WOR sells goods in the areas which include 16 of America’s most war-active cities of more than 100,000 people each*

*Facts proving the sales can be had by getting in touch with WOR at 1440 Broadway, in New York
"OUR AGENCY WANTS TO KNOW IF RETURNS FROM WLS HAVE STARTED COMING IN YET?"

TO ADVERTISERS who have used WLS, that's "foolish question Number 1." Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 proof-of-purchase letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That's a typical response from WLS advertising. We have scores of other examples that WLS Gets Results. Just ask us... or ask any John Blair man.

890 Kilocycles 50,000 Watts Blue Network

The Prairie Farmer Station

Represented by John Blair & Company

Chicago
Back the Attack with BONDS

THE 3RD WAR LOAN DRIVE IS ON!

“So set a cross upon each war-born grave
And mark it well for all eternity;
Each is a symbol of the fallen brave
Who gave their lives in trade for victory.

And so these men shall not have died in vain
Put yet another marker on your heart;
Today, back up their courage and their pain . . .
Dig deep into your thanks and do your part.”

5000 WATTS

WPEN
Philadelphia

950 ON THE DIAL
The MOST ECONOMICAL BUY in OMAHA

KOIL

is a MUST
For Outstate Nebraska

THE GREATEST CONVENTION IN HISTORY

1,125,000 "buying folks" in Metropolitan Washington today...and they'll stay for the duration.

REACH THEM ALL ON Washington's best 24 hour-a-day radio buy.

Get the facts from WOL - Washington, D. C. - Affiliated with MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising
There's a reason why smart time-buyers are increasing their WAAT schedules in America's 4th largest market—why there are only a few choice fall availabilities still open. Write, wire or phone before it's too late!

WAAT, 15 Hill Street, Newark 1, N. J.

National Representatives (Outside New York Area) Spot Sales, Inc.
One of a series presenting the men who make Free & Peters Stations

Sam H. Bennett
Director of Sales, KMBC, Kansas City

Early in 1931 when Sam Bennett first went into broadcasting down in Texas, radio in the Lone Star State was still a pretty wild and woolly affair. Lightning changes were taking place in ownership and affiliation. But during the next nine years, Sam roped and throwed a real career for himself, and today, as Director of Sales for KMBC, he's one of the best "hands" in the business. Hi-yo, Sam'l!

Come to think about it, all radio was pretty wild and woolly, back in 1931. In fact it was that very woolliness that first gave us the idea that there was a place in the industry for exclusive radio-station representatives—an idea considered very original in those days.

Naturally, we've learned a lot by living through the freshman period of radio station representation. (We realize this fact afresh every time we hear or read some of the ideas that newcomers sometimes advance!) But most especially we've learned that when we "get the order" we've only just started the job of helping to make that order a sound investment for you. Want a sample of what that means, here in this pioneer group of radio-station representatives?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
CBS to Stop Cow Catchers, Hitch Hikes

Action May Bring Demand Other Nets Follow

CBS last week took definite action on the problem of "hitch-hike" and "cow-catcher" announcements, long a matter of concern by network affiliates, by announcing that, effective Oct. 1, 1944, these "simulated spot announcements" would be eliminated from CBS commercial programs.

Coincident with this announcement, the CBS Affiliate Advisory Board adopted a resolution agreeing to cooperate by limiting station-break announcements to avoid disruption of the network pattern of entertainment-with-advertising.

Announcement was made in a brochure mailed to advertisers, advertising agencies and CBS affiliate stations, inviting them "to remove a 'triple threat' against the soundness and success of radio advertising while it is still, largely, a threat." Action is necessary at this time, the booklet points out, because of the growing use of hitch-hikers and cow-catchers which are currently employed on some 20 CBS programs, occupying more than 80 time periods.

Disc Hearings Resume Today After Halt at Padway Request

WAR LABOR BOARD panel hearing on the American Federation of Musicians transcription ban, scheduled to resume last Friday morning, was postponed until 2 p.m. today (Monday, Sept. 20), at the request of Joseph A. Padway, general counsel for the American Federation of Labor, who is representing the AFM. Mr. Padway on Sept. 9, at the conclusion of the third day of the hearings and after presentation of the transcription industry argument, asked for and received a week's recess in which to complete the preparation of the union's argument [BROADCASTING, Sept. 13].

In granting the AFM request for a recess, the panel overruled the objection of A. Walter Socolow, counsel for Associated Music Publishers, Empire Broadcasting Corp., Long-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio. Mr. Socolow argued that the strike has already caused these companies considerable hardships and that any delay was intolerable.

Panel also rejected the request of the transcription companies for an interim recommendation to the WLB to order the union to withdraw its ban on the manufacture of transcriptions by AFM members pending a final settlement of the dispute.

(Continued on page 50)
Two New Agencies Organized From Dissolution of B-S-H

Newpaper of Blackett-Sample-Hummert, establishment of many in 21 years of advertising and, which will dissolve Dec. 31 [BROADCASTING, Aug. 16] is to be succeeded by two former firms composed of B-S-H executives and employees.

John G. Sample will join the firm, a native of himself, Clifford L. Fitzgerald and H. M. (Mix) Dancer, to do business as Fitzgerald-Sample. All are former executives of B-S-H and widely known in advertising. Sample, who started the B-S-H firm in 1923 with Hill Blackett, was active in its management until June, 1942, when he commissioned a Lieutenant Commander in the Navy.

Blackett's Plans

Hill Blackett, announcing the opening of his own agency in Chicago, Jan. 1, 1944, said the following former members of B-S-H will join him: Monroe Hartman, B-S-H, president, B-S-H, a senior account executive, handling Procter & Gamble (Durex), Faustt Brewing Corp., A. E. Staley Manufacturing Co., E. J. Brach & Sons (candy); Robert G. Wilson, vice-president, B-S-H, key copywriter for the firm.

of Procter & Gamble (Oxydol), The Wander Co. (Ovaltine) and and A. E. Staley Manufacturing Co; Kenneth F. Spoonel, vice-president, B-S-H, senior account executive for Axton-Fisher Tobacco Co., and Joyce Aviation; Lloyd C. Nelson, treasurer of B-S-H since Jan. 1, 1941.

Mr. Dancer Mr. Sample

Diggert Pondering

READERS Digest Assn., Pleasantville, N. Y., is reported considering a quarter-hour weekly program on the air about Oct. 7. No details as to format are available from BBD0, New York, agency in charge, although commentator Frazier Hill may be selected. Probable time is 10:15-10:30 p.m. Thursdays. Material from the Digest is expected. The feature of another program—Radio Reader's Digest on CBS, sponsored by Campbell Soup Co., Camden, N. J.

BEHIND-THE-SCENES COUNCIL on production details for the new weekly BLUE What's New? held attention of this sponsor-agency-network-talent quartet before initial broadcast Sept. 4. Sponsored by RCA, the 60-minute program originates from New York, and yet hitches to various parts of the United States and shortwave pickups from abroad. Detail-deliberators are (l to r) Larry Robertson, BLUE Hollywood producer, Don Amche, m.c.; David Safrro, president of BCA, remaining Hill Blackett to Open Agency in Chicago

Mr. Dancer

Mr. Sample

GILLETTE RENEWS FOR WORLD SERIES

GILLETTE RENEWS FOR WORLD SERIES FOR THE FIFTH consecutive year, Gillette Safety Razor Co., Boston, has signed with Mutual for exclusive broadcast rights to the World Series baseball games, which start Oct. 5 in New York's Yankee Stadium. Gillette paid $100,000 for the radio rights and this total will go into a charity pool, from which the Red Cross will be the chief beneficiary.

Red Barber, noted sportscaster, who has covered seven consecutive World Series, will again handle the play-by-play report of the diamond classics, assisted by other announcers. The first three games will be played in New York, with broadcasts starting at 1:15 p.m. on Mutual, the United States' first three World Series baseball games, which will continue through the Series, will be broadcast exclusively by Mutual.

Mr. Dancer

Mr. Sample

Cough Drop Campaign

SMITH BROS., Poughkeepsie, N. Y., will start its annual fall and winter campaign Oct. 4 on about 80 stations and several regional networks, using most of the same outlets included in last year's schedule. Cough drops will be promoted via spot announcements and chain breaks at the rate of five a week. Agency is J. D. Tarcher Co., New York.

Mr. Dancer

Mr. Sample

Draft of Fathers Occupies Congress

But Wheeler and White May Hold Radio Hearings Next PROSPECTS for early hearings made possible by Wheeler bill (S-814) to reorganize the FCC were seen last week as the 78th Congress reconvened and the stage was set for action on various measures affecting the broadcast industry.

Senator White (R-Me.) told BROADCASTING that he planned to confer with Senator Wheeler (D-Neb.) about the possibility of scheduling hearings of the Interstate Commerce Committee, regarding hearings as soon as the latter's bill to prevent the drafting of fathers is out of the way.

Discusses Plans

"I have every hope that we will be able to begin hearings within the next two weeks", Senator White said. He added that the Committee, of which he is a member, would in all probability hear testimony from the FCC, the Federal Communications Bar Assn., the NAB, the networks, and representatives of independent stations.

Rep. Holmes (R-Mass.), author of the Wheeler bill in the House, told BROADCASTING that the White-Wheeler bill, also expects to hold hearings before the House Interstate Commerce Committee. He estimates that it will be at least several weeks before hearings can begin, as Committee members will wait until more pressing legislation, such as the drafting of fathers, is disposed of.

First place in the Congressional program was given to the Wheeler proposal to delay drafting of fathers until Jan. 1. No sooner had Congress reconvened when the Senate Military Affairs Committee called in high Army and Navy officials to testify regarding the needs of the armed forces.

Dr. Courrier, Doris Keane Plan to Revive WHIP

ANNOUNCEMENT was made last week of the purchase of the equipment of the deleted WHIP, formerly known as WWJ, Chicago-Hammond, by Dr. George F. Courrier, associate pastor of St. James Methodist Episcopal church, Chicago, and Doris Keane, former officials of the station. Two towers and radio transmitter equipment, and 28 acres of land in Hammond, Ind., were bought at a court sale under receivership proceedings from the Hammond Calumet Broadcasting Corp. in the Superior Court of Indiana Harbor.

The station, which had operated on 1520 kc. with 5,000 watts, went off the air Jan. 28, 1943 after John W. Clarke, principal stockholder, notified the commission that it could not render its license and discontinue operation. War conditions which restricted coverage and operational losses were given as the reason for the discontinuance. Fourth stockholder with Dr. Courrier, Miss Keane, will make the application to the Commission.

Application for reinstatement of the license is to be made soon.
Atlantic Refining Expands Grid List

Despite War, 69 Stations Will Carry 150 Top-Ranking Games

WITH 69 stations scheduled to carry football broadcasts under the sponsorship of Atlantic Refining Co., as compared with 58 last year, the company covers its marketing territory from as far south as Orlando, Fla., and westward to Cleveland. Southern stations have been added to last year's football coverage.

Joseph H. Rollins, advertising manager, announced last week that 93 college, 47 high school and 10 professional games are on the Atlantic schedule, including most of the featured contests in the East, South and Middle West. Many government war messages will be aired during periods and will get the benefit of the audience football always attracts.

Impressive Schedule

While war has caused havoc in collegiate athletics, disrupting normal gridiron schedules, Atlantic has managed to work out an impressive list of games, despite the many problems which had to be overcome before the program could be announced. This, and the unusually early opening of the football season explains why several games have already been aired, including Yale-Muhlenberg, Yale-Rochester, Rochester-Baldwin Wallace, and Muhlenberg-Villanova.

Atlantic schedule opens formally on Sunday, Sept. 25, with such spotlighted games as Princeton at Pennsylvania, Notre Dame at Pittsburgh, Colgate at Rochester, U. of N. C. at Georgia Tech, Iowa Navy-Frost at Ohio State. A night game between Virginia Military Institute and Temple, to be played at Philadelphia on Sept. 24, is the opening game.

All the games of the U. of Pennsylvania and of the Philadelphia Eagles (pro.) have been signed by Atlantic. Thirty-two top-flight announcers have been engaged to cover the contests. Assignments include Byrum Saam, U. of Pennsylvania; Woody Welf, U. of Pittsburgh; Tom Manning and John Nebelt, Ohio State; Leo Kirby, Duke U., and Add Penfield, Georgia Tech.

Among the highlighted contests are: game between the Green Bay Packers and the Philadelphia Eagles. Stations on the schedule are:

WFBF WMFB WMAC WMCC WSCR WIBR WLYM WDBG WDBZ WDBD WROS WAWM WDDT WVSF WDDW.

Despite War, All Stations Scheduled for All-Star Games

A NEW STUDY of “time broker” activities in commercial broadcasting, presumably to ascertain just where the line shall be drawn, is being launched by the FCC’s Law Department with the blessing of the Commission. The informal authorization came at the FCC meeting last Tuesday with only three members, Commissioners Craven, Durr and Chairman Fly present. It is assumed that the Commission did not authorize a formal inquiry by resolution because of the lack of a need.

What inspired the new study at this time is conjectural, although it is felt in some quarters that the disclosures of the House Select Committee investigating the FCC regarding time brokerage activities in the foreign language field in New York, had a bearing on it. This practice, constituting sale of block time to contractors or agencies, for resale and programming, is illegal in the foreign language field. It also is used on other stations, usually smaller outlets in metropolitan areas.

Doctful Practices

Time brokering per se is not regarded as improper or illegal. The past, and in New York was that of Lido Belli who, Committee General Counsel Eugene L. Garey charged, was prevented by the FCC and OWI from conducting his business of a time broker, for a period of months, resulting in loss to him of more than $90,000. Also cited were the cases of Andrea and Stefano Lucito, foreign language broadcasters, among others.

A pending case involving management contract or time brokerage is that involving WCAM Camden, N. J., licensees of that city of Camden. A contract was entered into with the Mack Sales Co. under which it contracted for all of the station’s time for resale purposes. This case, however, is still undetermined, though hearings were held last year.

One of the cases cited in the Cox inquiry on the foreign language situation in New York was that of the predecessor, the Radio Commission, in several instances has frowned upon the practice where it appeared to constitute delegation of full control of a station to a time broker for the time used and resold. Whether or not the practice is in the public interest depends upon the nature of the contract and the manner in which the time is sold or controlled, according to these past interpretations.

There are no regulations of the FCC banning time resale as such. It may be that the new study is being undertaken to determine whether hard and fast rules should be applied.

The type of situation regarded as improper and actually constituting an assignment of license for the period brokered, it was recalled, is one wherein the broker in effect sets himself up in the broadcasting business without a license for a station license or being subject to the regulations. There are instances, it is felt, where the broker or contractor practically has taken over the station’s operation.

New Post for Witt

With the pending transfer of Mr. Kemp to Detroit, Donald W. Thornburg, vice-president in charge of the CBS Coast Division, announced that Harold W. Witt, present sales manager of KNX, has been named to the new post of assistant general manager of that station. Mr. Witt was manager of KGB San Francisco and with CBS, he has served as commercial sales manager of KNX and CBS Southern California sales manager.

Other personnel alignments on the coast include: At an eastern point, CBS national sales service director, named KNX sales manager; Charles Morin, manager of the CBS San Francisco office, moving to Radio Sales, New York, as eastern sales manager for the Pacific network and KNX, and Wayne Steffner, formerly of the San Francisco sales office, as manager of CBS offices in that city.

Fox Case continues as director of public relations and West Coast news bureaus. Hal Hudson continues as program director and Meredith Pratt is head of Radio Sales on the Coast.

CBS Names Kemp To Detroit Office

Moskovics Takes His Post; Witt Now KNX Manager

ARTHUR J. KEMP, for four years CBS sales manager on the Pacific Coast, has become general manager of sales for CBS in the network’s Detroit office, a post vacant since 1941. It was announced last week by William V. Gettiner, CBS vice-president in charge of sales. Succeeding Mr. Kemp on the West Coast will be George L. Moskovics, sales program manager in that office.

Joining CBS in 1936 as a member of the Pacific Coast sales department, Mr. Kemp had previously been with McManus Inc., Los Angeles Examiner; sales manager of KHJ Los Angeles, and KFSC San Francisco, as well as promotions manager, publicity and merchandising manager for KNX Los Angeles, prior to its purchase in 1936 by CBS. Mr. Kemp has served as eastern representative for the CBS Pacific Network in New York, and in 1938 was special field representative for CBS owned stations before returning to the Coast in his present position.

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MAN-SIZED JOB of all announcing and programming duties of WIXTG, FM affiliate of WTAG Worcester, has been undertaken by radio's first all-girl staff.

Showing how it's done are (left to right): Olive Merrill, disc jockey; Patricia Neighbors, announcer; standing: Gladys Tomasian, monitor; Mary Lou Evans, script supervisor.
Noble Sells WMCA to Nathan Straus

former housing head pays $1,255,000; may have associates

sale of WMCA New York to Nathan Straus, former administrator of the United States Housing Authority, for $1,255,000, was announced last Monday by Edward J. Noble, present owner of the station and present purchaser of the BLUE Network.

In making the announcement Mr. Noble said that he was disposing of WMAC in accordance with the desire of Mr. Straus, the purchaser, that the ownership of stations operating in a single community, as in acquiring the network he is also becoming the licensee of WJZ, BLUE has, however, an outright sale and not contingent upon the FCC's approval of Mr. Noble's acquisition of the BLUE, on which the Commission is currently holding hearings.

Follows Flamm ruling

sale of the station to Mr. Straus for a total of $500,000, said Judge Albert Cohn of the Appellate Division of the New York Supreme Court in the legal battle recently started by Donald Flamm, from whom Mr. Noble purchased WMAC in 1941 for $850,000, to regain possession of the station through a rescission of that sale, which Mr. Flamm alleged he forced to make as a result of threats and duress. [Broadcasting, Aug. 16, 23, Sept. 6.]. Judge Cohn granted an order returnable Sept. 24 to show cause why a stay should not be granted, but denied an interim stay to prohibit the sale until that date.

queried as to how the question of a stay may have been raised, counsel for Mr. Flamm, expressed doubt that Mr. Straus, under the circumstances, would be a bona fide purchaser and said: "We will join Mr. Straus in the action for rescission if he goes through with the deal." Mr. Handelman appeared at the FCC hearing on Mr. Noble's acquisition of the BLUE to acquaint the Commission with the fact that Mr. Flamm's action had been filed and is now pending in the New York State Supreme Court [Broadcasting, Sept. 13].

In announcing the sale of the BLUE, Mr. Straus named only Mr. Straus as purchaser but it is understood that he may have associates in the purchase. Details of the transfer have not yet been disclosed, but must necessarily be included in the application to the FCC for approval of the license transfer. The application probably will not be filed for several weeks, Mr. Wood said, and possibly not until the conclusion of the Commission's hearings on the change in ownership of the BLUE.

no financial details of the purchase of WMCA by Mr. Straus were public last week except that it was known that the amount of Mr. Noble's sale put about $200,000 in new capital into WMAC in addition to the $850,000 he had paid Mr. Flamm, bringing his original investment in the station to approximately $1,050,000.

In announcing the sale of WMCA last Monday, Mr. Noble said: "The purchase of the station by Mr. Straus brings to the New York radio field a native New Yorker with a distinguished career in public service, who also has a successful background of business and newspaper experience. I am thoroughly satisfied that he will operate WMAC within the letter and spirit of public interest, convenience and necessity and that moreover he will make a contribution to the development of the station in keeping with his fine record of public service."

Straus statement

Mr. Straus stated: "The acquisition of WMCA is for me both a responsibility to maintain the high standards of radio broadcasting and an opportunity to make the station an even more significant factor in the life of this world's largest city. I have been impressed with the high caliber of WMCA's wartime programming and both policy and personnel will be retained intact. I intend to devote my entire time to the active management and operation of the station. Radio is one of the most effective factors in moulding public opinion and in a democracy public opinion makes the laws." 

"I wish to state unequivocally," he continued, "that commercial considerations will at no time be permitted to interfere with the proper function of the station as a medium of entertainment and education, and in wartime, of communications and morale. If WMCA can help to promote the development of an informed public opinion concerning the great problems and issues of our troubled times, I shall feel that my association with it has not been without profit."

Hallicrafters Co., Chicago (radio manufacturers), has purchased a thirty-day option on new east on WJJD Chicago. Contract for 13 weeks was placed by Burton Browne Adv. Co., Chicago.

FCC okays WNYC operation at night

special service permit in effect to Feb. 1, 1944

special service authorization for night-time operation of WNYC New York to Feb. 1, 1944, the duration of its current license, was granted last week by the FCC and he hearings on which it has been set for Sept. 13 canceled. The action followed a petition filed Aug. 24 by CBS on behalf of WCCO Minneapolis proposing withdrawal of its opposition on grounds that, provided the Commission concludes night-time operation of New York's municipally-owned station would aid in the war effort.

WCCO, the dominant station on the 830 kc clear channel, had protested an earlier FCC grant of special service authorization to WNYC, which was denied a formal application for evening time after a hearing [Broadcasting, Aug. 30].

Right Reserved

CBS made it clear, in withdrawing its opposition, that it does not admit the worth of WNYC's application during nighttime hours will not interfere with the service of WCCO, and it specifically reserved the right to contest any application filed by CBS for the use of this channel for nighttime hours other than as specifically the petition.

WNYC has operated daytime on 830 kc since 1940. The State of Minnesota as well as CBS had opposed breaking down the clear channel by the proposed evening operation which WNYC had sought since 1940, on the ground that it would interfere with program service to rural listeners in the north central area and that it was contrary to the Commission's rules.

Helps army medics

Ferry-Hanly Co., New York, has been assigned by the War Advertising Council to conduct a campaign for the Army Medical department. Purpose is in part to reassure the public that wounded servicemen are getting the best care, and to recognize the heroism of the medical soldier as a morale measure. Agency will appeal to advertisers and other media to contribute time and space to the cause and will provide "copy material, through a pamphlet to be issued in a month or so under the title "A Matter of Life and Death."

Mayor LaGuardia to make a survey of public housing in Europe. On his return he was appointed a member of New York City Housing Authority. In the succeeding years, he led the movement which finally resulted in the passage of the U. S. Housing Act in 1937, as a result of which, he later headed the New York City Housing Authority, which was set up under the Act in 1942.
"WHACHA MEAN BY 'IOWAY PLUS'?"

Lots of people seem to think we’re covering a good deal of ground when we talk about reaching “Iowa Plus”.

Maybe so. But sometimes we surprise even ourselves! For instance, we’d never have thought that our efforts to sell War Bonds would result in “WHO Clubs” as far away as Georgia or Texas. Yet in Littlefield, Texas, 176 people banded together and bought $30,200 in War Bonds from W-H-O—and in Summerville, Georgia, another group printed special installment books entitled “Local Member W-H-O War Bond Club—A Mighty Club to Beat the Axis, Sponsored by Radio Station W-H-O, Des Moines”.

W-H-O is listened-to regularly by thousands of people we’d never dare claim in even our tertiary coverage. W-H-O gives its advertisers a bonus audience that is possibly as large as most Iowa stations’ total audience. . . .

That’s what we mean by “Iowa Plus”. Write for a typical W-H-O mail count—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
12,000 Newscasts Leave Their Imprint


By Charter Heslep

THE Office of Censorship not only has no criticism of Radio's handling of news but is proud of the record being made by the industry as a co-partner in the unprecedented experiment of voluntary, civilian censorship. As of last Saturday, this record showed only 177 confirmed violations of the Broadcasting Code in a total of 12,044 news shows heard or read by the Broadcasting Division's radio news desk. That's a batting average of 98.3% for the radio news editors of the nation acting as their own censors. It is convincing evidence that radio, working with an equally alert press, has succeeded so far in throwing up an effective security screen around our global war operations.—Charter Heslep

THOUGH the operation of two simple controls set up to check on Code observance throughout the country, the radio news desk of Censorship has monitored, reviewed or prosecuted every one of 12,044 shows. The two controls are a monitor of network programs which enables us to hear 400 to 600 shows a month and spot checking of selected groups of stations which brings us about the same number of news scripts every 30 days. These uncounted millions of words include, up to now, the out-givings of more than a hundred network commentators and newscasters at least one entire week's news production from more than a third of all the stations of the country.

