Denver Delivers Buying Power

1942 Effective Buying Income—Per Capita—for Counties with Cities in the 100,000 Group

Denver Ranks 7th in U. S. in Effective Buying Income!

- Denver jumped from 72nd in 1941, among 123 U. S. counties having cities exceeding 100,000, to seventh in 1942 in Effective Buying Income per capita according to Sales Management estimate.

The Denver of today bears no resemblance to its playground past. Early in 1942, Denver industry was already converting to war production . . . prefabrication of ships, manufacture of bullets, chemicals, gas masks, rubber rafts, and other products. The mining and agricultural industries of this area went on a war production basis, too.

These things have boosted buying power in the Denver area. To boost the buying of your product or service in this area, go to the people who have the buying power via their favorite station, KLZ.

KLZ Delivers the Denver Market

CBS • 560 Kc.
School Time Schedule 1943-44

Mondays: "School Time News," grades 5 to 10. Review of current news in terms the pupil can understand.

Tuesdays: "This Is America," grades 5 to 8. Dramatizations of the great literature of American history, from the Revolution to the Civil War.

Wednesdays: "The Magic Harp," all grades. An introduction to music as fun, presented by the WLS Concert Orchestra, with narrations of the fascinating tales that inspired each selection.


Fridays: "United We Stand," grades 5 to 10. Lessons in living geography, with John Strohm, world traveler and managing editor of Prairie Farmer, telling how boys and girls of other countries live, work and play.

As they listen to current news on "School Time," these rural school youngsters follow events, with their map monitors pointing out where things are happening.

E. Jerry Walker, WLS educational director, visits a country school and entertains some of "School Time" audience with story telling in person.

Music classes take an added meaning for the "School Time" audience. After hearing the story behind the music, they learn to sing it themselves.

CLASSROOM HAS 870,000 PUPILS!

"WLS School Time," broadcast each school day, presents a new and interesting subject in a manner beyond the facilities of the average school, and of definite educational value.

"School Time," conducted by Jerry Walker, serves every grade through Junior High School; its curriculum includes current events, history, music, literature and geography. Last year it was listened to regularly by 870,000 pupils in 24,500 classrooms in 6,000 schools. Although 66% of the pupils using "School Time" are urban, 78% of the schools are rural. To them, radio and WLS are bringing cultural experience the equal of that available to city youngsters.

It is the purpose of "School Time" to inform comprehensively, to inspire real appreciation for the American way of life, and to unite all in the common purpose of a national and world order based on the ideal of democracy: the end result, an informed citizenry.

"School Time" is one more example of the service activities that have made WLS "One of the Family in Midwest America."
The 874 Station Question

1. What music is used on more U. S. radio stations than any other music? *
2. What is the only performing rights organization which personally visits every station in the U. S.? *
3. Which is the largest performing rights organization in the number of licensed stations? *
4. What licensing group has the largest percentage of American music? *

Over 100 Years Of Broadcasting Experience

5. The personnel of what organization has a total of over 100 years of practical broadcasting experience? *
6. What station relations staff personally assists stations with their operating problems? *
7. Who is the official liaison between the Treasury and the broadcasting industry on War Bond work? *

Entire Catalog Available on Flat 2c Recording Fee

8. What is the only organization which offers its entire catalog of 100,000 diversified compositions to agencies and transcription companies on a flat 2c recording fee? *
9. On commercial and library transcriptions, what music may be performed on 874 U. S. stations licensed by SESAC without restriction or additional performance fees? *
10. Who issues a monthly music bulletin and furnishes a handy Music Guide to 3,000 executives in the radio industry? *
11. What organization makes available to stations without charge details of revenue producing sales plans? *
12. Who maintains a Program Service Department to assist stations, agencies and transcription companies? *

* There is only one correct answer.

SESAC

475 Fifth Ave.
New York 17, N. Y.
The Mississippi Gulf Coast IS IN WWL-LAND
and so are 10,000,000 customers from five different states

MOST OF MISSISSIPPI, including the entire Mississippi Gulf Coast, is yours—along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on the dial of every radio in the Deep South! To blanket this prosperous market, you need—
UNPRECEDENTED prosperity makes the Nashville market ripe for sales promotion.

Latest business indices for Nashville, as compared with last year, show department store sales up 37%, bank clearings up 20.99%, bank debits up 26.92%, real estate transfers up 48.91%, building up 24.55%.

WSIX offers a proven medium with intensive coverage of the entire Nashville area. Well-planned sales campaigns, based on WSIX, are now scoring heavily.

Ample power (5,000 watts day and night) ... plus a good spot on the dial (980 kc) ... plus proven listener preference, guarantee an impressive audience ready to hear what you have to say.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

5000 WATTS

Mutual

980 KILOCYCLES

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.
breaks the rules:

Networks are always paying out money to say kind things in print about their stations. This time we pull a switch. It's high time a station told the world about its network—and what the network means to the station.

What does CBS mean to WTAG? Professional expertness? Prompt and sensible cooperation? Straight-shooting? Far-sightedness in our interest as in its own? Sure. All those things, and a lot more. But those are only the attributes you expect from a good partner.

The most important things CBS means to WTAG are the things that CBS means to the WTAG audience.

That's an audience of 4 out of 5 of all radio homes in the "vital midriff" of New England, from New Hampshire through the golden area of Massachusetts into Connecticut. Three-fourths of a million people live in those radio homes. And what CBS means to those listeners is what it means first to our station.

Things like this:

John Daly goes into Messina with the first Allied scout patrols, is first out, first back to Algiers in General Patton's own plane, first on the air with an eye-witness story of Messina, first in Worcester with that story. There were Worcester boys in Messina, and some of them are there forever.

The foremost symphony orchestra in the world comes into Worcester and the WTAG homes every Sunday afternoon, thanks to the foresight of the network that first offered this program 11 years ago, and recently had the enterprise to persuade United States Rubber Company to sponsor the New York Philharmonic the year-round. Worcester supports the oldest Music Festival in America. We love all the arts. So we think of Artur Rodzinski as an honored citizen of Worcester and our Commonwealth. Thanks to CBS.

WTAG boys and girls dance to the best tunes—not skallyhootin' around the countryside, but in their own homes. So do their fathers and mothers. They dance to Harry James and Sammy Kaye and a score more, and they sing with Kate Smith and Dinah Shore and Sinatra, and they howl at Jack Carson, George-and-Gracie, and Groucho Marx and Jerry Lester and Jimmy Durante. They thrill to DeMille's "Lux" shows, and to Screen Guild.

Over 400 Worcester-area plants are working for war. It means a lot to WTAG to be the chief source of all that darn good morale-entertainment to its own great community.

When anything civic of any stature happens in Worcester and WTAG country, CBS always jumps in and pitches with us. That means a lot to the people of our area.

It means a lot to our community that CBS pours into WTAG country news from all over the world gathered by a news service that Time Magazine calls "the most efficient and adult news service in radio." Being newspaper people as well, we know news, and we recognize quality.

It means a lot to WTAG homes too, that steadily one network has led all the rest in pioneering better engineering, to make the sound come in clear; that one network has led all the rest in keeping the air clean of unpleasant commercials; that there's one network at least that won't carry cheap gossip, won't be browbeaten. It means a lot to WTAG homes to have a network come along with a program campaign idea like the one you see now in Worcester newspapers and cars and busses and posters.

We're in a pretty good position to evaluate networks, because for a long time we weren't a CBS affiliate. But when we tied up with CBS, the way the whole WTAG community followed us into the brilliant new hall where CBS offers the finest, richest array of varied programs on the air, was mighty impressive. Impressive, why—it was just a plain stampede of gratified loyalty. And the buying power of that newly augmented market of ours is mighty important to our advertisers; they put more money into Worcester's area, and sell more goods, and that suits everybody hereabouts just fine.

Well—we could go on and itemize a hundred more reasons. But space costs money.

Let's just sum it up this way:

CBS is okay with us because 4 out of 5 of all the radio homes in the whole WTAG area like CBS best. Real nice branch we've got in New York. Hope they see this ad.

5000 WATTS  WORCESTER
W. WALLACE ORR, Account Executive, N. W. Ayer & Son, Inc.

Says—“In all our experience, spot broadcasting has proved itself a highly flexible and effective medium”

That’s right, Mr. Orr, you’re right! Spot broadcasting is flexible and effective. In fact it’s so flexible as to require more conscientious and careful handling than perhaps any other medium. Certainly “national spot” calls for more work than a network show.

Right there, we believe, is where we come in. We don’t say we can make “spot” as easy as some other media. But a lot of good agencies have told us that Free & Peters Service has helped them to make spot broadcasting as profitable to place as it is to use.

Especially in these days of manpower shortage, we are eager to demonstrate our service to any agency or advertiser who wants better results from radio.

FREE & PETERS, INC.
Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:

- WGR - WKBW, BUFFALO
- WCKY, CINCINNATI
- KDAL, DULUTH
- WDAY, FARGO
- WISH, INDIANAPOLIS
- WJZ, KALAMAŻOO, GRAND RAPIDS
- KEBC, KANSAS CITY
- WAVE, LOUISVILLE
- WTCN, MINNEAPOLIS-ST. PAUL
- WHRD, PEORIA
- KDJ, ST. LOUIS
- WFBF, SYRACUSE
- WBG, IOWA
- WHO, DES MOINES
- WOC, DAVENPORT
- KMA, SHENANDOAH
- WCBM, BALTIMORE
- WCSC, CHARLESTON
- WITF, COLUMBIA
- WDBJ, RALEIGH
- WOR, SOUTHWEST
- WKNY, ALBUQUERQUE
- KOMA, OKLAHOMA CITY
- KTUL, TULSA
- KECA, PACIFIC COAST
- KOSM, LOS ANGELES
- KOH, PORTLAND
- KROW, OAKLAND-SAN FRANCISCO
- KIRK, SEATTLE
- KFAR, ALASKA

and WRIGHT-SONOVOX, Inc.
NAB Hits AFM Fees; Four Disc Firms Sign

Socially Unsound, Says Steering Committee

AMID CHARGES by the NAB that the principle of direct payments to a union is "vicious," four independent transcription companies last week signed contracts with the American Federation of Musicians permitting them to resume recording after 14 months of total inactivity.

Diffs From Other

After announcement of the agreement with James C. Petrillo's union last Wednesday, with the War Labor Board's tripartite panel performing as mediator, the NAB Steering Committee last Friday loosed a blast against the union, charging that the direct payment plan is "as economically and socially unsound as extortion is immoral and illegal." The committee, about which little has been heard, was appointed 15 months ago by President Neville Miller. (Text of statement on page 16).

Although no duress was claimed publicly, the four independent transcribers signed only after the principle of private payment had been established through the contract entered with AFM by Decca-World Broadcasting System Inc. It differs in some respects from that Decca deal, however. The new signatories are Standard Radio, Lang-Worth, Associated Music Publishers and C. P. MacGregor.

New Features

The chief new features are: An agreement by the union not to change the wage scales for two years; the creation of a two-man advisory board representing the public to consult with the union on the administration of the employment fund, and a provision that not more than 5% of the total fund shall be used for administrative expenses; and a no-strike clause covering the making of library transcriptions, but not including either phonograph records or commercial transcriptions.

Announcement that the contracts had been signed was made by Arthur S. Meyer, chairman of the tripartite panel appointed by the National War Labor Board to investigate the AFM 14-month-old ban on recordings.

Reviewing the history of the case, Mr. Meyer reported that seven employers were originally parties to the dispute: World Broadcasting System, Empire Broadcasting Corp., Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor, Standard Radio and NBC Radio-Recording Division. On Sept. 20, he said the panel was advised that Decca had signed a contract with the union for itself and its subsidiary, World. Subsequently Empire signed this same agreement.

The five remaining companies then began their negotiations for a voluntary agreement with the union, resulting in the signature of four companies. The principle of "payment to a fund," Mr. Meyer stated, was accepted by the employer as a condition of these negotiations.

NBC Has Not Withdrawn

Although NBC Radio-Recording Division withdrew from these negotiations it did not withdraw from the case, but asked the panel to retain jurisdiction over it, Mr. Meyer explained. He added that Columbia Recording Corp. and RCA-Victor Division of RCA, phonograph record manufacturers, have filed petitions to intervene in the hearing, and that the panel has taken these petitions under advisement. Negotiations between CRC, RCA and NBC and the union are now under way, he said, adjourning the hearing until further notice and stating that its resumption will depend on the outcome of these negotiations.

Queried as to the status of these negotiations an AFM spokesman said there had been no meetings with CRC and RCA-NBC because these companies for reasons unknown to the union had asked that any negotiations be postponed for an indefinite period. It is expected that the companies, admittedly waiting until the completion of the contract between the AFM and the four transcription firms, will take a definite stand in the near future.

