wp weekly, 4 wp weekly, placed direct.

WRBM Chicago
Atlantic Brewing Co., Chicago (Tavern Pale Ale), 3 wp weekly and 4 wp weekly, thru Weiss & Geller, Chicago.
Grove Labs., St. Louis (Cold Tablets), 1 wp weekly, thru McKee & Albright, Philadelphia.
Wyler & Co., Chicago (tears & food products), 1 wp weekly, thru Ashby, Moore & Wallace, Chicago.

WHO Des Moines
Tidy House Products, Des Moines (household cleaners and polishers), thru Aitken-Kynett, Philadelphia.
Bonini Products, Chicago (semisolid buttermilk & "ice cream"), 156 wp, 5 per wk thru Bert S. Gittins Adv., Milwaukee, Wis.
Fle-O Class Mfg. Co., Chicago (glass substitutes), 25 wp, 1 per wk thru Freska, Fellers & Freska, Chicago.
Manchester Soap Co., New York (Sweetheart Soap), 16 wp, 3 per wk thru Franklin Bruck, N.Y.

KFI Los Angeles
42 Products Inc., Los Angeles (hair oil), 6 wp weekly, 52 wks thru Hillman-Shane-Breyer Inc., Los Angeles.
John L. Farrell Co., Ottumwa, Ia. (Red Heart dog food), 7 wp weekly, 13 weeks.
U.S. Can & Supply Co., Chicago (canned meat), 3 wp weekly thru J. M. Mathes Inc., N.Y.
Hy-Trou Co., Los Angeles (liquid fertilizers), 5 wp weekly, 9 wks thru Bischler, Davis & Van Norden Los Angeles.

WMAQ Chicago
Quaker Oats Co., Chicago (Ken-L-Elect), 35 wp, thru Rutherfurd & Ryan, Chicago.
Moser & Parina Co., St. Paul, Minn. (ketchup), thru Rutherfurd & Ryan Inc., N.Y.
Metromex Co., Los Angeles (plant foods), 11 wp thru Leo Burnett Co., Chicago.

MAACQ Chicago
Quaker Oats Co., Chicago (Ken-L-Product), 1 wp weekly thru Rutherfurd & Ryan Inc., N.Y.
McGillvra Co., St. Louis (time pieces), thru Aitken-Kynett, Philadelphia.

MONTANA
WASHINGTON
WASHINGTON
PORTLAND
SEATTLE
BOISE
PORTLAND
SAN FRANCISCO
SALT LAKE CITY
PACIFIC NORTHWEST
GROUP

There's no stopping 'em... To the cheers of an eager, responsive, well-fixed aud- iences, your message made its impact, to its logical goal... bigger and better sales.

KXL KGW KYP
KZ NET The Walker Company
The PACIFIC NORTHWEST GROUP
Buy 2 markets, save 50% buy all 3 markets, save 10%!

Arthur Hirose, director of promotion and market research for McCall Corp., has been appointed re- sponsible for the War Advertising Council. Norwood Weaver, director of Magazine Marketing Ser- vices, has been appointed associate coordinator. Both are on a volunteer basis.

Bank of America Series Boosts War Bond Sale
DEVOPTING efforts to the task of selling $300,000,000 in War Bonds through its 10,968 employes, Bank of America War Bonds Assn., San Francisco, on Sept. 9 started sponsoring a weekly half-hour variety type program, California Carry On, on CBS California stations (KNX KARM KROY KQW KGDM), Thursday, 7:30-8 p.m. (PWT). Contract is for 13 weeks.

Featured as m.c. and vocalist is Elsie Janis, famed during World War I as the Sweetheart of the AEF. Al Sack is musical director with Bill Forman, announcer. Included are weekly dramatizations of episodes in the lives of Californi- a heroes who have been cited for bravery in the present World War. Portions of the broadcast are also devoted to the home front importance in bringing the war to a speedy conclusion. Antony Stan- ford programs Trust & Savings Assn., San Francisco.

Arthur Hirose, director of promotion and market research for McCall Corp., has been appointed re- sponsible for the War Advertising Council. Norwood Weaver, director of Magazine Marketing Ser- vices, has been appointed associate coordinator. Both are on a volunteer basis.

OWL Guide Lists Sponsorship Series
Winter Campaign Has Many Commercial Possibilities SPONSORSHIP possibilities of the regional Prepare for Winter pro- gram of the OWI Domestic Radio Bureau are noted in the September Woman's Radio War Program Guide sent to directors of home making programs and others who reach women listeners.

All phases of the Prepare for Winter program have sponsor possi- bilities, the Guide points out, list- ing prospective program sponsors with program subjects which are likely to appeal to them, as follows:

Coal dealers and the local gas company—"Order Coal Now" campaign.
Oil dealers—"Order Fuel Oil Early.
Wood Dealers—"Order Wood Early.
Decoration firms—"Heat-seal Your Home.

Hardware and department stores, lumber yards, building material dealers, banks and other lending institutions—"Weatherstripping, screens and windows, insulation,
etc., Heating engineers—"Check up on Your Heating Equipment.
Department Stores—Warm clothes and window draperies to shut out cold, etc.

One minute transcribed an- nouncements for local sponsorship reached stations during weeks of Sept. 6 and Sept. 13.
BROADCASTING

HILLMAN-SHANE-BREYER, Los Angeles, has the account.

J. C. ENO (Canada) Ltd., Toronto, (Evo's Fruit Salts, Scott's Emulsion, Brylcreem, and Macleans toothpaste) has started three transcribed musical programs thrice-weekly on a large number of Canadian stations. Account was placed by Atherton & Currier, Toronto.

NUTRI-MONE Co., Los Angeles (plant foods), new to radio, has placed direct a four-week test campaign ending Sept. 30 using four live spot announcements weekly on KJH. Hollywood.

EASTERN-COLUMBIA, Los Angeles (department store), on Sept. 1 started sponsoring a nightly, half-hour transcribed light classical and ballad program, "Newsmen's Time," on KPVD Los Angeles, with latest UP bulletins presented on the half-hour. Contract is for 52 weeks. The Mayers Co., Los Angeles, has the account.

DOWNTOWN BUSINESS MEN'S ASSN., Los Angeles, on Sept. 17 started sponsoring a weekly quarter-hour commentary, featuring Ray Smith, manager of that organization, on KBCA. Contract is for 10 weeks. May & Bennett Adv., Los Angeles, is the agency.

STANDARD TRANSFORMER Corp., Chicago (employment), a last week started sponsoring thrice five-minute "Margraves" programs daily six weeks a week on WALT Chicago. Account is handled by United Broadcasting Co., Chicago.

SPIEGELS, Inc., Chicago (mail order house), on Aug. 30 started a five-weekly, quarter-hour late afternoon dramatic program titled "Salt and Pepper" on WALT Chicago designed to attract new employes. Contract, which is for four weeks, was placed direct.

WESTERN MONTANA BUILDING & LOAN ASSN. is sponsoring a five-minute spot program on KGVO Missoula, Mont., outlining postwar developments in home and building equipment.

VAUGHN'S, Los Angeles (used cars), expanding its radio schedule in early September started six-weekly 60-minute recorded program on KZAF and KFA. Total of 3/5 hours of recorded music on Sundays, has been started on KGJF. Contracts are for 13 weeks. Firm sponsors the weekly "Night Owl," mid-night to 6 a.m., on KZAF, and a six-week 30-minute recorded morning program on KGJF supplemented by Sunday transcribed programs totaling four hours on KPVPN. Allied Adv. Agencies, Los Angeles, has the account. Charles G. Ganz is account executive.

BROOKS CLOTHING Co., Los Angeles (men's clothing chain), on Sept. 6 started thrice-weekly quarter-hour commentary by John Burton on KNX Hollywood. Contract is for 13 weeks. Hillman-Shane-Breyer, Los Angeles, has the account.