Four Standards

NAB is making a sound move in setting up a committee to formulate standards to be put before the industry that will improve the overall presentation of news on the air. Any apparent shortcomings do not represent an indictment of all broadcasters. In most cases, the practices cited are found in relatively few stations; I may even be accused of fly specking.

The standards that seem pertinent to this column's discussions are Accuracy, Honesty, Integrity and Responsibility. Let's start with Accuracy.

No single move will do more to improve accuracy than copyreading. I hope this committee will recommend that no broadcaster ever put a line of news on the air unless it has been read carefully by someone. Consider the care a well-edited paper exercises. Every story is read by the city editor, telegraph editor, or department head. Then a copyreader goes over it, word by word. The news editor gives it a look-over. The composing room proofreads it and the managing editor or some editorial executive checks the proofs before the paper locks up. That's five operations. No wonder bad bulls in the press are collectors' items.

What happens in some radio stations? The ticker buzzes merrily in a corner. Shortly before the next newscast an announcer bounds over, measures up on his arm the amount of copy he needs or slips off the last roundup and rushes to the mike.

Of the 340 stations spotchecked to date more than half originate no news. That means several million listeners get only what comes over the tickers and what is fed from the networks. It seems reasonable to conclude also that in some of these same stations there isn't a single person employed who possesses much newspaper experience. This situation places a terrible responsibility on the networks and the networks' services serving radio. Doubtless the manpower shortage explains some of this lack of enterprise by individual broadcasters.

Checking the Copy

Copyreading comes as natural as breathing on a newspaper. A $40-a-week desk man has no inferiority complex about cutting the stuff of a $1,000 a week col-
ton management should give their news editors com-
plete authority to copyread all ma-
terial, including press association copy, and have the final word—
even if that would mean ordering control to cut the program if a commentator tries to use material the editor has ordered out. No com-
mentator, analyst, reporter or broadcaster would think it proper to stuff shirts or affix any messiah complex is going to resent competent and intelligent copyreading.

Dozens of stations, particularly those in semi-rural communities, are attempting considerable local coverage. The police blotter, courts, city government, community meet-
ings and that lifeline of the small newspaper—the personal—are being used. Here, too, accuracy should be paramount, especially where the relation between station and listener is apt to be very personal.

We've all acquired habits as voluntary censors that should be carried over to post-war broadcasting. I refer to the Code report to verify all messages sent in by telephone, to check the source of emergency notices, to edit letters from overseas and to check personal items to see that no clues are given on troop or ship movements. All of these checks promote accuracy— as well as security. Accuracy should be one of the cornerstones in any set of radio news standards.

Honesty is the next standard. When I was pondering a switch from city room to radio news room, an old broadcasting veteran said to me: "The biggest thing you've got to realize is that you're going into the show business." Well, after I got into radio, and especially after a year on an observation post in Washington, I wonder if radio management wouldn't do well to forget it is in the show business when it is promoting its news department. Legitimate promotion of commentators and services—yes. That's been overwriting and extravagant claims for this or that "newsboy"—No.

Today, radio tosses around the words "commentator", "news analyst", "editor", "newscaster" and "reporter" like so many balls kept in the air by a juggler. An opening commercial or top sheet on some stations breathlessly tells you that this or that "international expert, famous newspaperman, ace reporter", is about to give his keen analysis of the news and comment on the great events of the day. And what comes next? A collection of 10 to 18 stories clipped from a wire service. In some cases there isn't a single pencil mark on the copy. This phoney buildup also hits a network now and then.

Those Nickel Extras

Then, there is the plagiarist. A wire service man comes up with a good think piece. Or a correspondent gets a real beat. Or a rewrite man happens to do a particularly fine piece of writing. How many commentators give the service or the man credit?

This deception also extends in a lesser degree to the stations. The newspaper labels most of its material. The press and picture associations call quickly and loudly when that log or agate credit line is omitted. But some stations blithely present the news "as gathered by the WWWW newsroom".

A station discovers it has an announcer who is very facile in reading news. He may never have written a story or handled a piece of copy in his life, but in no time at all he may become a commentator. Yet he'd be paralyzed if he had to write his own script.

Remember how you cursed in the old days when you put out a nickel for an extra that amounted to a fake? Well, radio has abolished most of the newspaper extras—both legitimate and spurious—but in some cases has appropriated this vice as its own. One salu-

(Continued on page 41)
Mightiest tribute in many a day came when OWI tagged radio the "fourth front" in the war.

Not only on battlefields and through shortwave broadcasts has the industry made the grade, but on the home front as well. Fast, complete news coverage, keen and accurate news analysis show Americans where they stand and where they're going. Powerful weapons in winning wars!

And we at WMCA are proud indeed of our own fourth front warriors . . . men and women carrying on one of New York's hardest hitting news offensives. Proud too that so many advertisers have chosen to attack the New York market by way of WMCA's stronger-than-ever news front.

**JOHANNES STEEL**
Dynamic, convincing, world-recognized for his predictions. Steel has rubbed elbows with Europe's famous and infamous who today shape the history he interprets. Rivals the nation's top commentators in popularity and appeal.

**FIVE-STAR FINAL**
One of America's first dramatized news shows. A gripping roundup of world events brilliantly re-enacted. "Five Star Final" matches any network show in dramatic importance and human interest, in national fame and prestige.

**DR. FRANK KINGDON**
This noted scholar, journalist brings an all-American viewpoint to the international scene. Widely quoted in the daily press, Dr. Kingdon has created an unusual standard of impressive news analysis.

**RICHARD EATON**
The ink hardly dries on Washington blueprints before Eaton takes the air from the capital with a report to local listeners. A growing roster of important guests testifies to his intimacy with diplomatic, political "greats."

**ALICE HUGHES**
Women - yes, men too - turn to "A Woman's Views" by syndicated columnist Alice Hughes for comments on home and world affairs. Audiences understand her crisp newspaper style, like her sincere approach.

**BUSINESS FORUM**
Prominent industrial and business leaders gather for weekly round-table discussions about problems affecting trade in the metropolitan area. The only exclusive program of its kind where businessmen "tell all."

**CIVILIAN DEFENSE NEWS**
Born of a nation thrust into war, Lilian Okun's "Civilian Defense News" brings to the city's vigilant millions vital news on local activities . . . facts keyed to everyone's attention, sent into the home by a clever reporter.


NEW YORK TIMES NEWS BULLETINS • Every hour on the hour, the world's leading newspaper broadcasts up-to-the-minute news bulletins ... most outstanding public service in New York.
Chairman Indicates Field of Program Content May Get Scanning; Sponsored News an Issue

IMMINENT invasion by the FCC of the field of program content, presumably as an outgrowth of the March 24 National Supersonic Conference, is expected to bring about a new type of control with respect to the "composition of the traffic," as seen in recent expressions of the Commission, and more particularly Chairman James Lawrence Fly.

Following the hearing Sept. 10 on the proposed sale of the BLUE Network Co. to Edward J. Noble, New York industrialist and broadcaster for $8,000,000, cash, which was devoted almost entirely to programing procedures and policies, Chairman Fly at his press conference last Monday discussed not only ownership and handling of the controversial issues by stations and networks. He posed the question of whether news broadcasts should be sponsored at all.

News Problems

Prior to the May 10 Supreme Court decision, it was generally accepted that through control consideration of program content only "after the fact" or in cases of license renewals, where past program service of stations could be taken into account. Agreement was reached that the BLUE Network proceeding centered around news policies, sponsored programs, and unwillingness of the BLUE and other networks to sell time to membership or cooperative groups, was seen as the first indication of FCC consideration of "composition of the traffic" [(Broadc. Aug. 30)].

At his press conference, also participated in by Commissioner C. J. Durr, Chairman Fly said the whole question of news coverage and sponsorship of news programs is a major one with the BROADCASTING, Aug. 30). Chairman Fly said the Commission must bear in the necessity of having a "broad general public service in radio" more than "construe...any way where permit that small...promote...own philosophies...press upon...public's attention.

Chairman Fly asserted, the FCC does not render "by other parties" and is placed "in his hands in trust for the public.

No Change Likely

Asked whether there was any possibility of the Communications Act being rewritten to eliminate the public interest clause (as proposed by the Senate Select Committee investigating the FCC), Chairman Fly said he did not think there is the "slightest possibility".

He added it was conceivable that some future FCC might bring so much pressure to bear that there might be some slight change of wording.

Once the "fundamental duty" to serve the public interest is taken away from the license of the broadcaster, Chairman Fly added, "you have prostituted your whole great public service principle of free speech to self-interest in danger of being applied to any system where the broadcaster would not be under a duty to serve the public interest "are well nigh frightening", he added.

Presentment of wider public service, Chairman Fly added, it may well be that there ought not to be any sponsorship of news or comment. Declaring his position on that, he added that there are some "splendid examples of courage in news reporters and commentators who are paid by the sponsors".

LADY ESTHER CUTS AGENCY CONTRACT

PEDLAR & RYAN, New York, and Lady Esther Co., Chicago, have severed relations. It was learned last week. Agency has been handling field theater program started on CBS last October by Lady Esther.

The program was not involved in this, according to Pedlar & Ryan. Failure of the agency and the sponsor to agree on the structure resulted in a mutual agreement to part company, it was said. Separation went into effect last week as far as continuing copies, production, etc., but the agency has lined up programs for the coming year if needed. The agency is in progress.

'LCompositionshl Traffic Seen As Next Topic of FCC Study

L. W. Herzog Named FM Sec.-Treas., At Open Board Meeting in New York

L. W. HERZOG, W55M (WTMJ) Milwaukee, was elected secretary-treasurer of the FM Broadcasters Association at an "open" board meeting at the Ambassador, New York, last Tuesday. He succeeds Robert T. Bartley, who resigned this office along with his vice-presidency of the Yankee Network to join the NAB in an executive capacity [(Broadc. Aug. 30)].

C. M. Janacky Jr., of Jansky & Bailey, Washington consulting radio engineers, was elected technical advisor of FMBI, filling a post that has been vacant since Paul A. de Mara of the Yankee Network, its former occupant, entered the Navy. Walter J. Damm, W55M, FMBI president, was named to represent the organization on the new Radio Technical Planning Board, with Theodore C. Streibert, W71NY (WOB), New York, FMBI vice-president, as his alternate.

The reports were delivered by committees studying the advisability of increasing marginal field strength of FM stations from 50 to 108 microvolts and the desirability of retaining or changing the present method of allocating power on the basis of market area coverage. It was decided to consolidate the handling of both problems in a single committee with W. R. David of General Electric Co., Schenectady, as chairman. Other members of this new committee are: Roy H. Manson, Stromberg-Carlson Mfg. Co., Rochester, N. Y.; Everett Dillard, Commercial Radio Equipment Co. (K49KC), Kansas City; F. M. Doolittle, W6EF (WDRC), Hartford, and Mr. Janacky.

Committee will present a full report at the next FMBI board meeting in the studios of WGN Chicago, on Nov. 17. It was voted to continue the "open meeting" policy, inviting any FMBI members who are able to attend. This policy has been a great success wherever it has been tried, Mr. Damm said.

Marcus Loew Booking Agency (WJ6NY, WHN), New York; WJJD Inc., Chicago, and Pergola Publishing Co. (WSJW), Winston-Salem, were elected as members, bringing the FMBI roster up to a total of 65. Meeting was attended by about 45 members, including all nine board members.

R. G. GOW GOES to Washington to cover the reconvening of 78th Congress, to be held in Cincinnati, and to get transcribed interviews with those who make the news. One of the biggest news names on the Hill, Rayburn (D-Tex.), (left) chats here with newsmen George Gow in a number of instances, which only accentuates the fact that you don't render a broad public service.
September 1943 also starts ahead of 1942's record of advertisers confidence in KOA.

Words are superfluous with such convincing evidence to offer of KOA's selling power, and ability to satisfy KOA advertisers. Just further proof of the fact that once KOA serves 'em - they stay on KOA.

Advertisers who have seen the light - and know the value of KOA's 69% Listener Loyalty.....68.8% Dealer Preference - continue to pour in renewals....While others clamor for a place in the Sun which shines over KOA's vast coverage area.

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

50,000 WATTS - 850 KC.

KOA First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
The young lady is having a busy day.

She is competing for a prize on “The Missus Goes A-Shopping” ... the favorite quiz-and-fun show of New York housewives. Every program plays to a packed house of 350 women. The waiting list for studio tickets is six weeks long!

It’s an informal, zany program, conducted by nimble-tongued John Reed King. From the time the first studio visitor appears, the fun flies thick and fast. It’s a madhouse. And for fifteen minutes laughter buckles the walls.

It’s the highest rated show in New York at 8:30 A.M. More New York women—more by 88%—listen to “The Missus” than to the second ranking program. In fact, one out of every three radio-available housewives are tuned to “The Missus”. 190,365 housewives each day.

Advertisers listen, too. Seven major food chains enthusiastically endorse the show. Sponsors wait in line to participate. (No time is now available for sale.)


Of course, it’s on WABC.

*Represented by Radio Sales, the SPOT Broadcasting Division of CBS*
Management Responsible, NAB Group Says on 'Editorializing'

Joint Resolution by News and Public Relations Committees Follows Kaltenborn-White Debate

THAT MANAGEMENT of stations and networks must take responsibility for what is broadcast over their transmitters was voiced in a resolution on editorializing and the functions of news columns, adopted jointly by the NAB Radio News Committee and the NAB Public Relations Committee at the conclusion of meetings held concurrently at the Waldorf-Astoria, New York, last Wednesday and Thursday.

The resolution reads: "Responsibility for all broadcasting rests and must continue to rest on individual stations for network management. The industry recognizes and accepts this responsibility and the Radio News Committee of the NAB is certain that various management policies, however they may occasionally differ, are designed to further the public interest."

Kaltenborn vs. White

The action followed an attack by the veteran news analyst, H. V. Kaltenborn, upon the recent ruling of Paul White, CBS director of news broadcasting, forbidding the voicing of editorial opinion by commentators on that network. Mr. Kaltenborn expressed strong contrary views in an address at a joint luncheon meeting of the two committees on Wednesday, at which the Association of Radio News Analysts were guests.

"Don't hamstring the great cause of free speech on the air by adopting a rigid code of rules to govern all radio commentators," Mr. Kaltenborn told the committees. "If the heavens are to fall, you can get for the money you can pay without them, and I will tell them frankly what you expect; what you are trying to do on your station or your network and give them their picket lines and cut them out of line correct them. If they continually violate what you deem to be an essential policy, fire them. But don't pretend that you are going to be able to keep a commentator worth his salt from expressing his personal opinions."

White Restates Views

Taking issue with Mr. White, the commentator cited article six of the code of the Assn. of Radio News Analysts, of which he is president: "The Association espouses complete editorial control of broadcasting material, except insofar as duly required by governmental authorities in the interest of public safety during a national emergency."

After the meeting Mr. White restated the policies he outlined to CBS news analysts Sept. 7. Emphasizing the network's lack of editorial views except in regard to radio itself, he said that "by extension, those men selected by us to interpret or analyze the news must also refrain from expression of editorial opinion or our non-editorial position becomes an empty shell."

Mr. White said, "Ideally, in the case of controversial issues, the analyst should be in the press room, or to which side the analyst himself actually favors." The function of a news analyst, Mr. White said, "is to marshal the facts, and out of his common or specific knowledge to present these facts so as to inform his listeners rather than persuade them. The analyst should attempt to present and interpret the known record, should fairly present both sides of controversial questions, and, in short, should give his best available information upon which listeners can make up their own minds."

Mr. White bases his views on the limitation of available frequencies and the necessity of broader news and press as media for public expression. Without a non-editorial policy, he declared, a powerful, one-sided position on serious issues could be taken by a small group of broadcasters. Permitting 30 or 40 news analysts with nationwide audiences and regular periods to build loyal listeners, the freedom to preach their own views "would be to create for CBS a super-editorial page instead of no editorial page at all. To create in the air, within the genuine spirit of democracy, would be merely a hollow phrase," he concluded.

Radio News Courses

The recently organized Radio News Committee announced as its first major project a plan for aiding schools in the installment of courses on technique of preparing news for broadcasting and presenting it on the air. The committee will study courses at Columbia University, Northwestern U. and will consult with educators to expedite placing these courses in as many educational institutions as possible to help alleviate the serious personnel shortage in radio news bureaus, the announcement stated.

The committee took no action at its first meeting on the problem of newscast operation and standards, deciding to withhold definite recommendations for the next meeting, which will be held in about two months.

During its two-day meeting, the news committee heard Charter Henley of the Radio Division, Office of censorship, in a talk titled "After 12,000 Newscasts" (see Continued on page 58)

Lucy Heads CBS Affiliates Group

Board Votes Action Against Mutual Rebroadcast Plan

C. T. LUCY, general manager of WRVA, CBS Richmond affiliate, was elected chairman of the CBS Affiliates Advisory Board at their fall meeting in New York Sept. 15 and 16. Mr. Lucy was unable to attend and Arthur B. Converse, vice president of the Midland Broadcasting Co., served as temporary chairman.

Members unanimously passed a resolution against "the proposal for transcribed rebroadcasting of programs originally broadcast over one network to another network"—a direct action against Mutual's Daytime Playhouse Plan [Broadcasting, Aug. 30]. Opposition was voiced by the three major networks and after the全文 of the plan were revealed, the complaints claiming the proposal is detrimental to network radio as well as to nighttime radio [Broadcasting, Sept. 6].

The resolution reads:

Resolved that, in view of the wastage of radio facilities which would result from the indiscriminate duplication of programs over more than one network—possibilities for accuracy in news programming resulting from other network is contrary to the public interest, and the members of the Columbia Affiliates Advisory Board hereby request Columbia to take all possible steps to discourage any such practice."

Triple-Threat Plan

Board also discussed "Triple Threat" booklet the network sent out to affiliates, advertisers and agencies, recommending the elimination by Oct. 1, 1944, of all hitchhike and cow-catcher announcements, as detrimental to commercial radio. The group passed a resolution limiting station break announcements to service announcements with non-competitive sponsorship and cushioned by intervals preceding and following station breaks.

Members attending were: Franklin D. Ouellette, WDRC Hartford; John M. Rivers, WCSC Charleston, S. C.; Hoyt B. Wooten, WREC Memphis; C. W. Myers, KOIN Portland, Ore.; I. L. Lounsberry, W K B W Buffalo; Arthur B. Church, KMBK Kansas City, Mo.; Leo J. Fitzpatrick, WJR Detroit.

NBC Public Service Programs Up 60%: Betterment is Goal, States Trammell

EXPRESSIONS satisfaction with development of NBC's public service programs have increased by about 60 per cent in the nine-month period, while Dwight Herrick, assistant manager of public service, exhorted to the group the status of the NBC Listeners' Advisory Panel, and demonstrated with recent reports promotional efforts for public service programs through the NBC "Parade of Stars."

Others to Assist

A plan for a public service series which would invite the cooperation of outside groups at different intervals throughout the coming year was suggested by Clarence L. Menser, vice-president in charge of programs. A. L. Ashby, vice-president and general counsel, reviewed the status of public service broadcasting in the light of the Supreme Court ruling on the FCC procedures, and AlbertWHITE, director of information, brought the meeting up to date on political developments in Washington.

A total of 28,182 nurses, 89,994 nurses' aids, and 749,475 home study students have been controlled by the Red Cross through the NBC program That They Might Live, it was reported by Jane Tiffany Wagner, director of women's war activities, adding that the figures were still incomplete.

Representatives of other NBC divisions making reports at the meeting included:

Frank E. Mullen, vice-president and general manager: John F. Ryan, vice-president in charge of international relations; Sterling Fisher, assistant public service director; Sheldon B. Hickey, Jr., manager of the stations department; Judith Weller, manager of the central director of network public service department; Jennings Pierce, who is in charge of service at the West Coast; Albert Crews, of the central program staff; D. K. Dowitch, assistant to Dr. Angell; Arthur Forsten, service division, in charge of the Grief of the press division; Louis Titterton, manager of the script division; James M. Mallon, vice-president in charge of finance; Max Jordon, director of special services; Ed. C. Williams, assistant, editor of the script division; Gifford Chase, general counsel, and Roy Darrough, assistant to Dr. Angell; president of KPO. Mr. Lucy was elected president of the board of directors of NBC, succeeding Mr. Kaltenborn, who was elected chairman.

Mr. Lucy was also elected chairman of the Waldorf-Astoria with Dr. Angell acting as toastmaster.
WRGB has received the Award of the American Television Society for the “greatest contribution to television program development of the year.” In recognition of this award, station WRGB makes this promise—to rededicate itself to experimentation which will advance the art of television programming and studio techniques.

Television station WRGB is a popular place with Schenectadians and visitors to the city, as well as the source of entertainment for television set owners of the area. Programs were televised by G.E. as early as 1928 on station WGY, but came into their own when WRGB began operation late in 1939. In the new studio, opened in mid-1941, programs are now run 8 to 10 hours a week, Mondays, Thursdays, and Fridays.

One of the many fine programs televised by WRGB was “The Rivals,” starring students of Russell Sage College. Continually experimenting and developing new techniques, General Electric's television station has put on numerous other types of programs, such as concerts, sports events, movies, and public service productions.

WRGB
the television station
GENERAL ELECTRIC
SCHENECTADY, N. Y.

Broadcasting • Broadcast Advertising  September 20, 1943 • Page 19
Mr. Menser

More Background Work And Less Technical Training Needed

By CLARENCE L. MENSER
Vice-president in Charge of Programs.

RECENT discussions in broad-
casting concerning the contribu-
tions the colleges are making
through courses in radio, have
two characteristics that are inter-
esting. It seems to me, however,
that Prof. Raymond W. Tyson
of Pennsylvania State College
in his defense of the colleges
has missed much of the rea-
point. No one in the in-
dustry should say that the colleges
have not made a worthwhile con-
tribution.

Prof. Tyson is pretty general in
his statements, but the subject he
is treating is one in which it is
difficult to be specific. No one can
include in his account just what
anything's contribution to
the radio industry is likely to be.

It seems, however, that the
college courses in radio are very
busy doing things that they shouldn't at-
tempt, while neglecting some of the
obvious things which they are
evidently qualified to do. A parallel
might be drawn from the field of
medicine. We wouldn't think
very highly of a college which set
up courses in medicine designed
to give its freshman students a sharp
knife and an adjustable saw with
which they could start cutting
muscles and sawing off legs.

Preparatory Work

Every reputable college which
wants to make a contribution to the
field of medicine offers pre-
medical courses. These courses are
built on a theory that every good
doctor should have a background
of general information about the
human body, about chemistry
and a lot of other things that are basic
to his use of various techniques
which he learns elsewhere.

Colleges which want to do courses
in radio should take a page from
this book. They should quit trying
to teach the professional tech-
niques, which they are not equipped
to teach either in personnel or
equipment. Instead, they should
spend the time on things they
are prepared to do well. For ex-
ample, for people interested in
radio, college courses can do a
tremendous service by teaching things
which can be taught about the
business of writing.

Two cases are especially im-
portant. One is actual writing
and the other a study which will
give a background for that writ-
ing. Much can be taught about
the use of words. The average writer
who comes to us for a job has ap-
parently never learned very much
about the expert use of words in
picturesque speech. Yet words are
the things upon which he is to
base his career.

Likewise he doesn't know very
much about writing for character
types. And in thousands of cases
he has never learned to stimulate
his imagination and then apply it
to his writing either in the type
of situation he plots.

A radio writing course could
give a lot of study to dramatic
structure and to plot and story
lines. Certainly it should involve
a critical analysis of popular ra-
dio shows, both as to their struc-
ture and as to their audience ac-
ceptance or rating. A fundamental
writing course should give train-
ing in adaptation of various liter-
ary works, with particular empha-
sis on the problems of translating
effectively visual scenes into an
acceptable form for radio.

Background Important

The actor in a college course
could be given tremendously
important background material.
The average actor has very little
conception of what kind of an instru-
ment his voice really is. Thousands
of actors who come to us for aud-
itions are handicapped by the
fact that they play upon their
voices exactly like a fiddle player
who saws away on a single string.

The fact that the human voice
is capable of great flexibility and
that this flexibility, as to color
and quality and all the other aspects,
is tremendously important in the
holding of the overall effectiveness
of the cast is given too little emphasis.