Two Courses Open

Two courses are now open to these companies:

First, they can decide to accept the principle of payment into the AFM's employment fund which has now been accepted by Decca Records and by all major transcription companies except NBC radio-recording division, and sign that contract—or begin their own negotiations with the union for a contract differing from it in some respects but including the direct payment provision. Or (second), they can decide to refuse to accept that principle and continue unable to employ AFM members and be at a competitive disadvantage with those companies who have signed with the AFM.

It is believed that the hesitation of RCA and CRC to accept the plan of royalty payments directly to the union is based in some measure on their feeling that to do so would be to bind the NBC and CBS networks to the same principle, when and if the AFM makes similar demands on the broadcasting industry. In contradiction to this idea, however, it has been pointed out that network broadcasters do not contain the element of repetition against which the union has complained as unfair to the musicians, but that network broadcasters are in fact comparable to the commercial transcriptions which are broadcast only once on each station and which the union has exempted from royalty payments.

On that basis, all network and individual station broadcasts of live programs should also be exempted from the need to pay extra fees to the union, it is argued.

Chairman Meyer explained that (Continued on page 58)

Events Focus on Allocations Studies

Senate Hearings Will Put Post-War Needs in Limelight

ACTION of the Senate last week, unanimously approving the Wheel- er-White-McFarland resolution for an Interstate Commerce Sub-committee investigation of international communications, focused attention on post-war allocation studies by both government and industry groups, which will have an all-important bearing on such new broadcasting services as FM and television.

Close on the heels of the formation of the Radio Technical Planning Board last month by private industrial groups identified with all aspects of radio operations, the FCC Engineering Department, headed by Chief Engineer E. K. Jett, has speeded up its studies of ultra-high frequency allocations.

Because of the impetus given both FM and television by military research, development and operation, it is generally expected that sharply revised allocations for both of these services will be developed. Needs of other services, such as government, aviation and shipping, also must be adjusted in these allocations.

FM Requirements

Largely increased government requirements for radio facilities have constituted the major undertaking of the Interdepartment Radio Advisory Committee, made up of high ranking communication officers of all government agencies, and the military services. The committee is headed by Commissioner T. A. M. Cawen, of the FCC.

It is now regarded as a certainty that FM will require a considerably larger portion of the ultra-high frequency spectrum than the present band allotted to it in the 50 mc. area. Likewise, television appears destined to move up the band, where color transmission on considerably wider channels can be accommodated.

The FCC's planning centers around determining the needs for all services, including private point-to-point as well as the public mass communication services.

With the war tide definitely in our favor, interest in these new (Continued on page 80)
Help Wanted—The Petrollo Way . . . An Editorial

HELP WANTED: Men or Women, Old or Young. Full-time, part-time, good wages. Favorable hours. Pleasant work.

Pick up almost any newspaper. Look in the shop windows. Look at the Government figures. The country is in the throes of the worst man- nered stewardship of all-time.

But all this must be cock-eyed, because the American Federation of Musicians, under the mailed-fist leadership of James C. Petrollo, professes to be plagued with unemployment. Jimmy has put up his own private station, with radio to pay the freight. He seems to have convinced Decca, and its transcription subsidiary (which evidently had no voice) to turn a耳 toward the musicians as a necessary humanitarian project. Having established that principle, with payments directed to Jimmy’s union, the rest was like splicing fish in a barrel.

Last week independent transcription companies, faced with extinction after more than 14-months of non-production, capitulated to Jimmy. Oh yes, they received concessions, because they have a bi-lateral contract, a two-year wage agreement at present rates, and an “advisory committee” set-up to watch handling of the union flush fund. But the last-named is nothing more than a gesture, since the committee will have no vote and Jimmy can go his own merry way.

The amount of money involved in the new deal, by dint of the fast double play from Jimmy to Decca-World with the independents trapped between bases, is insignificant. Even if the transcription companies pass along the 28c royalty fees on library transcription to stations, it probably won’t exceed $50,000 a year. But the forced acceptance of the principle by the transcription companies puts broadcasters in the position of facing similar demands from Jimmy. The networks have yet to work out their new deals, and the affiliated stations and independents must bargain with Jimmy (if it can be called bargaining) on house band quotas.

Some days, we imagine, Congress will muster enough courage to do something about the existing law which permits labor wars like Jimmy to get away with everything without legal restraint. When a privately-operated company, by dint of business resourcefulness, gets anywhere it usually is branded “big business” or monopolistic and in rushes Uncle Sam with his law suits and complaints. But, when union labor, which also has become “big business”, brow-beats, cudgels, coerces, intimidates and strikes, the Government stands on the sidelines because the anti-trust statutes don’t touch the likes of Jimmy.

It is evident that no intercession can be expected from the War Labor Board, since its arbitration panel has approved the terms of the private relief agreement upon which the transcription companies. This presumably was premised on the view that the companies agreed “voluntarily” to the Petrollo demands—voluntarily after the transcriptions had been starved out, and a deal first had been made with Decca-World.

Unless some curbs are introduced, either by Congress or by WLB headquarters we do have an idea of where things are headed. Jimmy has shown organized labor how to “revolutionize” the employer-employe relationship. It looks as though he’s going to throw it completely into reverse, with management and ownership headed for “employment” by labor.

FMBI to Study Changing FM Allocation Standards in Chicago Meeting Nov. 17

FUNDAMENTAL changes in the standards for FM allocations following the war will be considered by FM Broadcasters Inc. at a meeting in Chicago Nov. 17, when recommendations of its engineering committee, proposing a broad-gauged change in the allocations basis will be submitted. The Engineering Committee plan, drafted in New York on Oct. 20, was developed in pursuance of the inter- rogation of E. K. Jett, Chief Engineer of the FCC, as to whether the present trade area base for FM allocations should be continued or some other method followed.

Report To FMBI

Because it has been apparent for many months that the FM will get off to a flying start with the termination of the war and that present allocations appear to be inadequate, intensive study is being given to the whole question of allocation and standards.

The FMBI Committee, of which Everett L. Dillard, of Commercial Radio Equipment Co., Kansas City, and licencse of FM Station KOZY, is chairman, has held two meetings within the last two months to draft its report for the FMBI board and membership. The Committee was named by Walter J. Damm, WTMJ-WFMC, Milwaukee, President of FMBI, after Mr. Jett had propounded his question to the FMBI Board in an article published in the April 28, 1948 BROADCASTING War Issue. Mr. Jett’s question was, “Should allocations on the basis of trade area be maintained or is there a more satisfactory method?”

The trade area requirement as embodied in the FCC Rules and Regulations, prescribes stations of equal coverage in the same metro-

politan areas, based arbitrarily on areas to be served. Conventional standard broadcast allocations are on the basis of three principle types of service: national, through clear channel stations; regional, through stations assigned with intermediate power to regional and duplicated clear channels; and local, comprising low power outlets designed to cover only local markets or metropolitan areas.

The Engineering Committee, in addition to Chairman Dillard com- prises C. M. Jansky Jr., Jansky & Bailey, Washington consulting engineer- ing firm, and WSXO; W. R. David, director, electronics depart- ment, General Electric Co., Schenectady; Dr. F. M. Doolittle, WDRC, WDRC-FM Hartford; Dr. Ray H. Hanson, vice-president and general manager, Stromberg Carl- son Co., and WHAM-WHEC Rochester.

Dr. Jansky is engineering ad- visor to FMBI and will represent the organization technically on the Radio Technical Planning Board, set up last month by a combination of groups in radio to develop post-war allocations in all radio fields.

FM Study

The FMBI Committee report will take into account detailed study of the present FM allocations structure. While the New York meeting considered only the basic question of trade areas in allocations, the group is undertak- ing other studies in connection with future FM operations. Among these are use of booster and satellite stations, minimum field intensities required to provide fit service and elimination of man-made and automotive interference.

New Spur Campaign

NEW campaign for Spur, by Canada L. Neenam, N. Y., sched- uled to start in November, is distributing transcribed musical commer- cials to bottlers throughout the country for placement on local sta- tions. The allocation of spots is discretion. Promotion plans also include use of pos- ters, car-cards, magazines, and in- sertions in 145 newspapers in 124 cities. Agency is J. M. Mathes Inc., New York.

Air Line Program

UNITED AIR LINES, Chicago, on Nov. 7 starts a weekly half- hour variety program, In Time to Come, on 8 CBS Pacific stations, Sunday, 8:30-9 p.m. (PWT). Carl Hoff is musical director, with Carleton KaDell, narrator, and Dave Vaile, announcer. Jerry Stagg is writer-director. Robert C. Colson, production supervisor, is Hollywood manager of N. W. Ayer & Son.

CAMPAIGN KICK-OFF for the National Biscuit Co.’s return to the air was celebrated in a luncheon given by WMT Cedar Rapids, Ia. Stanley Dixon, who re- signed in the middle of the month, was present. Among the stations cited in the Cowles stations KRTN WMT and WNAX for the Biscuit Co.’s Premium Crackers, spoke at the meet- ing which was attended by station managers and sales managers of the Cowles stations. The group included (seated 1 r): A. N. Duffy, district sales manager; Stanley Dixon, Iowa Broadcasting Co. commentator; C. M. Sandifer, assistant sales manager, National Biscuit Co.; E. J. Neenam, branch manager; Douglas Grant, WMT news editor; John Drake, KRTN-KSO promotion manager. Standing: R. H. Culp, branch manager; Sumner D. Quarton, WMT general manager; Ted Enns, Cowles group national sales manager; Leo F. Cole, WMT promotion manager; P. K. Gaines, sales- man; J. M. Seidel, salesman; A. K. Wilmot, salesman; W. H. Knous, salesman; L. Von Linder, WMT public relations; F. W. Mathey, branch cashier; P. V. Groff, salesman.

Page 10 • October 25, 1943 • BROADCASTING • Broadcast Advertising
Radio’s Part in Psychological Warfare

The Office of War Information was created by executive order of the President on June 13, 1942. Elmer Davis was subsequently appointed as Director.

One of the many responsibilities delegated to it was to inform truthfully the peoples of other nations concerning the progress of the war and the efforts of the United States in its prosecution. The Overseas Branch was established with Robert Sherwood as its Director. Outposts were set up in 16 countries. I want here to summarize for you the functions of Psychological Warfare in just one theatre of this war; namely, “The Mediterranean” and the way in which the OWI contributes to this operation.

The control of news and information in any military theatre must, of necessity, be military. For this reason the “Information, News and Censorship Section” was established with Brig. Gen. Robert A. McClure commanding. Under this section are three branches: namely, Psychological Warfare, Public Relations and Censorship.

Truthful Information

The Psychological Warfare Branch, commanded by Col. C. B. Hazeltine, has the responsibility of truthfully informing the people of the Axis, Axis occupied and liberated countries, both civilian and military. This information is distributed in the following manner:

A. Radio

1. To civilians and military in enemy countries.
2. To civilians and military in enemy occupied countries.
3. To residents of allied nations and in liberated areas.

B. Leaflets

1. To civilians and military in enemy countries.
2. To civilians and military in enemy occupied countries.

C. Motion Pictures

1. To the residents of allied nations and in liberated areas.

D. Newspapers

1. To the residents of allied nations and in liberated areas.

E. Libraries

1. To the residents of allied nations and in liberated areas.

In North Africa, Sicily and Italy, the Psychological Warfare Branch prepares and prints leaflets that are dropped in enemy and enemy occupied territory for both military and civilian consumption. Most everyone has heard of the thousands of Italian and German troops who came over to our lines holding white leaflets in their hands. This was great testimony to the work of the Psychological Warfare Branch. Leaflets are also used to tell the truth about the progress of the war to civilians behind the enemy lines. Here the leaflets, on many occasions, are miniature four-page newspapers. Leaflets were used to tell Axis soldiers in Sicily that Mussolini had been replaced by Badoglio and to warn the civilians of Rome that we were going to bomb the railroad yards and that they should take cover. These are only a few examples among many.

The Psychological Warfare Branch operates its own mobile sound motion picture units and supplies the motion pictures to the established theatre operators. It supplies locally owned newspapers with world wide news and operates the libraries or news stores where the local population may read (in their native language) of the part the United Nations are playing in this war. Here they can read, among other things, about the food and war materials we are sending them, about our production, the quality of our equipment and the cost of the war to the United Nations.

News—In Four Tongues

With respect to the part radio plays in Psychological Warfare I shall tell the story within the limits of military secrecy.

When the Psychological Warfare Branch was created in December of last year its assets were five energetic bodies. It had no radio stations or other equipment. Today it operates three broadcasting stations, built in the United States, supplied by OWI and installed by Psychological Warfare personnel. It operates three other broadcasting stations in the Mediterranean area and programs, a small portion of the time, five other stations. It maintains its own program staff, news bureau and engineering department. The original group of five has grown to several hundred and will be expanded further as additional stations in Europe are acquired.