Radio
Advertisers

WIEBOLT STORES, Chicago (department store), have purchased the 26 transcribed episodes of the children's dramatic series titled "The Cinderella Bear" for a late afternoon quarter-hour five-weekly broadcast starting Nov. 12 on WOR Chicago. The series is produced by Radio Transcription Co. of America, Hollywood, and was presented by Wiekpolt Stores in 1938 and 1939. Program will be in addition to the current five-week morning half-hour "Your Neighbor" Program on WMAQ Chicago. Agency is Neidham, Louis & Boyer, Chicago.

GLEN P. HOLDER, formerly account executive of Morse International, New York, has been named advertising manager of Vitamins Plus, a division of Wick Chemical Co., which is a Morse account.

RICHARD R. CARLIER has been promoted from assistant advertising manager of Continental Can Co., to advertising manager, replacing Herbert A. Goodwin, newly appointed director of sales development.

THE MAY CO., Denver, is sponsoring a series of 13-hour broadcasts over KOA Denver beginning Sept. 7 and running for 14 weeks from 6-6.30 p.m. on weekdays. Program will include quarter-hour dramatization under the supervision of the Navy entitled "Heroes of the United States Navy." Rest of the program is composed of Navy hero dramatizations handled by the KOA staff.

NAHOB PRODUCTS Ltd., Vancouver (coffee), has started studio musical quarter-hour thrice weekly on CFRB Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

EMPIRE STRUCTURAL STEEL FABRICATORS, Inc., Syracuse, will sponsor the "Empire Concert Hour" over WSYR Syracuse beginning Sept. 12 and continuing for a period of 13 weeks. 11 piece string orchestra will be featured on the show as well as guest artists and three minute story on the "romance of steel".

SEARS ROEBUCK & Co., Chicago, has in its 57th year of service, in a 10-day campaign ending Sept. 37 in using daily transcribed announcements on 12 Southern California stations. List includes KNX, KGCA, KFWB, KFOX, KMTR, KRD, CWE, KSW, KROK, KFED, KRLD, KIRO. Agency is The Mayers Co., Los Angeles.

The
TIME BUYERS' STATION

WDOD
Chatanooga, Tenn.
5,000 WATTS
CBS
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

50,000 WATTS

KRLD
DOMINANT IN THE SOUTHWEST
RICHEST MARKET WITH CBS SERVICE

50,000 WATTS

KRLD
THE TIMES HERALD STATION DALLAS

I ain't worried no six months long night to hear dat Breakfast Club on WDFU Flint Michigan!"

50 The Branham Company

K.W. EXCLUSIVE REPRESENTATIVES

K.C.

BROADCASTING • Broadcast Advertising

September 13, 1943 • Page 47
Cox Probe to Charge Contempt

(Continued from page 9)

Rep. Edward J. Hart (D-N.J.) likely to go along. The fifth member, Rep. Warren G. Magnuson (D-Wash.) attended only the very first hearing July 2 and appeared then to support the Commission all out.

More Hearings Expected
In the Near Future

Rep. Miller already has announced his intention of introducing a bill to transfer the war activities of the FCC to the military or other Government agencies. There is the likelihood of another brief hearing, to conclude the testimony on that score before the bill is drafted. The Committee itself, however, may undertake sponsorship of this separate piece of legislation, in line with the recommendations of the Joint Chiefs of Staff to the President. Disclosure of the proposed executive order to accomplish this end, still reposing in the White House, was made at the opening hearing July 2.

Before Congress recessed last July, Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, made the definite announcement that hearings would be held on the White-Wheeler bill when Congress reconvened to continue "uninterruptedly" until definite conclusions are reached. No specific date has been set, however, and it was said at the Chairman's office this would await his return sometime this week, after he had conferred with Senator White (R-Maine).

While the broadcasting industry, at a number of district meetings, has gone on record favoring prompt consideration of the White-Wheeler bill, reports persisted that the Senate hearings might be delayed, largely because of overtures from the FCC.

Chairman Fly himself commented on these prospects at his press conference last Monday. Asked whether he had heard anything about the hearings, he said he doubted whether there would be any hearings on that bill at an early date, but said that there may be "other hearings". Reminded that Senator Wheeler said he expected them to get going shortly after Congress reconvened, the Chairman asserted that he did not know how soon they would start and significantly added:

"I would not anticipate their going at a very early date, though I think something might depend on the other hearings. It is conceivable that we might get a different sort of hearing before the Senate Committee, particularly if we don't get a hearing before the other committee.

Mr. Fly, in his vigorous criticism of the Cox Committee, has repeatedly charged that the proceeding is "star chamber" and that the Commission has not been permitted to present its side. The cross-fire between Chairman Fly and the Cox Committee has been characterized as excelling anything seen in Washington for years for rough and tumble controversy.

Fly May Have Inning
Before Senate Committee

The speculation was that Chairman Fly felt he would be given the opportunity to answer the Cox Committee through an appearance before the Senate Committee, but without the White-Wheeler bill as the vehicle. No confirmation of this, however, was forthcoming from Senator Wheeler's office.

Meanwhile, the Cox Committee staff, under the direction of General Counsel Garey, is continuing its field investigations, with hearings to resume sometime after Congress convenes. No date has been set. Investigators, it was learned, are now in the South in connection with certain station transactions. These are believed to be a follow-up of recent investigations made in Florida which were said to have surrounded the proposed sale of WFTL, Ft. Lauderdale, by Ralph A. Horton to the Fort Industry Co. The FCC last week set this transaction down for hearing.

Investigations also are being continued in Chicago, where the Committee previously had gone into the matter of the sale of WHIP, which later became WJWC, to Marshall Field, publisher of the Chicago Sun, and John W. Clarke, investment banker.

In connection with what Mr. Garey has branded the FCC's "Gestapo tactics," the Committee is expected to pick up the case of WBAX Wilkes-Barre, which has caused considerable industry commotion for several years. This will come after the conclusion of the RID-FBIS phase, it was indicated.
FIRST TO FLASH NEWS OF ITALY’S SURRENDER

Forty-four minutes before General Eisenhower made his dramatic radio announcement of Italy’s unconditional surrender, United Press correspondent Richard D. McMillan flashed the news direct from North Africa.

The United Press was well ahead of any other service.

This world beat is a fresh example of alert reporting and split-second transmission — two qualities which contribute to “The World’s Best Coverage Of The World’s Biggest News” by United Press.
WLB Hears Disc Dispute
(Continued from page 18)

meant that the transcription companies paid $216 for the amount of programs they formerly could buy for $80.

In 1937, Mr. Socolow continued, Joseph N. Weber, then AFM president, invited the makers of phonograph records and transcriptions to discuss the AFM's unemployment situation, but realizing that it was the users rather than the makers of recordings that were chiefly concerned, dropped them and called in the broadcasters. As a result of extended negotiations the broadcasting industry agreed to spend an additional $1,500,000 for the employment of union musicians, which sum was allocated to the stations and included by them in their individual contracts with their local unions. Subsequently, the Dept. of Justice declared this national agreement illegal, he said, and it was not renewed although the individual contracts were continued.

In June 1942 Mr. Petrillo notified the recording industry that the AFM would not work for them after July 31 and on Aug. 1, 1942, the ban on musical recordings went into effect, without any demands being made by the union, Mr. Socolow said. The Dept. of Justice instituted a civil suit for an injunction against the AFM in the Federal Court in Chicago, which dismissed the complaint on the basis that a labor dispute was involved, a decision which the Supreme Court upheld.

Meanwhile the Senate had appointed a committee to investigate this strike, which was told by FCC Chairman James Lawrence Fly and OWI Director Elmer Davis of the serious effect the ban might have on national morale. In January 1943 Mr. Petrillo was called to testify and during his examination he promised to get his union's executive board together to draw up demands to submit to the recording secretary.

AFM Finds Library Discs 'Small Peanuts'

On Feb. 11, the union submitted a proposal that it would make no extra charge for transcriptions played only once, as commercial discs had been, but asking that the AFM be paid a percentage of library service fees for a fund to be used by the union in employing otherwise unemployed musicians for public concerts, etc. The recorders rejected this proposal as "destructive and dangerous" since "it assumes that a specific industry owes a special obligation to persons not employed by it—obligations based only on such persons' membership in a union."