The same thing applies to diction
and to study of characterization
and other basic elements in the
actor's art. In these fields much
can be taught. And a college course
is a proper place for it.

For the producer, the study
should not begin with producing
programs. It should begin with
background training. This train-
ing should involve study of the
literature of music and drama. It
should involve an analysis and
study of successful programs on
the air. It should include musical
training in order to develop an ear
for sound. In this connection, it
is amazing how many producers
are inclined to direct with their
ears instead of with their ears.

At the moment, this is because
they simply have had no basic
training to educate their ears to
voices and to music. Even a study
of scene design is a proper part
of the radio producer's back-
ground.

Needs Background

Many other items might be men-
tioned. They all point to the fact
that the average applicant for
a programming job in a major sta-
tion or major network is woefully
lacking in a sound substantial
background of the things on which
he should base his professional
career. In the early days of radio
this was perhaps unavoidable.
It isn't avoidable any longer. Col-
leges start talking about teaching
things which they are qualified to
teach and which the professional
radio industry isn't much inter-
ested in teaching. And by the same
reasoning they should leave to profes-
sional radio—or at least to profes-
sional radio schools— the perfec-
tion of those techni-
cues which, when applied to the
proper background, would make a
real contribution to the radio
industry.

Wall Paper Test

UNITED Wall Paper Factories,
Chicago, (cedar closet wall paper
and readily pasted wall paper) on
Sept. 6 started a test campaign
of station breaks and participations
five times weekly in four markets
on WCCP WHO WGY KGQ.
Agency is MacFarland, Aveyard &
Co. Chicago.

CHOCOLATE DRIVE DEFIES SHORTAGE

ROCKWOOD & CO., Brooklyn,
will enter its annual seasonal campaign
for Chocolate Bits in October, with one
of the most ambitious schedules in its
history, despite limited supplies.

Intent on reinforcing its brand in
anticipation of the post-war period,
Rockwood & Co., a subsidiary of insti-
tutional commercials—not a usual prac-
tice for a spot advertiser. To avoid dis-
appointing its clients, announce-
ments explain that while Chocolate
Bits may not always be available,
each dealer will get some from time to
time.

Home economics programs have
produced best results for Rockwood,
and this year's schedule consists of three
to five weekly participations on
this type of program on 19 sta-
tions in selected markets from coast
to coast, with the possibility of add-
ing others in later programs.

Next year 12 stations were used.
Agency is Federal Adv., New
York.

Dr. Pepper to Sponsor
Sunday Blue Program

DR. PEPPER BOTTLING Co.,
Dallas, which has used radio for
many years, will introduce Dr.
Pepper radio this fall with a Sunday
half-hour program on 114 BLUE sta-
tions.

According to Tracy-Locke-Dawson,
Dallas, the agency, time has defi-
nitely been purchased but the
company does not yet wish to an-
nounce the format.

The show will feature Al Pearce.
Dr. Pepper now uses announce-
ments in 44 radio stations
throughout the country, but it is
not known whether this spot sched-
ule will be continued.

Beaumont-Spots Groves

BEAUMONT Labs., St. Louis, a subsid-
yary of Grove Labs., through
Donahue & Coe, New York, will
start its annual campaign for
Four-Way Cold Tablets, Oct. 4.
Schedule is expected to comprise
about 200 stations, as compared to
75 last year. Firm will use locally
built programs, concentrating on
news. The agency has lined up a
similar spot campaign on about
100 stations for Grove Labs., in
behalf of Grove Vitamins. Agency
handles advertising for this prod-
uct in the East and South. Cam-
paign starts Sept. 15.

Shell in Minnesota

SHELL OIL Co., New York, as in
past seasons, is sponsoring quar-
er-hour periods preceding and fol-
lowing U of Minnesota games on
KSTP St. Paul, and the Minne-
sota basketball program on
the radio "dope" on the teams and players
of the day's game, and the second
program will highlight the high
lights of the game and scores of other gridiron
events. Agency is J. Walter Thomp-
son Co., New York.
Perhaps you haven't thought about the eighth dollar of your radio budget. Or about the sixteenth and the eightieth and eight-hundredth. These are the dollars (and every eighth dollar of your appropriation) that should be at work for you in America's greatest market... where \( \frac{1}{8} \) (12.3%) of the nation's retail purchases are made... Metropolitan New York. They should be bringing your sales-message to people who pour six-billion dollars a year into the tills of retail merchants.

If one-eighth of your radio money is not working for you in New York... if you are under-spending in this vital market... chances are you're under-selling here as well. And that means you need WOV.

WOV, with its array of hit programs, with its complete coverage of this entire market, with its lowest-cost-per-listener of any New York independent, can turn your extra dollars into extra sales and bring you your full share of this greatest market of them all. No other Metropolitan station can make those eighth dollars do so much!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLVRA, NAT'L. REP.

WOV FOR VICTORY
NEW YORK
Where “E” means more

To some, the letter “E” is merely the fifth letter of the alphabet. To Detroitors and Clevelanders, it has more significant meaning. To them, “E” is the symbol of excellence so many of them wear so proudly for their records in war production. It is significant, as well, of the $420.88 average per family invested in “E” War Bonds ... an accomplishment which sets a high mark for the entire nation. It indicates their determination to help end the war as soon as possible. We think, too, that it might well stand for the ease with which WJR and WGAR blanket two of America’s greatest markets ... in war or in peace.

BACK THE ATTACK ... WITH WAR BONDS
than Excellence
National War Fund Tops OWI Campaigns for Week of Oct. 11

Other Subjects are Listed in Preview of War Messages to Be Aired by Broadcasters

TOPPING the war message schedule for the week beginning Oct. 11 are campaigns for “National War Fund” and “Stick to Your Job.” Both subjects are covered in recordings sent by OWI to affiliated and independent stations in both the "KW" and "OO" spotting groups. Other subjects to be covered during the week of Oct. 11 are indicated in the accompanying table, which will show any station operator what war messages his station is scheduled to receive for broadcast during that week.

Although not designated for sponsorship, and therefore not permitted to carry announcements on “Better Breakfasts and Lunches” would seem to be popular material for certain groups of sponsors who will probably be interested in giving it out for those spots during the course of their programs. The government is interested in promotion of better nutrition for children, war plant workers, and all alike, in taking an adequate diet. Local food concerns may wish to tie in.

War Fund; War Jobs

“National War Fund” is the cooperative effort of 17 national relief and service organizations, combined with thousands of local community relief groups, to raise funds for the OWI’s active appeal. The drive begins Monday, Oct. 4, for a goal of $250,000,000, to be raised by Nov. 20. This is the national wartime version of the Community Chest of previous years. Unlike most OWI messages, the NWF announcements will be live messages supplied by local Fund leaders.

“Stick to Your War Job” is a campaign designed to counter the alarming and undesirable turnover among workers in war plants. They must be told how important it is that the flow of supplies to the men at the fronts be continued without any slowing down or interruptions. Stations in war production centers may find opportunities for specialty effective use of these messages.

“Better Breakfasts and Lunches” is a phase of the nutrition drive. The announcements, for independent stations in all groups, urge listeners to supplement breakfast meals with cereals, eggs and fruit, and to add plenty of green and yellow vegetables, fruit and milk to their lunches.

Sponsored on the networks are announcements in behalf of WAC recruiting and Red Cross Nursing Classes, as well as the announcements for the National War Fund. OWI states that the WAC enlistment rate must be tripled in order to fill the 200,000 specialized Army jobs now open to women. Opportunities for service will be ex- pressed by job opportunities for men and women between 45 and 50.

Red Cross Classes

To prepare for the coming year when hospital facilities and the medical profession will be even more overtaxed than now, the American Red Cross has organized a special eight-week course for home nurses and for those who can serve as nurses aides in hospitals and clinics. The announcements will explain that there are courses for those who can spare 10 hours per week, with actual practice in military and civilian hospitals; and a two-hour course for those who wish to be prepared when illness strikes at home.

“Hold Prices Down” is a campaign to be carried on the networks the week of Oct. 11, via the Special Assignment plan (BROADCASTING, Sept. 13), and will include announcements on the National Spot Plan. Listeners will be told of the Government’s seven-point program to hold prices in line, and will be urged to use that line for a springboard as they join the fight against inflation.

For better timing of transcribed war messages for the week of Oct. 11, OWI has urged to consult OWI’s Schedule No. 77. This list subjects assigned under the Network Allocation Plan and the National Spot Plan, there- by avoiding conflicts and duplica- tion of subject at too frequent intervals.

Batteries Wear Out

RADIO batteries being difficult to obtain, one determined rural listener of KSFP Minneapolis-St. Paul takes the batteries from her telephone and uses them on her radio. The system works fine but the telephone company is beginning to wonder why her telephone batteries wear out so rapidly.

OVERSEAS RADIO BUREAU REVAMPED

L. O. COWAN, formerly head of the radio support division of the radio program Bureau of the OWI’s Overseas Branch, has been named chief of the bureau, in a reorganization of that unit. Joseph Barnes, deputy director of Atlantic operations, has been acting head of the Bureau since resignation last July of John Housman, now with Paramount pictures.

New basis for the radio outpost division is Al Hollander, former assistance chief of the program division. Mr. Hollander also serves as assistant director of Atlantic operations. The program division is now headed by Lawrence J. Rosenberg, formerly in charge of the control. Werner Michel has been named head of the broadcasting division, formerly known as the production division. The fourth unit of the Bureau, the script analysis division, has been placed under the direction of Leonard Carleton, who previously headed the program division.

Purpose of the reorganization is to chart the administrative setup of the organization on paper, it was explained by William R., OWI’s chief of service, special assistant to the Director of Overseas Operations. No change in policy is involved, he said.

The script analysis division constitutes the only new addition to the organization. It establishes a different radio message audience point of view and to de- termine the effectiveness of pro- grams as long needed, according to Mr. Webster.

Godwin Renewed

EARL GODWIN’S news program has been renewed by Ford Motor Co., for another 15-week period beginning Oct. 9 and running to Jan. 8, 1945. Maxon Inc., Detroit, is agency.

Radio Cooperation Is Lauded by OWI

Station Relations Head Praises Voluntary Control Centers

EXCELLENT cooperation of the broadcasting industry in setting up voluntary control centers to facilitate operation of governmental programs with OWI regional offices was reported last week by John W. Hymes, Radio Bureau station relations chief.

Prior to leaving for a tour of Denver, San Francisco and Los Angeles, which will wind up a se- ries of meetings with the 12 station relations regional offices, Mr. Hymes, who is reshaping the OWI’s station plan is now in operation and gives every promise of working smoothly.

He asserted that the regional consultants to OWI have been especially helpful in presenting the plan to stations where the centers operate. The willingness of sta- tions to join in setting up the centers and paying the expenses is a recognition of the importance of the program.

OWI Stations Clear Programs

The voluntary centers, he explained, will be in many instances the work of field offices disbanded by OWI when its funds were reduced by Congress (BROADCASTING, July 29). Stations cleared government programs through the centers which in turn clear with the OWI regional station relations office in the territory.

Broadcasting visits were made to New England cities by Hal Fellows, general manager of WEEI, who is the Boston OWI regional consultant, and Walter A. Hackett, OWI regional chief, to explain the plan to the voluntary centers. They reported complete acceptance of the plan by the following centers in which station representatives are as follows: Worcester, Mass., Dave Harris, WTAU; Springfield, Mass., Wayne Latham, WSPR; Hartford, Conn., Paul Hymes, WABC.

Another group of centers was set up in New York state as the result of visits made by Herb Pet- tey, managing director for WHN, who is regional consultant for New York and others in the New York regional chief. The new centers and the representatives chosen are: Rochester, Charles Siverson, WHAM; Syracuse, Robert Soule, WPBE; Buffalo, Edgar Twymale, WBEN.

Mr. Hymes plans to meet with OWI regional chiefs, consultants, local stations and advertising agencies on his tour of the West. Upon his return, he expects to have the full list of voluntary centers, embracing about 30 cities.

E. R. BORROFF, manager of WENR Chicago and vice-president in charge of BLVE network midwest operations, has been appointed consultant for the OWI regional office in Chicago.

OWI PACKET, WEEK OCT. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 11. Red the spots officially designated for sponsorship (none this week). Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for one-minute announcements per day, or 15 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK ANNOUNCEMENTS</th>
<th>NATIONAL SPOT ANNOUNCEMENTS</th>
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<td>National War Fund</td>
<td>Group Ind.</td>
<td>Ind.</td>
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<tr>
<td>Red Cross Nursing Classes</td>
<td>Group Ind.</td>
<td>Ind.</td>
</tr>
<tr>
<td>Batteries Wear Out</td>
<td>Group Ind.</td>
<td>Ind.</td>
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</table>

NOTE: All announcements will be scheduled by OWI for stations participating in the OWI Network.

*These station announcements will not be recorded but will be supplied live to each station by local representatives of the National War Fund.

For OWI Schedule of War Messages No. 77 for programs and war messages under National Spot and Network Allocation Plans.

OARQUER OATS Spots

QUAKER OATS Co., Chicago, beginning Sept. 20 will sponsor a campaign of one-minute transcribed announcements daily on 60 stations; contract is for 13 weeks. Agency is Ruthrauff & Ryan Chi- cago.
This is an introduction
to something new in network radio.
It is a plan designed for the four-way benefit
of listeners, advertisers, the nation's
war effort, and the broadcasting industry as a whole.
This booklet explains how
these benefits can be realized, and provides
details on the operation of the plan.

Have you received your copy?

THE MUTUAL BROADCASTING SYSTEM
Westinghouse Changes
GWILYM PRICE, president of Peoples-Pittsburgh Trust Co., Pittsburgh, has been elected a vice-president of Westinghouse Electric Mfg. Co. He assumed his duties Sept. 15. Westinghouse in New York has made a number of changes in the managing personnel of district offices. David M. Salesbury transfers from the North Pacific district to New York, while W. M. Jewell, acting manager at Detroit, and San Francisco manager, has been shifted to Seattle. John H. Fisher, New York general manager, becomes Middle Atlantic district manager.

8-In-1 Spots
FORD HOPKINS Co., Chicago (8-in-1 cold tablets), starting Oct. 5 will sponsor two live shows and time signal announcements on an undisclosed number of stations. One of the shows, Radio Gossip Club, featuring Eddie and Fanny Cavanaugh will be heard Tuesdays, Thursdays and Saturdays on WMAQ, Chicago, 12:45-1 p.m.; the other, Names Behind the News, on the same days of the week, 5:20-5:30 p.m. Both shows will run 26 weeks, and the time signal announcements at seven a week for 24 weeks. Agency is H. W. Kastor & Sons, Chicago.

Pulpwood Opportunity
WHILE over 1,000 newspapers are carrying advertisements placed by local paper mills in the nation wide campaign of the War Activities Committee of the Pulpwood Consuming Industries, there is little indication that radio stations are taking advantage of the opportunity to sell time to the mills, a committee spokesman said last week. Committee is engaged in a drive to increase pulpwood by urging farmers to cut wood in their farm lots. Additional workers in the pulpwood industry are also sought.

Best Foods Expanding
BEST FOODS Inc., New York, currently experiencing the greatest sales year in its history, will further expand through six major advertising media, including radio, according to Albert Brown, advertising and merchandising director. Radio is confined to programs on WOR and WEVD New York, the Maylon Sisters weekly quarter on the BLUE on behalf of Force cereal having been discontinued early in August.

Extends Campaign
TAYLOR REED Corp., Mamaroneck, N. Y., will extend its fall newspaper advertising campaign in behalf of Jumbo pudding, and Cocoa Marsh milk booster, and is expected to use radio after the first of the year for these products. Firm introduced Jumbo pudding via radio in 1941. Agency is Tracy, Kent & Co., New York.

IN A RIFT with Fanny Brice over air credit, Phil Rapp, writer-director of the NBC Maxwell House Coffee Time, resigned following the Sept. 9 broadcast. Al Kaye, West Coast radio director of Benton & Bowles, has taken over production.

An Announcement about Dancer-Fitzgerald-Sample ADVERTISING

On December 31, 1943, the partnership of BLACKETT-SAMPLE-HUMMERT will be dissolved. We will continue our associations in the advertising agency business with a new firm—DANCER-FITZGERALD-SAMPLE.

As Mr. Frank Hummert has already announced, he and his wife, Anne Hummert, will continue to produce their radio shows as HUMMERT RADIO PRODUCTIONS. These services will continue to be available to the clients of DANCER-FITZGERALD-SAMPLE.

Dancer-Fitzgerald-Sample

247 PARK AVENUE
NEW YORK

221 NORTH LA SALLE STREET
CHICAGO
Crossley made the survey during the last two weeks in May... 68,226 coincidental telephone calls in Metropolitan New York, Philadelphia, and eight key cities of 75,000 population or over outside of Metropolitan New York, but within WJZ's half-millivolt line. These eight cities are representative of this vast Outside Area where 8,100,000 people live.

Crossley's findings have made it possible to establish a factor between a station's New York rating and its rating in this prosperous Outside Area. WJZ's factor during the morning periods is 2 1/2... in other words, its rating Outside is just that much greater than its New York rating. So, on WJZ, a 2.0 rating in New York means a 5.0 Outside—a 5.0 means a 12.5 and so on.

The Blue's Key Station in the

Get the Facts on All Four New York Network Stations for Yourself
Get the facts on the survey and the facts on each station's factor between Inside and Outside listening for the morning, afternoon and evening. Write for a copy of this new Crossley Multiple Market Survey, plus an analysis of why and how it has revolutionized New York radio time buying.

CALL OR WRITE WJZ, NEW YORK CITY, TODAY
White Wins Fellowship

SOLE RADIO representative among 11 American newsmen named as recipients of the Nieman Fellowships for a year's study of postwar problems at Harvard U., is Leigh White, CBS Washington correspondent. Mr. White will be on leave for the duration of his studies, and will vacation in Mexico before going to Harvard. He was wounded while in Greece for CBS. Replacing White while in the network's Washington office is Don Pryor, now in the CBS newsroom in New York, it was announced by Paul White, CBS director of news broadcasts.

FULTON LEWIS jr., Mutual's Washington commentator, will make his 1,500th broadcast on MBS Oct. 1.

NAB Group Urges New Radio Laws

5th District Meeting Opposes Petrillo Force Tactics

NEW RADIO legislation held the spotlight at the NAB Fifth District meeting at Atlanta, Sept. 11. The Legislative Committee was urged to secure passage of measures "best for the public and all interests of the industry" in a resolution adopted by the group. Discussion of the Supreme Court decision, the White-Wheeler Bill and the Holmes Bill consumed the entire morning.

The group adopted a resolution pressing the NAB board of directors and headquarters staff to oppose vigorously Petrillo's efforts to persecute and exact tribute from the radio industry. Heartily endorsed was John Outler's presentation of the latest developments in the Retail Promotion Committee plan.

Lew Gordon, director of public relations for the Citizens' and Southern Bank, Atlanta, was the luncheon speaker, complimenting radio's support of the Third War Loan drive. Industry problems in manpower and materials were discussed and reports given from NAB headquarters. Jim Woodruff Jr., Columbus, Georgia, director of Fifth District, presided, and NAB was represented by Willard D. Egolf, assistant to the president.

Members of the Fifth District appointed to the Legislative Committee were: Harry Ayers, Anniston, Ala.; Henry Johnston, Birmingham; Leonard Reinsch, Atlanta; Walter Tison, Tampa.

Registration

Registration for the Sept. Fifth District meeting was as follows: Jimmy Davenport, Dan Harshbarger, C. B. Hicks, WATL Atlanta; John Fulton, Frank Gaither, Ben Akerman, G. B. Adair, Mrs. Elizabeth McCarthy, Dorothy Kirby, WGST Atlanta; Leonard Reinsch, John Outler, Alwilda Lindsey, Beth Barnes, Mary Caldwell, Mary Ben Erwin, WSB Atlanta; Jim Woodruff Jr., Bill Massie of WRBL Columbus; Dave Adair, WSB Savannah; Jim LeGate, Harry Cummings, WIOD Miami; Fred Barton, Fred Mizer, WQAM Miami; Alex Campbell, WKAT Miami; G. Marshall, WERG Birmingham; Thad Holt, WAPI Birmingham; Ed Norton, WAPI WMBR WFOY; Frank King, WMBR WFOY; Walter Tison, WFLA Tampa; L. S. Mitchell, WDAE Tampa; Marion Huatt, WJNO Orlando, Ala.; Charlie Smithgall, Julian Flinn, Edward Cockritz, WAGA, Atlanta; H. Wimp, WPAX Thomasville, Ga.; Charlie Pittman, Carl Williams, Al Low, WBML Macon; Red Cross, Wilton Cobb, WMAZ Macon; Jack Williams, WAYS Waycross, Ga.; Roger Van Duzer, WALB Albany, Ga.; Happy Quarles, Pinky Talley, WRGA Rome, Ga.; W. G. McEbride, WDBO Orlando; Aline Willis, Willett Kempton, Atlanta OWI; William Egolf, WJW Washington NB; W. F. Danenberg, Stanley Whitaker, Atlanta UP; Maurice Coleman Atlanta Agency; Easton Wooley, New York NBC.
In the works

A New, National Advertising Campaign
to create larger audiences for
Blue Network Programs

Advertisers using The BLUE know from experience that The BLUE, for the past three years, has been doing the “head-and-shoulders” job of building audiences for BLUE programs.

This has been accomplished through our “Audience Building Kits”—and the wholehearted cooperation of our stations from coast to coast.

IN THE WORKS NOW—is a new, national advertising campaign to be conducted by The Blue Network and its affiliated stations—to build still larger audiences.

We’ve been working on plans for the past year or so; we’ve developed many “blaze-the-trail” ideas; and with more and more good new programs starting on The BLUE—we’ve got much more to offer the radio homes of America than ever before.

AND WE ARE GOING TO CALL THEIR ATTENTION TO ALL OUR PROGRAMS—to build more audiences and better ratings for our advertisers—to continue to make The BLUE A CONSTANTLY BETTER BUY FOR OUR ADVERTISERS.

Watch for the full story of The BLUE’s new Audience Campaign.

The Blue Network
A RADIO CORPORATION OF AMERICA SERVICE
ACUTE PROBLEMS in milk production are being addressed by the Office of Price Administration (OPA). The agency is implementing new measures for price control, including reducing prices for milk and other dairy products.

Milk Rationing, Subsidy Planned, Asserts Bowles

A new OPA program is set to cut another 23% from the cost of living through reductions in prices of apples, oranges, onions, potatoes, lard, vegetable oils, and peanut butter is planned.

A new, cooperative program for price compliance is in preparation. A release issued last week directed attention to the amendment of 250 OPA price regulations changing grade marking and standard requirements to conform with the Taft Amendment to the Price Control Act. This was passed by Congress to block unauthorized attempts to institute a system of grade labeling. The report points out where OPA has relied on established trade practices to fix price-controlled products.

Office Gag greeted F. van Konden, "Bald Bull of the Blue Room" of WTCN Minneapolis-St. Paul on the second anniversary of his appointment as salesman of the station. Dolls, suckers, facsimile contracts and hanging stink added to the fun. Van shows Miss Judy Brydon, traffic manager, part of the exhibit the staff prepared.

New AFRA Pacifics

AFRA announces signing of a new contract at WOL Washington and renewal contracts at WERI Boston and WKAT Miami. The WKAT contract was negotiated for AFRA by Leonard Lyons, former secretary of the Miami local and recently appointed a field representative of the National Union.

Plan to Ask Deferment For Cal. Agency Eligibles

RECOMMENDATION to local draft boards for occupational deferment of advertising agency writers and producers will be made by the California State Selective Service. This announcement was made by Col. Kenneth H. Leitch, state director of CSSS, in a communication to the station committee representing the broadcasting industry.

Bulletin suggesting that serious consideration be given agency writers and producers will be prepared by CSSS for distribution to local boards. Col. Leitch added that deferment of pre-Pearl Harbor fathers in these categories was assured.

FIRST on the list of "Top 10" daytime and evening programs on the August Pacific Program Rating report by C. E. Hooper, Inc., is Ellery Queen, followed by Ray Kayser and One Man's Family. Others on the list, in order, are Mr. District Attorney, Your Hit Parade, Durante-Moore-Gang, Richfield, Oil News, Take It Or Leave It, Can You Top That?, Miles Laboratories News.