The broadcasts are essentially news programs, fifteen minutes in length, in four languages in the following pattern: English, German, French, Italian, beginning with English on the hour and ending with Italian on the three-quarters hour. The stations operate from 12:00 noon to 3:00 a.m. local time.

Soon to Dominate

The material consists of rebroadcasts of OWI news programs by shortwave from the United States, BBC broadcasts by shortwave from England and locally-produced programs by Psychological Warfare Branch personnel.

The complexity of the programming can be realized when one considers that the content must be in four languages. This means that on locally-produced programs, the news has to be processed by four separate news staffs and read by four separate announcing staffs. Since news is our chief stock in trade, it must be truthful, intelligent and timely. The OWI transmits thousands of words daily by radio-telegraph, through Army channels, for processing by the Psychological Warfare Branch.

The effectiveness of these United Nations radio broadcasts is borne out in interviews of Axis prisoners and comments on our broadcasts by the Axis radio stations.

Technically this can be substantiated by measurements of our station made in England. If you will look at a map of Europe, it is immediately apparent that the distances from North Africa to the Allied Axis and Axis occupied countries are not great. For example, a circle with a radius of 1,000 miles centered in North Africa will include approximately 80% of Axis-occupied Europe. This distance is comparable to that from New York to St. Louis or from Chicago to Denver.

Handle Net Relays

At the present time, Axis stations predominate on the European broadcast band, but this picture is changing constantly. Soon Allied Nations programs will occupy the majority of European broadcast time. This service will improve technically as the distance the signal has to travel decreases.

As previously pointed out, the Psychological Warfare Branch is a part of the “Information, News and Censorship Section.” The Public Relations Office is also a branch of this section. Its function is the transmission of news and propaganda concerning military operations to the United States, England and other Allied Nations for public consumption. For this reason, the BBC, CBS, BLUE, BBC and CBC relays from this theater, clear through the Public Relations office, but are engineered by the Psychological Warfare Branch.

Photo Transmission

The transmission of radio photographs is another very important service of the Psychological Warfare Branch. In this operation is performed by personnel and equipment supplied by OWI. News pictures are transmitted daily to New York, London and many other cities and are received from OWI, New York, for local consumption, or for retransmission to other countries.

Many radio photographs of Allied Mediterranean military operations published by the papers of the United States bear testimony to the success of this joint operation.

Psychological Warfare also operates a monitoring service, originally set up by the FCC, with monitoring experts detailed from (Continued on page 40)

What are so many U. S. radio people doing in England, Europe and North Africa and why are more of them needed for service in the war theaters? The answer is supplied in large part by R. Morris Pierce in this article on the activities and achievements of the Psychological Warfare Branch of OWI. Mr. Pierce is chief engineer of WGAR Cleveland. He was given a leave of absence Jan. 15 and after several weeks at OWI headquarters in Washington he flew to North Africa to install the former transmitter of WABC. On May 14 he was appointed Chief Engineer of Psychological Warfare, with a mixed military and civilian staff. C. L. Topmiller, former chief engineer of WCKY Cincinnati, is his deputy. Now in this country, Mr. Pierce returns to duty abroad later this year.
Both Houses Move Toward Action on Radio

Lea Drafts Policy; Senate Orders Inquiry

By BILL BAILEY

GAINING MOMENTUM, the move in Congress to enact new communications legislation was marked last week by several forward steps with indications that the coming week will see concerted efforts in both Houses to stem the growing tide of power with which the FCC has been vested by the May 10 Supreme Court decision.

New Developments

As BROADCASTING went to press these developments were foremost:

1. Chairman Lea (D-Cal.) of the House Select Committee to investigate the FCC issued a statement of policy and procedure.

2. Rep. Karl E. Mundt (R-S.D.) warned on the floor of the House that unless Congress acts quickly to define through new legislation powers of the FCC in the wake of the Supreme Court decision, the days of privately owned and operated radio are numbered (page 14).

3. The Senate ordered a sweeping investigation of international communications "both wire and radio" in light of frequent and growing criticism of the administrative policies of the FCC (page 12).

4. Members of the Senate Banking & Currency Committee, during hearings on the Bankhead bill (S-1467) to create a subsidy for small newspapers, displayed unusually keen interest in radio by their line of questioning (page 16).

5. Reading by Rep. John Z. Anderson (R-Cal.) into the Congressional Record of a letter written by Chairman Lea to the Washington Post, taking issue with a Post editorial of Oct. 16 which accused the new chairman of "dumping of star-chamber testimony into the record".

6. Indications that secret testimony, not yet received by the committee, has been delivered to the Post, which has consistently defended the FCC and criticized the investigation.

7. During hearings before the Boren Newspaper Investing Subcommittee of the House, Rep. Clarence Brown (R-O.) charged that some radio programs carrying Government messages have distorted facts to "smear" Congress.

Following an executive meeting of the House Select Committee last Monday Chairman Lea issued a statement of policy and procedure in which the other four members concurred. Procedure was outlined as follows:

"All hearings of the committee shall be presided over by one of its members. All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session. "The FCC shall be notified in advance of all hearings. Oaths shall be administered to witnesses by the presiding chairman of the committee at any hearing. All witnesses shall testify under oath. It is the purpose of the committee to allow the Commission full opportunity to present, in due time, any facts relevant to the subject matter of the hearing."

Although the executive session originally was planned as a short one, it lasted two hours and was marked, according to reports, by vigorous opposition to certain proposals of procedure. One report said the original "procedure" contemplated that counsel for the FCC would consult with the committee on all phases of the investigation and would sit with members in siting evidence.

It was expected that the Select Committee, at a meeting this week, will ask the House Committee on Accounts for additional funds to continue the investigation, probably entailing the original grant of $60,000.

Analyzing Testimony

Chairman Lea told BROADCASTING again last Thursday he had not made any decision with regard to counsel. It was understood, however, that three committee members favor the retention of Eugene L. Garey while two others want a new chief counsel. Mr. Lea is reported to have suggested an attorney "experienced in legislation" as a possible member of the legal staff, although he declined to comment.

A second phase of the policy and procedure, as outlined by Chairman Lea in his statement, is entitled "Method of Preparing Analysis of Testimony," in which citations will be made under three general headings. The first will include "what are regarded as substantial accusations made against the Commission or its members." Under the second head the citation will be made "to the various sections of the hearings which are claimed to support the accusations," while the third head specifies that "citations will be made to evidence in the record embracing the citations or other matters in reference to such accusations, respectively. Under this head the FCC may likewise make such citations," the statement said.

Fund Transfer Plea

Testimony of only one of the four officers and personnel of Shortwave Research Inc. in New York (BROADCASTING, Oct. 18) was admitted to the record in the executive session. The other three witnesses will be submitted to Washington asashamed to repeat their testimony before the committee.

Chief Counsel Garey told the committee Oct. 14 [BROADCASTING, Oct. 18] that he took the statements for submission to the committee to save time and expense. Letters between FCC Chairman James Lawrence Fly and Acting Secretary of War Robert P. Patterson, with reference to a request from the FCC that the Army transfer funds to the FCC for the upkeep of employees in the North African theater were received and were entered into the record. Mr. Fly asked the Army to transfer several thousand dollars to the Commission to pay for FCC employees sent to North Africa. Acting Secretary Patterson replied that he found no authority for the presence of FCC employees in any military theatre.

Rep. Anderson on the floor of the House last Tuesday assailed the Washington Post, which has denounced the FCC and criticized the investigation, for an editorial published in the Oct. 16 issue under the title of "O, U.S. Methods Continued."

"In my opinion, this editorial was untimely and premature and it reeks with the bias and prejudice that it seeks to criticize," declared Mr. Anderson. "In referring to the first meeting of the FCC investigating committee under the committee's new chairman, the editorial states in part: 'The brief session was entirely too feeble, the showing of, the dumping of star-chamber testimony (Continued on page 55).

WCMA APPLICATION TO FCC THIS WEEK

APPLICATION for the license of WMCA New York, from Edward J. Noble, whose acquisition of the BLUE Network was formally consummated Oct. 14, to Nathan Straus, former administrator of the Office of Honoring Authority, will probably be filed early this week. Monroe Goldwater of Goldwater & Flynn, New York, is handling for Mr. Straus in this matter. Mr. Noble is represented by Franklin S. York.

Donald Flamm, former owner of WMCA, whose suit against Mr. Noble seeking a rescission of the sale pending in the New York courts, is expected to request the FCC for permission to intervene in the hearing on the proposed transfer of the WMCA license.

Sale of WMCA by Mr. Noble is necessitated by the FCC informal congratulatory letter of more than one station in a single locality by any individual or organization. In acquiring the BLUE Network Mr. Noble also became licensee of WJZ, BLUE key station in New York.

Virginia Dare Drive

GARRETT WINE Co., Brooklyn (Virginia Dare wine), has continued one of the most effective radio campaigns of recent weeks in Chicago, buying five 25-minute programs on ten separate stations: 18 announcements on the Sports Edition program and 18 announcements on the Night Watch program of WIND.

The schedule was begun Oct. 18. Agency is Ruthrauff & Ryan, Chicago.
DO YOU KNOW THE ANSWERS?

The New
1943 IOWA RADIO AUDIENCE SURVEY

Answers These and Dozens of Other Important Questions!

Which radio stations are "listened to most"? Daytime? Nighttime? By Urban—Village—and Farm Families? Why? And Where?

How much actual time do listeners spend with the "Listened to Most" station as compared with those "Heard Regularly"? Is the ratio 2 to 1? 4 to 1? Or 6 to 1?

What kinds of programs are liked best? According to Sex—Place of Residence—Age—and Education?

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

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

Which stations are "heard regularly"?

TO CONSERVE PAPER, the number of copies printed will be limited to supply only those who have specific need for this complete and authoritative study by Dr. Forest L. Whan.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
Or Phone Any FREE & PETERS Office

BROADCASTING • Broadcast Advertising  October 25, 1943 • Page 13
Affiliate Increase Is BMI High Mark Says President Miller at Annual Meet

LICENSEES of Broadcast Music Inc. include 800 standard commercial radio stations, 33 FM and shortwave stations, and 15 national and regional networks in the United States, as well as all the broadcasting stations and network of Canada. Mr. Miller, president of BMI, reported at the annual stockholders meeting of the industry-owned music licensing organization, held at BMI's New York headquarters on Saturday, November 2.

All incumbent directors of BMI were re-elected, with 67 of all outstanding stock voted, largest vote in BMI history. At a board meeting following the stockholders' session, all officers were also re-elected. Meetings were attended by all officers and directors, in addition to a number of station and network stockholders. Next board meeting was scheduled for Dec. 3.

**Affiliate Increase**

BMI's licensees, Mr. Miller reported, represent more than 99% of the dollar volume of the broadcast industry in the United States. Publishers affiliated with BMI have increased to 480, he said citing these increases, representing a high mark for BMI, as "the best mark of the company's healthy progress." Operating efficiencies, Mr. Miller continued, have enabled BMI to reduce license fees payable by broadcasters by more than 26%, benefiting licensees to the extent of more than $400,000. This reduction was made in the face of steadily increased rates of payment to publishers and composers, he added.

Computations based on BMI's logging system show that about 45% of the musical broadcasts in this country are of BMI compositions, Mr. Miller stated, but BMI received during the last year only 24 1/4% of the money paid by broadcasters "for the two major performing licenses," BMI and ASCAP. On this basis, he declared, "BMI has established the lowest cost of performance of any licensing organization and has at the same time established what are believed to be the highest rates of payments to composers and publishers that have ever been in effect."

During the past year BMI has brought to New York as its guests 212 program and station managers from all parts of the country. Mr. Miller stated, who have observed BMI operations, have resulted in a better understanding by BMI of the problems of its licensees and an increased appreciation by broadcasters of the value of BMI's catalogs. A program relations department has been established and its travel representing a cooperative effort, in an effort to show BMI's music, he reported. The script department has expanded its service and is now sending out some 240 scripts monthly.

Among the leading popular numbers licensed by BMI, Mr. Miller listed "Fistol Packin' Mama", "Paper Doll", "Brazil", "When the Lights Go On Again All Over The World", "The Things That Mean So Much To Me", "Starlight Sonata", and other top favorites.

Financial statement for the fiscal year ending July 31, showed that BMI's income for the year was $141,468, divided into $1,100,719 from station license fees, $19,406 from royalties, and $28,089 from sales of sheet music. Net profit, after provisions for taxes, was $41,443.