When this rejection of its offer was received the AFM charged the employers with bad faith; the latter asked for an immediate meeting to negotiate wages and hours; the union put them off. When they did meet in April, the transcription and phonograph record companies asked for separate negotiations as their operations are so dissimilar. After several days of discussion with the AFM board, the transcribers offered to increase their pay for musicians employed on library service transcriptions, but when the AFM had studied their revenue figures and discovered that the in-

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BROADCASTING • Broadcast Advertising
industry's gross was only $4,000,000 a year, with a profit of about $250,000, the union stated factually that it would not end its strike for such "small peanuts."

The AFM then proposed that its members would be required to work if the transcription companies would agree not to supply service to any station declared unfair by the AFM, stating that only one or two stations were on the unfair list at that time but if the proposal was accepted the AFM might very well cite 500 stations as unfair. The transcription companies turned this down as bad business practice and as involving illegal boycotts.

When extended discussions failed to produce any feasible plan of settlement, negotiations were broken off and the transcription companies asked the Dept. of Labor to help them find a way out of the impasse. A Dept. mediator and a transcription committee, calling on Mr. Petrillo, were told that the union would "make no more transcriptions for anybody at any time" and that things were right back where they had been on Aug. 1, 1942.

**AFM Agreed to Work If Objective Obtained**

The transcriptionists then appealed to the National War Labor Board, which held hearings to determine whether or not it had jurisdiction, during which hearings, Mr. Socolow stated, the AFM agreed to resume work if its objective were attained. Mr. Petrillo, Mr. Socolow reported, admitted that the AFM has no unemployment problem now, but the union was looking forward to the time that its members come home from war.

During these hearings Mr. Petrillo made an informal proposal that any station using transcription services should be required to employ as many live musicians as those used in the manufacture of the recording, the function of these stand-bys to be to listen to the recording. The WLB, upon deciding that it did have jurisdiction in this case, appointed the tripartite panel which is holding the present hearings.

Milton Diamond, attorney rep-

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**NAB Publicity Chairmen**

**FOUR MORE NAB district public relations chairmen have been appointed, leaving districts 6, 11 and 14 the only ones for which chairmen have not been appointed.** New chairmen are P. G. Pulli-ridge, director of public relations, Earle C. Anthony Inc., Los Angeles, appointed by Calvin J. Smith, director of the sixteenth district; Edward E. Lindsay, WSOY Decatur, Ill., appointed by Leslie C. Johnson, director of the ninth district; George D. Coleman, WGBI Scranton, Pa., appointed by Roy Thompson, director of the third district.

Mr. Friedman began by point-
out that delegates to the annual AFM conventions, elected by the more than 700 AFM locals in the United States and Canada, had for years presented resolutions asking their president to do something about the competition of "canned music," before Mr. Weber called his conference of record-
ers and broadcasters in 1937, when he told them that unless they found a way to alleviate the union's un-
employment situation the AFM would stop making recordings.

When the national plan of set-
tlement which had been worked out was declared illegal, Mr. Fried-
man said, the broadcasters asked the AFM to have the local unions continue to deal individually with the stations, promising that em-
ployment would increase, even
without a national agreement. But, he went on, this did not happen. Things got worse instead of better as broadcasters refused to em-
ploy musicians, stating they could
get all the music they needed from
the networks or recordings.

So, he explained, in 1942 the union decided to stop making rec-
ords, with no demands and no con-
ditions. Then the NAB began its newspaper campaign portraying Mr. Petrillo as a czar and urging Government action against him, Mr. Friedman said, until finally he

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**MIAmI's BUYING POWER SETS NEW RECORD**

The per capita buying power of the Miami area in 1942 topped U. S. average to the tune of $111. From every indication 1943 will exceed all previous records. Postal receipts for June and July topped January and February records ... usually Miami's peak months. Reach this new 12 months-a-year market... through WIOD.

GEORGE F. HALLIBURG COMPANY
National Representative
5,000 WATTS
610 KC NBC

**WIOD Covers This New Rich Market As Completely As Miami's Magic Sun**

---

**TIME BUYERS-ATTENTION!**

KFS seconds

**in San Diego NOW JOINS NBC**

RED NETWORK

and will continue to broadcast outstanding programs ........ of the

**BLUEx NETWORK**

Now, for the first time, all Southern California will be able to enjoy clear, satisfactory reception of the combined programs of these two great networks. KFSD is a top-ranking adver-
tising "buy" in a top ranking market!

Contact your nearest
PAUL H. RAYMER CO.
office at once or wire us
for time and information.

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**BROADCASTING • Broadcast Advertising** September 13, 1943 • Page 51
appeared before the Senate Committee, consistently answering that "more employment" was the sole object of the ban on recordings.

After the Senate Committee had forced Mr. Petrillo to promise to submit demands to the industry, Mr. Friedman said, negotiations were started, first combined, and then separately, with the makers of phonograph records and transcription companies. The transcription companies flatly rejected the AFM's royalty proposals, he said, and the transcription negotiations got no place, either, so the union resumed its position that it will make no records until its unemployment situation can be helped by doing so.

**Petrillo Seizes Floor For Impassioned Speech**

Asked by Mr. Meyer if he felt that the problem involves the whole recording industry and that no effective settlement can be reached with the transcription companies alone, Mr. Friedman answered yes. Mr. Meyer then asked why the AFM had not asked for the phonograph record companies to be included in the hearing, as it could have done, to which Mr. Friedman replied that since the three major phonograph record companies have transcription company affiliates, which they were represented in effect, but that they preferred to use the transcription issue as a guinea pig.

When Mr. Zaritsky posed a question about AFM policy, Mr. Petrillo, who had heretofore sat quietly, rose and launched into an impassioned oration during which he charged the "other side" with using the Government and the newspapers to "crush the AFM" and declared that "if it weren't for the Government agencies this would have been settled."

Describing how he was summoned by the President of the United States and asked what he could do to get music to the people and how as a result of that request the AFM had appropriated $250,000 for a series of free symphony concerts, Mr. Petrillo stated that "we've never gone to the Government for help, but the other side is using the Government to crush the AFM."

Pointing out that the AFM had said from the beginning that it was not going to make any more records, Mr. Petrillo said that the union didn't want to meet with the recorders. "We met with them only because they were powerful enough to get the Government agencies to order us to meet," he declared.

"If it weren't for the Government agencies this would have been settled," he shouted. "They're using the Government to put us in the spot where we're wrong."**

**Transcription Makers Called 'Stooges' by Petrillo**

Referring to the small income of the transcription industry, Mr. Petrillo said that the AFM would probably pay them the $250,000 they make a year to get out of business. "They're only stooges for the recording industry who are making more money than ever before," he said.

Commenting on the WLB request to the FCC for data on this year's income of broadcasting stations, Mr. Petrillo said, "You'll see more profits than you ever saw before in any part of your life. He added that if some stations are losing money and the Government thinks them essential to the war effort, why doesn't the Government subsidize them as it has other war industries, instead of asking the AFM to subsidize them.

He said that if any station is unable to hire musicians all that is necessary is to ask him or the AFM local to get them, stating that "this is a sort of gypsy business" and that the men will be glad to go wherever they can find work.

Mr. Petrillo urged the Panel not to order the AFM back to work for the transcription companies pending a settlement, declaring that such an order would kill any chance of a union victory, as there will be no settlement, because in a few weeks the industry could make enough records to make them independent of the union for years.

**Petrillo Seays General Settlement Possible**

When Mr. Petrillo ended his speech, Chairman Meyer asked just what he had in mind when he said that the employers had used the Government agencies to beat down labor and that this matter could have been settled if it had not been for the Government agencies. Mr. Petrillo avoided a direct answer, saying that before Elmer Davis went to OWI he was working for CBS. "I don't know whether he's working for them yet," he said. "I don't think so, but I'm betting he'll go back to CBS after the war is over."