New CBC Executives

A NUMBER of changes among top ranking executives of the National Program Office of the Canadian Broadcasting Corp., at Toronto, have been announced, following resignations of assistant program supervisor George Tagnar and Drama Supervisor Rupert Lucas. [BROADCASTING, Aug. 30].

Charles Jennings, Toronto, supervisor of program planning, succeeds to the post of assistant supervisor of the Canadian Broadcasting Society program office. Andrew Allan, CBC Vancouver, drama producer, has been moved to Toronto to become assistant to the program supervisor, and R.S. Lambert moves from educational broadcast advisor to supervisor of educational broadcasts.

Jennings has been with the CBC since its inception, before that being chief announcer at WCKW Toronto. Allan has been with CBC for a number of years. Lambert came from the BBC shortly before the war and is the editor of CBC's publication, The Listener.

Canada Seeks Thaw

RESCINDING of the freeze order on power increases will be asked by the Canadian Assn. of Broadcasters at the Sept. 20 meeting of the Canadian Broadcasting Corp. Board of Governors at Ottawa. A CAB delegation will meet with the CBC Board to consider the parliamentary committee's recommendation that Canadian stations be allowed to increase power to the limit of the Havana Treaty before the time limit expires. Canadian independent stations are limited to 1 kw, except those that had more power before the CBC took control November 2, 1936. Many stations with more than the 1 kw limit could go to 5 kw with CBC permission, but CBC policy is to keep all high powered stations within their own organization, such as CBA CBF CBL CBK.

Show for Canadian Drive

PRACTICALLY all Canadian stations will be used on the Fifth Victory Loan All-Star Variety Show, an hour network program to run five weeks prior to and during the Victory Loan campaign for $1,000,000,000, the largest ever held in Canada, and the second this year. Seventeen networks will be used on the English speaking net on Wednesdays 9-10 p.m., starting Oct. 6, and 14 stations on the French language net Sundays, 8-9 p.m. starting Oct. 3. The War Finance Group of the Advertising Agencies of Canada, a pool of all agencies, is placing the account.

Schutter Expands

SCHUTTER CANDY Co., Chicago (Old Nick and O' Hot Candy) beginning Sept. 25 will expand its NBC network broadcast of the starring Curt Messey program, heard Saturdays 5:45-6 p.m., originating out of WMAQ, Chicago, for a total of 79 stations. Agency is Schutter-Bixler & Scott, Chicago. The program expanded from 19 to 39 stations Sept. 11.

JANE ELLEN MANKIN, former receptionist at the Interior Dept. radio studio, has been assigned as public relations officer for radio for the Marine Corps, Women's Reserve, New York headquarters.

PHIL LALONDE
CKAC • MONTREAL

Says, Montreal likes Szath-Myri!

"Beyond a doubt Szath-Myri and his Symphonic Swing Orchestra is one of the most sensational groups we have ever broadcast. His colorful style appeals to all ages and the long list of well chosen selections has been a decided boon to our programming.

Lang-Worth has found a place at CKAC which would be mighty hard to replace. We feel that the splendid work you are doing must contribute greatly in Radio's effort to increase public morale."

Szath-Myri and his Symphonic Swing Orchestra is exclusive to Lang-Worth and forms an integral part of Planned Program Service.

LANG-WORTH, Inc.
420 MADISON AVENUE • NEW YORK, N.Y.
RCA is in a unique position to anticipate and serve broadcast station equipment needs. Here are some of the reasons why:

- **RCA makes and sells receivers.**
- **RCA makes and sells tubes.**
- **RCA has a well-qualified engineering department experienced in the design of broadcast equipment.**
- **RCA operates the world's greatest electronic laboratories.**

Development of improved broadcast station equipment is facilitated by this set-up. Results show in RCA service to the industry.

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

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**RCA BROADCAST EQUIPMENT**

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

★ RCA is the only broadcast equipment supplier manufacturing a complete line of measuring and test equipment.
Issues That Don't Exist

IS THE FCC moving in on control of the "composition of the traffic" over the air? That, in the language of the Frankfurter opinion of the Supreme Court last May 10, is a function of the FCC. It means, in plain words, control over station programs. The Communications Act says just as plainly that the Commission shall have no censorship power.

Events of the last few days appear to frame the picture on "composition of the traffic". At the initial hearing on the proposed sale of the BLUE Network to Edward J. Noble Sept. 20, practically all of the questions from the bench were on program policies and procedures, and the sale of time for discussion of controversial issues. Matters relating to the qualifications of the proposed new owner, or to finances and physical structure, which is what the hearing is about, were hardly touched upon. Another hearing was scheduled 10 days later.

Chairman Fly at his press conference last Monday—a day before Congress reconvened—discussed freely on news programs and commentators and discussion of controversial issues. If the industry does not see the light, he said, it will be a matter "for the consideration of the Congress, whatever it may be."

Everyone in radio is interested in discussion of both sides of controversial issues. Radio's record has been excellent on that score. But till now we didn't know it was a matter of grave concern at the FCC or that it was any of the Commission's business except in those rare instances where palatable unfairness cropped up, and became a subject of formal complaint. Then the FCC, as we always understood the statute, could take into account the past service of the station on renewal of license, or in revocation proceedings.

The Communications Act specifically preccludes the FCC from exercising program censorship. In its narrowest concept, that means the scratching out of particular words or sentences or passages. Censorship takes on a new connotation in wartime. That is a function specifically delegated to a wartime agency—the Office of Censorship.

Then where does the FCC's function begin or end as construed in the light of the Supreme Court opinion and of the Communications Act of 1934? If the terms are not contradictory, they are, to say the least, confusing.

At the BLUE Network hearing CIO, although not a party in interest, was allowed to use it as a sounding board, even to the point of cross-examination of witnesses. CIO, its counsel said, wants the right to buy time but also wants more good sustaining time. It wants to solicit memberships. The NAB Code, adhered to in principle by the networks, precludes the sale of time to membership organizations who sell ideologies, rather than merchandise. We think it is a sound policy.

The questioning at the BLUE hearing appeared to be slanted toward some requirement, somehow, that would force equal allotment of time, either sustaining or commercial, to all comers whether the listeners want it or not; whether it's good radio or bad. It sounded for all the world like the common carrier concept. Congress has said also that broadcasting stations are not common carriers. Their rates are not to be fixed or regulated. Congress said "hands off" to the FCC on both censorship and rate regulation.

There is no issue on the matter of balancing time for the discussion of controversial matters. It's being done. We're all against anything that would retard radio's public service mission just as we're all against sin. But radio, we hear, has done nobly, in spite of all this poppycock about issues that don't exist.

Congress is in session again. Proposed legislation to clear up the record and end the confusion is pending. It isn't a case of personalities or injured feelings. It's simply a question of having Congress, as the duly delegated spokesmen for the electorate, speak on a matter entrusted to it alone.

No's for News

FIVE YEARS of hot, hopping news from all parts of a warring globe culminated a few days ago in the radio surrender of Italy and Gen. Eisenhower's radio announcement of the nation's capitulation. Yet even higher peaks will be attained before radio and the press have finished reporting World War II.

To meet its role, both media are continually developing their technique and preparing to improve their methods in the years ahead. Members of the Associated Press Managing Editors Assn. heard the relative roles of radio and press discussed in Chicago Sept. 8-11. And the News Standards Committee of the NAB went into radio's particular role in New York last Thursday.

The need for continuous improvement of radio's reporting of the news was born out at the AP session where it was agreed that radio is forcing newspapers to adopt new and better methods. Competition between the two media, now friendly, should become even more so as they work together in their separate tasks of informing the public they serve.

As broadcasters look over their news structure they will find helpful a series of observations by Charter Hensley, News Editor, Broadcast Division, Office of Censorship. Charter spoke in his unofficial capacity as a radio newsmen and pointed out some places where improvement can be made. His observations are printed on another page of this issue.

First observation centers around Accuracy, of which there obviously should be plenty in the transmission of news to the listening millions. Any newsmen knows that accuracy is mostly a matter of hard work, but Charter points out that news editors must have sufficient authority to do a thorough job of checking and copyreading.

No. 2 Heslep point is Honesty, with phoney buildups of newscasters, false labels, lack of credit lines and the overworked "bulletin" draped over the air. "In short," he said, "radio must be played straight.

Finally, says Charter, the broadcaster owns Responsibility to listeners. It is a responsibility on the part of news editors to fight for their rights and a responsibility on the part of stations to present the most complete coverage possible. Incidentally he calls for more and better coverage of local news.

... (Continued on page 8)
Lord Baltimore Filling Stations know their way around these parts. So, when they decided to sponsor the Washington Redskins Professional Football Team this season, Station W-I-T-H was selected to cover the Baltimore area.

Many reasons dictated the choice: W-I-T-H is the most sportsminded station in Baltimore. And, on a cost-per-home covered basis, W-I-T-H is about the most economical advertising medium in town.

No matter how you look at it, no matter what you're selling, experience has shown W-I-T-H DOES A GREAT SALES JOB IN BALTIMORE.

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
ROBERT A. SCHMID, director of advertising and sales promotion of Mutual on Sept. 15 spoke on "The Story of My Life," for the first fall meet of the Media Men Assn. of New York at the Advertising Club.

ARTHUR POPPENBERG moves over from Mutual to CBS, Sept. 20 from NBC's national spot and local sales department, where he has handled the WNYC New York, for the past two years. He replaces Thomas Tenney, who has been transferred to the BLUE network sales staff.

MACK TWAMELEY, 10-year-old son of Edgar H. Twameley, manager of WBEN Buffalo, is making his first Broadway appearance in the play "Tomorrow's World" at the Harrymore Theatre.

ARTHUR E. RICHARDS, on the sales staff of WSBST South Bend, Ind., is the father of a boy.

ROBERT KIMBALL has joined KKL Oakland, Cal., as account executive. He was formerly with the McClatchy Newspapers, San Francisco.

SPENCE CALDWELL, sales manager of CKWX Vancouver, is on a business trip to eastern Canada and New York.

FRANK J. HINDS has been appointed special representative at Win- nipeg of Pacific, radio subsidiary of Canada Press (Canada's A.P.). He comes from the Press Service head office in San Francisco.

DEAN SHAFFNER, formerly research consultant to the New York State Joint Legislative Committee on Nutrition, has joined the staff of Crosley, Inc., in charge of production of the Consumer's Cooperative Analysis of Broadcasting reports.

RALPH BRUNTON, owner of KJBS and KWW, has been elected a member of the board of directors of the San Francisco Press Club.

DAVID R. MARS has joined KOMX St. Louis as director of advertising and sales promotion. He was formerly promotion manager for the St. Louis Steer. More recently he was with KXKO and prior to that, was with WABC Adv. Co., St. Louis. William M. Gilder, Jr., who was advertising department of Hyde Park Breweries, St. Louis, is now a member of the KOMX sales staff.

DONALD D. SULLIVAN, account executive with WMT Cedar Rapids, Ia., is the father of a boy.

JAMES A. HAGAN has been appointed commercial manager of WWNC Asheville, N. C.

ALVIN BICK of the Western Newspaper Union of St. Louis and Memphis, has joined the sales staff of WMPS Memphis.

RAY C. JENKINS, sales manager of FISST Minneapolis-St. Paul, has been decorated by the OCD for his more than 1,000 hours of voluntary work in the field.

ROBERT L. MITCHELL has recovered from an illness which overtook him shortly after he joined the sales staff of WSBST City. He had been with WXY Oklahoma City, and Tad Advertising, Dallas.

RAYMOND GRAM SWING, BLUE news analyst, is expected to leave on Sept. 17 by Doubleday-Doran Co., under the title "Previews of History."

JUDGES RELAX after deciding that first prize of $100 War Bond for naming KMBC Kansas City's 400-acre farm, goes to Mr. Edsider, chairman of the board of Sidener & Van Riper, Indianapolis, for his suggestion, "KMBC Service Farm" Contest. (BROADCASTING, Aug. 23) extended among the advertising profession, was expanded to provide 22 additional War Bonds and Stamps because of large number of entries. Absorbing the rural atmosphere are (1 to r): Bert Cavanagh, radio director; WQXR-Broadway, recently resigned for regional sales for KMBC; Sam H. Bennett, general sales director of KMBC (chin on cane) Oscar Straube, president of Nutrela Mills, Kan- sas City; J. C. Carro, president of Kansas City Stock Yards Co.; Karl Story, Minneapolis, Minnesota station; Mr. Hagan of KSTP St. Paul; Mr. Koerper, managing director of KMBC; Phil Evans, farm editor of KMBC; R. J. Potts, president of R. J. Potts, Calhoun & Kincaid, Kansas City; E. A. W. Schublenberg, treasurer of Gardner Adv. Co., St. Louis. The judges: Cavanagh, Straube, Calhoun and Schublenberg.

ALAN SURGAL, author of This Is BROADCASTING, has been named as the house writer of New York and Chicago, has joined the Army. Lou Scovell and Ken Burnette continue to write the weekly half hour drama, now heard over WOR, Chicago.

DICK LEONARD, BLUE director, has resigned from the network to free- lance.

HOWARD S. KEFFER has been named head of WSPU Springfield, Mass., and former publicist of the office in Boston, has resigned, has been an employee of WSPR Springfield, Mass. He was formerly assistant business manager of WSPU Springfield, Mass. He has been a successful under the skillful leadership of Mr. San- ger, leaving Mr. Hogan free to devote a large part of his time to war problems.

Mr. and Mrs. Hogan (she was Edith MacLennan Schrader) live in Forest Hills, and have one son, John Vincent, an aviation cadet in the Army Air Forces. With no spare moments in which to play, the piano, Mr. Hogan is extremely ac- tive in civilian defense work and among other activities serves as chairman of the Forest Hills Civili- zen Defense Committee, is a member of Committee IV of the Board of War Communication, a director of FMBI, chairman of the execu- tive board of the Columbia University School, and travels to Washington every week to serve as Special Assistant to the Director of the Office of Scientific Research and Develop- ment.

**Ex-Commentator Indicted**

JOHN C. LECLAIR, former pro- fessor of history at two New York colleges, and former commentator on several New York stations, was indicted last week by a Federal Grand Jury on charges that he served as a paid agent of Japan from March, 1938, through July, 1941. Most recently assistant personal director of International Telephones & Telegraph Co., Mr. LeClair pleaded guilty to the indictment charges and will probably be placed on trial later this fall.

HARRY W. FLANNERY, Holly- wood news analyst, sponsored on CBS Pacific stations by Planters Nut & Candy Co., has been transferred to Elmer Harris, playwright, on a recently completed play, "Upon the Shore.

BEHIND THE MIKE

ALAN R. BACH, a recent graduate of the University of Colorado, has been appointed executive assistant in charge of the new sales bureau for W车上 Ward, Philadelphia, Pennsylvania.

LAURIE BACH, yarn war com- mentator and former writer of WOAI San Antonio, has joined the staff of KCAM San Antonio as a commentator and director of public rela- tions.

ALVIN BACH, veteran announcer of KYW Philadelphia, celebrated his 25th wedding anniversary last week.

FRED KNIGHT, formerly of WTRY Troy, N. Y., has joined the announcing staff of WIBW Philadelphia.
When you're out to do a job, there's nothing quite as valuable as husky helpers.

WGN has one of the largest "families" in radio. When WGN sets out to do an advertising job for you, the whole family helps. Many advertisers have already found out that this results in greater sales impact.

Another reason why WGN leads all major Chicago stations in the volume of local, national spot, and retail business.
A leopard can't change his spots . . . and nothing can change the fact that the TACOMA market is a swell place for YOUR spots. Tacoma deserves complete local coverage. Best proof of this is the experience of local Tacoma-Seattle advertisers* who have tried—and failed—to do the Tacoma job from "outside." For top results in Western Washington, include KMO, Tacoma—dominant radio voice in Washington's Number Two Market.

*Names and data on request

WASHINGTON'S NUMBER TWO MARKET!

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts

Represented by

Joseph H. McGillard, Inc.

And for Central Washington - Buy KIT, Yakima

LUCILLE MOSES, formerly of BLUE Hollywood publicity staff, has started a daily quarter-hour feminine commentary, Yea, Ladies! on KEIN Bakersfield, Calif.

CARYL COLEMAN, producer of NBC Hollywood, has been appointed West Coast continuity director.

LOTHAR S. IMM, for the past year a chaplain in the Army and previously a writer on small newspapers, has joined the continuity department of WLS Chicago.

HERB NEWCOMB, production manager of WAIR Vincennes, Ind., and formerly of WCAU Philadelphia, has resigned to freelance in the East. Max Fette, former announcer of WAIR now with the Army in North Africa, is writing, producing and acting as m.c. of a special show to be featured at all the Army camps in North Africa and over the Algiers radio. Paul Price has recently joined the WAIR announcing staff.

VINCE DUGGAN, announcer of CJOR Vancouver and formerly chief announcer of CFRN Edmonton, has joined the Royal Canadian Air Force.

HELEN ARRO, producer of CBR Vancouver has moved to eastern Canada.

JACK TEMPLE, former announcer of CBS San Francisco now in the Army Air Forces, is the father of a boy.

EDGAR C. DEFFENBAUGH joins WMC Memphis, from WOSO Decatur, Ill., and WJFP Herin, III., to become production manager, replacing Paul Moreland who is entering the service.

MAURICE WENZINGER, formerly of KGFV Kearney, Neb., has joined the announcing staff of KSAL Salina, Kans.

EARL DAVIS, formerly of WOMI Owensboro, Ky., has joined the announcing staff of WMPS Memphis.

CHARLES ACTON LEWIS, formerly of KMTR Hollywood has been named program director and news editor of KFTH, Bothell, Wash., and Marjorie Davis, continuity writer, has joined the station as women's director.

AMALIE DEREN, who has just received a Ph.D. from Syracuse U., has joined the program analysis staff of CBS research department. Lee Nine, announcer, leaves the network Sept. 21 to join the Army. Before joining CBS a year ago he served on the network's Philadelphia affiliate, WCAU.

IRENE BARCLAY, former publicity director of KFTT Twin Falls has been appointed secretary to manager Adrian Fried of KLN Oakland, Calif.

CHARLES A. COONEY, newspaperman and former assistant telegram editor of the San Francisco Call-Bulletin, has succeeded Don Martin as head of the KPO San Francisco bureau. Martin has joined the NBC news staff in Hollywood, replacing Joy Storm, who has been transferred to the production staff.

MILTON STARK, former head of KNX Hollywood transcription department, has been transferred to station WPTL, Sevannah. Sevannah has taken over Stark's former duties.

BILL MARLOWE, announcer-newscaster of WMC Memphis, Tenn., has been assigned the Beelz newscast for McKesson & Robbins. Bill Reeves, former station director of WBBU Coweeville, Tenn., has joined the announcing staff.

JACK SLATTERY, chief announcer of KNX Hollywood, has completed three assignments as narrator on Paramount film trailers.

Mutual's Staff Increases 79.6% Since January 1st

PERSONNEL in the New York headquarters of Mutual has increased by 79.6% since the first of this year, according to the MSS personnel department.

Most of the new Mutual personnel has already been announced, including John W. Boler, special representative in the Northwest; Robert Keller, manager of program operations; Allen J. de Castro, in charge of the "Mutual Daytime Playhouse Plan"; Edwin T. Otis, assistant to the general manager; Arnold Rostock, art director, and Blanche Wolff, of the MSS publicity department.

Additions to the sales promotion and research department, announced before, are Harold Coulter, former promotion and research manager of KYW Philadelphia, now Mutual's manager of merchandising; Francis Keeley, previously with NBC and the BLUE. New assistant sales service supervisor is George M. Burbach Jr., assistant sales service supervisor formerly in NBC's sales department.

EDWARD DEVLIN of the announcing staff of the Canadian Broadcasting Corp. at Toronto, has moved to CBR Vancouver.

LEO MISHKIN, former New York Times newspaperman, on Sept. 13 joins the CBS press information department, replacing Michael Duscia, who has resigned to join the publicity division of Young & Rubicam, New York.

RICHARD OSK, formerly a reporter with the New York Herald Tribune and publicity agent for the Shuberts, has joined the publicity division of the BLUE.

GEORGE J. GOW, WLW-WSAI Cincinnati newspaperman, married Miss Lee Bergman of Dallas, on Sept. 9. Their honeymoon was spent in Washington where Gow covered the opening of Congress.

BOB FETTENBERG, of WING Philadelphia is the father of a boy.

ARTHUR LABORES, recently honorably discharged from the Army, has joined the staff of Hartford.

DALLAS MASON WILLIAMS, news editor of KTKN Ketchikan, Alaska, is the father of a son, Mrs. Williams is the former Jeanne Hughes, radio actress with KOMO-KJR Seattle.

JOHN REDDY, newswriter of CBS Hollywood, has sold an article titled, "U. I. Radio", to Esquire Inc., for early publication. It relates story behind shortwaved Government produced programs Command Performance and Mail Call.

Hicks in Algiers

GEORGE HICKS, manager of the BLUE's London news office, has arrived in Algiers, according to information received last week by G. W. Johnston, director of news and special features. Arthur Felder, who was recently named assistant to Mr. Hicks, has assumed the managerial duties at the London office. Mr. Hicks will spend some time in the Mediterranean theatre, broadcasting his observations by shortwave to BLUE listeners.
"IT OUGHT TO GET A WAR MEDAL"

This little tube can't help you smell. But it can help you talk, see and hear. Right now, it helps direct guns, planes, ships. It ought to get a war medal.

It has given birth to a new art called Electronics.

In 1912 in the Bell Laboratories, Dr. H. D. Arnold made the first effective high-vacuum tube for amplifying electric currents.

Vacuum tubes made possible the first transoceanic telephone talk by the Bell System in 1915.

Vacuum tubes are now used on practically all Long Distance circuits to reinforce the human voice.

That's why you can talk across the continent so easily. Over 1,250,000 electronic tubes are in service in the Bell System. Bell Laboratories developed them, Western Electric made them.

But both Laboratories and Western Electric are busy now with war — turning out tubes and putting them to work in many a device to find and destroy the enemy on land, in the air, and under the sea.

After the war, this Bell System army of tubes will work in thousands of ways for peace.

BELL TELEPHONE SYSTEM

HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.
THE MEDIUM of radio becomes an accomplice in demonstrating the operations of telepathy in the hands of Joseph Dunne, telepathist, who reads the minds of his listeners as well as members of the studio audience, in a weekly program which started on the BLUE Sunday, Sept. 12. Feats performed on the series include the projection of telepathic messages to radio listeners, who are asked to confirm them by mail; and a series of "Brain Busters" described as long-distance mind-reading demonstrations.

Art Series
PAINTERS AND SCULPTORS living in New York are heard in a weekly discussion of their art on WNYC, New York's municipal station. Museum directors, gallery owners and critics, as well as artists take part in the program, which is designed to "make the people of New York City feel more at home with the work of their own contemporary artists".

WINES Scholarship
WINNER of WLW Cincinnati scholarship to Cincinnati College of Music is Dorothy Short, Seattle singer. Scholarship covers complete tuition and living expenses at the college for one year. She has sung over KJR Seattle and was one of the Cincinnati Summer Opera Audition winners in 1942.

CITIZENSHIP Series
FOREIGN-LANGUAGE groups are acquainted with the procedure for becoming American citizens with the Citizenship Counselor, a weekly series presented on WWRL New York by a representative of the American Women's Volunteer Service.

Of Feminine Interest
NOVEL approach in feminine interest programs is being successfully tried on What's News, WTMJ Milwaukee morning feature. Nancy Grey, commentator on the program, has made a series of recordings with women war workers in defense plants throughout the country. Recordings are then used on the broadcast with their effective background of factory sounds.

Vocal Advice
WOULD-BE singers are offered advice on improving their technique in a weekly series heard on WBNX New York, under the title The Voice Clinic.