Cocilana on 28 Stations In Cough Nips Campaign

COCILANA Inc., New York, is using 28 stations in 22 major markets to promote the company's first TV campaign for Cough Nips. Schedules consisting of one-minute announcements, called block breaks, and musical programs started Oct. 17 and 18. In the New York area, the firm has contracted for three-weeks of TV coverage. The New York Times' News of the World period on WABC, and on Martin Block's record music show on WNEW Schedule also includes participations on Yankee Network News on 21 New England stations. Other outlets included in the drive are: WEBS WBZA KDDA WJAS WJGD WOR WHN WMAL WLW WRC WITH WRLA WORK WKBW WKBX WFCI WENY WFIL KVQ WHEC KFI WJW WJJE WYF WKO WNBC WCHS, Al Paul Letton Co., New York, handles the account.

**Boyd-ar-dee on Full MBS**

CHEF BOY-AR-DEE Quality Food Inc., Philadelphia, sponsors of the Boke Carter quarter-hour news program twice weekly on MBS, now in its 39th week of network broadcast. Boyd Shaw has just returned from New Guinea where he made on-the-spot descriptions for MBS.

**MANPOWER ROUNDDUP**

Radio brings workers to save Tomato Crop

FACED with a total loss of 3,000 tons of tomatoes unless they were canned immediately, Kern Preserving Co., Los Angeles, turned to radio to solve its manpower shortage problem.

With the tomatoes, contracted for by Government under war work, on the loading dock, the firm contacted Ted Galley, vice-president of Glaser-Galley & Co., Los Angeles, and explained the problem. Mr. Galley threw the problem into his lap. Working under pressure, and with station at a premium, top it all is a late Saturday afternoon, within one hour he lined up a total of 13 emergency spot announcements on KFVD KRKD KFOX. First appeal was broadcast at 4:15 p.m. A full crew of 175 volunteers reported for work by 6:30 p.m. Working through that Saturday night and following day, emergency workers processed some 20,000 N. B. S. of tomatoes. Volunteer crew turned pay received over to the local Red Cross.

Formerly a consistent user of emery, Mr. Galley put Preserving on Oct. 12 started using a regular daily spot announcement schedule on KFVD KRKD KFOX.

**Bob Coleson to Manage Ayer's Hollywood Office**

ROBERT CLARK COLESON has been promoted to manager of the west coast office of the Radio Branch, Bureau of Public Relations, War Dept., to become manager of the new Hollywood office of N. W. Ayer & Son. Mr. Coleson will produce the United Air Lines coverage of the P. C. A. in Time to Come, to be aired every Sunday at 3:30 p.m. over the Pacific coast network of CBS.

Mr. Coleson

After serving as radio director of the San Francisco Golden Gate Exposition, Mr. Coleson joined the War Dept. Radio Branch in April 1941 as administrative executive. When the Army Hour began on NBC shortly after outbreak of the war Mr. Coleson was director. He also was in charge of the New York office of the Radio Branch. Later he was made chief of the West Coast office.

Mr. Coleson is the second executive of the War Dept. Radio Branch to leave in the last month. Jack Joy, Broadcast Service Fundraising chief, resigned last month to return to the West Coast. Mr. Joy, before joining the Radio Branch in July 1941, was associated with Mr. Coleson as musical director of the Golden Gate Exposition. He conducted the Army Hour and had charge of the musical portion of the War Dept. program.

**SIMMONS EDITOR OWI RADIO NEWS**

PARK BROWN SIMMONS has been named radio news editor of the OWI News Bureau, succeeding Arthur Force who resigned to enter the Army. Mr. Simmons was formerly with CBS News Washington as special events reporter and presidential announcer, having joined the network in 1941. He has been in radio broadcasts about seven years.

Mr. Simmons, in his new post, Mr. Simmons will serve as liaison officer between the OWI News Bureau and radio press associations, news broadcasters, and news desks of stations and networks.

While with CBS, Mr. Simmons covered most of President Roosevelt's trips, various ship launching, and Army maneuvers. His biggest assignment was the network's coverage of the declaration of war, during which he talked continuously without script for minutes. He will be at a Washington ice ring on Dec. 8 when his office phoned him that the President had gone to the Capitol to deliver his war message. Simmons rushed to Congress, carried messages with him. He stayed on the job for an hour and a half.

Prior to joining CBS, Mr. Simmons was a newscaster on WCKY Cincinnati. He had also worked with WKRV Richmond and WBAL Baltimore. He attended the University of Florida.

**Campana Resuming Nov. 7**

CAMPANA SALES Co., Batavia, II. (Campana Balin and Solitaire cake makeup), on Nov. 7 resumes its sponsorship of the "First Nighter" program on 125 MBS stations at 5:30 p.m. originating out of WGN Chicago. To the 125 MBS on the 14th year on the air. Agency is Wallace-Ferry-Hanly, Chicago.

**Joan Hancock**

SIGNATURE affixed to letters from the promotion department of WWL, New Orleans has been simply A. M. Robert for some time now. But if those not in the know thought that at a Mr. Robert was signing those letters, they are wrong. A. M. Robert is Alice Marie Robert who has been with WWL for six years. She came up from the Information Desk, was secretary to general manager W. Howard Summerville, as the merchandising manager. Her latest project is a weekly folder on CBS and local radio personalities and programs.
Some National Accounts
Now On W-I-T-H

Crosse & Blackwell
American Oil Co.
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

That's the question retail merchants ask. No matter the medium. And we've got a pretty good record down here in Baltimore. More Retailers use W-I-T-H than any other station. It pulls!

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
NAB Opposes Plan for Paid Advertising By Government

ACTION by the Senate Banking & Commerce Committee is expected Tuesday on the Bankhead newspaper subsidy bill (S-1457). At the conclusions of hearings last Friday Sen. Wagner (D-N.Y.), chairman of the committee said he would call his group into session Tuesday to vote on the measure. That several amendments will be written to the measure, introduced last week by Sen. H. Bankhead (D-Ala.) in place of his original bill (S-1073), introduced earlier in the year, was indicated in the line of questioning and comment by Senators during the hearings, which were conducted last week.

Tax Deduction Plan

Most startling of the proposed amendments was one suggested Friday by Sen. John Danaher (R-Conn.) making deductible from income taxes any sums spent by advertisers under terms of the bill. Sen. Danaher’s amendment, which he wrote during the hearing, provides:

“The cost of newspaper advertising by any taxpayer shall be deductible for Federal and State income tax purposes only when newspaper advertising costs of such taxpayer can be shown to the satisfaction of the tax commissioner to have been prorated equally among newspapers published in communities of 10,000 population or less and in communities of more than 10,000 population.”

Sen. Danaher told BROADCASTING he suggested the amendment as a substitute for Government paid advertising.

New Negro Request

Herbert Filen, president of the Controlled Circulation Newspapers of America Inc., representing some 6,000 publications, asked for consideration of his members. He specifically asked that a clause in the bill defining newspaper outlets for War Bond advertising as any building holding second-class permits, be stricken.

Edgar G. Brown, director of the National Negro Council, and Howard Murphy, secretary-treasurer of the Negro Publishers’ Assn., asked that if the bill is passed the Negro press be recognized.

Senator James E. Murray (D-Mont.) asks a witness, urged that the measure be adopted to perpetuate the small-town newspaper and thus “insure freedom of the press.”

NEA in Favor

E. M. Anderson, chairman of the legislative committee, NEA, conducted the NEA’s presentation and summarized testimony of several witnesses. The NEA urged passage of the bill on the grounds that it would stimulate the sale of War Bonds. In no instance did a witness testify that the small newspapers needed the revenue Government advertising would give them.

Not the Solution

Senator John Danaher (R-Conn.) on Thursday’s hearing Paul Davis, president of the American Federation of Radio went out of official bounds when he inquired that the ideals of the grouping were not set aside by the effect of the small town press. Senator Danaher told that much of the Third War Loan appeal was directed at farmers through “radio and the metropolitan press.”

WSAY Yields; Will Hire 4 Musicians

All Rochester Contracts Now Run to Jan. 17

STRIKE of the American Federation of Musicians against WSAY Rochester, which had kept the station without regular network program service since July 15, was settled last Thursday and MBS resumed its full service to the station the same day.

In announcing the end of the strike, AFM national headquarters in New York reported that WSAY had agreed to hire four staff musicians as demanded by the union. WSAY contract runs until Jan. 17, 1944, expiration date of the contract of a station which is expected to be renewed.

Year’s Dispute

WSAY in August took the case to the National War Labor Board, seeking a regulation restraining the AFM from causing Mutual to stop supplying it with musical programs, a move made, according to Jacob Arka, WSAY attorney, to save the station from “further financial loss pending settlement of the dispute”.

“The injunction was denied in New York Supreme Court in September and the case was scheduled for late fall trial.”
THAT'S WHAT'S HAPPENING in the city where this gun was made. Used to be a quiet, predictable place with a known market potential you could count on from year to year. Now it's the focal point in a new boom area. You've got to take its temperature every week and watch the progress charts constantly. What's more, you are expected to have your fingertips on every boom area in the whole country. That's where we come in.

When you need progressive Radio Station Representatives, call in Weed and Company. We've got an enviable record, and we are progressive and successful by reason of hard work and "know how"; the business we've gotten and held for our clients is our index. For each of the last ten years, in terms of average annual billing, we've been 42% more successful than the year previous.

Back the attack with War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
Grade Label Bill To Be Introduced

Rep. Gathings Sees Scheme To Regiment the Nation

A BILL to prevent permanently any extension of grade labeling in the food field is in course of preparation by Rep. E. C. Gathings (D-Ark.), the Congressman told BROADCASTING last week. He is a member of the Agriculture Committee.

Mr. Gathings’ views on the subject were given in the Congressional Record for Monday, Oct. 18. He scored grade labeling as a scheme designed by leftists and pinkos in the Government “to further regiment and control the American people from Washington and place additional thousands of people on the payrolls.

“Of all the things this country needs; it does not need to increase the central government’s power over the individual citizen but to return to him his individual freedom and initiative,” Mr. Gathings continued.

As It Would Be

He contrasted merchandising as it would be under grade labeling of foods, and as it is under the present system in which brand names are leading criteria of selection. Pointing to the dependence of newspapers, magazines and radio on advertising he said that “if it is mandatory that we have three grades of food at three prices set by the Government, the next step would be to apply dictatorial Government grading to cosmetics, drugs, clothing, motorcars and every other salable item in the land.”

That Congress in general is opposed to the grade labeling brand of economic philosophies shown last spring when it passed the Taft amendment to the OPA act, banning any attempt by that agency to impose grade marking on the label as a wartime price control measure.

Liberty Ships to Honor Newsmen Dead in War

TWELVE radio and press correspondents who lost their lives in the war will be honored by having new Liberty ships named for them. The Maritime Commission announced last week that the components were nominated by the Overseas Press Club of America and their names presented to the naming committee of the Commission.

Those named are: Frank Joseph Cudel, Mutual, Ralph Barnes, and Ben Robertson, both of the Hartford Times; Edward H. Crockett, Associated Press; Byron Darnton and Robert P. Refner, both of the New York Times; Webb Miller and Harry Percy, United Press; Ben H. Miller, Baltim or Tele & Tribune; Edward H. Crockett, Associated Press; Byron Darnton and Robert P. Refner, both of the New York Times; Webb Miller and Harry Percy, United Press; Ben H. Miller, Baltimore Sun, and Carl Hiusgaard, Acme News Pictures.

WAMBOLDT IS BLUE SHOW SUPERVISOR

MELVIN P. WAMBOLDT, account executive at Compton Adv., New York, on Nov. 1 becomes commercial program supervisor of the BLUE, a newly-created position. He will assume the duties of P. Jaeger, who has been named network sales manager, effective Nov. 1 (BROADCASTING, Oct. 17).

Mr. Wamboldt will cooperate with agency producers and clients on the supervision of current commercial shows and work on new programs for commercial sale. Before joining Compton Mr. Wamboldt spent several years in radio production in Chicago.

Radio Poet

PRÉTISS M. BROWN, Administrator of the OPA, resigned last week in a letter to President Roosevelt dated Tuesday and accepted by the President on Thursday. His resignation had been expected for some time. January 1942, Mr. Bowles, general manager of OPA, to the post of Administrator, is looking for a short time.

Mr. Brown told the President that control is now well defined, that the main task remaining is largely "administrative". The two remaining important problems are the question of food subsidies and renewal of price control measures when the present law expires next year.

Yankee Promotes for RKO

PROMOTIONAL broadcasts for the Oct. 25 premiére of RKO’s “The Iron Major” are now being carried over WGN and the Yankee Network. Programs include a transmitted message from Pat O’Brien, who plays Major Frank Cavanaugh, former Boston College and Dartmouth football coach; roundtable conference of coach, sportswriters and players who knew the major; a dramatic narrative of the rescue of Major Cavanaugh by Joseph Long, regional commander of WEAN Providence, during the Battle of the Argonne. There will be sponsored program and interviews for the 50-city Yankee Network premiere.