Asked the question a second time, Mr. Petrillo explained that first the Dept. of Justice brought suit and then the Senate started an investigation, making it necessary for the AFM to employ lawyers to represent it, while the Government was paying for the other side.

Mr. Zaritsky asked if the AFM's
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problem would be solved by a WLB
decision in this case and when Mr.
Petrillo answered no, asked if in-
cluding the record companies would help, to which the answer was yes.
He drew from the union leader a
statement that he would not be
verse to sitting down with the
roadcasters, phonograph record
akers and transcription compan-
ies to work out a general settle-
ment.

Harry Steeper, assistant to Mr.
Petrillo, read letters from the War
Department and the Navy thank-
ing the AFM for offering to make
records for juke boxes without cost
provided the members of the fight-
ing forces be allowed to hear them
without putting nickels in the juke
boxes, but in each case pointing out
that the present supply of records
seems satisfactory and that no spe-
ial arrangement is necessary.

Socolow Refutes
Petrillo’s ‘Stooge’ Charge

When Chairman Meyer ques-
tioned the pertinency of such let-
ters, AFM Counsel Padway argued
that since the WLB had taken juris-
diction in this case largely on the
evidence presented by Mr. Fly and
Mr. Davis that depriving small sta-
tions of records would be harmful
to the war effort, the union should
be allowed to show that it is help-
ing, not hindering, the nation’s
prosecution of the war. He said
that he would present letters from
Mr. Davis and others to show that
the Government is getting all the
records it can use and that the
AFM has cooperated 100%—“not
99.9%,” but 100%—“with every war
agency.

Mr. Meyer said there might be
an indirect effect on the war effort
if a small station is deprived of
records, as well as the direct effect
of a refusal to cooperate with the
Army or Navv, but that he would
allow the AFM an opportunity to
rebut.

He then recessed the public hear-
ing and called for an executive ses-
sion of the Panel with the AFM
committee, which was continued the
following morning.

When the public hearings were
resumed Wednesday afternoon, Mr.
Socolow refuted Mr. Petrillo’s
charges that the transcription com-
panies are stooges for the broad-
casters and phonograph record com-
panies by itemizing the companies
he represents, showing that they
are all independent organizations
except the Radio-Recording Divi-
sion of NBC, which is part of a
network organization that, in turn,
is part of RCA which also includes
a phonograph record company.

World Broadcasting System, sep-
arately represented, was an in-
dependent organization until six
weeks ago, Mr. Socolow said, when
it was acquired by Decca Records
Inc.

Columbia Recording Corp., a CBS
subsidiary, employs no musicians
for the manufacture of transcrip-
tions and is not a party to the
proceedings, he added.

In answer to Mr. Petrillo’s ac-
cusations that the Government had
allowed itself to be used by the
transcription industry against the
union, Mr. Socolow pointed out
that the Dept. of Justice had origi-
nated its suit independently and
without any urging from the indus-
try, which also had no part in
instigating the Senate investiga-
tion, but which, after all attempts
to negotiation had failed, did initi-
ate the present proceedings by call-
ing on the Government for assis-
tance in halting a strike which was
utterly disrupting their business.

Mr. Socolow denounced Mr. Pe-
trillo’s intimation that Elmer Davis
had misused his official position to
the advantage of the recording in-
dustry because of his previous affili-
ation with CBS, as being “thor-
oughly reprehensible.” He also cited
Mr. Petrillo’s statement that the
AFM had never failed to comply
with any request made by a Gov-

PEN CHOICE was offered R. Leslie
Kelley (left), president of Kelley
Kar Co., Los Angeles used car
firm, by this station-agency trio when
he signed contract for a nightly 60-
minute transcribed musical pro-
gram on KNX, Hollywood. Firm
started sponsoring the series in
early September on a 52 week basis.
Contrat's hurdle (1 to 7) includes
Mr. Kelley, Frank Oxerra, sta-
tion account executive; Tom Han-
ton, announcer, and Arthur W.
Stowe, owner-manager of Coast
Western Advertising, Los Angeles
agency servicing the account.

30,000 Watt . . . Clear Channel
. . . 1180 on Dial . . . Affiliated
with the National Broadcasting
Company and The Blue Net-
work, Inc.

ROCHESTER, N. Y.
National Sales Representative:
GEORGE P. HOLLINGBERY Co.
Volume Response

— the direction you aim your message, we mean.

Have you ever talked exclusively to a group of people who work with their hands? Then you know it's an art to appeal to them in their own individual way. And you know how quickly, generously they respond when you subtly touch the emotional chords of these “salt of the earth” folks.

That's the secret of our "DIRECTIONAL PROGRAMMING"—perfected over the past 22 years—aimed exclusively at the great 70% masses who work with their hands. It's yo-zes or test for proven VOLUME RESPONSE—at exceedingly moderate rates. For examples that tell a potent story, WRITE—

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

WDZ

1000 WATTS
TUSCOLA, ILLINOIS

FORSEEING THE FUTURE, officials of WGAR Cleveland show approval of the new retirement-trust plan which the station has put into effect for its employees. Discussing the plan are (seated l to r): Leo J. Fitzpatrick, vice-president WGAR and WJR Detroit, and John F. Patt. WGAR vice-president and general manager. Standing are F. M. Thomas, secretary-treasurer who holds same position at WJR; Eugene Carr, assistant to G. A. Richards, president of WGAR, WJR and KMPC Beverly Hills-Los Angeles; William A. Alfs, general counsel for the three stations.

implies that Mr. Davis had done anything dishonest, but he declared, that he had been shocked when Mr. Davis had asked the union to call off its ban on recordings without first giving the AFM a chance to present its side of the argument.

Mr. Padway then launched into a vehement denunciation of the publicity campaign against Mr. Petrillo, stating that there never was "a dirtier, more vicious pamphlet" than C Is for Caesar, issued by the NAB. Repeating Mr. Petrillo's statement that the broadcasters have the union "punch drunk on the floor," Mr. Padway declared, "We've always gotten up before the count of 10. We're in this to the finish. They can't do with us what they did with ASCAP because right is on our side. Once

Cites Higher Pay For ‘Singing Sam’ Disc Show

Returning to the case of Singing Sam, sponsored by Coca-Cola on more than 300 stations via transcriptions before the AFM ban, he said that 12 musicians were employed on the transcriptions, turning out six recordings in a day's work every two weeks for which each man was paid a minimum of $20. Forced off the air by the AFM action, the program was subsequently sponsored by Barbason on a Mutual network of 65 stations, employing four musicians, each man paid $12 for each broadcast, plus rehearsal, or $72 for six broadcasts, a 50% reduction in pay.

Declaring that he'd leave it to the union spokesmen to explain how this benefited the AFM, Mr. Socolow said that the effect on the broadcasting industry was to make the networks richer and the independent stations poorer and that the effect on the public was to take a popular program away from the audiences of more than 300 stations, giving it to those of 65 other stations, a transaction in which the musicians, the stations, the transcription companies and the public all lost.

Mr. Socolow said that when the transcription companies were denied the use of musicians they attempted to supply new music to stations by vocal recordings, only to have the AFM tell the publishers, who are not AFM members, not to make transcriptions. Union arrangers were also told not to make vocal as well as instrumental arrangements for recording purposes, he stated, and booking agents were told not to make any recording contracts for their vocal talent.

The union even asked the music publishers not to license their works for recording. Mr. Socolow said, adding that this request was turned down. "And yet," he stated, the AFM says that this is not a strike."

AFM Counsel Padway, granted permission to clear up one point, said that Mr. Petrillo's reference to Elmer Davis was not intended to

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BROADCASTING • Broadcast Advertising
they realize that, this controversy will be over."

He said that what the employers want is for the AFM "to subsidize more than 500 stations who don't want to employ a single musician, since this industry can supply music to them with 200 musicians." Asking if the controversy is a strike, he continued, "We're striking against a machine. We're in competition with a machine."