Bond Drive Program
LAUNCHING a million-dollar bond drive, Wieboldt's Stores, Chicago, devoted the regular morning half-hour Your Neighbor Program on WMQ Chicago, Sept. 16, to special music, talks and initial reports of progress of the bond campaign in the company's six stores in Chicago and suburbs. The program honored the company's men and women in service. About 350 studio guests, members of families of service men and women, were feted at breakfast following the broadcast. The Wieboldt account is handled by Needham, Louis & Brophy, Chicago.

World News
DAILY WORLD News Roundup is now being carried Mon. thru Fri. on the Canadian Broadcasting Corp. national network in a quarter hour early evening program. Starting in Ottawa or Toronto with Wilson Woodside as commentator, the round-up shifts to battlefronts and world capitals where CBC has men stationed. A. E. Powley is in charge of the London bureau, and war correspondents Peter Stur bury, Andrew Cowan and Matthew Halton are in the Mediterranean theater.

Replace OWI Series
REPLACING the OWI series, recently taken off the air, over WOWO-WGL Fort Wayne, Ind., is Proudly We Hail, product of the ingenuity of the Fort Wayne continuity department. New series deals with war information, story of American service, transcribed music, and suggestions to the individual showing him what he can do to aid the war effort. Proudly We Hail has been so successful that sponsors of the former OWI series have transferred to the new series.

Musical For Navy
DEDICATED to the U. S. Navy, is Full Speed Ahead, a five-times weekly musical program on Mutual. Show presents orchestra and choral music from the Naval Receiving Station in Brooklyn the first two days of the week, followed by a WAVE show, and featuring a vocalist and the WOR New York, orchestra, the remaining two days.

Farmers Swap
SWOP SHOP is a new morning program on CKBI Prince Albert, Sask., in which farmers can announce their swops of machinery which they are no longer able to buy.

handle cash with a shovel
Their first purchases automatically seem to be for WIBW-advertised goods. But that's natural! For years, these buyers have had confidence in WIBW... liked our friendly personalities, entertainment and service. The moral is obvious. If you've always banked to handle your cash with a shovel... use WIBW!

WIBW IN TOPEKA "The Voice of Kansas"
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Page 40 • September 20, 1943

BROADCASTING • Broadcast Advertising
12,000 Newscasts Leave Imprint
(Continued from page 12)

The effect of the war is the virtual banning of the word "flash". I shudder every time I read a show whose format calls for insertion of a last-minute bulletin. Some radio men seem to think they can order news to break to suit station schedules. This vicious practice often forces a news editor to prostitute his judgment and give listeners a completelyphony bulletin.

Speed and freshness is one of the greatest advantages radio has over the slower paced press. But I wonder if some radio operators realize that even though it has the pace of a tortoise as compared with broadcasting, a good newspaper that gets a break on edition time can get on the street in 20 to 30 minutes! Today, with newscasts on the hour, quarter-hour, half-hour and sprinkled in between, the bulletin quality of any news break fades quickly. New millions have become regular radio news listeners—but we don't have to give bulletin them to death to hold their interest.

A good news writer can revamp his show smoothly to put a new top on it within 30 minutes of air time. Why not restrict the use of the word bulletin to those newscasts that occur within 30 minutes of airtime? It's so easy to keep the freshness of radio news before the listener by phrases like "less than 2 hours ago, a dispatch from North Africa said ..." If such a standard were accepted in the radio newscasts of the country, the word bulletin would again come to mean something to the public. If the public is to develop complete trust in radio's presentation of the news, we've got to be honest with it.

Sponsor's Rights

The next goal post is Integrity. Here, let us look at sponsor censorship, controversial issues, propaganda and time chiseling.

Just last week a friend asked me to read the manuscript of a proposed text on radio news writing and supervision. Several pages were devoted to "sponsor's rights". The author inferred that if a news spot was sponsored by an airline, for example, and a crash occurred on that line, the news should be played down! A large oil company sponsors many newscasts. This firm has been in the spotlight on many occasions—sometimes a most unfavorable spotlight. To my knowledge, the agency placing this radio business never has protested the use of stories critical of its client. I hope that station management will stand resolutely behind the judgments of their news editors if demands are made to suppress a story.

There is the much discussed problem of editorializing on controversial issues. As I understand it, the present broadcast practice aims primarily at preventing the possibility of political control by any party over any segment of broadcasting. But if you had read all the scripts that have passed over the radio news desk in Censorship, you would conclude this theory is a dead letter in many cases. Network commentators certainly reflect almost every shade of opinion on controversial subjects. And you don't often hear a disclaimer by the station or the chain. Two outstanding men appear to voice the views of extreme conservatives. A half-dozen others expound the liberal viewpoint with the fervor of a crusader. The most conspicuous example has been the battle raging over our foreign policy.

Other Governments, Too

There are stations that boldly label certain programs as "editorial". Several news programs devote a section to what is called openly "the editorial page". And this is not confined to national issues. What appears to be a possibly dangerous practice is presentation of only one side of a question while claiming that what is said is the whole picture.

Propaganda is a much abused word that means many things to many people. Some charge that all the Government releases funnelled through OWI into the stations are propaganda. Without discussing the merits of that condition, I think it fair to point out that other governments are bombarding our radio news desks with free material. Some of it is definitely slanted to give other governments' points of view. And it is being used. What of this broadcaster's ability to protect the integrity of his news? This is not said in criticism of the excellent information service operated by the neutral allied governments. But it is a red flag to radio news editors to weigh carefully all propaganda. Pressure groups and minorities in this country are active. Many have powerful backing and plenty of money. The flow of handouts and transcribed features to stations is going to increase. And all this imposes a heavy burden on the station management and its news editors to keep their judgments keen and sharp.

A sound policy should be to adapt
as qualifications for a station news editor the same high standards required for admission to the Radio and Press galleries of Congress. Require the news editor to divorce himself of outside promotion, lobbying, publicity and other work—and pay him accordingly. There aren't many stations today—even those originating no news—that cannot with profit to their service to the public employ a full-time man in charge of news and coverage of special news events. And if they get the right men, the broadcast‐ ers will be taking a major step toward safeguarding the integrity of their news.

Now, for the time chisellers. At a cocktail party recently, a “public relations counsel” boasted that he was getting his clients' products plugged on 205 stations every week for only $3.50 per station. That’s the cost of producing a 15-minute show, the platter and mailing charges. The vehicle is a well-written news feature with the free advertising worked in very skillfully. The press agent added that he was not dealing only in teakettles—that he had many big stations on his free list. All of us have been following the current argument about railroads buying thousands of lines of newspaper space, but getting the same advertising free over the radio.

Scare Easily

The last goal post is Responsibility. Perhaps here is where a plea should be made for more aggressiveness by individual stations in news handling. Several times “no broadcast” slugs have been slapped on stories on the wire services through misunderstanding or just plain stupidity. But I have yet to hear the first complaint from a radio news editor.

Again, it sometimes appears that almost any shavetail or one stripe can scare the wits out of a station with a single phone call. Cases are on record of an officer—way out of bounds—ordering a broadcaster to suppress a program or story. Willy, nilly, it is done.

I should state here that we have a huge Army and Navy with many newly indoctrinated officers. It is to be expected that some will make mistakes or that some will try to throw their weight around. We always get 100% cooperation in such cases from the top rank in Washington.

Is a station licensee obligated to provide news for his listeners? Most stations now find the news department they frequently kicked around is today a good money maker. It’s so profitable that some of them are losing all sense of proportion and scheduling newscasts and commentaries in such profusion over the broadcast day that it is a wonder that the ratings of all news shows aren’t dragged down by a bored public. But what about the leaner days that may come?

War has brought us the biggest audience in radio history. It was news that did it. I feel that the radio news editor of today and in the future should rank as equal in importance with other department heads.

Some leaders in the industry are mystified at the public and Congress appear to have so little interest in the welfare and advancement of radio. The average citizen will run a temperature when freedom of the press becomes an issue in any part of the nation. But all of us know how little he bothers about matters affecting the freedom of radio—which is freedom of speech. I understand that a survey is to be made to find out why Mr. and Mrs. Citizen seem to care so little for an institution that brings them so much. Some critics blame this condition on lack of an aggressive public relations policy of the industry. Some psychologists say it is because Mr. and Mrs. Citizen still have to pay out money for their newspaper and that radio is free. Perhaps that factor will disappear in some future year when everyone owns a television and facsimile set and has to pay service charges to keep the receiver supplied with paper.

Radio should give more adequate coverage of local news, for local commentators translate the news into terms of their own particular main street and crossroads, for objective but authoritative discussions of local problems. At least two small stations recently have hired reporters to gather just this kind of news and put it on the air. A few are devoting one spot a day entirely to local items. I’ll wager a reasonable
sum that the listeners of such stations will come to feel a more personal interest in the welfare of these broadcasters. And it is my belief that if station management will assume the responsibility for developing adequate local coverage; if they will pay less money for promoting second rate commentators who parrot the news or rehash what the network men have said and give more thought to developing good local commentators—if all this happens, I believe you will see developing a closer relation between radio and its listeners that may serve radio if its welfare is imperiled either by government or any combination of other interests.

Redbow Schedules

As the initial part of a recently announced plan to promote "Redbow" dried food products in the East, Graham Co., New York, is using participations on women's programs on WJZ WCAU WJZ WOR. Some schedules started recently while others are a continuation of previous commitments. Agencies are Emil Mogul Co., and Commercial Radio Service, New York.

KMMJ Is 167th Blue

KMMJ Grand Island, Neb., joined the BLUE as a basic supplementary station Sept. 15, bringing to 167 the total number of BLUE affiliates as of Sept. 15. Operating daytime only with 1,000 w on 75 kc., the station is operated by KMMJ Inc., under management of Wick Heath.

COM. BUTCHER KEEPS A SECRET

Had Mission Determining Time and Place
Of Italian Fleet's Surrender

ONE OF THE MOST important missions of World War II—the time and place of surrender of the Italian fleet—was the secret of Com. Harry C. Butcher, former broadcast executive, who proceeded under confidential orders of Gen. Dwight D. Eisenhower, Commander in Chief of the Allied Forces, as his representative on that momentous occasion early this month.

Com. Butcher, former Vice President of CBS in Washington, went to Gen. Eisenhower, was aboard the British Battleship "Warspite," heading a British fleet, when word was received Sept. 9 to proceed on a secret mission. This was revealed in a dispatch by Clark Lee, representing the combined American Press, published Sept. 11. Only Com. Butcher knew the nature of the mission until the British Admiral aboard the ship received a message from Admiral Sir Walter Brown Cunningham to proceed to the appointed spot.

Com. Butcher was quoted as having said: "We weren't sorry to leave. In the night landings at Salerno we were attacked for three hours by German planes. One torpedo missed us by a few yards." Another dispatch from Valetta, Malta, by James Wellard, representing the combined American Press and dated Sept. 13, also covered the surrender of the Italian fleet and made mention of Com. Butcher. Mr. Wellard reported a "little comedy" just before the Italian Admiral arrived to surrender. Admiral Cunningham, the dispatch related, had lost a button from his tunic, and he laughingly demanded a safety pin so he could look presentable. As the aide supplied the pin and while the British Chieftain was fixing himself up, Com. Butcher, as Gen. Eisenhower's representative on this occasion, made a movie of the procedure.

"Don't you dare take a picture of me like this, Butch," laughed Admiral Cunningham. But Com. Butcher, said the Wellard report, went right ahead.

USE OF MAYO Bros. as a trade name and "Mayo Bros. Vitamins Inc." as corporate name constitutes misleading advertising in the sale of vitamin preparations the Federal Trade Commission has charged in a complaint against Mayo Bros., Los Angeles, and its officers, Irby L. Mayo, Oran F. Mayo and Paul Murray.

New York Radio Club Opens Sessions Oct. 7

First meeting for the fall winter season of the Radio Executives Club of New York has been scheduled for Oct. 7. As a wartime measure, the luncheon sessions will be held on the first and third Thursday each month, instead of weekly. Meeting place has been shifted to the Gothic Room of the Hotel Shelton.

Officers include Murray Grabhorn of the BLUE, president; Beth Black, Joseph Katz Co., vice-president; Ninette Joseph, J. D. Tarcher Co., treasurer, and Warren Jennings, representative in New York for WLW Cincinnati, secretary. Chairmen of the various committees are Linnea Nelson, J. Walter Thompson, Membership Committee; Frank Silvernail, BBDO, House Committee, and Marvin Kirsch, Radio Daily, Speakers' Committee.

Vick Commentaries

VICK CHEMICAL Co., Greensboro, N. C., which has been lining up its fall radio campaign for Vatronol and Vaporub for the past several months, \[BROADCASTING\], July 26, Aug. 16, Sept. 13 started Carey Longmire, News, Monday, Wednesday and Friday, 1:45 p.m., on WEAP New York. Robert McCormick, speaking from Washington, is substituting for Mr. Longmire, who is currently in England. Program is one of the many Vicks has been purchasing on stations throughout the country. Agency is Morse International, New York.

WE'RE NOT Houndin' you

but . . . those 50,000 watts of ours and the RESULTS they pack are rapidly filling up our Fall and Winter schedules!

The word is out that WWVA is a GREATER BUY THAN EVER!!

JOHN BLAIR & CO.
National Representatives

BLUE NETWORK

WWVA

WHEELING, W. VA.

If it's a Fort Industry Station you can bank on it

Effectively serving the great steel and coal belt of a Great Nation

• 122 Primary Area Counties
LEO P. BOTT Jr., who recently joined the Chicago office of BBDO, has been transferred to the Buffalo office of that agency as account executive.

PAUL TERRY, former continuity director of KTIB Tucson, Wash., has joined Barnes-Chase Adv. Co., San Diego, as copy writer.

AL REWITCH has been appointed radio director for show productions and commercials at Weiss & Geller, Chicago. He will retain duties as account executive and will be assisted in timebuying by Helena Clayton, director of media.

EVELYN ELAM, manager of the radio script department of Grant Adv., New York, has been named radio director for the Dr. J. O. show, NBC program sponsored by Vitamins Plus, New York, a Grant account. She replaces Perry Dickey, who resigned to join the program department of NBC. Joining Grant recently as copywriter is Ignacio Sacco, new to radio.

JOHN F. MATTHEWS, formerly a member of the copy department of Ral. H. Jones Co., Cinelândia, has joined Kenyon & Eckhardt, New York, as a commercial writer in the radio department.

NEW IDEAS FOR SELLING A NEW ERA

"POST-WAR Slackers is too kind a name to call you."

"Now John, don't get excited, I only suggested that advertising costs be held in proportion to sales volume. I saw that marketing principle in Printers' Ink several years ago."

"That was pre-war thinking, Printers' Ink mentioned it because it was the way we did business, but things are different today."

("How do you mean different? We're still doing business for profit, aren't we?"

"Naturally! We went to war for the preservation of the American way of life, the system of free enterprise. But we have a larger responsibility today - a responsibility to our country."

Far-fetched? Well, maybe, but it was actually promulgated and daily reported in Printers' Ink. Top-flight advertising, marketing, merchandising and administrative business men, who build, approve and spend the nation's advertising and selling budgets, generally use Printers' Ink as a platform for their ideas as well as for the wealth of information it contains. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising, marketing, management and sales, provides the vital difference that makes Printers' Ink the most quoted voice in the industry.

Printers' Ink
PERSPECTIVE FOR PROSPECTIVE SELLING
...always read, often quoted, never ignored
JACK JOHNSTONE has joined the copy department of Benton & Bowles Inc., New York, as a vice-president. He was formerly a vice-president and copy chief of the New York offices of Hackett-Sample-Hummerit Inc.

WILLIAM A. CORNHISH, formerly is the radio department of William Morris agency, New York, and previously partner in an agency of his own, has joined J. M. Mathes Inc., New York, as assistant to Wilfred S. King, director of radio and motion pictures.

WILLIAM P. MALONEY, publicity director of BBDO, New York, recently became the father of a girl.

JACK MOORE, BBDO, N. Y., time-buyer, is the father of a girl.

H. L. BOGART, formerly of Albertype Corp., has joined the public relations department of J. M. Mathes Inc., New York.


EDWARD A. GROSSFELD, for seven years assistant advertising manager of Hart, Schaffner & Marx, Chicago, in charge of the Hart Schaffner & Marx Co., on Sept. 15 became vice-president and account executive of the Kalam Co., Chicago.

FOLLOWING recent appointment of Earl G. Thomas as executive vice-president of A. L. Lyons Inc., New York, talent agency [BROADCASTING, Sept. 13], the company has announced two new members of its staff. Irene Lee, former story editor for various film producers, will work with Mr. Thomas, and Richard Krauer, previously with Vinton Freedley, New York theatrical producer, will work in the musical comedy section.

DR. FRANKLIN R. Cawl, research and sales promotion director of the Farm Journal and the Farmer's Wife, on Oct. 1 will join Arthur Kudner Inc., New York, as director of marketing and research. Dr. Cawl is president of the Philadelphia chapter of the American Marketing Assn., and a member of the national farms machinery committee of the Committee on Economic Development.

JIM HILL, former radio director of Schwimmer & Scott, Chicago, has joined Neblett Radio Productions, Chicago, as producer and writer. Mr. Hill will continue to handle Coronet Little Eighties, heard 1:45-2 p.m. Sundays on CBS for Schutter Candy Co., Chicago.

RICHARD C. O'MORRIS, for 14 years a member of the sales staff of New York Subways Adv. Co., New York, has been appointed manager of the company's western office in Chicago.

NEBLITT RADIO Productions, Chicago on Oct. 1 will move into larger offices at 360 N. Michigan Ave.

New Ferguson Office

COURTLAND D. FERGUSON Inc., advertising agency which has maintained offices in Washington and Baltimore for a number of years, has announced the opening of a branch office in Richmond, Va. Frank G. Christian has been named manager of the new office. Mr. Christian was formerly with Cecil, Warrick & CECIL, both in Richmond and New York, and has worked on advertising for newspapers and magazines.

K&E in Chicago

CHESTER A. FOUST, who resigned as vice-president of J. Walter Thompson Co. in August to head the new Kenyon & Eckhart office in Chicago as vice-president, has established offices in the Field Bldg., 136 S. LaSalle St. New accounts, he said, will be served from Chicago after Dec. 31. He said facilities and staff for radio production originating from Chicago, are being arranged.

Sgt. Sturdee Jarvis

SGT. STURDEE Jarvis, Royal Canadian Tank Corps, died during the Sicilian campaign. He was formerly in the radio department of Vickers & Benson, Toronto, and on the staff of C.JIC Saul Ste. Marie, Ont.

NIB WILL BE HOST Sept. 21 to 12 Central American journalists touring the United States under the auspices of the National Press Club.

Frank Quits Weintraub

YASHA FRANK has resigned as radio director of William H. Weintraub Co., New York. He joined the agency recently to handle radio programs including the Gertrude Lawrence package show which is to start on the BLUE Sept. 30 under sponsorship of Revlon Products, New York. Mr. Frank is understood to have resigned over interference in his handling of the production after Charles Martin, freelance, and director of Philip Morris Co. Playhouse on CBS, was brought in by Gertrude Lawrence's management, to direct the program. Mr. Martin has been named writer-producer-director for the entire show. A new radio director for the agency had not been selected by the middle of last week.

WITH the broadcast of Sept. 27 on NBC, the Carnation Contended Hour celebrates its 600th program. Carnation Co., Milwaukee, sponsors the show. Monday, 10-10:30 p.m. Agency is Erwin, Wasey & Co. Chicago.

RESULTS...

GAMBLE-SKOGMO INC. OPERATING GAMBLE STORES

<table>
<thead>
<tr>
<th>STORE NUMBER</th>
<th>CITY</th>
<th>DATE</th>
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<tbody>
<tr>
<td></td>
<td>Bismarck, N.Dak.</td>
<td>8-17-43</td>
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</tbody>
</table>

K.F.Y.R. Broadcasting Station, Bismarck, N. Dak.

Gentlemen:

We are very pleased to advise you that after using one twenty-five word chain break ad, we sold $10,000 worth of merchandise within two days. In view of the fact that we did not use any other form of advertising, we think these results were outstanding and a good recommendation for radio advertising.

Sincerely,

GAMBLE STORE #80
Bismarck, N. Dak.

By

HANDWRITTEN

... Speak for themselves!

And remember ... that Bismarck's trade area is a comparatively small part of the terrific KFYR area.

Ask any John Blair man for the full story.

KFYR Bismarck
550 Kilocycles - N. Dak. - 5000 Watts

September 20, 1943 • Page 45
WOR New York
Rockwood & Co., Brooklyn (Chocolate Bar), *2 mp weekly, thru Federal Adv., N. Y.
F. H. Block Inc., Chicago (Pitlor's tablets), weekly *1 mp thru, thru Soren- son & Co., Chicago.
Ronson Mappinsto Co., New York (macaroni, spaghetti sauce), 5 ex per wk, 13 wks, thru Emil Morris Co., N. Y.
McKesson & Robbins, Bridgeport (Bacitracin, ) 3 ex per wk, thru J. D. Tarter Co., N. Y.
Assn. of Mfrs. of Confectionery and Chocolate, N. Y., 5 ex weekly, 13 wks, thru Sched Adv., Newark, N. J.
Soy Food Mills Inc., Chicago (Golden Mix), 5 ex weekly, thru Jim Duff Inc., Chicago.
Lambert Currier Corp., New York (Pocha's Cream), weekly F, thru J. Walter Thompson Co., N. Y.

WJJD Chicago
Block Drug Corp., Jersey City (Fleming Peroxine), 3 ex weekly, thru Redfield-Johnston, N. Y.
Republican Pictures, New York ("Song of Texas"), 13 ex weekly, thru Buhler & Coe, N. Y.
United Artists Corp., New York ("Stage Door Canteen"), 6 ex, weekly.

WSIB South Bend, Ind.
W. M. Hunsaker Co., Long Island City (Denta-cure), 2 ex per wk, thru Badger & Browning, Boston.
Colgate-Palmolive-Peet, Inc., N. Y. (Colgate dental cream), 137 to thru J. Walter Thompson Co., Chicago.
Morton Salt Co., Chicago (table salt!), 15 to per wk, 4 wks, thru J. Walter Thompson Co., Chicago.

KSEF San Francisco
Independent Druggists of California, 5 ex weekly, thru W. C. Jeffries, Los Angeles.

KFW Philadelphia
Korvet, Chicago (magazine), 18 ex thru Schwimmer & Scott, Chicago.
Redhill Oil Co., Philadelphia (Refund cleaner), 6 ex weekly, thru 13 wks, thru Harold Pedersen, Philadelphia.
Standard Brands, New York (Stena), 6 to weekly, for 13 wks, thru Ted Bates & Co., Toronto.

KFW Washington
Crosse & Blackwell Co., 1 sp, thru Van Sant, Dupage & Co., Baltimore, Md.
Foster & Co., N. Y., thru Spot Broadcasting, N. Y.

KFBK Sacramento, Cal.
Bank of America, San Francisco (banking), 7 as weekly, 62 wks, thru Charles Stuart Adv., San Francisco.
Sunway Fruit Products Co., Chicago (vitamins), 7 as weekly, 13 wks, thru Sorenson & Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City, (soap), 6 as weekly, thru Leon Livingston Adv., San Francisco.

KRWK Stockton, Cal.
Bank of America, San Francisco (check- ing service), 7 as weekly, 52 wks, thru Charles Stuart Adv., San Francisco.
American Trust Co., San Francisco (savings), 7 as weekly, 52 wks, thru Charles Stuart Adv., San Francisco.
Colgate-Palmolive-Peet Co., Jersey City (soap), 5 as weekly, 13 wks, thru Leon Livingston Adv., San Francisco.
Sunway Fruit Products Co, Chicago (vitamins), 6 as weekly, 13 wks, thru Sorenson & Co., Chicago.

KECA Los Angeles
Quaker Oats Co., Chicago (Kleenex phrase- cuts), 8 as weekly, thru Routh- ruff & Ryan, Chicago.
42 Products Inc., Los Angeles (hair oil, shampoo), 11 as weekly, 8 wks, thru Hillman-Shane-Breuer, Los Angeles.
B. Mischkevich Co., Jersey City (Tom tom cracker, 2 as weekly, 5 wks, thru A. B. Landau Inc. N. Y.
Fitzsimmons Stores Ltd., Los Angeles (grocer chain), 5 as weekly, 82 wks, thru McKenny Adv., Los Angeles.
National Schools, Los Angeles (training), 13 wks, thru Doffla Wend- land, Los Angeles.