More Ads For War

RADIO, newspaper, magazine and outdoor advertising salesman last week heard plans to promote great space and time for the war effort from John Sterling, publisher of This Week and national chairman of the sponsorship division of the War Advertising Council, in a meeting at the University Club, Chicago. The new first seen channel called by the Council’s western chairman, Norman Green, western manager of Crowell-Collier Publishing Co.

Murine Test

MURINE Co., Chicago (eye wash), beginning in October and going into November, is sponsoring a new week campaign of five transmitted announcements weekly in 15 Southern markets. Later expansion is expected. Agency is BBDO, Chicago.

Brown Leaves OPA Post;
Bowles Probable Chief

SunocoReported Moving
Lowell Thomas to NBC

SOME TIME before the first of next year Sun Oil Co., Philadelphia, will move Lowell Thomas from the BLUE to NBC, it was reported last week, although not officially confirmed by either network. Thomas is now on five times weekly 1:45-2 p.m. on a group of stations which are mostly NBC affiliates, a contract carry-over from the days when the BLUE was part of NBC. Agency is Roche, Williams & Cunyngham, Philadelphia. The shift will not affect the recent contract to be signed by Mr. Thomas with the Pacific stations Nov. 1 under sponsorship of Standard Oil of California.

Ben Bernie

BERNIE BERNIE, the old maestro, died at his home in Beverly Hills, Oct. 20, following a long illness from a lung infection with cardiac complications. Last heard on the air Jan. 15, 1948, on his CBS program in New York, Mr. Bernie had been ill since February of this year, although as late as July he played several engagements in war plants this spring, as a result of which he suffered a severe relapse. A native New Yorker, Bernie had studied in New York to become a concert violinist, later touring this country for the late Henry Cowell’s vaudeville shows. He teamed with Phil Baker, well known today as a radio maestro, and entered radio in the early 1930s. Bernie joined the Navy. Bernie organized his band at that time, the orchestra becoming famous as “Bernie and All the Ladies.” The first sponsor was Pabst Sales Co., Chicago. Others were American Can, U.S. Rubber, American Tobacco, Emerson Drug.

Pacific Blue Split
For Lowell Thomas

KWJJ and KVI Substituted On Standard Oil Series

TO COMPLETE line-up of 13 Pacific outlets in major markets for the three-week Lowell Thomas commentary, sponsored by Standard Oil Co. of California starting Nov. 1, BLUE Network, for the first time on the West Coast, is substituting two non-affiliated stations in the list.

With KEX Portland and KJR Seattle unable to accept the business because of previous local commitments, BLUE took the initiative by placing that program on KWJJ in the former city.

Unable to get clearance in Seattle, BLUE made a deal with KVI Tacoma for release of the series in that area. Thomas will be heard Monday through Friday, 9:30-9:45 a.m. (PWT), Contract, placed through BBDO, San Francisco, runs for five weeks. KWJJ and KVI, station list includes KECA KFMB KTMS KTKC KFBK KWG KERN KGO KGA KFQ KOH.
Little P's went to Market-
—and came home with the
WESTERN MICHIGAN AUDIENCE

It takes all three P's to make a radio market: POPULATION — PROGRAMS — POWER. In Michigan's second market, there's only one station with ALL 3 — WOOD Grand Rapids.

Grand Rapids is the HUB of Population in Western Michigan. WOOD broadcasts from the very center of this high-wage territory of over a million listeners.

WOOD is the only NBC outlet in Western Michigan. It delivers a Parade of Stars, the best entertainment in radio. No wonder Grand Rapids listeners prefer WOOD 14 to 1 over any other 5000 watt station in the state.

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts give it the power to deliver these top programs to this thickly populated area.

Only WOOD can deliver the unbeatable combination of POPULATION, PROGRAMS and POWER in Michigan's second market. That's why 68 smart National Advertisers are currently using WOOD to sell 108 quality products in Western Michigan.

GRAND RAPIDS - NBC 5000 watts
Outstate Michigan's Greatest Station
Sponsorable Bond Messages
Issued by OWI Nov. 8-Dec 24
Sale by Local Stations
Approved For First Time;
Packet Includes Food, WAVE, Travel Spots

"THE PRESENT With a Future,"
War Bonds, continues to be the "present," reaching the homes of America on OWI Domestic Radio Bureau announcements for the week of Nov. 8, and word has now been received from the Treasury and from OWI that the announcements in this campaign are available for sponsorship. Thus for the first time, OWI bond messages have been officially designated for sponsorship.

This news was not released until last week and was therefore not included in BROADCASTING's OWI Packet for the week of Nov. 8, when the campaign begins. OWI has stated that the reason for decision to permit sponsorship is the heavy retail promotion being given the "Present With a Future" campaign.

It is understood that all bond announcements on the Station Announcement Plan, beginning Nov. 8, and continuing through Dec. 24, will be 55 seconds and may be sold to local sponsors.

Retail Tie-Up
As pointed out in BROADCASTING last week, the Bonds for Christmas drive has been planned to relieve the inflation, and no less so, Christmas buying stampede. This year, with buying power at a high level, and limited supplies of merchandise, government is concerned as to what may happen if everyone tries to buy all he can afford. Extensive plans are therefore being made to substitute bonds for gifts of merchandise, and retailers, especially department stores, are planning to tie up with the drive in their advertising and merchandising activities. Availability of bond announcements for sponsorship will give stations a timely point of contact with these retailers in view of the campaign which radio is now waging to secure a greater share of the retail advertising dollar.

Like the schedule for the week of Nov. 8, that for Nov. 15-21 has Food for Freedom in second place among the war message campaigns, with announcements on the Network Plan and (transcribed, for the OI group of stations. KW stations will get transcribed announcements in behalf of the Stick to Your War Job drive. It is pointed out that the undesirable turnover among war plant workers is continuing to hurt war production.

WAVES Wanted
A new campaign on the list is one for WAVE recruits, scheduled on the Network Plan, on independent stations, and (live) on the WAVE Spot Plan. Thousands of new WAVES are needed.

Anticipating football and Thanksgiving Day travel rushes is a schedule of transcribed announcements on the National Spot Plan. This phase of the over-all Don't Travel drive will get radio emphasis through the Christmas and New Year holidays. Aim is to reduce the drastic reduction in essential travel so that every soldier, sailor, production engineer and executive will be able to secure accommodations.

On the Special Assignment Plan, not shown in the table, a Waste Paper Salage campaign was added to other war messages for the weeks of Oct. 18, Oct. 25 and Nov. 1. This emergency action is aimed at the dangerously tight paper supply situation, insofar as it can be relieved by utilization of waste paper. Additional Special Assignment campaigns for the week of Nov. 15 are Stick to Your War Job and Hold Prices Down.

New Ethyl Program
ETHYL Corp., New York, is sponsoring WCCO Farm Journal of the Air on that Minneapolis station as part of a spot campaign in the Midwest and East. Agency is BBDO, New York.

GAL WITH GLAMOUR is Eileen Seebode, WITH Baltimore's selected receptionist. They say the agency men bring in their copy personally now. For the statistically inclined, Agencies BBDO, KBBG, M-119, one, single, writes poetry, phone number a civilian secret.

SAG and AGVA reps sit in Artists Merger Group
Representatives of the Screen Actors Guild and American Guild of Variety Artists met last Wednesday on the weekly conference of committees of American Federation of Radio Artists, Actors and the American Equity Assn., and American Guild of Musical Artists on plans for a merger of the performer's organizations in a single union. SAG and AGVA representatives were present as observers only, but both organizations were invited to participate in the merger discussions. Meetings are held each Wednesday at the Equity's New York headquarters. Some progress has been reported, but the magnitude of the task in setting up a single organization and financial structure that will operate to the advantage of the majority of members of all branches is such that its completion is not expected for many months.

WOR Weather Sporsons
SECOND advertising to sponsor weather reports is WOR, New York, since the lifting of the wartime ban on such broadcasts, was announced last week as Rogers, & Cull, New York, maker of lip pomade and toilet articles. Since Oct. 8 the company has been presenting weather reports six times weekly at 6:45 a.m. Agency is Moser & Cotins, New York. Also presenting six weekly weather reports on a twice daily basis WOR is Breyer Ice Cream Co., which resumed a 52-week contract Oct. 8 and continue in effect until the censorship rules went into effect [BROADCASTING, Oct. 18]. Breyer agency is McKee & Albright, Philadelphia.

Back for Camels
R. J. REYNOLDS TOBACCO Co., Winston-Salem (Came cigarette), after a lapse of eight months due to World War II, on Nov. 4 resumes the Abbott & Costello Show on approximately 128 NBC stations, Thursday, 10:10-11:30 p.m. WOR besides the Carrying Company, Indians, half-hour series will continue to include Connie Haines, vocalist; J. J. Jarfan; Atlantic Gray, in comedy characterizations. Mel Blanc has been signed to portray Leon Schlesinger cartoon character, Bugs Bunny. Freddie Rich resumes as musical director, with Ken Niles announcer. Writers are Leon Solomon, Alan Woods and Don Prindle. Martin Goshch is Hollywood producer of William Esty & Co.

Victory Loan Day
TORONTO had its radio Victory Loan Day Oct. 23 when the four Toronto stations (CIRB CKL CBL CBY) pooled resources to promote the 5th Victory Loan war bond in an industry day. Programs started early in the morning and continued through the day and evening with special events and shows. In charge of the arrangements was A l Leach, CIRB; Ken Coors, CKL; and Dick Claringbull, CBL-CBY, on the main committee.

Page 20 • October 25, 1943 BROADCASTING • Broadcast Advertising
How to write a history of World War II

in that golden future when peace has firmly settled upon the world, you are moved to sit down and write a history of America's participation in this war...

You will find all the phases and facets of that participation recorded for you and awaiting your selection.

You will find that a week-to-week and month-to-month account of all the happenings of both the fighting and the home front has been faithfully kept.

You will find first-hand reports not only of the clash of battle, but of war's impact on the social, economic, religious, political, and home life of the nation.

You will find healthy democratic discussion of postwar aims and the kind of world we want to fashion and live in.

You will find the war refought, the war days relived, the postwar world being born, in the magazines that are being published today in wartime America.

When news becomes history

One of America's great strengths in this war is our network of mass communication, or public information. The three chief media of this network are newspapers, magazines, and radio. The radio and newspapers give an hour-by-hour and day-by-day account of events important enough to be called news.

The magazines have time to apply perspective to those events, to weave them into the pattern of what went before and what followed; and it is this application of perspective that turns news into history.

In the pages of America's magazines you can view the exciting March of the war's history. On the broad canvas of these pages, in addition to an interpretation of the news, you will find fiction equally authentic in portraying the emotional and spiritual tug of the war upon the people.

You'll see the kind of humor that came out of the war, the movies people go to in wartime, the styles they wear, the substitutes that have come into their lives because of war-born shortages and diversion of goods.

In these ways, the magazines record the history of this war. They also help make that history. They help people think things over and thus help build civilian morale, help create public opinion, help guide public action.

Because of their national character and distribution, they are an important force for unity, carrying the same thoughts, information, and appeals for action into every town, city, and crossroads of America.

Since we got into the war, the magazines have published some 3000 articles on war information. About 50% of today's content of all magazines is given over to the war.

An additional contribution

In addition to this service which magazines have rendered in their editorial pages and in addition to the patriotic advertising messages business firms have paid for and run, the magazines themselves have donated advertising space.

Each month a long list of leading magazines print, in advertising space which they donate, some vital and timely message the Government of the United States deems important to put before the people.

The advertising agencies of the country voluntarily contribute their services in the preparation of these messages.

So far there have been campaigns on war bonds, the nature of the enemy, and inflation. Right now, 481 pages explaining to the people the dangers of inflation, are running every month, reaching 91,000,000 people.

In no other country in the world have the magazines done as big a job in wartime. In no other country have they recorded for so much of the population the history of this war.

Like their brother media the newspapers and the radio, they have been both a credit to, and a justification of, the good democratic principle of Freedom of the Press.

YOUNG & RUBICAM, INC. Advertising

This is the second of a series of three advertisements which discuss the wartime services and the wartime importance of America's three great media of public information — newspapers, magazines, and radio. It has appeared in the New York Times on October 4, the New York Herald Tribune on October 6, the Chicago Daily News on October 6, and it is also appearing in Newsweek, Fortune, and an appropriate group of trade papers.
I’ve been sort of taking New York for granted

The other day I had lunch with some of the boys from the media department of our agency and a few time and space salesmen. You know, one of those easy-going affairs where guys chew the rag and toss in a little of the kind of gossip that usually doesn’t cross a desktop.