Chairman Meyer cut short Mr. Padway's peroration, suggesting that he make his rebuttal after Mr. Socolow had completed the presentation of the transcription companies' side of the controversy. Mr. Socolow charged the AFM with trying to make work where none formerly existed through its avowed intention of destroying the transcription industry, pointing out that the courts of two states had already denied the union's right to impose this made-work policy on other branches of the entertainment industry.

Socolow Hits Unemployment Claim

Stating that any claim the union has against the transcription industry must be based on unemployment, Mr. Socolow offered in evidence a study made last year by radio stations comparing the AFM rosters and the city directories in 112 cities where both were available. Of 35,583 AFM members shown in the rosters, he said, the city directories listed only 55.9%. Another 33.1% were listed under other occupations; 5.2% were listed without occupation, and only 17.5% were listed as musicians. Asked by Mr. Zaritsky about the 44% not found in the city directories, Mr. Socolow said that many musicians travel about, holding cards in more than one local union, and that, even without these persons, two thirds of those in the directories, by their own choice, had listed themselves as primarily engaged in other occupations than music.

This two-to-one ratio was verified, Mr. Socolow said, in a survey made last spring by Hoover-Holmes in Rochester, Kansas City, Baltimore and Nashville, for test cities of the 29 which Mr. Petrillo had told the Senate Committee presented the AFM's worst unemployment problems. Personal interviews with every AFM member in those cities, he stated, failed to disclose a single unemployed person, except for a few unemployables, but only one third of the AFM members were employed in the field of music.

Socolow Calls for Grievance and Remedy

Mr. Zaritsky suggested that possibly AFM members not currently employed in music had taken to other work because of a lack of work as musicians, and there was a general discussion as to what is "unemployment".

Mr. Socolow declared that the union has no right to withhold the services of its members from the transcription companies without stating its grievance against them and its proposed remedy. There has never been any complaint from the AFM about wages, "the highest scale ever paid musicians," or conditions of employment on transcriptions, he stated.

The AFM is an "open" union, which will admit as a member "anyone who can find high C on a piano," Mr. Socolow said.

Declaring that before the AFM can ask for a dole it must prove serious unemployment, he said that the advent of sound movies in 1929 displaced about 18,000 musicians. C. Lloyd Egner, NBC vice-president in charge of the radio recording division, said that in his 25 years in the recording industry he has seen the growth of recording paralleled by the AFM, stating that recordings, radio, and similar inventions bringing music to the public have increased the public's desire to hear music and so have created employment for musicians.

AFM counsel Padway agreed with the statement that the phonograph has increased the desire to hear good music, explaining that the musical record in the home has never hurt the AFM and that when the ban was effected home recordings were exempted, to which Mr. Socolow retorted that no phonograph record for home use has been made since Aug. 1, 1942.

Chairman Meyer summed up the
VIPER

No, we aren't kidding—there is a Viper, Kentucky, and it isn't anything to get puffed up about. But WAVE's Louisville Trading Area is, since it does more business than all the other parts of Kentucky combined—including all the Vipers you can shake a stick at!...WAVE is the only NBC station in this area. It does one whole of a job where there's a job to be done—and it's without charging you for the rest of the stuff out of Noah's ark...Want the proof?

Johnstone to B&B

JACK JOHNSTONE, formerly vice-president and copy chief of Blackett-Simple-Hummer, New York, has been named vice-president of the copy department of Benton & Bowles, New York.

there is a problem, there'd be no problem today.

Again denouncing the NAB for its attacks against him, which he said have "cemented my organization against the strike," he stated that "even if I'm out tomorrow this seaboard music fight will go on." The AFM could not supply enough men to produce all the music that's on the air, he said, "but only 10% of that music is live and the rest is canned."

In a more serious vein, the union leader pleaded for a united attempt to find a way to control recordings, despite the adverse court ruling in the Whiteman case. "There's enough money for all of us," he declared. "You don't want to go out of business. We don't want to go out of business, but this fight will go on until we get together to settle it."

Mr. Petrillo launched into a bitter diatribe against "those boys in the back row, Mr. Kaye and Mr. Miller," whom he accused of leading the industry in the wrong direction. "We're going to treat the problem as a music industry problem, because that's what it is."

Milton Diamond, WBS counsel, said the controversy is largely one of nomenclature, pointing out that the transcription manufacturers are really in the network business, putting on programs in a studio and sending them to selected stations for broadcasting, so the true difference being that the network programs go by wire, whereas the transcribed programs are recorded on discs and distributed by mail or express.

The lack of control of the use of its products is a real problem for the phonograph record companies and for the AFM, Mr. Diamond said, but this is not a transcription company problem as they do control the use of their recordings. He added that by including transcription with phonograph records in its recording ban, the union was merely helping the network programs by freeing them from the competition of transcription.

Mr. Petrillo leaped to his feet to thank Mr. Diamond for admitting that the AFM has a problem; the first time since the ban on recording went into effect, he said, that "I've heard anyone on the other side that there is something that we can sit down to talk about. At last we've got a man who doesn't call us names but says let's sit down and talk it over. If these people had taken the attitude I've just heard from Mr. Diamond, who represents the largest record company and is on their side, but who understands
WHENEVER IT HAPPENS
WHEREVER IT HAPPENS

AP IS ON TOP WITH THE NEWS

Last Monday: Disastrous train wreck
Last Tuesday: Another bad train wreck
Last Wednesday: ITALIANS SURRENDER!

Typical comment:
"We used AP for the first break. Throughout AP showed great writing, swell background, full details. Prescott Robinson says his regular 2:30 p.m. show, all devoted to Italy, was a real AP wrap-up. Thanks a million."

John Whitmore,
Acting Director, War News Service
WOR, New York.

Typical comment:
"Congratulations on your prompt and complete coverage of both train wrecks. Quick, accurate, comprehensive, and well written."

George C. Biggar,
Program Director,
WLW, Cincinnati.

Typical comment:
"We both think AP coverage of Monday's train wreck was superb. Well ahead, and well handled."

Seigfried Mikelson, News Editor,
A. E. Joscelyn, Manager,
WCCO, Minneapolis.
Radio’s New War Role
(Continued from page 7)

as voluntary censors.” He explained that commentators often ask OC advice before making speculative comments.

Flashed by Networks

News of Italy’s surrender was flashed by the four major networks between 11:47 and 11:50 a.m., with United Press claiming a one to three-minute scoop over the other news services as it relayed the report across the Continent. CBS, the BLUE and Mutual all carried the talk by Gen. Eisenhower at 12:30 p.m. (New York time), as he personally confirmed Italy’s surrender, speaking from Allied headquarters in Algiers. NBC, however, was unable to pick up the general’s speech due to monitoring difficulty, although the network promptly carried a full summary of his address.

After the first bulletin at 11:47, the BLUE cancelled its regular Living Should Be Fun program to bring a talk by William Hillman from Washington at 11:50 a.m. At 12:56 p.m., the BLUE picked up a broadcast from Algiers by BBC Correspondent Robert Dunne. At this time ABC-analyst Whitman broadcast the surrender of Italy at 1 p.m. on the BLUE, and Hillman with Martin Agronsky broadcast from Washington at 1:45. During the afternoon the BLUE had another roundup from Algiers, one from Washington with the three aforementioned commentators, and from 7:15-10 p.m., the network put on a special program with Henry J. Taylor as narrator. Broadcast featured a special script written by Sue Taylor White of Freedom House, entitled “Decline and Fall-Fascist Version.”

Don Goddard, NBC commentator, devoted his regular 12:12-15 noon program to the news from Italy, after NBC’s first report at 11:40 a.m. At 12:48 p.m., NBC presented a summary of the available facts about the surrender by Merrill Mueller, NBC correspondent in Algiers, and at 2:40 the network again picked up Allied Headquarters in Algiers for later reports.