WOL Washington
Crosse & Blackwell Co., 1 sp, thru Van Sant, Dupage & Co., Baltimore, Md.
Foster & Co., N. Y., thru Spot Broadcasting, N. Y.

STATION ACCOUNTS

WOL Washington
Crosse & Blackwell Co., 1 sp, thru Van Sant, Dupage & Co., Baltimore, Md.
Foster & Co., N. Y., thru Spot Broadcasting, N. Y.

KFWY Houston
Kuhn, Canadian Fur Co. (furs), 12 as weekly, 82 wks, direct.

CFR7 Toronto
Nabob Products Ltd., Vancouver (coffee), 3 sp weekly, thru Cockfield Brown & Co., Toronto.

KFWY Philadelphia
Korvet, Chicago (magazine), 18 ex thru Schwimmer & Scott, Chicago.
Redhill Oil Co., Philadelphia (Refund cleaner), 6 ex weekly, thru 13 wks, thru Harold Pedersen, Philadelphia.
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**Broadcasting**

**Radio Advertisers**

ATLANTIC REFINING Co., Philadelphia, will sponsor the eight Ohio State football games at home and abroad scheduled for WBNX Columbus, starting with the Ohio-Iowa Navy Pre-Flight School encounter Sept. 25. Announcement for the series is by Johnnie Neubert, Chicago free lance announcer and sports editor, former sports and special events announcer for the station. N. W. Ayer & Son, Philadelphia, handles the account.

J. B. POWERS, of Export Advertising Assn., will conduct a clinic on export advertising for the advertising and selling course of the Advertising Club of New York.


MILES SHOE Co., New York, on Sept. 13 started six weekly sponsorships of Paula Stone's 4:45-5 p.m. program on WNEW New York, which has been heard on a sustaining basis for the past year. Program is titled Hollywood Digest Monday through Friday, and on Saturday is a special broadcast for the Film Industry. Agency for Miles is Grey Adv. Agency, New York.

DAYTON SPICE MILLS, Dayton, Ohio, has renewed its contract with WLW Cincinnati for a substantial schedule of day and night station breaks for Old Reliable Coffee. Contract placed through Kircher, Lyttle, Helton & Collett, Dayton.

EXTENDING distribution of its soy bean products to the Eastern section of the country, Soy Food Mills, Chicago, is using five times weekly participation in Alman's Wide World's Women's Exchange program on WFZ New York, promoting Golden Wheat-Soy Mix, a griddle cake mix, and waffles and another for muffins. Agency is Jim Duffy Inc., Chicago.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), on Sept. 13 started sponsoring the five-weekly quarter-hour transcribed series, Lindo's First Love, on KNX Hollywood. Contract is for 52 weeks. M. C. M. Agency, Santa Monica, has the account.

**KASKEL's**, New York department store, on Sept. 10 started A Song and A Smile With Sandra Stuart on WVO New York, to promote furs and other goods. Program, quarter-hour five-times weekly show, features popular records, with Miss Stuart singing along with the discs. Agency is J. R. Kulpick Adv., New York.

CHEESE BOX, Lake Geneva, Wis. (assorted cheeses), new to radio, has placed 21 live announcements on WAVE Chicago to run from Sept. 8-21. Announcements will emphasize early Christmas mailing to service men overseas. Account is handled by Caples Co., Chicago.

JEL-SERT Co., Chicago (Makamix flavoring), will start sponsorship on Oct. 4 of the morning quarter-hour children's program titled Jolly Joes and His Pet Pals on WGN Chicago. Contract, for 26 weeks, was placed by Wade Adv. Agency, Chicago.

MARSHALL FIELD & Co., Chicago, has started sponsorship of a five-minute transcribed music-and-interview series titled The Personal Air, six afternoons weekly on WBBM Chicago and five mornings weekly on WGN Chicago. Program will feature brief interviews with present and prospective employees of the company. Contracts for 13 weeks were placed by Charles Daniel Frey Adv. Agency, Chicago.

SOLVENTOL CHEMICAL PRODUCTS Co., Detroit, has started sponsorship of the quarter-hour transcribed musical program titled High Light House on WGN Chicago. Contract, which is for 52 weeks, was placed by Holmes & Company, Detroit.


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**North Carolina is the South's No. 1 Agricultural State**

**CASH INCOME and GOV'T PAYMENTS**

![North Carolina Map](https://example.com/north-carolina-map)

**NORTH CAROLINA**

| AVERAGE OF NINE OTHER SOUTHERN STATES | $221.8 MILLIONS | $133.3 MILLIONS |

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**Broadcast Advertising**

**KDKO Pittsburgh**

**WESTINGHOUSE RADIO STATIONS**

**FREE & PETERS, INC. National Representatives**

**BROADCASTING**

**September 20, 1943**

---
MARKMAN CLOTHIERS, Chicago (Allergy Labs), has placed contract for six 10-minute transcribed early evening programs weekly for 52 weeks on WNDN Gary. Agency is Markleigh Adv. Agency, Chicago.

ADLER, Inc., Chicago (dress materials), on Sept. 6 started sponsorship of the noon five-minute six-week transcribed musical program titled Personality of the Day on WJJD Chicago. Contract, which is for 13 weeks, was placed by Gour- fain-Cobb Adv. Agency, Chicago.

ROSEFIELD PACKING Co., Alameda, Calif. (peanut butter), on Sept. 23 started sponsorship of Skippy Hopley's Theater on KOA Denver and on Oct. 20 on KGBM Honolulu and KWBC Illion and on Aug. 27 added WHO Des Moines Firm using 24 stations. Account was placed by Garfield & Guild, San Francisco.

HARVEL WATCH Co., New York, sponsor of John B. Hughes on Mutual Sunday evenings at 10, from Sept. 12 until the end of the Third War Loan drive, is replacing its commercials with War Bond appeals. Hughes, in addition to his news commentaries, is interview service men recruited from active duty during September, presenting each guest with a bond and a wristwatch. Agency is A. W. Lewis Co., New York.

MUSTEROLCo., Cleveland, started the initial part of its fall and winter drive for Mustercos, Musterole Cold Tablets, and Children's Musterole. Sept. 10 started a five-minute recorded musical program on three Canadian and two U. S. stations. Titled Musical Control Calls, and presenting various well-known singers such as Nelson Eddy, the disc is aired five-times weekly on CKO, CFRH and WOR for the last three-weeks on CHIC and WWJ. Agency is Erwin, Wasley & Co., New York.

ENS. SCOTT KILGORE of the Navy Department, formerly CBS Engineering, York City and vice-president - general manager of WNBJ Saranac Lake, N. Y., reports that he and his copy of BROADCASTING survived without injury the Labor Day wreck of the Congressional Limited. ENS. Kilgore said he was eating supper in the ill-fated dining car and just four minutes before the wreck he was forced to his seat to finish reading his copy of BROADCASTING before arriving in New York. "I could just as well have remained in the dining car to read BROADCASTING as the car was not crowded, but for some reason or another I took the magazine and returned to my car," he said.

Fortunately enough to be in one of three forward cars which were not damaged. ENS. Kilgore stated that when the accident occurred scarcely a shock was felt in his car and he wasn't aware that a disaster had occurred.

OGILVIE FLOUR MILLS Co., Montreal, has started a spot announcement campaign on a network of Canadian stations. Account was placed by J. J. Gilbous Ltd., Montreal.

QUAKER OATS Co., Peterborough, Ont. (Aunt Jemima pancake flour), starts in October spot announcements on 14 Canadian stations. Account was handled by Spitzer & Milia, Toronto.

SOUTHERN CALIFORNIA Naval Uniform Division, Los Angeles, new to radio, has started a weekly quarter-hour transcribed program. Our Navy's Fighting Heroes, on KFOX Los Angeles, and KGB San Diego. Both contracts are for 14 weeks, having started in early September. Agency is Hillman-Shuey-Breyer, Los Angeles.

ZEREB & CLARK, Los Angeles (navy uniforms), on Sept. 12 started the weekly quarter-hour transcribed program, Our Navy's Fighting Heroes, on KFAQ Los Angeles. Contract is for 14 weeks, Agency is Betsoft, San Francisco. Both contracts are for 14 weeks, Agency is Hillman-Shuey-Breyer, Los Angeles.

GROVE LABS, St. Louis (Bromo-Seltzer), is sponsoring the 10:15-10:30 P.M. quarter hour of the St. Louis Blues game Saturday night show heard on KSTP St. Paul, Minn.

MERC-MASTRAWND Co., Oak- land, Calif. (watches), has started, on KGO San Francisco, sponsorship of Mrs. Gen. Paul B. Malone, retired, military显然, for the first 3-week, 15-minute news commentary. Contract is for 13 weeks. Agency is Ralph Jewell, Oakland.

INLAND MANUFACTURING Co., Dayton, Ohio, subsidiary of General Motors, has started a spot announce-ment program on the news programs on WCYG Dayton.

P. B. BUSTIN DRUG Co., Toronto (cough drops), has started its transcribed spot announcements on a number of Ontario stations. Account was placed by Frostenne Broadcast- ing Co., Toronto.

LONDON HOUSE PRODUCTS Ltd., Montreal (tea and coffee), has started spot announcements on the tea and coffee stations. Account was placed by Canadian Adv. Agency, Montreal.

TERMINAL ISLAND Fish Packers Assn., Terminal Island, Cal., on Sept. 20 starts a two-week campaign of more than 100 announcements on KGAR and KFOX Los Angeles. Group on that date started a five-minute program twice-weekly on KFOX. Allied Adv. Agency, Los Angeles, has the account.

AGASH Refining Corp., Brooklyn, is expanding its spot campaign for Kory's Cook edible oil with the addition of spot announcements following news programs on stations in Fort Wayne and WJR in New York. These schedules went into effect the latter part of August. Company continues its participation in Dr. Eddy's Food & Home Forum on WOR New York, and is completing negotiations for additional time in New York. Agency is Diener & Dorskind, New York.

SURVIVED WRECK
ENS. Kilgore Left Diner to Read 'Broadcasting'
CBS In Greatest Promotional Drive
Spending Nearly $1,000,000 To Promote Listening

BEGINNING Sept. 25, CBS stations in 119 cities will launch a simultaneous promotion, called "the most comprehensive and powerful campaign of voluntary program promotion ever undertaken in network radio," to promote the network's commercial programs.

Radio, with more than 45,000 special announcements, including some 600 invitations to listen recorded by the stars of CBS sponsored shows; "sustained, frequent and sizeable space" in newspapers with a combined daily circulation of more than 20,000,000; car cards in all CBS "station cities" where transportation advertising is available, to a total monthly passenger circulation of over 840 million; more than 500,000 posters, with an initial showing of 65,000; extensive direct mail promotion, including more than 50,000 miniature posters, will also be used in the campaign.

Cost Shared

To run for a minimum of 26 days, and up to two months if the stations want to continue it, the campaign over-all cost is estimated as close to $1,000,000, to be prorated between the network and the individual affiliate stations. Noted broadcast journalists, such as James Montgomery Flagg, Bertram Badger, Hugo Gellert, John DeGroot, Fred Chance and Gigg Goodenow, were engaged to produce the posters, many of which present portraits of CBS stars and directors drawn by Flagg.

Thomas D. Connolly, director of program promotion, is credited with instigating the special promotional campaign, although Paul Hollister, vice-president in charge of advertising and program promotion, and the entire network promotion staff, have devoted much of their energy to this drive during the past few months.

An announcement emphasized that this campaign in no way replaces the normal advertising of the network or its stations, but is "superimposed" on the regular procedure of program promotion.

Big Bones

FIVE-POUND dice are used in the new quiz, a half-hour quiz program started on WMAA New York, Sept. 18, for Herbert's Blue White Diamonds, New York. Dice determine the winnings due a contestant who successfully answers a question given by Joe O'Brien, m.c. Dice are rolled onto a runway—a mike suspended overhead carrying the sound to listeners. Account placed direct.

BO2 Levis Tax; First AFM Concert Date Made

ONE PER CENT TAX on scale wages of all members of New York AFM Local BO2, was voted at regular September by-law meeting, for the purpose of augmenting the Local's general fund. At the "price list" meeting in April, BO2 membership killed the $25 a half-pay-ment tax which had been in effect for several years. Jacob Rosenberg, president of the Local, presided at last Monday's session, which was attended by 1,000 of the 22,000 members.

Harry Suber, treasurer of BO2, in charge of arrangements for the free concerts to be given by the New York Philharmonic-Symphony Orchestra in near-by localities as part of a series sponsored by the national AFM, reported that the opening concert in the New York series will be given in Poughkeepsie, on Sept. 23.

McClatchy Insignia

CHECK of $1,500 from Eleanor McClatchy, president of McClatchy Broadcasting Co., Sacramento, and payable to Walt Disney for creation of Scoopie Bee and Gabbie Bee, has been turned over to Army Emergency Relief Fund at Disney's suggestion. Characters are used as masque insignia for the McClatchy newspapers in Sacramento, Fresno and Modesto, as well as the syndicate's five stations KFBK KMG KMG KERN KOH.

FIRST RADIO PHOTO service between the United States and Brazil was inaugurated Sept. 7, operated by Mackay Radio and Telegraph Co., an associate of the International Telephone and Telegraph Corp. Mackay's president, Admiral Luke McNamara, said the service has been arranged through the cooperation of the Coordinator of Inter-American Affairs. Located at Rio de Janeiro the operating unit is the Campanhia Radiodiffusora do Brasil.

Magazine Deal

IN A COOPERATIVE deal with 187 stations, Kermit-Raymond Corp., New York, is promoting a number of publications, including Liberty Magazine, the Ace Fiction Group, The Flying Aces, Secrets and The Woman. Under the present arrangement, started last December, Kermit-Raymond supplies stations with radio shows which may be sold to a local sponsor. In exchange, the stations contribute 50-word spot announcements for publications serviced by Kermit-Raymond. Spots are distributed at the rate of about four a week for all magazines.

MEET OUR PRECOCIOUS PIPE-ORGAN

A pipe-organ that talks, and thinks, too. And often makes pert remarks right in the middle of the program.

The organ is WAPI's. The program is "Organ Quiz"—on the air Monday through Friday, 10:30-10:45 A.M. And the organ is actually the star of the show. Listeners send in questions which the organ attempts to answer musically, by playing a tune whose title provides a humorous reply. Dollars in war stamps are given as prizes. With extra dollars for unanswered questions. And when the organ answers a puzzler correctly (thus saving a dollar), it chuckles right on down to its bass pipes.

The man behind the console is WAPI's Stanleigh Malotte, veteran theater and network-radio showman, whose dexterity on the pipes is matched only by the swiftness of his wit. Third party on the show is master-of-ceremonies Jimmie Willson, who reads the questions, sings songs, and swaps banter with Stan and the organ.

1,990 entries were received in only 4 broadcasts of "Organ Quiz" recently. That's typical of WAPI showmanship. Down here, showmanship means salesmanship. And salesmanship is what makes us "The Voice of Alabama."

Ask us or Radio Sales for particulars about "Organ Quiz"—or other WAPI ideas.

BROADCASTING • Broadcast Advertising

September 20, 1943 • Page 49
CBS Stops
(Continued from page 7)

ing in succession, give sandwich-
space to these divorced commer-
cials.

"This places the responsibility
for control and correction squarely
at the network's door. It is a re-
sponsibility not only toward the lis-
tening public but toward our sta-
tions and our advertisers, whose
interests and success we hold, in
large degree, in trust."

Audience Reaction
To meet that responsibility, CBS
reports that it has analyzed audi-
ence reaction to the triple-an-
nouncement technique and found
strong evidence against it, that it
has presented the problem to the
CBS Affiliates Advisory Board and
secured "an enthusiastic vote of
station cooperation," and that it
is now asking any of its advertis-
ers who are using either hitch-
hiking or cow-catcher announcements
"to absorb such advertising into the
framework of their entertain-
ment programs as rapidly as their
plans will permit—with final elim-
nation of these simulated spot an-
ouncements by October first of
next year."

Noting that the station-break
commercial in itself constitutes no
"triple-threat" and when properly
handled creates no audience disap-
proval, and also that from 30% to
50% of the station's own revenue
comes from this source, CBS re-
ports that when the matter was
discussed with the Affiliates Advi-
sory Board, these representatives
of CBS stations, at their Sept. 15
meeting adopted the following res-
olution:

"Resolved, that in view of the
steps which CBS is taking to eli-
minate simulated spot announce-
ments bfore the opening and after
the closing of network programs,
all members of the CBS Affiliates
Advisory Board will, by October 1,
1944, and to the fullest possible
degree before that date, observe
the following restrictions in the
broadcasting of station-break an-
nouncements, and will cooperate
with CBS in effecting the same
policy on all affiliated stations:

First: Station-break announce-
ments, wherever feasible, will be
limited to service announcements,
such as time signals, weather re-
ports (when permitted) and other
service bulletins.

Second: Sponsorship of such
station-break announcements will
be limited to products which do
not compete with products adver-
tised on either the preceding or
following network program.

Third: Adequate 'dead air' or
pause will be left between the
opening of a network program and
the station-break announcement,
likewise between the closing of
the station-break announcement
and the opening of the next pro-
gram, to avoid hurried delivery or 'crow-
ding', and to provide an appro-
priate cushion between the station-
break announcement and both net-
work programs."

ORVILLE J. NEUWERTH, for-
erly production manager at
WBBM, Chicago, has been named
to the position of assistant pro-
gram director effective Sept. 20
"to succeed Lee Mitchell, who has
resigned to freelance. George Case,
of the WBBM production staff,
will take over Neuwerth's duties.

ARTHUR FORCE, radio news edi-
tor for the OWI News Bureau, is
to be inducted into the Army Oct.
5 at Ft. Meade, Md., as a private.
He has been in Washington for a
year, coming from NBC New York,
where he was night news editor.
No successor has been named.

Radio Retail Film
In Debut Oct. 12

Business; Federal Officials
To View NAB Presentation

NATIONAL premiere of radio's
great cooperative promotion in the
department store field will take
place at Washington, Tuesday, Oct.
12. Under the auspices of the
Washington stations, a representa-
tive audience of merchants, editors,
and government officials will see a
motion picture and slide film pre-
sentation on problems of retailing
and what radio offers for their
solution.

The presentation is divided into
two parts:

(1) History and Development of
Retailing.

(2) Distribution Tomorrow.

(3) America Takes to the Air.


(5) Retailing's Future in Radio.

More than 90 actors took part in
the section "Why Radio Works".

The presentation will be the
section on postwar prob-
lems of distribution. Sheldon R.
Coons, former manager of Gimbel
Brothers, and the national author-
ity retained by the NAB Retail
Promotion Committee to make the
studies and supervise the promo-
tion, said that while the retailer
has his worries now, these may
"pale into insignificance when com-
pared to those likely to face him in
the post-war economic upheaval".

He added that the film study has
"a powerful story to tell—a story
so factual as to be an eyeopener."

Sectional Tours

"To my knowledge," Mr. Coons
said, this is the first time where
one industry has made such a size-
able investment in a study which
would lead to the solution of the
problems of another industry. We
owe the National Dry Goods Assn.
no little appreciation for its en-
dorsement of the project."

After the Washington showing
16 representative leaders of radio,
equipped with films and pro-
jectors, will start sectional tours to
120 cities of 75,000 population or
better, in all parts of the country.
In each city invtations will be ex-
tended by local committees of radio
and retail executives. It is expected
that 25,000 local leaders in these
fields will view the presentation by
Nov. 10.

Is Your Sponsor
Unhappy?

When sponsors get restless — and begin to eye
program ratings — it's time to use FILMACK.

FILMACK—a powerful promotion that lures
the ears of thousands of movie theatre goers — can
build up any program and drive away your
"sponsor restlessness."

FILMACK operates chiefly on sustaining time— and
a few pennies of your former promotion budget.

Write FILMACK Today — asking for details
—and make this a profitable day.

1235 S. Wabash Ave.
Filmack
Chicago, Illinois

OMAHA+
333 COUNTYs
1500 WATTS
JOHN W. GREEN, JR., PRES.
JOHN BLAIR & CO. REP.

Where is it more than
merely the fifth letter
of the alphabet?

SEE PAGES 22-23

Page 50 • September 20, 1943
BROADCASTING • Broadcast Advertising
New Parts of Radio Spectrum To Be Available, States Fly

Warns Educators They Must Take Advantage of FM Band Made Available for Their Use

WHOLE new portions of the spectrum, formerly deemed useless, have been opened through wartime research and will be available after the war, FCC Chairman James Lawrence Fly told the Federal Radio Educator Committee luncheon session last Friday at the Hotel Statler, Washington.

Chairman Fly warned the educators they must take full advantage of the choice FM frequencies available if they are to retain them since expanding need for worldwide communications and new aviation uses in all probability will crowd the post-war spectrum even more tightly than the smaller spectrum was jammed before the war.

George Adair, Assistant Chief Engineer of the FCC, addressed the afternoon session on FM broadcast and its possibilities as an educational aid and suggested a way of modernizing educational programs through the use of FM stations by school systems.

Not to Early

Chairman Fly urged that it is not too early to begin plans for use of the five educational channels. "Plans should be laid now to get gone at the earliest possible date," he said. "For inevitably, after this war, there will have to be a reshuffle of frequency assignments."

Recalling that educational institutions were among the first to pioneer in the radio medium and to receive radio broadcasting licenses, he reminded the committee the majority of the early educational stations have dropped by the wayside and warned that history could repeat itself.

Paying high tribute to programming achievements of commercial broadcasters, Chairman Fly reminded that educational programs will be competing, so far as general listeners at least are concerned, with the best that commercial radio can offer. "On the FM radio band, let me assure you, you're going to be travelling in fast company," he said. Symphonies and opera are education whether they are treated in the classroom or are sponsored, and "the news programs which have done so much to make commercial radio an indispensable part of our lives are no less educational because they are not called courses in current events," said Chairman Fly.

Mr. Adair told the group that the only logical course to take in meeting the challenge of present-day conditions and the distraction of competing interests is to "make the courses of study and their presentation such as to demand the interest of the students." The problem, for solution, he said, is to make competing interests allies instead of trying to fight them.

WSAY Loses Plea To Restrain AFM

The ATTEMPT of Gordon Brown, owner of WSAY, Rochester, to get an immediate restoration of network musical program service failed last week when New York Supreme Court Justice William F. Love denied his motion for a temporary injunction against James C. Pettillo, president of the AFM, and the AFM in general.

Mr. Brown had asked for the temporary injunction pending trial of his action for a permanent injunction, plus undetermined damages, charging the local and national unions with illegally coercing the BLUES and Mutual networks into refusing to feed musical programs to WSAY since last July, when the station refused to hire five musicians as demanded by the local. Dispute is now pending before the War Labor Board.

Judges Love said that neither coercion or intent to destroy WSAY's business had not been proved, although the trial of the case is expected to develop a different showing. Case is scheduled for the fall calendar.

Coffin Joins CBS

TRISTRAM COFFIN, special assistant to OWI Director Elmer Davis, has resigned to join the news staff of CBS in Washington, D.C. Sept. 20 as reporter-commentator. Mr. Coffin has been with OWI since its creation in June, 1942, coming into the agency from the old Office of Facts & Figures.

He had been with Robert Allen of Washington's Merry-Go-Round, a reporter on the Indianapolis Times and newscaster at WIDE Indianapolis.

MBS Answers

TO ANSWER "the questions people are asking" about Mutual's new Daytime Playhouse plan [Broadcasting, Aug. 23], the network last week mailed 5,000 copies of a 22-page booklet entitled "Questions and Answers On The Mutual Daytime Playhouse" to advertising agencies throughout the country, to Mutual's 211 affiliates as well as all other stations. Enclosed with the booklet was a letter signed by Miller Mclntock, president of MBS.

Television Subsidiary

COLUMBIA CONCERTS Inc., New York, has organized a radio-television department under the direction of Walter Preston, freelance performer, director and executive in radio and recorded music for 18 years. Radio and television activities of Columbia Concerts and opera stars, heretofore handled by various divisions, will clear through the new department.