“Hello, there,” I said, as I parked myself next to George Schmidt, a WOR account executive. “How’re things?”

“Can’t complain, Charlie,” he answered. “Be better though if we were getting some of that Unita business that you’re placing out of town.”

“Hold it, boy!” I cautioned with a laugh. “Let’s keep the sell for after lunch.”

George just grinned and turned to his filet of sole.

“Oysters,” I told the waiter. “And the same thing as my friend has, filet of sole.”

We were dabbling with the dessert when Schmidt turned to me and said, “Charlie, I think you’ve been sort of taking the New York market for granted.”

“Well, I can’t say that I’ve been giving it a heck of a lot of thought. Ever since the heavy
spot placing started on Unita I’ve been thinking mostly about the cities where things are really happening — Cleveland, Detroit, places like those."

“Listen, Charlie, things are happening in New York, too. And pretty important things. For instance, do you know that 200,000 people have moved into the New York area during the past year? Also, the people in the New York area have approximately $2,000,000,000 more to spend today than they had in 1941?"

I thought for a moment. Then said, “No, George, I hadn’t known that.”

“Sometimes it gets my goat,” George continued, “when I see the way you fellows are running after the war industry cities and forgetting that New York today is the greatest and most normally progressive and prosperous market in America. Why even food sales alone amounted to $1,006,410,000 in New York in 1942. A greater amount of food than was sold in any major American city. In fact, 300% greater than that sold in Chicago, the next highest ranking city. And New York stands first in the country in eating and drinking sales; wearing apparel and drugs.”

I pretended to take the whole thing rather casually, and merely said, “Put some of that stuff down on paper for me, will you, George?”

I didn’t tell Schmidt, but he was right. I had been sort of taking New York for granted.

our address is WOR

that power-full station

at 1440 Broadway, in New York

NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is getting more sales today, or protecting his brand in a competitive post-war market, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement very interestingly with sponsor-approved, wartime success stories. Ask to see them.
Mundt Warns Against Federal Control

Says Congress Must Act Quickly to Retain Private Radio

WARNING that private ownership of radio is "not a guaranteed certainty", Rep. Karl E. Mundt (R.-S.D.) last Monday called for quick action by Congress to set up safeguards against complete Government control of radio in light of the May 10 Supreme Court decision which vests in the FCC authority to control air traffic.

In a 45-minute speech under the title, "Needed: A Code of Radio Good Behavior", Congressman Mundt declared that "private ownership and operation of radio in this country is not a guaranteed certainty for even the next four years—to say nothing of the permanent future". Immediate Congressional action is mandatory, he asserted, "to be sure that private excesses of radio are not replaced by governmental censorship of non-military broadcasts".

Only a Few

The "private excesses" referred to by Mr. Mundt include a handful of commentators who, he said, are not performing in the public interests but are furthering propaganda and philosophies of certain sponsors.

"Radio networks which permit speakers and commentators on either sustaining programs or commercial broadcasts habitually to behalf Congress or the executive departments, or to attack individuals, groups, or points of view are flagrant violators of their public responsibilities as the licensed operators of a semipublic monopoly," said Rep. Mundt. "Continued flaunting of this responsibility is certain to result in legislative curtailments of private radio or in similar action by the FCC. CBS has taken the lead in attempting to avert this result by imposing a voluntary code of fair play and good manners upon itself."

Congressman Mundt paid tribute to CBS for its recent policy governing commentators [Broadcasting, Oct. 4]. "It is hoped other networks will do likewise," he said with reference to CBS code, "as I, for one, would deprecate seeing private radio replaced by Government radio in this country."

Step on the Way

"CBS may not have found the perfect solution to a vexing problem, but it has made candid recognition of the problem and has taken courageous action to do something about it," he said. "In my opinion the decision of CBS to prevent the use of a semipublic monopoly such as radio by private individuals or commercial sponsors for propaganda or political purposes will do more to preserve private ownership and operation than anything which has happened since the advent of broadcasting."

Rep. Mundt made it plain, however, that the "serious offenders" of good taste "probably do not number more than five or six". But he pointed out that a mere handful can "ruin radio for the host of able and conscientious commentators".

"It should not be forgotten," he asserted, "that one persistent offender in the radio field may well break down the dike which is now holding back the flood waters of Government-operated radio."

Mr. Mundt referred to speeches he made in the House May 30 and June 18, 1940, in which he urged that radio clean up a few of its broadcasts. At that time he warned Congress against eventual Government control of radio if broadcasters, themselves, failed to take steps to curb the few who saw fit to expound personal views on the air, under the guise of news.

Quotes 'Broadcasting'

He read into the Congressional Record a copy of a letter addressed by Paul W. Kesten, CBS vice-president and general manager, to Walter Winchell in which the network executive took exception to Winchell's open criticism of the CBS news policy. He stressed the fact that CBS does present opinion, but "as opinion and not news."

Rep. Mundt also quoted extensively from an article by John Cooper, "Free Speech, the Right to Be Heard" by Ed. Crane, general manager of the Z-Bar Network of Montana, which appeared in the Oct. 18 issue of Broadcasting. The Congressman recommended to members of Congress that they read the complete article.

At great length he dwelt upon the Frankfurter majority's position in the now-famous May 10 decision. He referred several times to the phrase: "It puts upon the Commission the burden of determining the composition of that traffic."

Fearful of FCC

"I am not at all pleased or satisfied with some of the implications of that decision," said Congressman Mundt. "I am not happy over the prospect of having the Federal Communications Commission or any other body regulate the composition of traffic over the air waves of America without some definite standards being set up in advance which circumscribe and direct those regulating powers."

A broad application of the 'regulation of the composition of traffic' on the air waves could mean outright Government censorship. Its very existence as a right of the Commission operates as a silent threat of censorship to automatically tend to color and bias radio reporting.

"Now that the Supreme Court has decreed that this right exists, Congress should act promptly to define it clearly, and to limit it definitely so as to bar all possibility of censorship either direct or indirect."

"We must not have a radio traffic cop, whether it be an individual or a commission, with power to exercise personal discretion with regard to what is considered proper traffic on the air waves," Mr. Mundt declared.

"Regulations can and should be established which are clear to all, which operate equally in the interests of all, which will remove radio from all fear of governmental crackdown on broadcasting which will come in form with the principle that in this Government of laws and not of men the only rightful traffic cop of the air must be a code of prescribed behavior compiled in written form and free from any perversions by power-loving men, be they radio commentators, radio-management officials, members of the executive or legislative branches of our Government."

"Only thus," he concluded, "can we realistically enjoy genuine freedom of expression for all alike over the radio networks of this country."

Miles Sunday News

MILES LABS, Elkhardt, Ind. (Alka-Seltzer and One-A-Day vitamin tablets), on NBC, will start sponsoring a Sunday edition of News of the World from 11:10-11:30 p.m. Similar to the News of the World programs sponsored Monday through Fridays 7:15-7:30 p.m., the new series will pick up commentaries at home and abroad.


Hackler A-P Head in N. Y.

VICTOR HACKLER, general financial editor in New York for Associated Press, has been named chief of the New York bureau, according to Kent Cooper, AP executive editor. Mr. Hackler, who will continue to supervise financial news, has been with AP since 1927 in Omaha, Milwaukee, Duluth, Chicago and New York. He was AP news editor in Chicago in 1937 and is executive assistant to Mr. Cooper in charge of personnel. In his new position he succeeds Glenn Ramsey, who has been transferred to Press Assn., radio news subsidiary.

Kay Scheduling

KAY PREPARATIONS, New York, has signed a contract with T. W. Boston, for a series of six live announcements weekly on behalf of Formula 301 and Kay Colloid Sulphur Soap. Firm is already on WAAT, Jersey City and is lining up additional schedules. Agency is Eiland Adv., New York.
Soldiers of the microphone!

Attention, Time Buyers

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent; Station C 4.8 per cent. Here is conclusive proof of WDOD's dominance.

Station B
18.3%

Station C
4.8%

A large proportion of Radio Station WDOD's daily schedule is devoted to programs helpful to the war effort.

National Enemy Number One is a weekly half-hour program locally produced and dedicated to combat absenteeism—The Victory Pamphlet is a quarter-hour daily program locally produced dealing with facts about rationing, conservation, etc. These are but two of the many programs WDOD's production staff is constantly formulating toward helping win the war.

After all, people in the Chattanooga area look to WDOD for leadership in the presentation of this material.

A "Hooper" with "Oomph"!

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD
CBS for Chattanooga, Tenn.
5,000 Watts Day and Night

National Representatives
Paul H. Raymer Co.
OWI Explains Its Advertising Policy and Commercial Tie-ups

Government Time Considering Impractical; Prefers Stations Sell Spots to Sponsors

CLARIFICATION OF OWI policy on Government purchase of advertising and commercial sponsorship of war messages was contained in a memorandum sent out last week by OWI regional station relations chiefs to war program managers of stations. Purpose of the memo, John D. Hymes, chief of the station relations Division, OWI, explained, is to answer numerous inquiries submitted by stations.

To the question: "Why doesn't OWI purchase paid advertising for general war information subjects?", the memorandum states that the complete coverage now available on a voluntary basis in radio, press and other media would cost several million dollars, an amount which would "impose a further serious burden on every taxpayer in the country".

Selection Problem

Operation of such a large fund, it is set forth, would entail "immense difficulties" in determination of media to be used. The present method of utilizing voluntary contributions of all media, it is stated, "is practical and successful". Furthermore, the memorandum asserts, Government purchase of radio time "would be considered by many as a subsidy and would tend to destroy freedom of the press, magazines, radio and other media".

In reply to the question: "Why don't other Government agencies purchase radio time as well as newspaper space?" it is pointed out that OWI has determined over the policies of other agencies. However, it was explained, when OWI took the matter with other agencies their requests that their established policies do not permit purchase of radio time "though for some unexplained reason advertising in other media is permissible", OWI stated it has "suggested" that such policies be changed and will continue to suggest action on such inequalities.

The memorandum asserts that OWI is now attempting to work out with NAB and Government officials a plan to permit stations to sell all OWI live and transcribed announcement time. Furthermore, it asserts, does not have authority to grant general sponsorship of these announcements but from time to time permits certain messages to be sponsored independently on the commercial aspects of the campaign.

Stations are reminded that it is permissible to include OWI live or transcribed spots in commercial programs. The memorandum, the memorandum asserts, "bears our wholehearted approval and recommendation". Program managers are advised to utilize OWI spots in this way wherever possible and it is suggested that they ask sponsors or their agencies to contribute time to this end. OWI offers cooperation in furthering the use of spots in this way.

Sponsorship Policy

Another question submitted by stations is: "Does OWI take into consideration the commercial aspects of Government campaigns it may include in the OWI packets?" The memorandum replies: "Yes, definitely. The people who make up the Domestic Radio Bureau in Wo to get the job done as quickly as possible are radio people who have had experience in the business and understand the policies of radio generally."

Material which stations are asked to air on a sustaining basis is made as non-commercial as possible, regardless of the nature of the campaign, it is asserted. "OWI often gives stations permission to sell the programs in announcements concerned. In war-time, many of the things which must be brought to the public's attention are of an acute home-front stoppages, breakdowns and shortages, have an indirect commercial angle and yet are tied in with the overall war effort very closely. When a Government agency has such a problem affecting millions of people and comes to OWI for help, it is our duty to see that the program is done as possible and in the most effective way. In these critical times, when every minute counts, we do not allow ways have the time (nor do we believe radio would ask us to do so) to delay, postpone or cancel our efforts to achieve a specific objective in the country's behalf, because some commercialism might unnecessarily be connected with the campaign involved."

Radio's Performance

Saluting radio for "a splendid performance", the memorandum asserts that the industry has "done all it can and is doing, a marvelous job to victory in aiding OWI in its efforts for the Government. "Figures cited from a recent OWI survey show that over 181 network programs, under the Network Allocation Plan, carry war messages every week, providing more than 400,000,000 listener impressions.

Under the National Spot Allocation Plan, it was shown, 200 programs sponsored by 130 advertisers

WAR CAMPAIGN PROGRAMS SOLD

KSD Finds Sponsors for Spots and Quarter-Hour Programs Featuring Staff Orchestra

BROADCASTERS can sell special war campaign programs, KSD St. Louis proved during the Third War Loan Drive. Sixty-nine special War Bond shows and spot announcements were bought by KSD sponsors during the three weeks of the drive. Thirty-eight sponsors bought 83 15-minute programs and 16 spots were sold to five sponsors. Advertisers in behalf of the bond shows also brought KSD additional revenue, although the station gave sponsors minimum rates and built the programs without additional charges. When the OWI in St. Louis area were informed of the KSD plan so they could take advantage of the promotion idea.