Eisenhower Repeated

WOR, Mutual’s New York outlet, presented the news at 11:40 a.m., with the full Mutual network carrying it at 11:50. Boske Carter concentrated on news of the surrender on his 12 noon program, and after Gen. Eisenhower’s talk, Mutual carried five minutes of late news flashes. Jack Thompson, Mutual correspondent in Algiers, spoke from there at 12:54 p.m., and at 1 p.m. Sydney Mosely devoted his commentary to new developments.

At 1:50 and 2 p.m., MBS rebroadcast Gen. Eisenhower’s speech, and reported that its Washington affiliate, WOL, had received a request for the transcription from Gen. George C. Marshall, chief of staff of the U.S. Army.

News of the surrender of the Italian fleet came over Mutual at 2:02 p.m., and on WOR, which was broadcasting Martha Deane’s program, bulletins were broadcast about the fleet and about Badoglio’s statement that Germans were now considered enemies of the Italian State. Later in the afternoon, Mutual presented its commentator, Cedric Foster, a talk by Hugo C. Vandenberg of the Department of the Interior, and frequent two-minute bulletins, which interrupted regular programs.

Bob Trout gave CBS listeners the first news of the surrender when he was cut in the Aunt Jenny program at 11:47:15 a.m. During the noonday Kate Smith program, Ted Collins, her assistant, reported the event and after Eisenhowmer was presented, CBS put Trout on again. At 12:40 p.m. Major George Fielding Eliot analyzed developments in Europe at 12:45 p.m. George Moorad spoke on CBS from Washington. John Daly, CBS correspondent in Algiers, Quincy Howe from New York, and Robert Dunne, the BBC correspondent in North Africa, were all heard on CBS during the afternoon, and at 2:30 p.m. Trout and Daly broadcast again in connection with the Allies’ instructions to the Italian people on what they should and should not do, as well as giving news of the surrender of the Italian fleet.

Shortwave Repeats

At 5:30 p.m. Sept. 8 the first shortwave broadcasts to Latin America from the CIAA gave full coverage to the welcome news, as well as rebroadcasting the full declaration by Gen. Eisenhower. At 8:50 p.m., the CIAA presented a repeat via Radio Teatro of a former broadcast to Latin America, featuring a drama dedicated to the life of Garibaldi, noted Italian patriot.

Alejandro Sux, correspondent for the Buenos Aires newspaper El Mundo, broadcast his commentary on the Italian situation at 10:06 p.m., and the CIAA presented a roundtable discussion of the surrender at 10:30 p.m. Participants were Dr. Enrique Fabrigat, formerly of the Uruguayan Cabinet; Dr. Guillermo Gil; Carlos Garcia Palacios of the Chilean Consulate, and Dr. Vincente Tovar, Latin American commentator. At 10:45 p.m., the CIAA shortwave to Latin America a poem entitled “Hacia La Victoria,” written by Walt Whitman on the subject of the 1848 Italian revolution. News broadcasts in Spanish and Portuguese were shortwave to the former Americas during the later evening hours.

Proclamations

TEXT of radio proclamation by Gen. Dwight D. Eisenhower announcing the Italian surrender follows:

This is Gen. Dwight D. Eisenhower, Commander in Chief of the Allied Forces.

The Italian Government has surrendered its armed forces unconditionally. As Commander in Chief, I have granted a military armistice, the terms of which have been approved by the Governments of the United Kingdom, the United States and the Union of Soviet Socialist Republics. The armistice enters into effect at 4:00 a.m., Rome time, and it is my hope that the armistice will become effective at that instant.

Hostilities between the armed forces of the United Nations and those of Italy terminate at once. All Italians who now act to help eject the German aggressor from Italian soil will have the assistance and the support of the United Nations.

Marshal Badoglio’s proclamation on the surrender of Italy, read over Rome radio, follows:

The Italian Government, recognizing the impossibility of continuing the unequal struggle against the overwhelming power of the enemy, with the object of further and more grievous harm to the nation, has requested an armistice from General Eisenhower, commander in chief of the Anglo-American Allied forces.

The Italian forces will therefore cease all acts of hostility against the Allied armed forces, however they may be met.

They will, however, oppose attacks from any other quarter.

580 kc. FREQUENCY and peak soil conductivity give WIBW the “most - easily - heard” signal in Kansas and adjoining states.

“ORDERING 104 MORE SHOWS” 
advises Fred Cannon—ALL-CANADA RADIO LTD.

THE SHADOW
Available locally on transcription—see C. MICHELS ON 67 W, 44 St., N.Y.C.
FCC Hearing on Blue Sale

(Continued from page 10)

tener acceptance, service to adver-
sisers, physical setup and overall
policies. Mr. Noble is buying more
than the three M & O stations; he
said, because the BLUE covers an
integrated operation of 166 affil-
inated stations, built up over a peri-
od of 17 years. Fifty new stations
have joined the network since it
began independent operation in 1942—practically all of them in-
dependents up to the time.

Indicative of the upstream in
BLUE time sales, is the fact that
it will do an estimated business of
$19,903,000 in 1943 as compared to
$11,461,000 in 1942.

Policy on Commentators

The BLUE's policy in connection
with commentators was opened by
Commissioner Craven. Mr. Woods
said the BLUE looked for men
with newspaper background or who
were authorities on particular sub-
jects. As long as they exercised
good taste and stayed away from
libel, they have been given full
reign. He said afterward, in reply to
Chairman Fly, that the BLUE has
no "editorial policy" of its own.

The cross-fire came thick and
fast, with Mr. Woods sticking to
his guns, when Chairman Fly asked
him whether the BLUE would ac-
cpet the Ford Sunday Evening Hour
with William J. Cameron as com-
mentator. Mr. Woods com-
tened that, based on past expe-
rience, he would be disposed to
take it. If the commentaries became
one-sided and controversial, how-
ever, he declared, he would be
disposed to stop that type of sponsor-
ship or give opposing viewpoints
equal time. Then developed the
heavy cross-fire, with practically
all the Commissioners partici-
pating, on the physical setup of the
network (or any network) to sell time
to labor or cooperative organizations
when time is sold to industrial con-
cerns to prevent labor disputes. Mr.
Woods sought to draw a clear dis-
tinction, emphasizing the fact that
commercial advertisers buy time
to sell goods, and not philosophies
or theories.

To clarify his point, Mr. Woods,
in citing the Ford example, said he
would not sell time to Ford to pro-
ject particular views or engage in
controversy with labor. An-
wering Mr. Fly, he said that if the
ideas and principles of the large
corporation were espoused, he
would probably cancel the program.
"We don't sell time for discussion
of controversial issues," he said.

No Membership Solicitation

Mr. Durr, at one point, asked Mr.
Woods whether he considered his
membership in the NAB valuable.
Mr. Woods asked whether he had
to answer the question and Mr.
Durr dropped it.

In pursuing the time policy,
Chairman Fly raised the question of
church programs. Mr. Woods
said the network allotted
sustaining time for religious programs.
Mr. Fly wanted to know why reli-
gious organizations could not
purchase time to solicit membership
and Mr. Woods responded it was
part of the general policy not to
permit solicitations on the air
either in commercial or sustaining
time.

Mr. Woods explained that 30 to
40 propositions had been received
for the purchase of the BLUE but
that there was only one specific
offer at the time of the acceptance
of the Noble bid. He said, in re-
soning to Commissioner Durr,
that his instruction from David
Sarnoff, RCA president, was that
a "fair price" be received and that
the property be sold to people who
could operate it in the public in-
terest and not for the purpose of
making money alone. He declared
the BLUE is a profitable operation
and that its outlook is good, even
though it cannot predict the post-war
market.

Time Allocation

At the afternoon session Mr.
Cotton, who formerly was an FCC
attorney, questioned Mr. Woods
about the network's policy on alloca-
tion of time to labor unions. After
having reiterated that the network
did not sell time to membership or-
ganizations, Mr. Woods obtained
permission to question the CIO at-
torney. He asked whether CIO was
interested in "buying time" and if
it was, that the BLUE is looking
for business and would like to hear
from the union. Mr. Cotton replied
the union wants the "privilege" of
buying time.