Looks Like Everybody's Moving To Atlanta

Well, maybe not everybody, but more than 46,000 have moved into Atlanta's home counties of Fulton and DeKalb during the past three years. Of course, these folks live practically under WAGA's antennae—all of which demonstrates that, if you want to reach the CREAM of the Georgia market, WAGA's the station to buy, and at a smaller cost per potential listener!
Television Plan

PROGRAM for post-war television was announced last week by Norman D. Waters, president of American Television Society. Five-point plan calls for active live talent production by all television studios; encouragement of FCC to remove its prohibition of ownership of more than three television stations by a single organization and to put operation on the same basis as sound broadcasting; cooperation with radio, theatre, movies, schools, and publications, with a committee studying their relationship; a central clearing house supplying television information to advertisers and agencies, and the advice that no changes be made in technical standards causing delays at the war's end.

Townsend Talks

TOWNSEND NATIONAL Recovery Plan, Los Angeles (political), on Sept. 20 staring a six-weekly quarter-hour transcribed political talk on KSLS Oakland, and KTRC Vidalia. Group also sponsors that program five times a week on KGER Long Beach, KPAS Pasadena, and KFMB San Diego. Other stations will be added to the list. Lir. Sheldon Adv., Los Angeles, has the account.

RADIO PROGRAM guide with station tabs for insertion in slots next to the time of day or night when de- signed program is broadcast has been designed by Broadcasting Program Service, New York. Local station call letters may be written on reverse of tabs by erasing the glazed surface.

Prophecy Spots

VOICE OF PROPHECY Inc., Los Angeles (religious), besides sponsoring the weekly half-hour Voice of Prophecy on 209 Mutual-Don Lee stations, also uses a transcribed version of that program on some 40 stations nationally. Weekly Spanish and Portuguese transcribed translations are also released on 45 stations in Central and South America. Letter series is being cut by Radio News Reel Recording Division, Hollywood. NBC Radio-Recording Division, Hollywood, transcribes the English version. Agency is J. C. Hoskin & Associates, Chicago.

MBS Signs Symphony

MBS has scheduled the Cleveland Symphony Concert series, arranged between network and orchestra officials [BROADCASTING, Aug. 9], Sunday 9 to 10 p.m., beginning Oct. 10. This necessitates moving The Old Fashioned Revival, sponsored by Gospel Broadcasting Assn., Los Angeles. Mutual executives said the GBA had been offered the 7-8 and the 11 p.m. to midnight Sunday hours, but that no decision has been made. Revival agency is R. H. Alber, Los Angeles.

Fij-Oil Expands

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil Shampoo), has contracted for weekly station break announcements for 62 weeks to start Nov. 3 on WENR Chicago, in addition to daily spot announcements and five-a-week five-minute programs on WCFL Chicago. Agency is Malcolm-Howard, Chicago.

NO ERRORS!

War is not a baseball game! Each hit really counts—in terms of enemy ships and planes. The effectiveness of a gun is measured in terms of the number of objectives it reaches. And each shot is carefully, scientifically plotted. Too much is at stake to allow for errors.

Radio broadcasting cannot afford to be hit-or-miss, either. Every message is effective only in terms of the listenership. The station which reaches the largest share of Canada's richest market has proved its worth. CFRB broadcasts half the leading sponsored programs in a key area, fed by three stations. That is the measure of CFRB's effectiveness—a record well worth noting.
News For Krank’s CONSOLIDATED ROYAL Chemical Co., Chicago (Krank’s Shave Cream), beginning Sept. 18 will sponsor a quarter-hour news program on WBMM Chicago, for 26 weeks. Program will feature Robert F. Hurleigh, PA central division manager, formerly Washington sponsor a CONSOLIDATED ROYAL to Brookings, Chicago.

Engineers Contract WITH two major changes agreed upon, renewal of contract between KFI-KKEA Los Angeles, and National Association of Broadcast Engineers & Technicians was concluded Sept. 10. Contract calls for reduction in the spread of scales for studio and transmitter engineers from present nine-year basis to six years. Wage scale would range from $205 to $340 monthly. Supervisory staff receives increases of $20 per month. Contract has been submitted to the 10th Regional Labor Board, San Francisco.

Music and Football LEAF CHEWING GUM Co., Chicago, starting Oct. 16 will sponsor Musical Scoreboard, a quarter-hour Saturday afternoon program of music and the day’s college football scores on WGN Chicago. The contract is for seven weeks. Agency is Bosell & Jacobs, Chicago.

Watson-Dodd Ban Held Not Binding Invalidates Executive Authority, President Tells Congress
PRESIDENT ROOSEVELT told Congress last Tuesday that he would be bound by the provisions in the Urgent Deficiency Appropriation Act of 1943 calling for the removal of office after Nov. 15 unless they are nominated by the President and confirmed by the Senate. It was attacked by the Senate Senate refusal to accept the amendment. The House had charged the House with subversive political affiliations [BROADCASTING, July 5, June 28].

Would Have Vetoed
The President’s message to the Senate expressed his view that the rider “is not only unwise and discriminatory, but unconstitutional”. He explained he would have vetoed the bill if it had been possible to do so without delaying essential war appropriations and that the Senate had yielded to the House for the same reason.

Ex-Lax Also Challenges FTC on Ad Text Warning
FEDERAL TRADE Commission has no authority to compel use of certain specific phraseology in advertising and has no jurisdiction over subject matter of warnings and directions for use of a medicinal product like Ex-Lax, asserts Ex-Lax Inc., Brooklyn, and the Joseph Katz Co., Baltimore agency for Ex-Lax, in a joint reply to an FTC complaint of misrepresenting its therapeutic effects and failing to reveal harmful consequences that may result from its use. The challenge to the Commission’s authority to specify, in effect, the subject matter of warnings is similar to the stand of Miles Labs., Elkhart, Ind., concerning one of its remedies [BROADCASTING, Sept. 6] in which Miles charged the FTC with assuming powers belonging to the Federal Food & Drug Administration. The question of jurisdiction can be decided only in a Circuit Court on appeal from a Commission order restraining advertising practices cited in the complaint.

Stanco Bows to FTC
STANCO Inc., New York, and its agency, McCann-Erickson, New York, have stipulated with the Federal Trade Commission not to use advertisements for Mistol Drops and Mistol Tincture with Ephedrine which do not reveal that the preparations are dangerous to persons suffering from certain conditions and excessive use may cause nervousness and sleeplessness. If the warnings appear in the labeling, the advertisements need only contain a caution to use only as directed.

Graysons Drop Series
GRAYSONS SHOPS Inc. of California (West Coast women’s apparel chain), without explanation or advance notice and 11 weeks before the expiration of its network time contract, cancelled on Sept. 5 the weekly half-hour program Stay and Go on six NBC Pacific coast stations. Settlement is being worked out for filling billing amounting to $13,000. Program featuring Joe E. Brown as once had been on NBC for 15 weeks. Agency is Milton Weinberg Adv. Co., Los Angeles.

Robert West Howard, associate editor of Farm Journal, has been appointed Editor-in-Chief of Pathfinder Magazine, Graham Patterson, publisher of both publications, announced. Mr. Patterson succeeds Emil Hurja as editor of the weekly.

Pro Games on WWSW
FOR the 10th consecutive pro-football season, WWSW Pittsburgh will broadcast the complete ten-game schedule of the newly-merged Pittsburgh Steelers and Philadelphia Eagles team. Sponsored by Spear Men’s Shop of Pittsburgh, the broadcasts will be handled by Joe Tucker, WWSW sports announcer, aided by Bill Cullen. The first game is scheduled for Oct. 2 when Brooklyn plays at Philadelphia.

A TOTAL of 40 stations in the United States and Canada had purchased The Weird Circle, two months after NBC’s Radio-Recording Division put the transcribed mystery series of 20 half-hour programs on the market.

NO, SIR—NELL (Ky.) AIN’T "GOOD"!
In this case, believe it or not, "our Nell" is an actual town in Kentucky—but so help us, she ain’t really ours. She belongs to the big, cosmic stations that cover everything—even poor Nell! WAVE covers, primarily, the Louisville Trading Area. But that, as it happens, is the area that does more business than all other counties, cities, towns, hamlets, whistle stops and lonely cabins in the State. Why don’t you quit bothering ole Nell?

LOUISVILLE’S WAVE
5000 WATTS - 970 KC
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.,
Bell Heads New OWI Overseas Bureau in L.A.
FORMATION of the Los Angeles Overseas Bureau of OWI, with Ulric Bell as chief, has been announced by Robert E. Sherwood, director of the Overseas Branch. The new Bureau represents a consolidation of OWI overseas operations in Southern California which deal with various media employed in disseminating information outside the western hemisphere. Major emphasis of the Bureau is upon service to the motion picture industry.

Mr. Bell has been OWI Overseas representative in charge of liaison with the motion picture industry since October, 1942. Prior to entering Government service, he served 25 years with the Louisville Courier-Journal as reporter, city editor, Sunday editor and Washington correspondent. Offices of the new Bureau are in the Taft Bldg.

Wolff Leaves OWI

NAT WOLFF, Hollywood Deputy Chief of the OWI Domestic Radio Bureau, has resigned and will join MGM to lay groundwork for future television and motion picture co-ordination. Cornwell Jackson, deputy assistant, has been recommended by Mr. Wolff as his successor to the OWI Hollywood post. Jack Murphy, announcee of KFRC San Francisco, has joined the Overseas Branch of OWI in San Francisco.

Joint Board Plans Post-War Studies

To Formulate Suggestions To FCC, Other Organizations

RADIO TECHNICAL Planning Board, to make studies to develop post-war radio services and products, was officially launched last Tuesday at the Hotel Roosevelt, New York, when nine industry and service groups unanimously approved in principle the organization plan developed by committees of the Radio Manufacturers Assn. and the Institute of Radio Engineers.

In addition to the RMA and IRE, the nine sponsoring organizations include: American Institute of Electrical Engineers, American Institute of Physic's, American Radio Relay League, FM Broadcasters Inc., International Assn. of Chiefs of Police, NAB, NIB. Other "sponsors" are expected to join RTPB later for work on many technical projects, including utilization of the broadcast spectrum and system standardization of television, FM and other public radio services.

General plan of the RTPB organization, which will formulate recommendations to be submitted to the FCC and other organizations concerned, will be developed in detail at another meeting to be held in New York Sept. 29.

RMA Meeting

Problems of war and postwar production of radio apparatus and parts held the spotlight at the annual fall meeting of the Radio Manufacturers Assn., held last Wednesday and Thursday at the Roosevelt Hotel, New York.

Meetings of the RMA set and parts divisions on Wednesday morning were concerned largely with problems of manpower and of the termination of Government contracts, including the disposition of war inventories, and production and pricing of new receivers and parts, etc. Post-war planning committee session in the afternoon discussed the probable postwar situation, with recommendations for surveys and for adequate advertising and public relations to acquaint the public with the situation which will prevail in the industry when peace comes.

Board of directors, meeting Thursday morning with RMA president Paul V. Galvin present, heard and acted on reports from officers and committees. About 100 radio manufacturers attended the two-day session.

It was announced that the RMA tube division will meet with the WPB Radio & Radar Division in Washington on Tuesday, Sept. 21, to discuss the allocation of facilities for the manufacturing of radio tubes for non-military use in receiving sets and broadcast station transmitters.

Moves to CBS

BOURJOIS Inc., New York, which has presented Here's to Romance on BLUE for Evening in Paris complete since April, is moving the show Oct. 14 to CBS. Foote, Cone & Belding, New York, disclosed no reason, but possibly the company wants a later time than its current 6:05-6:30 spot Sunday evenings. It will be heard on the full CBS network of 139 stations Sun.-Sat. 10:30-11 p.m. Dick Haymes, singer, and Dave Brokman's orchestra are featured.

Firms Accuse Program Of Infringing Upon Idea

COMPLAINING that the essential theme, scope and title of the program Guess Who is its exclusive copyrighted property, Audioscriptions, New York, has taken action toward obtaining an injunction, an accounting of profits and damages for the broadcast of a series by that title on WOR New York. Centering on the identification of well known voices presented via recordings and started on WOR for Sheffield Farms Co., Aug. 11. Agency is N. W. Ayer & Sons, New York.

Similar legal action was contemplated last week by Kermit-Raymond Corp., New York, on the basis that they had purchased from an individual the rights to a program of that title broadcast on WOR, New York, in 1937 and 1938, and had offered the show for sale. Firm had approached the agency and station on the subject of possible infringement four weeks before the WOR show went on the air, it was said. Radio Events, New York, is also understood to claim past ownership of the program and to be considering taking action against the WOR broadcasts.

KOB Joins NBC

KOB Albuquerque, N. M., on Oct. 1 will join NBC as a member of the Mountain Group. Group is now KOA Denver and KDYI Salt Lake City. KOB was formerly independently available to NBC advertisers using the Mountain Group, Station, owned by Albuquerque Broadcasting Co., operates on 1030 kec, on 10,000 watts, with special authorization to use 50,000 watts during local sunset and 25,000 watts night power.
WINNERS in WGAR Cleveland “Ideas Contest” receive their War Bond and War Stamp prizes from John F. Patt, WGAR vice-president and general manager. These WGAR staff members rewarded for their ideas are (1 to r): David Baylor, program manager; James Martin, announcer; Dorothy Macdonald, announcer; Keith Baldwin, salesman; Mr. Patt; Reg Merridew, announcer; Joan Bauer, receptionist; Lloyd Wingard, acting chief engineer; Carl George, director of operations.

IDEA CONTEST held by WGAR Cleveland among its staff members to further the war effort through both programs and station activities reached a highly successful conclusion according to John F. Patt, WGAR vice-president and general manager. Prizes ranged from $50 War Bonds to $10 in War Stamps. Ideas submitted are already being considered by the programming staff.

Following prize winners are listed in order of contest results: Carl George, director of operations; David Baylor, program director; announcers, Dorothy Macdonald, Dee Merrivew and James Martin; Lloyd Wingard, acting chief engineer; Keith Baldwin, salesman; Joan Bauer, receptionist.

Winning ideas were:

(1) WGAR Community Forum—Three-day session in which national leaders would participate, with local important personages given the opportunity to question them. Broadcast, if possible.

(2) One Man’s America—Series dramatizing the average American, stressing fact that everyone has something to contribute toward better living.

(3) What of Tomorrow?—Series on scientific advancement, probing world of tomorrow and possible living conditions.

(4) United We Stand—Series built around nationality groups in U.S. and war effort participation.

(5) Letters from Fighting Fronts—Readings from letters written by service men.

(6) Family Discussions—Current events as discussed by a family in their home.

(7) Analyze the Analysts—Series bringing forth opinions of radio comedians.

(8) They Fight Without Arms—Dramatizations of peoples of Nazi-occupied countries.

BRISTOL-MYERS CO. RESUMES 2 SHOWS

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), following a 13-week summer hiatus, on Sept. 29 resumes Time to Smile, with Eddie Cantor on 126 NBC stations, Wednesday, 9-9:30 p.m. (EWT). Talent includes Eddie Cantor and Bert (Mad Russian) Gordon, with Nora Martin as vocalist. She replaces D’rah Shore, featured on her own CBS program starting Sept. 30 and sponsored by General Foods. Harry Von Zell is Time to Smile announcer, with Dave Elton as Hollywood producer of Young & Rubicam.

Firm on Oct. 5 resumes Duffy’s Tavern on 122 BLUE stations, Tuesday, 8:30-9 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Series continues to feature Ed Gardner as Archie and will originate from Hollywood while he works in a Paramount film.

On Sept. 6, the New York producer of Young & Rubicam has been transferred to Hollywood to produce.

“Time” Lauds Hope

PAYING tribute to Bob Hope as a “legend to show business” and “first in the hearts of servicemen,” Time Magazine last week devoted its front cover to the famous radio comedian as well as six columns of copy in its “theatre” section. The Time feature tides up with Bob’s return last week from a record-breaking 11-week tour of camps and hospitals in England, North Africa and Sicily—“Back home again,” Time says, “To resume another life in which he is tops . . . the name Hope has become a radio synonym for Tuesday night.” Hope’s NBC program for Pepsodent Co. will be back on the air Sept. 21.

AFM Video Scale

AMERICAN Federation of Musicians has notified its locals that a national television scale of $18 an hour, with rehearsal time at $6 an hour and overtime of $4.50 for each quarter-hour, has been in effect since 1940 and is the scale for all appearances of AFM members before the sight-and-sound apparatus. Notice followed the action of the union’s New York local (502) in establishing its own video scale of $12 an hour [Broadcasting, July 19].

America’s 40th MARKET

Stand on one of the Mississippi River bridges here and you view a flourishing market of 121,000 people—in Illinois and Iowa. Eleven cities side-by-side, making up a single’s market “package” larger than Dayton, Syracuse or Oklahoma City. And—buying is lively when you sell ‘em with the right-at-home voice of—

WHBF

5000 WATTS 1270 KC
BASIC MUTUAL NETWORK Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat. Representatives

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Plambeck Returns From British Trip
Broadcast for WHO Farm Audience Through BBC

HERBERT PLAMBECK, farm editor of WHO Des Moines, returned to the United States last week from a two-months' tour of Great Britain where, as a guest of the Ministry of Information, he observed the agricultural war efforts of farm families in England, Scotland, Ireland and Wales.

To give mid-west farmers a better understanding of Britain's war problems, Mr. Plambeck broadcast each Saturday a quarter-hour report of his impressions by short-wave from the BBC studios in London through GSP. These programs were rebroadcast simultaneously by WHO whose new program element was picked up and rebroadcast by other Iowa stations. To insure reception in Iowa, the same programs were broadcast by other British short-wave stations during evening hours, transcribed by WHO and rebroadcast at 10 p.m.

High Interest

WHO's regular Corn Belt Hour program on Aug. 14 originated in the BBC studios in London with English farm men and women as talent. The program, beamed by short-wave from GSP, was rebroadcast with remarkable clarity by WHO WOC KICD KBUR KBIZ and WOI. An earlier program was arranged by NBC using short-wave to New York and lines to Des Moines.

The station reports that it has never had a program series which attained so much attention from farm people. The pick-ups by short-wave at Des Moines were declared as good as any network pickup from London at New York.

Effect of Winchell Disc Refusal Studied by FCC

APPEAL OF WRAL Raleigh, N. C., a Mutual affiliate, for FCC investigation of the blue's refusal to place Walter Winchell's Jergen's Journal on WRAL would not involve a test of the territorial exclusivity clause of the FCC's network regulations unless it were shown that the blue had a "contract, arrangement, or understanding, express or implied" with a station to withhold the program from WRAL, according to the FCC legal department. A network is under no compulsion to make a program available to a station which asks for it, regardless of whether the program is being heard in the area or not.

It is not known whether the blue has replied to an FCC letter asking the network for a plan of its refusal to sell the program. Winchell is not heard in Raleigh where blue has no contract. It was indicated at the FCC that Jergens had asked its agency, Lenagen & Mitchell, to add WRAL to its list of stations carrying Winchell after a poll of listeners by WRAL had indicated they wanted the program.

Stand on Merger Asked of Equity

MERGER of three talent unions with the American Guild of Musical Artists was discussed at Actor Equity headquarters in New York last week by committees representing the American Federation of Radio Artists, Actors Equity Assn. and Chorus Equity. The move has already been approved in principle by the recent national convention of AFRA [Broadcasting, Sept. 6]. The meeting adopted the following resolution: "Resolved that the radio section (AFRA) of the joint committee requests the chairman of the meeting (Bert Lytell, Equity president) in his report to the Equity Council to ask for a statement concerning the desire to merge and for the power of the Equity committee to discuss, participate and formulate lines which they would bring back to their Council."

AFRA delegates comprised Lawrence Tibbetts, president of both AFRA and AGMA; Van Holts, executive secretary; George Heller, treasurer; Henry Jaffe, counsel; Lucille Wall, John Brown, Ben Grauer, Minerva Pious, and Kenneth Roberts. Equity and Chorus Equity were represented by Mr. Lytell, Paul Durlzell, executive secretary; Ruth Richmond, executive secretary of Chorus Equity; Rebecca Brownstein, associate counsel; Philip Loeb, Rhys Williams and Alfred Harding.

The Equity group will report to this union's Council meeting on Tuesday, Sept. 21, and the committee will again meet on Wednesday, Sept. 22, to discuss the Council's response to the resolution.

IN LONDON OFFICES of BBC, Herb Plambeck sets up remote broadcast of Corn Belt Farm Hour which he directs on WHO Des Moines. L to r, sitting: Donald McCullough, director of public relations at British Ministry of Agriculture; Plambeck; Mrs. M. Finch, wife of a Gloucestershire farmer; standing: J. W. MacAlpine, organizer of BBC North American talks, and Stanley Maited, BBC producer.

Squibb Three-Weekly

E. R. SQUIBB & Sons, New York, will revert to a three-weekly schedule on CBS, abandoning its Sunday half-hour on the network with the Oct. 3 broadcast. The 6:15-6:30 p.m. period has been purchased on CBS for Monday, Wednesday and Friday. Starting date is Oct. 11 but the format for the program had not been determined last week. The current Squibb show: Calling America, featuring Bob Trout, Walter Case Cassell and Victor Bay's orchestra, replaced the three-weekly series Keep Working, Keep Singing America last June. Agency is Geyer, Cornell & Newell, New York.

Symphony Cancels

BECAUSE of "a breakdown in negotiations" between the board of directors of the Philadelphia Orchestra and Local 77 of the American Federation of Musicians concerning the 36-week series of CBS Saturday afternoon concerts starting Oct. 9, the series will not go on air as scheduled. CBS announced last week. CBS signed an exclusive three-year contract with the Orchestra last June, calling for payment of substantial yearly amounts to the Assn.

P&G Replacement

AS A REPLACEMENT for its five-weekly serial Snow Village on NBC, Proctor & Gamble Co., Cincinnati (Ivory flakes) on Oct. 11 will start a new script show by Ruth Adams Knight, tentatively titled Sharp Corners, in the 11:30-11:45 a.m. spot. Agency is Compton Ad., New York.
CRAWFORD News Schedule To 10½ Hours Weekly

CRAWFORD CLOTHES, New York, which recently expanded its schedule on WMCA New York to a total of 10 ½ hours weekly, has signed a contract with WQXR New York which makes the clothing firm the largest sponsor of news programs on that station. Schedule calls for a total of 28 news programs weekly plus commentaries by Dr. Franklin Kingdon, educator, fed from WMCA New York where he is also sponsored by Crawford.

Dr. Kingdon is heard from 10:30-10:45 p.m. thrice weekly. With the exception of several ten-minute programs, the remainder of the Crawford schedule consists of five-minute news periods. Contract went into effect Sept. 13. Agency is Al Paul Lepton Co., New York.

PA “Selling Aids”

IN SUPPORT of the campaign by the NAB to help stations with merchandising, Crawford Advertising has offered a series of selling aids aimed at the advertiser. Each describing a PA telescript. Written for spot radio news, the telescripts reach stations on the 60-minute AP radio wire in script form, titled, timed and cued for sound. “Selling aids” are packaged to include data on buying habits and tastes of the rural and urban audience.

NOW in its 12th year, Carnation Condensed Hour, NBC program sponsored by Carnation Co., Milwaukee, will present its 6000th broadcast Monday, Sept. 27. Agency is Erwin Wasey & Co., Chicago.

Wage Hike Upheld

WAR LABOR BOARD upheld the wage adjustment allowed by the Conciliation Service providing for $5 wage increase for all engineers and technicians of WIBG Philadelphia. The wage increase, effective to July 18, was granted because the station had increased its power to 10,000 watts after a contract was negotiated with Broadcast Local No. 1, A.C.A. The wage increase was allowed for the men in the various salary classifications and established a basic starting salary of $40 a week at the station.

Diamond Spots

LOUIS A. ROSELAR, New York diamond cutters, are distributing spot announcement material to local dealers in key cities for placement on local stations in behalf of Multi-Facet diamonds. Between 50 and 40 dealers are understood to be involved. Time is said to be the first time a trade name has been thus promoted for a specific diamond. Multi-Facets were introduced about six months ago. Radio promotion has been in effect for about two months. Agency is William G. Seidenbaum Adv., New York.