The 15-minute shows were designed to feature the KSD staff orchestra, introduced as the "Victory War Bond Band", and each to be sold to only one sponsor. Each show included a "Buy Bonds" transcription from the Treasury Dept. with other Bond appeals contained in the script continuity. Sponsors ranged from steel plants and aircraft companies to wholesale bakers and soft drink companies. Consumer firms which had switched to the manufacture of little known but vital war products described their work while others told what their employees were doing to "back the attack."

About two years ago KSD had outlined its conception of sponsored spots for the OWI and has shown it to the NAB and to officials in Washington. The argument was that sponsors would welcome an opportunity to buy special patriotic programs for good housekeeping. Public service would pay their own way and be in addition to free time given by the stations.

THE DEPARTMENT STORE as a vital supplier of necessities for the home front will be the subject of commercials on "The King's Wings Heart", daytime serial on WSAI Cincinnati, which the team of Dorthea and Van Woodward are writing for John Shillito Co. of Cincinnati. Mr. Woodward has been continuity editor and assistant to the program director on WLW-WSAI. Drama will be on the air Monday through Friday at 11:15 a.m. It's the story of a girl and her family in wartime, and of the adjustments she makes to problems she meets in everyday living.

Durkee to Glidden

DURKEE FAMOUS FOODS Inc., Elmhurst, N. Y., a division of Glidden Co., Cleveland has arranged for Soybean Flours and Soya Bits produced by Shillito Co., for use as ingredients in new products. Spot radio test campaign starts in November.

AIR TIME TO U. S. 300 MILLION YEARLY

ADVERTISING time and space being contributed to Government programs is running at a rate of 300 million dollars a year, Palmer Hoyt, OWI Domestic Director, told the Cleveland Advertising Club last week.

Fortified by coordinated information programs organized by OWI, advertising has rallied public support for more than 40 campaigns, including recruiting millions of civilians, war womanpower, the National War Fund, and the difficult job of fighting inflation, the AOI President asserted.

He cited the 15 billion dollar Third War Loan drive and willingness of the public to do even more if it is necessary.

Mr. Hoyt asked the continued support of advertising in coming campaigns, particularly the "Food Fights for Freedom" program, to keep the public informed. "We need this advertising support", he said.

Public cooperation in these civilizing efforts must, he implied, be enlisted and that is a task for private enterprise and individual and commodity efforts. The public looks to the leadership of the individual industry. It can find that leadership in the advertising industry by the war advertising of our leading companies.

GM Buys Plant

GENERAL MILLS, Minneapolis, has purchased the American Crystal Sugar Co. plant in Belmond, Iowa, into a new beet sugar processing plant. James F. Bell, chairman of the board of Durham Jones Co. New York, has placed the plant for additional beet production to meet profit and oil shortages that threatened the action.
A great newspaper, a great network, and a great news staff are now collaborating on a new kind of news program. The Christian Science Monitor, The Mutual Broadcasting System, and the Monitor’s 850 ace newsmen all over the globe present “News from Everywhere” at 6:30 p.m. EWT, Monday through Friday.

The integrity and scope of the Monitor’s news coverage are familiar to everybody from students of journalism to judges of journalism. In bringing this newspaper’s world coverage to the nation’s radio audience, Mutual and the Monitor mark a significant milestone in the progress of news dissemination.

This program brings live reports direct from the world’s news centers at an hour when over 80% of all U.S. radio families are within arm’s reach of a radio, eager for first-hand news of a world at war—the first overseas roundup each evening on any network.

As coordinator of “News from Everywhere,” Volney Hurd has the distinctive advantage of 20 years’ experience in both writing and broadcasting news. Variety credits him with “a good voice, firm delivery, and well-seasoned understanding of the events reported by Monitor staffs.”

“News from Everywhere” is available for commercial sponsorship, subject to the established restrictions of The Christian Science Monitor and the Mutual Network. For further details, consult...

THE MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK
TRIBUNE TOWER, CHICAGO
Radio's Post-War Job to Distribute, Hollister Declares

Calls for the Preaching of Economic Interdependence

RADIO'S post-war function will be to distribute, "as it has never distributed before," ideas about goods and services, CBS vice-president Paul Hollister told the Boston Conference on Distribution at the Hotel Statler, Boston, Oct. 15.

Radio will teach and clarify "the cardinal idea of the interdependence of the national economy" he said, adding that the sooner labor and industry combine forces to put this idea across on the air, the better they will combat post-war panic and its "cancerous cleavage of classes."

Basis of War Service

Broadcasting's potentials as a religious and educational force have yet to be fully realized, he said, and if understood, "will rip the sides off" educational institutions and let the world in on their "cleriod retreat."

Credit for radio's outstanding war service is due primarily to the system of regional cooperatives upon which it is built, Mr. Hollister declared. Pointing out that the radio "plant," unlike most others, didn't have to be retooled for retuning before swinging into war action, Mr. Hollister said, "By the grace of God that radio service had been built to man-size by free American enterprise before Dec. 7, 1941."

Citing statistics on American business' contributions to the war effort in terms of dollars and broadcasting time, he said of radio, "That it stood ready that day the volunteer was because it had foreseen war; had prepared by the simple expedient of perfecting the highest possible potential of the existing system, and establishment of actual radio product, in a nation that demands competitive quality. In this research radio was supported not only by the thousands of individual businesses who boarded it for a ride to a sale, but by the $1 million consuming families upon whom American business finally depends... ."

N. Y. Listening Up 34%

AN INCREASE of 34.7% in September radio listening in metropolitan New York over the same month last year is shown in The Radio Audience, monthly users letter published by The Pulse of New York as a service to stations, advertisers and agencies. The "Radio’s Trend Season" in radio listening for October issue presents analysis of Italian-American, Saturday morning and news analyst audiences, based on 6,000 person door-to-door interviews each month of New York homes. The news letter, which has just started publication, goes to subscribers only.

Seydel Testing

SEYDEL CHEMICAL Co., Jersey City, has named Victor Van der Linde Inc., New York, to handle advertising for Suben Medical, an ethical product being put on the consumer market for the first time. Test campaign on WMCA is in its sixth week. Radio will be used exclusively when the drive starts, a matter of several months.

KWFTransfer

THE FCC last week granted consent to voluntary assignment of the license of KWF Hot Springs, California, to A. Shuman, owners of Hot Springs Broadcasting Co., licensee, to Clyde E. Wilson, personally. The station was sold at public auction last May for $49,000. Mr. Shuman withdrew from the business about 11 months ago, he said, and was served by Mr. Wilson to dissolve the partnership [Broadcasting, July 12].

Affiliates of Blue to Meet Nov. 16

MEETING of the Blue Network Affiliates stations, called for Nov. 16 at the Palmer House in Chicago, will be primarily a celebration of the sale of the Blue to Edward J. Noble and an opportunity for him and the representatives of the Blue affiliates to become acquainted, executives said last week.

At this session and at the meeting of the National Networks Advisory & Planning Committee, which will be held at the same hotel on the day before the general affiliate meeting, Mr. Noble and the station stations will discuss present problems and future plans for the network's development. Agenda of the meetings is in preparation.

New executives from New York who will accompany Mr. Noble to the Chicago meetings are: Mark Woods, president; Edgar Kop, vice-president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs, and C. P. (Pete) Jaeger, who will become network sales manager on Nov. 1.

Army Overseas Prefers Comedians, Good Music

HIGH PRAISE for the splendid work of overseas comedians like Bob Hope and Jack Benny have been doing for our armed services voices by last week by Quintin Reynolds, front-line reporter, at a luncheon on the radio business given in his honor by Arthur Kudner Inc., New York, agency for Goodyear Tire & Rubber Co. The company sponsors army and OWI stations, with the NBC series Salute to Youth, on which Reynolds is featured. Reynolds reported on popularity of programs broadcast by the Army and OWI stations, with many of the boys requesting classical instead of popular music.

Buy WKST Control

WKST New Castle, Pa., last week applied to the FCC for approval of the acquisition of 80 shares of stock in the company by Mrs. S. W. Townsend, wife of the president and treasurer of the station, who also owns 80 shares. Approval of the transfer would give control to Mr. and Mrs. Townsend, who own a combined total of 72%. Mr. Thomas stated in the FCC application that he desired to sell the stock in order to give to a newly accepted job with the Firestone Tire & Rubber Co. as secretary and counsel.

WCAP Returns to Air

WCAP Ashbury Park, N. J., resumes broadcasting on Monday, Nov. 1, after silence since last April 29, when the transmitter was destroyed by "accident" announced by Thomas F. Burley, studio manager and Stewart L. Clothier, station manager. The replacement of the construction was made possible by the catalogue of surplus and salvaged equipment maintained by the FCC. Transmitter is a 1 kw Western Electric.
BABE RUTH HIT 125 HOME RUNS IN ONE HOUR!*

BUT—NO BROADCASTER IN CHICAGO OR DETROIT CAN HIT WESTERN MICHIGAN REGULARLY!

If you are pitching for the Grand Rapids-Kalamazoo area, from Chicago or Detroit—well, you might just as well save your strength.

The heart of Michigan's second-largest market is 150 miles or more from either of those cities, and that's just too far, even if we didn't have a notorious fading condition around here. . .

Western Michigan depends on WKZO for the best of local and CBS entertainment. With 5000 watts, at 590 kc, WKZO has no "outside competition".

If you want the FACTS, telephone Free & Peters, or drop us a line direct. But meanwhile, don't kid yourself about that matter of Chicago or Detroit!

*Can't be true, you think? Drop us a line!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
PHILCO SPONSORING HOUR ON THE BLUE
DESIGNED as radio equivalent of the motion picture industry's Academy Awards, the Hall of Fame will make its debut Dec. 5 as a full-hour program under sponsorship of Philco Corp., Philadelphia, Sunday at 6 p.m. on over 100 stations of the Blue network. The program will originate in New York, Hollywood and other cities.

James H. Carmine, vice-president in charge of sales promotion for Philco said: “As the country’s leading manufacturer of civilian radio receiving sets, whose facilities are consumed to the extent of war production, Philco is vitally interested in doing everything it can to promote the war effort and obtain the widest possible hearing, both for well-known stars and those who are beginning to receive recognition for their unusual talents.”

The show will be directed by an executive committee representing the William Morris Agency and the Blue, Sayre M. Ramsden, chosen as chairman of the agency, will be in charge of the program. Artists will be selected by the editors of Variety on basis of outstanding performance.

Canada Reps Shift
NORTHERN BROADCASTING & Publishing Ltd., Timmins, Ont., operating a number of stations in Ontario and Northern Quebec, after Jan. 1, 1944, will be represented in Canada by National Broadcast Sales with office at the Bank of Commerce Bldg., Toronto, and Keefer Bldg., Montreal. National Broadcast Sales has been set up with Roy Thompson and Jack Cooke as principals. They are respectively president and general manager of Northern Broadcasting & Pub. Co. Stations are represented in Canada till year-end by All-Canada Radio Facilities Ltd. R. A. Leach, the manager of the Toronto office of National Broadcast Sales with C. E. Win- groom as station manager and Sonya Barnett as traffic manager. Roy Hoff, formerly commercial manager of CKGB Timmins is in charge of the Montreal office. Stations to be represented by National Broadcast Sales are CKGB CKBX, CFCH CRKN CVD CHAD CHEX and CKWS. Weed & Co. will continue as U. S. representa-
tive.

Sunoco Special
MARKING the dedication of its new refinery at Marcus Hook, Pa., Sun Oil Co., New York, will sponsor a one-time half-hour broadcast on 46 BLUE stations Oct. 27, with Secretary of the Interior Harold L. Ickes and Lowell Thomas, BLUE commentator. The show is Roche, Williams & Cunyngham, New York.

‘Hikes’ Not Accepted
EFFECTIVE Nov. 1, the rate card issued recently by EFT Studio, Minneapolis-St. Paul, advises that “no hitchhike or cowcatcher announcements are acceptable.” Rates remain the same as in the rate card of the station, an affiliate of NBC.

Radio in Psychological Warfare
(Continued from page 11)

A RECEPTION was held in honor of Dr. Artur Rodzinski, musical director and conductor of the New York Philharmonic Symphony, as the orchestra, now sponsored on CBS Sunday by U. S. Rubber Co., opens its 1945-44 series of subscription concerts at Carnegie Hall, New York. Photographed at the reception are (1 to r): R. E. Hackeng, radio director of Campbell-Ewald Co., agency handling the account; Dr. Rodzins; Eric Burkm, secretary of U. S. Rubber; and W. E. Biogd, vice-president and supervisor for Campbell-Ewald.

London. A daily report is published of all European foreign broadcasts, both medium and short-wave. Because of the great number of languages monitored, the complexity of the operation is at once apparent.

Allied Nations Effort
Obviously, all of these operations did not come into being overnight, but only nine months have elapsed since they were in the planning stage, after which the equipment and personnel had to be obtained and shipped overseas.