Chairman Fly, still appearing to
view the code provisions as dis-
criminatory, inquired whether the
networks "sold" time to the Red
Cross. Mr. Woods said it didn't and
wouldn't sell time to the Red Cross,
but gives it. Moreover, he said that
the "membership solicitation" by the
Red Cross actually is a receipt for
the $1 paid in and could not be
construed on the same plane as
other membership organizations.

Mr. Fly expressed concern over
the number of stations which sell
advertisers
for the
BLUE.
Mr. Woods
said
other
stations
would be
ac-
picted.

Mr. Woods also said he
wouldn't sell time to the Red Cross.
The network did not sell time to
the foremen.
**FEDERAL COMMUNICATIONS COMMISSION**

**SEPT. 4 TO SEPT. 10 INCLUSIVE**

**Decisions . . .**

**SEPTEMBER 7**

WJL Minneapolis—Granted consent to acquisition control of Independent Merchandising Corporation (IMC) by Ralph L. Atlas from Bestler Co., Inc., of Des Moines, Iowa; Devaney, David J. Winton and Charles J. Winton Jr. for total consideration of $2 million.

NBC New York—Granted extension authority to submit record reports for the 1,000-station control group of stations controlled by CBS, that may be heard under U. S. Government authority to transmit programs to CBM, CAB and local stations throughout the country.

KFI Los Angeles—Adopted order granting petition for reconsideration filed by KFI directed against action of FCC granting application of Iowa State College of Agriculture (WOI), Ames, for special service authorization covers 640 kw, 6 a.m. to local sunrise, CST, 1 kw, to Feb. 1, 1944, to set aside said action; denied application for hearing on specified issues. Order made public.

RKLA Little Rock, Ark.—Adopted order dismissing application for hearing of Arkansas Broadcasting Co., directed against action of FCC granting application of Baylor U. and C. F. Collins for CP for new station in Corsicana, Tex.

WPFL, Tampa, Fla.—Granted oral argument on CP for new network station.

**BROADCASTING**

**Applications . . .**

**SEPTEMBER 7**

WIZB, Bangor, Me.—Mod. CP for power increase, new equipment, DA, to extend completion date.

WVSU, Uniontown, W. Va.—Applications for extension of authority of the coal and grant of authority to use in coal mine power system.

**Network Accounts**

**All Time Eastern Wartime unless indicated**

**New Business**


BANK OF AMERICA National Trust & Savings Assn., San Francisco, on Sept. 16, 1942, starts W election, 125 kHz, 500 kw, transmitting from San Francisco.


**Network Changes**

42 PRODUCTS Inc., Los Angeles (hair oil) on Sept. 12, 1942, 7:46 a.m. to 7:46 p.m. Agency: Benton & Bowles, Inc., N. Y.

** blocks BUSTER **

**STRIKES CHICAGO**

See Page 21

First on New York’s Dial...570 . . .

AP Meeting

(Continued from page 8)

AMERICA’s Leading Independent Station

**NETWAC**

**24 Hours a Day!**

WASHINGTON

Washington’s Only 24 Hour Station

1000 WATTS 1260 KC

Affiliated with

MUTUAL BROADCASTING SYSTEM

**21st Y E A R S**

PUBLIC SERVICE

1922-1943

BROADCASTING • Broadcast Advertising

America’s Leading Independent Station

St. Louis, Missouri

BLUE NETWORK

2000 WATTS FULL TIME

360 KILOCYCLES

Represented by John Blair & Co.

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**Broadcasting**

**Radio Manufacturers Association**

of Canada, Toronto (receivers) on Sept. 26, 1942. Today and Tomorrow on 52 Canadian Broadcasting Corp. stations. Wed. 8:30 p.m. Agency: MacLaren Advertising Ltd., Toronto.

**Renewal Accounts**

**General Electric Co.,** Cleveland (radio lamps) on Sept. 25 for the 1942 renewal on 52 Wons of 1942 on CBC stations: Mon. 8:30-9:30 p.m. Agency: Russell & Mee, Chicago.

**General Foods Co.,** New York (40% Bran Flakes), on Sept. 26 for the full NBC network, Mon. 9:30-10:30 p.m. Agency: Grant Adv. New York.

**American Dairy Assn.,** Chicago (dairy products) on Oct. 5 for the full NBC network. Fri. 5-6 p.m. Agency: P. J. O’Hara & Co., Inc., Chicago.

**Coles Bros.,** Cambridge, Mass. (Swan soap) on Sept. 7, adds WHBC to its network for the first time, making this a total of 124 CBC stations. Thurs., 7-8 p.m. Agency: MacBaskall Advertising Co., Ltd., Toronto.

**KELLOGG Co.,** Battle Creek, Mich. (All-Bran) on Sept. 11, adds WRUP to its network, making a total of 114 MBS stations. Thurs., 8:45-9:45 p.m. Agency: Renkyn & Eckhardt, N. Y.
YOUNG WOMAN
Staff Musicians Wanted
Retail
CONTINUITY
Announcer - Program Director
Announcer
Draft
BROADCASTING
ence.
Situations Wanted (Cont’d)
Situations Wanted
ENGINEER—First or second class licensed, for transmission work. Draft or wire WGNY, Newburh, N. Y.
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. WCMJ, Mutual affiliate. L. D. Newman, Manager, Ashland, Kentucky.
Draft Deferred—Licensed first, second, or third class operator, Rocky Mountain 5 kw. network station. Box 287, BROADCASTING.
Announcer—Some experience, all-around man. Progressive type independent, wire to pay $150.00 per month to start. 44 hour week. Send audition transcription. KVNC, Victoria, Texas.
Announcer—Permanent position with 6 kw., regional network station for draft deferred, experienced man. Box 288, BROADCASTING.
First Class Operator—Draft exempt, with some experience. State full particulars, age, training. Perma- nent position to right man. WTRC, Elkhart, Ind.
Studie Engineer—Wanted at WIND, Gary, Indiana. $65. 48 hours per week.
Announcer—Program Director—A’s to do 15 hours programs and news. $1000 a week to start. Must be native or local on Mutual. Rich farming area, non-defense. Send photo, draft, statements, references. Box 289, BROADCASTING.
CONTINUITY—NEWS EDITOR—Capable man or woman, to take charge. Must be experienced in handling local news, and in writing commercial copy that will sell. $500 Watti Network Station. Ohio area. Tell in first letter. Box 278, BROADCASTING.
Retail Salesman—Permanent position and excellent opportunity for able experienced man. WCLO, North Dakota.
Wanted—Engineer, first, second or third class license, Pennsylvania 250 watt. State minimum salary. Box 271, BROADCASTING.
ANNOUNCER—Experienced for 5 kw. Basic Network affiliate, in metropolitan midwestern market. Permanent position. State full particulars, including experi- ence, draft status, salary expected and dates available. Box 279, BROADCASTING.
Wanted Engineer—With first class ticket. Write or call WCLO. Janesville, Wiscons.
WANTED—10 c per word. Help WANTED and other classi- fications, 15 c per word. Bold face listings, double. SOLO FACE CAPS, triple. Box 292, 15 c. Count the words for box address. Forms close one week preceding issue.
Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PROGRAM DIRECTOR—32, married, 1 child, 45, BdJ dramatic and musical background. Continuity and production. Box 286, BROADCASTING.
OUTSTANDING ORGANIZER—With operator li- cense desires combination setup. Age 30—5 years present position. Has special Hammond equipped for broadcasting. Exceptional work guaranteed. Box 285, BROADCASTING.
Radio Engineer—Desires permanent con- nection progressive station. 20 years' ex- perience. Now employed. Needs prominent network stations up to 5 KW. Box 282, BROADCASTING.
PROGRAM DIRECTOR—SPORTS ANNOUNCER—12 years with present employer in large midwestern city. Major league baseball, football, hockey, basket- ball—all play-by-play sports. Proved execu- tive ability. Excellent reputation. Finit reference, Marriage. Age 41. Full details, photo, audition due on request. Box 281, BROADCASTING.
Available—For writing position, continuity or promotion. College graduate, 6-8, with 60 kilowatt n-w. Expect year's contract. Box 276, BROADCASTING.
Radio Production—Metropolitan New York station or agency with opening for ambitious and willing man, age 26-30, college radio major with top grade in production, please communicate with Box 274, BROADCASTING.
University Trained Director—Announcer, 4-F, immediately available. Box 273, BROADCASTING.
Engineer—First class radio license, married, age 25, draft 4-F, desires permanent position. Experienced in operation, maintenance, and technical management. Strong background, professional experience. Position Wanted—On or about October 1. Will receive Honorable Discharge from Army. Seven years' experience in radio. Announcing—selling—production. A'se, married, two children. Box 269, BROADCASTING.
For Sale—For Sale—American Type W transmitting transformers for 250 W transmitter. New condition. Specifications. Box 278, BROADCASTING.
For Sale—$1000 takes 250; Loleigh Tower, also has beacon and lights. WWNY, Watertown, N. Y.
WANTED—To sell handsome, 250 watt broadcast transmitter new or used with or without tubes—radio immediate description and quotation desired. Box 284, BROADCASTING.
Wanted—200 watt transmitter together with associated equipment including ver- tical radiator. Box 277, BROADCASTING.
MODULATION MONITOR—Approved Fre- quency Monitor, 220 foot tower or higher. Antenna Tuning Unit. Box 276, BROADCASTING.
WANTED—500 Watt transmitter and all or any part of equipment necessary for installation of complete station. Box 290, BROADCASTING.
A BOSTON STATION—Had time to sell. A station manager had a problem. How he solved his problem is graphically de- scribed on page 65.