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NAB Group
(Continued from page 18)
page 12), based on his monitoring experiences during the last year. Russell Hugn in the War Production Board’s Information Division, spoke “A Government Agent Looks at Radio”, and Bruce Robertson, Associate Editor of Broadcasting, talked on “News of Radio Within the Industry”.

Rex Howell, manager of KFJX Grand Junction, Colo., played a recording made in the station’s studio during the early Sunday morning bombardment of the city a few months back. He was a munitions train caught fire in the yards. The whine of speeding shells and the wham of their explosion needed no words to give a dramatically vivid picture of the scene. Mr. Howell said that radio again proved its public value in time of emergency: phone calls dropping 75 per cent shortly after KFJX had begun broadcasting, and that continued warning listeners to stay off the streets and not to handle shells dropped on their premises but to phone the location of the shells for removal by experts.

Public Relations Plan
Members of the Radio News Committee attending the sessions were: Spence Mitchell, WADT, Tampa, who acted as temporary chairman in the absence of chairman Karl Koerner, managing director, KMBQ Kansas City; Paul White, district chairman, New York; Bill Brooks, director of News, NBC; Tom Eaton, news editor, WTTI Hartford; Rex Howell, manager, KFJX, Grand Junction, Colo.; Bill Dowdell, news editor, WLW Cincinnati, and Walt Dennis, NBC news bureau chief, secretary.

The NAB Public Relations Committee announced the adoption of a composite working plan of relations for the industry, based on active participation of local station management. Details will be presented to broadcasters by their district public relations chairman at district meetings and direct mail.

Under the plan adopted by the committee,” Edgar B. Ill, WMWM Peoria, chairman, said following the meeting, “radio’s place in American life will be asserted and substantiated wherever there are broadcasting facilities.”

Dorothy Lewis, coordinator of listener activity for the NAB, discussed her contemplated full tour of 22 cities to promote radio’s wartime function, and also reported the organization of the Association of Women Directors of NAB, which now has more than 600 Members.

William D. Ego, NAB assistant to the president, who perfected the details of the working plan, presented a completed panel of district public relations chair-

Blue ‘Creditor’ Group Plans Defamation Action
ASSERTING he would file suit against the BLUE Network within a day of two for defamation, libel and slander on behalf of himself and 31 other BLUE creditors, Ira Chase Koehne, Washington attorney, told Broadcasting last Friday he would base his appeal to the FCC for right to cross-examine witnesses at or presumably for BLUE hearing Sept. 20 on the averments in his court action against the BLUE.

Creditor status is claimed for the 31 “in tort”, based on the alleged defamation of character by the BLUE. Names and addresses of the creditors follow:


The following creditors named by Mr. Koehne have “some rights of . . . the class of member plaintiffs (named above), and therefore are made associate defendants so that they may assert rights as they personally . . . .”


men, with the appointment of C. T. Hagman, WTCN Minneapolis, District 11; Mrs. G. M. Phillips, KIDO Boise, District 14; W. H. Sommerlerville, WWL New Orleans, District 6.

Also attending were committee members Leslie Joy, KYW Philadelphia; Edgar H. Twamley, WENF Buffalo; Frank M. Russell, NBC Washington; George Crandell, CBS New York; Neville Miller, NAB president, Washington; and district chairmen Edward E. Hill, WTAG Worthington (1); Michael R. Hanna, WBCU Ithaca, N. Y. (2); George D. Coleman, WBGI Scranton, Pa. (3); Vernon H. Prible, WTMF Cleveland (7); John Eliwood, KPO San Francisco (15).

Gerts Research Post
JACKSON TAYLOR, vice-president and director of advertising, New York, and agency account executive for 11 years, has been named director of research. He will supervise and direct the three sub-divisions of the department: merchandising research, copy research, and market research. Frank W. Buffalo, D. W. Foster, former research director, will act in an advisory capacity to all divisions.

New Abeyance Plan Of NBC Criticized
GENERAL FEELING of dissatisfaction by New York advertising agencies with NBC’s recent announcement that the operation of its abeyance or waiting list of prospective advertisers “must be entirely contingent upon our (NBC’s) judgment,” was expressed by Broadcasting last week, after release of the NBC letter signed by Niles Tremain, presi-

According to one agency official, the change in policy by NBC is setting a “very bad precedent” for future programming. If a network sets itself up as the arbitrary critic of whether a program is good or bad, it was pointed out, the result should be very stultifying to radio in general. How can NBC think that its opinion of what program is best fitted for a newly available period is better than the opinion of an agency official or an advertiser, it was asked.

According to the NBC letter: “Due to our program contributions to the war effort, with a completely sold-out schedule, the recent reduction in our so-called network time periods, and because we must maintain the best in a complete national network program service to both our associated stations and the public, we are faced with a far greater responsibility than ever before with respect to the character and quality of our programs.”

“In consequence it is now necessary to advise you that henceforth whenever a period of time becomes available, the operation of our abeyance list must be entirely contingent upon our judgment and final decision as to the quality and type of program to be broadcast in that particular period. We may on rare occasions find it necessary to suspend the abeyance entirely in order to give proper importance to the position of leadership of NBC in the particular period that becomes available.”

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BROADCASTING • Broadcast Advertising
War Ad Council Expands Its Executive Committee

WAR Advertising Council last week announced expansion of its executive committee from five to eight members, the three new appointments including Charles G. Mortimer Jr., vice-president of General Foods Sales Co.; William Reydel, partner of Newell-Emmett Co., and Joe Sterling of This Week magazine.

These new members will serve in addition to the officers: Chester J. LaRoche, chairman; Harold B. Thomas, president of the Centaur Co., vice-chairman; Paul B. West, president of the Assn. of National Advertisers, vice-chairman; Mason Britton, vice-president of McElroy Publishing Co., and Frederick R. Gamble, managing director of the American Assn. of Advertising Agencies, secretary.

Raleigh Changes


Hon. C. M. Robertson Jr., Ralph H. Jones Co., Cincinnati, Ohio, Dear Chairman:

In these days of more buyers than sellers, I suppose a lot of business firms are tempted to print on their ovens, instead of putting some board in what would be "normal" service. Maybe so, but we try these boys at WCHS. I just heard the boss say that this year again our station is going to carry a local college university football schedule. And when we say " carry," we don't mean any of that tickle tape "carry, No air! This station buys a live direct to every stadium where W.V. Univ. plays. We send our own news people down there, Sam Melvin of Charleston, but that doesn't keep us from sounding plenty of good to see that our listeners get what they want. We are trying ever more to imagine it's that sort of public service that's responsible for Charleston Supernova showing WCHS with by far the major part of its listening audience. Each man could tell us more about that than I can. Regards

R. G. WCHS

Charleston, W. Va.

GE Names Three APPOINTMENTS to key positions in General Electric's Electric dept. were announced by Walter R. G. Baker, vice-president. Arthur A. Brandt has been named general sales manager, formerly serving as radio advertising manager and later sales manager for radio and television receivers. Quincy Henyan is now assistant to the vice-president in charge of the electronic dept. He had been man-

in the CONTROL ROOM

FRANK A. BEHRENBURG, chief engineer of KDQ Radio, Green Bay, Wis., has been appointed to the Technical Administrative Committee of the Wisconsin State Council of Defense.

JOE JUHAS has joined the trans-

mitter crew of WWJ New Orleans. Louisiana's largest, formerly in radio servicing, is being trained as control operator.

CLAUDE M. HARRIS has tempor-

arily joined WGN Chicago as chief engineer, while awaiting call to active duty in the Enlisted Reserve Corp.

MAC WELDON JEFFCO, engineer at WFAM-KGKO Dallas, is the father of a boy born Aug. 21.

CHARLES SPRIESTERSHACIL, formerly engineer of KIIB Renta, Sarasota, Fla., has joined KWWX Pasadena as transmitter engineer. Holder of the Purple Heart award, he recently received his honorable discharge from the Navy.

BILL KAISER has returned to the technical staff of KJF Fresno, Cal.

FRANK JOHNSTON has joined KWO Stockton, Cal., as technician.

CECIL HUMBERT, formerly with WEAX Royal Oak, Mich., and Paul Schafer, formerly with WJOT Hammond Ind., have joined the engineering staff of WOVO-WGL Fort Wayne, Ind.

Sgt. LYLE BYNUM, Army Signal Corps, has joined the engineering staff of WLVJ Lynchburg, Va., as the father of a girl.

ROBERT KANIA, former CBS technician locally with the network since 1935, has been made an assistant director in the CBS network operations department.

EARL ISOM, transmitter engineer, has left WTVR New York to join the engineering department of CBS.

HAROLD RUFF and Hilbert Glade, technicians, have joined WOTI-WGM Milwaukee Journal stations.

FRANK C. SCHNEPP, formerly an engineer with the HLHE network, has joined the engineering department of WLVA Lynchburg, Va., as the father of a girl.

JAMES MACKENZIE REID, engineer of the Centaur Co., has joined the engineering staff of WBGX Chicago. The father of a girl. Arthur Ruff, former engineer of WBGX, has joined the engineering staff of WBBM Chicago.

MASON COPPINGER, transmitter engineer of WAKY-Detroit, has joined the engineering staff of WCHS Chicago.


DON WALL has joined the control room staff at CKY Winnipeg.

ROBERT MCKAY, former engineer of WEAK Cincinnati, has joined the engineering staff of WBBM Chicago.

FRED HAMMOND, former program director and news director of KMVY San Antonio, Tex., is now transmitter engineer at KHYO Riverside, Cal. He previously was chief engineer of the Texas State Network at Abilene, Texas.

PAUL QUAY has left the WHK-WCL Cleveland engineering staff to join the Mariners.

FLORENCE FISHER has joined the WEEI Boston station as transcription operator.

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Graybar Appointments

NORMAN M. WHITE has been appointed district operating manager for Graybar Electric Co., Dallas, effective Sept. 20. He has been with Graybar since 1922, serving the company in Philadelphia, Baltimore and, until his new appointment, as St. Louis service manager. J. E. Ernest has been named district operating manager at St. Louis, taking over the duties formerly performed by Mr. White. Ernest started with Graybar in Chicago in 1924 and has served in many capacities since that time.

Engineers to Meet

FALL MEETING of the War Radio Conference of members of the Radio Manufacturers' Assn., Engineering Dept. and the Institute of Radio Engineers will be held in Rochester, N. Y., Nov. 8-9. Meeting will feature speeches by prominent men in the field, and a exhibit of U. S. Army Signal Corps equipment.

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

The Greatest Selling POWER in the South's Greatest City

CDS Affiliate

Natl' Rep. - The Katz Agency Inc.
CHNS
Halifax
Nova Scotia
The Busiest
Commercial
Radio Station
of the Maritimes

JOE. WOOD & CO.
350 Madison Avenue, New York

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travellers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by: GREEN & COMPANY

New Business

DEPT. OF FINANCE, Dominion Government, Ottawa (Fifth Victory Loan) on Mon., on Sept. 15 and succeeding Mondays. The show features Canadian authors and poets.

KELLOG Co., Battle Creek, Mich. (Kellogg's All Bran) on Oct. 20 starts Jack & the Green Shirt from 21 Yankee Network stations, Mon, thru Fri., 1:15-1:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

SWEET'S Co. of America, New York. (Tostitos) the color stonefort of Tostitos on Sept. 14 is heard on 6 New England Blue stations and on Oct. 5 adds 9 Mid-Atlantic Blue stations, making a total of 14 Blue stations, Tues. and Thurs., 5:15-5:30 p.m. Agency: Duques Jones Co., N. Y.


ABEUTAM LABS., St. Louis (Four Way) on Oct. 15 starts for 13 weeks, Roake Carter, on 54 East Coast stations, Sun., 5-6 p.m. (PWT). Agency: Donohue & Co., N. Y.

DR. PEPPER BOTTLING Co., Dallas (Dr. Pepper) on Oct. 13 starts for 13 weeks, free show on 114 Blue stations, Sun., 4:30-5:00 p.m. Agency: Tracy-Locks-Dawson, Dallas.

Tentative Calendar . . .

WOKO Albany, N. Y.—License renewal (Sept. 20).

JOHNL ROBERE, Co., Ottumwa, la. (Red Head) on Oct. 14 starts for 9 weeks, starts Oct. 16.
WEEKER CHATS About Dog on 40 CBS stations, Mon.-Fri., 11:15-11:30 a.m. Agency: Henri, Hurst & MacDonald, Chicago.
HUNING COAL Co., Kansas City (Huntington) on Oct. 4 starts 9 weeks, Monday thru Saturday. Agency: MCA, Chicago.

Regional A Good Market of Like Halifax by CBS Major.

NTSC/MISSOULA-MONTANA

CARRYING ALL CBS MAJOR PROGRAMS

SEPTEMBER 16

WLBZ Hung, Me.—Granted mod. CP for power increase, new equipment, DA-N, extension completion date to Sept, 1948.
WABY Albany, N. Y.—Granted license to carry on Sept., 23 and granted application for special service authorization to operate till 10 p.m.

SEPTEMBER 18

WNNC Boston—Denied petition to correct license to permit operation at night with DA after local sunset at Gainsville, Fla., instead of Boston.

SEPTEMBER 19

KWTX Springfield, Ill.—Mod. CP to change hours, move transmitter and DA, for changes in DA, on Sept. 24.
KOJ—Mod. license to change frequency, amended to CP for new transmitter, on Oct. 15 at 10:00 A.M. (maximum 15 weeks.

Network Accounts

All time Eastern Wartime unless indicated

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NBC NEWS SHOW ON 12 MORE STATIONS

NBC's World News Roundup with W. Y. Chalmers as commentator, has been sold to 12 more stations representing 13 local sponsors, according to NBC's stations department, making a total of 21 stations carrying the program.

Latest sponsors and stations are:

WIRE Indianapolis (International Machine Tool Co.); WHR/Birmingham, Ala. (Set-Up Bottling Co.); WSBM New Orleans (Cleaveland Dairy Co.); WTHN Hartford (Grove Laboratories); WBGF-Pittsburgh (Grove Laboratories); WRC Washington, D.C. (Armstrong & Sons Furniture Co. of National bottoms (Lima), and WIOD Miami (Florida Power and Light Co. and First National Bank of Miami). The 13 sponsors are promoting the program in local areas. NBC's promotion department has prepared special photographic material for use as window displays.

Strike at WLAP

WLAP, Lexington, Ky., was off the air 95 minutes Thursday following a strike by four technicians and three announcees, according to the station management. The station was free from 3:30 to 5 p.m. but strike despite a 60-day clause and that it has been willing to negotiate at any time.


PROCTOR & GAMBLE Co., Cincinnati (Ivory Snow) on Sept. 27 replaces The Story of Mary with P. A. Women's Apparel, of American expansion to 125 NBC stations and over 40 NBC stations, Mon. thru Fri., 10:45-11:15 a.m. Agency: Compton Adv., N. Y. For Campam and Ivory Flakes on Oct. 4 Peppr Young's Family is replaced with World of Tomorrow, Mon., thru Fri., 10:45-11:15 a.m. Agency: Compton Adv., N. Y.

CORN PRODUCTS REFINING Co., New York, on Oct. 1 shifts Stage Door Can-Can from 7:00 to 7:30 on Mon., thru Thurs., from 9:30 to 10:00 on Fri. Agency: C. L. Y. Co., New York.

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BROADCASTING • Broadcast Advertising

Is for the economy of advertising over the great Stations of the Great Lakes

SEE PAGES 22-23
Radio Promotion Speeds Bond Sales

Novel Schemes Among Campaigns Staged by Industry

FROM radio stations all over the country reports are being received about the time and effort the broadcasting industry is devoting from regular business to the promotion of the 15 billion dollar Third War Loan. Some stations are even giving up complete schedules to devote all attention to the Drive as well as programming special events, stunt broadcasts, local rallies—all in the interest of selling War Bonds to "Back the Attack."

The industry went all-out on the opening of the drive Sept. 9, with Radio Day. Dawn to dusk programs and four major networks filled the air with the message of "Back the Attack" by purchasing an extra $100 War Bond during the 22 days of the campaign.

Effort Continues

Radio talent and time did not cease on behalf of the Loan Sept. 9. The industry has continued in a big way on its own and with the aid of special programs, announcements and campaigns arranged by the Treasury, WOR and various other organizations working in the interest of making the drive a success.

The Italian surrender gave radio another chance to assert its value as a medium designed to unite and inform the people as well as to serve them. The news of the surrender was announced by Gen. Eisenhower over the Al- giers radio on the very eve of the launching of the Third War Loan. Fearing that the moral effect of the good news might seriously handicap the drive, the Treasury immediately telegraphed stations all over the country asking them to assist in diverting the potential hindrance by increasing the listening audience that the war was far from being won as Italy was the weaker of the Axis trio.

From Broadcasting, Sept. 13.

Response Rapid

Response to the Treasury's request for the four major networks to devote one day during the next two weeks to Third War Loan promotion was rapid. Mutual, on its Bond Day, Sept. 15, scheduled 14 consecutive half-hour programs on the campaign. Broadcasts from overseas via the BBC and programs from Canada composed part of the day's events.

The BLUE program, on Sept. 15, with the theme of "How much is too much," included a concert in Chicago and a concert show in Philadelphia. The concert show in Philadelphia was broadcast to the COTA, the Mutual network and other stations.

Plans for the CBS day, Sept. 21, and NBC day, Sept. 26, were all being formulated as Broadcasting went to press. Sept. 23 has been set aside as Independents' Day for all non-affiliate stations. The schedule developed is in cooperation with the station. The NAB is acting as a clearing house between the stations and the Treasury.

Reports show that the individual stations are cooperating to the fullest and also independently promoting the drive. KMBC San Antonio, is daily broadcasting a full hour War Bond show. WBP Charlotte, N. C., is devoting a large portion of its weekly broadcast hours to War Bond promotion. We Salute program each weekday evening covers Carolina fighting men.

Focusing prominent and representative people of the area, KLO Salt Lake City has made a series of one-minute transcribed appeals on behalf of the drive. Discs are being run at intervals. KEWE Brownsville, Tex., is airing live appeals by public officials and clergyman. WNBC Hartford, Conn., has built the "Victory House" in downtown Hartford complete with stage, public address and lines to the studios. Special shows originating from this point include Army band concert, orphans, civic leaders and various radio and screen talent.

A "Victory Queen" contest was sponsored by WKBZ Muskegon, Mich., through the county Bond committee. Queen candidates entered the contest with an initial Bond purchase was made. Half-hour participation program used by WENR Elms, N. Y., during the second War Loan is now being successfully used during the current campaign. Titled Bond Boosters, the show is broadcast five nights a week. On Sept. 15, WSAY Rochester, N. Y., arranged for the personal appearance of Fulton Lewis Jr., Mutual commentator, to deliver an address from the U. of Rochester over Mutual network. Tickets for admission to the broadcast were distributed on the basis of War Bond purchases.

Fulton Lewis Jr. also made the initial address opening the Drive in Columbus, Miss., over WCBT.

"Buy a Bond and Make a Record" is the slogan of KTUL Tulsa, and the special two-hour show held five days a week from a stage on a downtown street. Quarter-hour broadcast each noon opens the show with a War Bond appeal by civic and business leaders. Bonus for Bond buying customers is free recording of personal message which may be mailed to servicemen.

Bond Auction

Everyday WICA Ashtabula, O., devotes a 30-minute program, Bond the Attack, exclusively to the sale of War Bonds. KDRO Sedalia, Mo., every evening is using a live hillbilly show for Bond promotion. KRBA Lufkin, Tex., sold its entire quota of $1,200,000 in Bonds the very first day of the drive. Since 7 a.m. Sept. 9 and for the duration of the drive WSIB Cookville, Tenn., has been devoting all program time, commercial or sustaining, to the War Bond Drive. WLDS Jacksonville, Ill., is daily programming interviews with prominent citizens. KFIZ Pond du Lac, Wisc., is likewise presenting notables from its area in the interest of the campaign.

Opening day stunt for WBRW Welch, W. Va., was sponsorship of a War Bond auction from the stages of the local theatres. Local merchants contributed worthwhile articles to be offered to the highest War Bond bidder. Articles were displayed in store windows and bids were taken by phone to be used as opening bids when the auction was brought to the stage.

WCKY Cincinnati sponsored the "Miss America" contest in that area and War Bond rally was tied in with the final selection for "Miss Greater Cincinnati". WISH Indianapolis brought the BLUE feature America's Town Meeting of the Air to Indianapolis shortly before the start of the drive and raised more than $3,500,000 from the sale of tickets to the broadcast which was given for Bond purchase. WLAB Albany, Ga., started its campaign with a huge outdoor rally and parade sponsored by local organizations. Shows are also being staged at a nearby Army field in the interest of War Bonds.

WOAV Vincennes, Ind., has tied over its radio broadcast schedule to the Treasury for the Third War Loan Drive. All commercial advertisers have relinquished their commercial announcements for the campaign and in addition many sponsors are presenting special shows for Bond promotion. WIP Philadelphia is continuing its Victory Caravan series which it used during the Second War Loan. Series is sponsored by local industry in the Philadelphia area.

Victory Matinee series of WBWM Chicago has aided in making the station one of the top Bond selling outlets. Series is produced by WBWM with station talent. WSDM Minneapolis is also airing a series of five-minute talks by local celebrities in behalf of the Loan. WGN Chicago is sponsoring numerous special broadcasts to promote War Bond promotion. Chicago civic and culture leaders also are making appeals over WGN as well as various sets of foreign groups whose representatives have members in the service.

Detroit Invaded

WENR Chicago is using every available sustaining hour and commercial to promote the interest of the drive. WWJ WJR WKYZ Detroit, Mich., all covered the mock invasion of Detroit made by Can- dian troops Sept. 9. Civic leaders and the mayor staged the Third War Loan was used. These stations are continuing the effort with programs and spots. WTAM Cleveland is repeating its record made in the Second War Loan sustaining programs a week for the promotion of the present drive. KBTM Independence, Ark., is broadcasting a town meeting a day after noon from various downtown business houses and different articles are auctioned for War Bonds.

Beginning Thursday, Sept. 12, and continuing every Thursday during the drive all copy on WING Dayon, O., plugs the Third Loan and there is no merchandise advertising on the air. The Independent Beckley, W. Va., Bond Box sold $3,000 in Bonds in 60 minutes Sept. 9. WIBG Philadelphia in coopera- tion with a local Masonic club staged a two-hour bond rally on Sept. 13. Over a million dollars in Bonds were sold over the air and purchasers received tickets to a War Bond movie presentation at a local movie. WILK Williamsport, Pa., was one of the champion Bond sellers in the WABC New York set- up. The station has lines into a "Victory Tent" behind one of the local motion picture houses and personalities stage special broadcasts and then are taken to a battery of telephones installed by WABC to take pledges for Bonds.

"Past! What Tune Did WOOF Just Play? I Get a $200 Prize if I Can Tell Them!"
THERE'S a new name on the horizon in the "Heart of America." Through the splendid cooperation of prominent advertising men in all parts of the country who submitted hundreds of excellent name suggestions, it was possible to decide upon one best describing the idea and the purpose of this newest of KMBC firsts—livestock farms operated in service to farmers everywhere. Here the teachings of Phil Evans, KMBC's farm editor, are given practical application, and the findings resulting therefrom are passed on to KMBC listeners. With such a fundamental simplicity of purpose, it is only logical that the name KMBC Service Farms should result. We of KMBC congratulate Merle Sidener of Sidener and Van Riper, Inc. in Indianapolis for submitting the winning name, and extend our deep appreciation to all, for it was the accumulative contributions of everyone making possible the final selection.
DOES IT BEAR FRUIT?  
... LOOKEE!

SIZE is no measure of productivity. If radio coverage, big or little, doesn't bear fruit in paying quantities, it is worthless.

In the case of WKY, you can get BOTH big coverage and big productivity. WKY's coverage is greater than that of any other Oklahoma City station—an incontrovertible engineering fact. WKY's superior productivity is based on the hard, cold fact that far more persons listen to WKY than to any other Oklahoma City station. The June-July Hooper shows WKY with 44.3% of Oklahoma City's morning listeners; 58.1% of its afternoon listeners; and 53.0% of its evening listeners.

WKY has the two things necessary to make radio advertising bear fruit abundantly...coverage AND listeners.

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