Situations Wanted, 10c per word. Help WANTED and other classi- fications, 15c per word. Bold face listings, double. SOLO FACE CAPS, triple. $1.60. Count the words for box address. Forms close one week preceding issue.
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FIELD INTENSITY SURVEYS

SAINT PAUL, MINNESOTA
WGAR Is Granted Change to 1220kc

WIBC Gets 5,000 Watts; WHBC Slated for WGAR Spot

PAVING the way for 50,000-w operation by WGAR Cleveland, the FCC last Wednesday announced a proposed decision permitting the application of the station to change its frequency from 1480 to 1220 kc. with an increase in nighttime power from 1,000 to 6,000 watts. The frequency, currently occupied by WHBC with a ground system under each the United States, has been sought by several applicants. The votes were unanimous, with Chairman Fly absent.

Indicating liberal application of the terms of the April 27, 1942 construction “freeze order” in some instances and its rigid application in others, the FCC at the same time announced refusal to consider applications involving improved station facilities. WIBC Indianapolis, was authorized to increase its nighttime power from 1,000 watts to 5,000 watts, and WJOB Fort Wayne, was authorized to increase its power from 100 watts to 250 watts, unlimited time.

Denies WADC

In announcing its proposed approval of the WGAR shift, the FCC simultaneously disclosed its denial of the application of WADC Akron for assignment on the 1220 kc. channel with 50,000 watts. It also announced denial of the application of WHBC Columbus, to change frequency from 640 to 610 kc. and increase power from 500 watts limited time to 1,000 watts full-time.

Contingent upon the WGAR action, the Commission announced it would grant a construction permit to WHBC Canton, to make changes in transmitting equipment, install a directional for night use and change its frequency from 1220 kc. to 1480 kc., occupying the present WGAR facilities with an increase in power from 250 watts to 1,000 watts.

In announcing the proposed WGAR grant, the Commission specified changes in the station’s directional antenna for nighttime use and a local move in transmitter site. The grant, it said, is subject to the condition that WGAR shall take whatever steps are necessary to improve its signal over the Cleveland business district to comply with the rules and regulations when material and equipment again become available for construction of broadcast facilities. This was interpreted as meaning that as soon as the equipment becomes available, WGAR will be authorized to increase its power to 50,000 watts. Originally, the application sought that output but the wartime freeze conditions necessitated the revision.

A second condition was that WGAR shall submit proof that the proposed radiating system is capable of producing minimum effective fields as required under Commission regulations. WGAR, it was stated, was faced with finding a new location because of war plant operation at its present location. Moreover, it has suffered considerable breakage there.

The 1220 kc. channel, a Mexican 1-A frequency, originally was specified for use in the United States as a Class II station in the Michigan area and presumably was slated for WYIZ. That called to develop, however, and WGAR sought the facility. Recently an application for the facility in Detroit was filed by Lk. Comdr. George B. Storer, through a company owned 99% by the Fort Industry Co., which he heads, and 10% by Comdr. Storer. That application is still pending.

In the case of WIBC, now authorized to use 1,000 watts night and 5,000 watts day, the Commission adopted an order authorizing operation with 5,000 watts unlimited hours and a directional at night, subject to certain conditions. These were that objectionable interference will not be caused to the secondary service of CBA Sackville, N. B., with the terms of the North American Regional Broadcasting Agreement, and that as soon as materials become available or upon notice from the Commission, the station will provide and install equipment to comply in all respects with the Standards of Good Engineering Practice. The grant was said to involve no critical materials now.

Freeze Relaxed

The grant to WJOB is in compliance with the recent relaxation of the freeze order permitting local stations to increase power from 100 to 250 watts under specified conditions and also allowing new local stations where war conditions warrant.

In denying the WHIK application, the Commission said it did so without prejudice to refiling, when conditions permitted. The station sought authority, in addition to the power increase and frequency shift, to relocate its transmitter site and install a directional antenna for nighttime operation.

The series of actions raised some questions in the minds of Washington practitioners before the FCC. It appeared, according to observers, that in certain cases the FCC considered that it must invoke the letter of the April 27 freeze order, which involved the critical manpower shortage as well as that of critical equipment, while in other cases it appears to wink at its own regulations.

Supplies on Hand

In its 22-page proposed findings of fact on the Wargar-WHBC grants the FCC brought out that WGAR would require use of two crystals ground to 1220 kc., copper wire for an auxiliary transmitter and a limited basis for landing.” It also would make available to the Government the use of 1250 kc. which otherwise might be lost to it under the provisions of the Havana Treaty. Moreover, a move of WGAR from its present location is not only desirable and necessary for maintenance of the station service but also in the protection of an aluminum manufacturing plant situated adjacent to WGAR’s property. A move from the present site is necessary in any event, the Commission said, and the granting of authority to operate on 1220 kc. at the proposed location would not require the use of any additional materials other than crystals, which are already on hand.

Regarding WHBC, the FCC said that standing alone, the application obviously would fail within the purview of the freeze policy. Since the two applications are inter-related in that each is contingent upon the action taken upon the other “it becomes necessary to consider the overall benefits which would accrue to the public from the granting of both applications.” Proposed operation of WHBC would improve coverage and also that of certain other stations on 1480 kc., would require a minimum of materials and equipment, all of which are on hand or available. The applications thus are proposed for approval, the Commission said, for operation under the provisions of the statement of policy announced by the April 27, 1942, memorandum opinion.

Scholl Placing

SCHOLL MFG. Co., Chicago, is lining up a national spot campaign for foot comfort remedies and appliances, through Donaiue & Coe, New York, and minute spot announcements will be used. Station 5-”hul” has yet to be heard in Canada. Scholl has previously used radio on a limited basis largely in the East and Midwest, and more extensively in Canada.
WLM MAKES HAY WHILE THE AFTERNOON SUN SHINES!
The New 1943
IOWA RADIO AUDIENCE SURVEY

What Every Advertiser Wants to Know about Mid-West Listening Habits, Program Preferences and Favorite Stations!

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Which are the 80 most popular programs? For Urban—Village—and Farm Families?

How do listeners learn about new programs? What percent through station announcements—newspapers—friends—other media—or just happened to tune in?

Which stations are "heard regularly"? Daytime? Nighttime? By Urban—Village—and Farm Families? And Where?

What Others Said About the 1942 Survey

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