The Psychological Warfare Branch is an Allied operation, as are all military operations. It is, in addition, a mixture of military and civilian. The American civilian personnel are employed by OWI. Here you will find American officers, British officers, American enlisted men, British enlisted men, American civilians and British civilians, all working together. In some departments you will find an officer in charge, in others a civ-

The manner in which two of these stations were acquired is interesting. The Germans on their evacuation partially destroyed one of them, but it was back on the air in two months with repairs made locally and equipment supplied by OWI and flown from New York.

Radio a Weapon
Another station has been stripped of vital parts, but with the station intact two days it was back on the air. The operating staff had hid the equipment in their homes to prevent destruction by the Germans, and upon learning of our desire to resume operations were only too glad to return the equipment.

The news of the invasion of Sic-

* OWI is in need of experienced personnel for its overseas operations in conjunction with the Psychological Warfare Branch. Consult Broadcasting, Oct. 11, page 16 for details.

GOOD NEIGHBORS
Isolated Communities Hear
Special KFUn Program

UNIQUE EXPERIMENT to improve the lot of the Spanish-speaking minorities in the southwestern states is being undertaken by New Mexico Highlands U., Las Vegas, in cooperation with the Institute of the Arts and the OCIAA. Officials expect the project to contribute much to the Good Neighbor policy.

A series of 30 weekly hour-long broadcasts in Spanish, beginning Sunday, Oct. 17, will be directed primarily at some twenty “listen-
territories” consisting of groups of Spanish-speaking adults organ-
ized and directed by resident public officials. There will be a preparatory workshop under scholarships granted by Highlands as an agent for the Coordinator’s Office.

Each broadcast will consist of a half-hour talk in Spanish by Dr. Rebolledo, head of Highlands’ Spanish department, followed by a question-and-answer period. The sessions were prepared by Ramon Sender, Spanish refugee novelist now teaching at Stanford from data assembled by the Workshop students.

Six weeks of intensive training were given Workshop students, who were chosen from rural communities within the 100-mile effective day-time range of KFUN, and included instruction in care and op-

Paper Spots
TO STIMULATE paper conservation and to relieve the shortage, Waste Paper Consuming Industries, Chicago, has placed spot announce-
ments on more than a hundred stations east of the Rockies. Campaign makes use of two types of transcriptions, one with Sonovox sound effects to appeal to children, and the other featuring well known radio voices. Agency is Ollan Adv. Co., St. Louis.

FIVE Aka-Seater National Barn Dance programs will be produced on the West Coast while the cast makes a movie at Paramount Studios in Holly-

Helbros Plans
HELROS WATCH, Co., New York, has named William H. Weintraub & Co., New York, as its agency. Radio will be used in promotion with newspapers and magazines in the firm’s 1944 campaign, which will be the largest in its history. A network show has been undertaken, and Helbros has made extensive use of spot radio during the past year in connection with an essay contest which concludes Oct. 30.
FOR RADIO MEN IN THE SERVICE!
"WRITE A LETTER"

As you know, the Hallicrafters make a wide range of Radio Communications equipment, including the SCR-299 Mobile Communications unit. We are proud of our handiwork, proud of the job you men have been doing with them on every battlefront.

RULES FOR THE CONTEST
We want letters telling of actual experiences with this equipment. We will give $100.00 for the best such letter received during each of the five months of November, December, January, February, and March! (Deadline: Midnight, the last day of each month.)

We will send $1.00 for every serious letter received so even if you should not win a big prize your time will not be in vain.

Your letter will be our property, of course, and we have the right to reproduce it in a Hallicrafters advertisement.

Good luck and write as many letters as you wish. V-Mail letters will do.

W. J. Halligan

BUY MORE BONDS!

the hallicrafters co.
CHICAGO, U.S.A.
2611 INDIANA AVENUE • CHICAGO, U.S.A.
MAKERS OF THE FAMOUS SCR-299 COMMUNICATIONS TRUCK
SUCCESSIONS COMMERCIALS

Is Claimed by Sponsor of 'They Give Their Lives', Devoted to War Causes

A SUCCESSION without commercials, is they give their lives, heard on WGN Chicago each Sunday evening under the sponsorship of Peter Hand Brewing Co. By deleting all commercial announcements the half hour program made available a five minute period for war messages by representative representatives of agencies to which OWI has given priority rating.

According to Mitchell Faust Adv. Co., Chicago agency, it is nearly impossible to trace results of every broadcast of the program, but on May 2 and again on June 13, a pie was made for student nurse recruits. The audience was asked to direct inquiries to WGN Chicago. Combined results of these two programs were over 800 inquiries from prospective student nurses.

Fine Cooperation

On July 25, two sergeants of the Women’s Marine Corps spoke for enlistments, telling candidates to direct inquiries to WGN Chicago. Some 180 replies came from the rural districts, from girls who wanted to “free a Marine to fight”.

Miss Hildred Sanders, associate radio director of Mitchell-Faust Adv. Co., in commenting on the value of such programs said, “the co-operation of the OWI, the client, and the radio station with the agency has been phenomenal, and I can say without hesitancy that it is because everyone involved realizes that the day of lazy wartime advertising is over! Hitch-hikers on a program cannot sell war bonds, cannot get student nurses, cannot bring in anything the government needs with the effectiveness desired. If an advertiser wants to help win this war, he can do it half heartedly and do a good job of it. It’s time for agencies to give up some of their commercial announcement time to give the government exactly the type of announcement on war bonds or helping Greece, or doing anything that can bring victory a little closer.”

Speakers in the five-minute period allotted on they give their lives have included: Mayor Edward J. Kelly of Chicago; Raymond MacInnes, regional administrator of the American Nurses’ Association; Dr. Sidney Levinson, technical director of the Red Cross blood donor center; Stuart Erwin, stage and screen actor, speaking for the ODT; Maj. Gen. Frank Parker, executive director of the Illinois War Council; and many others. On Oct. 16 the 25th program in the series was marked with a talk by Edwin R. Boroff, vice-president of the BLUE and general manager of its central division. Mr. Boroff is OWI consultant in the Chicago area.

Results Achieved by Drake U. Radio School Cited in Reply to ‘Guestutorial’

EDITOR, BROADCASTING:

Lance Corp. Gordon Merrifield, stationed overseas with the Canadian forces, in canvassing the copies of Broadcasting for mention of his former classmates in the Drake University School of Radio.

He was shocked, therefore, to reach the guestutorial by Lt. (jg) Howard M. Paul to the effect that American universities do not have schools of radio in which to train writers and announcers. He sent the clipping to Drake suggesting that we reply.

Corp. Merrifield knew that the Drake School of Radio was founded in 1934 under the direction of Edwin G. Barnett, veteran radio announcer and station program director. Since his student days in 1938, Corp. Merrifield has seen his friends become broadcasting program directors, women’s editors, special events directors, announcers and continuity writers with stations in more than 20 states.

Their preparation at Drake was comprehensive. There were half-a-dozen radio offerings supplemented by extensive laboratory work.

Drake has its own fully equipped studios on the campus. It has had from five to 25 weekly programs during its commercial life, the 50,000-watt clear channel station, WHO, and the Iowa Broadcasting System stations, KSO and KRNT. WHO, Ames, also has carried many Drake programs as have other Iowa stations. Coast-to-coast broadcasts, numbering from five to 15 annually, have given Drake students a national audience.

Nor is Drake the only school in the country with a radio department. There are a number of others and some 200 colleges and universities offer radio courses.

Corp. Merrifield had heard Drake’s network broadcasts in Montreal, Canada. So had other Drake radio students who have visited the station and Colorado and California and other distant states.

MARIAN GLIDDEN
Drake U. News Bureau
Des Moines

A SECOND White Star for continued excellence of production has been added to the Army-Navy “E” flag of the Belmont Radio Corp., Chicago.

Elgin Watch to Repeat
Two Holiday Programs

SPECIAL two-hour Thanksgiving program last year on CBS by Elgin Watch Co., Elgin, Ill., will again be heard Nov. 25, 4-5 p.m. (EST), featuring top sales, stage and screen talent from Hollywood, is a tribute to the men in the armed forces and their families at home, among those commercials of an institutional nature.

Robert Young will m.c., and talent also includes Edgar Bergen—Charlie McCarthy, Ginny Simms, Burns & Allyn, Jose Iturbi, Jack Douglas and others. The program will be heard on the full CBS network, according to J. Walter Thompson Co., whose piano and conductor will be Elgin to repeat the idea on Christmas Day, as it did last year.

Pall Mall Resumes

AMERICAN CIGARETTE & Cigar Co., New York (Pall Mall cigarettes), on Oct. 18 resumed sponsorship of five-minute daily hour national network broadcast, the Country with the Pall Mall band.

The program is heard on 120 stations coast to coast. The Pall Mall band, under the direction of Jay R. Cibrian of Chicago, is heard over the station.

Esquire Expands

ESQUIRE PUB. Co., Chicago (Coronet, has increased its monthly-campaign of one-minute transcribed announcements from 13 to 25 minutes using over 100 stations. In addition, an institutional radio announcement schedule was placed for Esquire Magazine in Boston, Chicago, Cleveland, Houston and Los Angeles, as a test campaign and to explain shortage of wartime materials. Agency is Schimmer & Scott, Chicago.

Wilson Sports Show


Drake U. Radio School Cited in Reply to ‘Guestutorial’

EDITORS, BROADCASTING:

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Their preparation at Drake was comprehensive. There were half-a-dozen radio offerings supplemented by extensive laboratory work.
DAYTON, O.
Fastest growing city in the Midwest!*

The initial reasons are multiple... the facts actual. Expanding market... increased buying power... greater potential... take them all into earnest consideration when you allocate your advertising appropriation.

In the past 42 months, Dayton's civilian population has increased 47,688... 16.1 per cent, the greatest increase of any city in the entire midwest.

These are wage earners in the main... who are living... needing... and buying the things they want.

IF YOU TELL THEM ON WING... you can sell them!
A thoroughly dominant and completely saturating medium of expression in the great metropolitan Dayton, Ohio trading area.

BASIC BLUE—5,000 WATTS

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.
WBAL means
Fastest Growing Big City in the East
Great Industrial Center
Diversification Insures Progress
Plane and Shipbuilding Center
A Great Port with a Great Future
Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
On the Firing Line

THE DEMAND for new legislation at this session of Congress, to set up guidelines and safeguards against regulatory abuses, gathers momentum. There suddenly has dawned upon many legislators, as well as upon important membership organizations, the realization that freedom of speech is seriously threatened by the May 10 Supreme Court opinion.

The American Federation of Labor, at its national convention in Boston a fortnight ago adopted a strongly worded resolution urging prompt Congressional action to safeguard broadcasting "from any actual or implied government censorship authority over program content". The National Editorial Assn., representing smaller newspapers, through its advisory council, came forward in defense of radio, a business competitor, by espousing pending legislation designed to nullify the Supreme Court opinion.

Of extreme significance is the unanimous action of the Senate last week in adopting the Wheeler-White-McFarland resolution to investigate the international communications structure. The Interstate Commerce Committee's report cited the inadequacies of the existing law with respect to communications in the postwar world. It alluded to the complications stemming from "frequent and growing criticism of the administrative agency and its personnel,—criticism which no longer can be ignored by Congress".

In the House last week Rep. Mundt (R-S.D.) supported the CBS unopposed news policy, and flayed the lack of manners of commentators who offend. With much of what Mr. Mundt said we are in hearty accord, though, from where we sit, he appeared to be in the right church but the wrong pew. His conclusion, that Congress should quickly act to set up safeguards, in the light of the Supreme Court opinion, certainly will win the applause of all identified with radio.

There is in the House also the somewhat mystifying situation surrounding the Select Committee investigation of the FCC. With the resignation of Rep. Cox (D-Ga.) as committee chairman and the appointment of Rep. Lea (D-Cal.), it appeared the only real irritant had been removed. But the pot-shotting persists. Whether it will be a whitewash or the kind of investigation the House mandated, is unclear.

The Lea Committee should carry on its inquiry, as the House intended, without yielding to pressures or "side deals". It should come forward with a report designed to correct the abuses that motivated the House in adopting the resolution last January.

All of these factors, taken together, show conclusively that Congress is disposed to act to "repeal" the Supreme Court opinion, at least to the extent that it hands over to an agency of Government "control of the traffic" or censorship functions. When such organizations as AFL and NEA get behind protective legislation, it is proof sufficient that this isn't regarded simply as radio's fight, but a fight to preserve the fundamental freedoms.

Bankhead's Bogey

THE NEW Bankhead Bill, to subsidize small newspapers on a large scale, became the vehicle for hearings before the Senate Banking & Currency Committee last week. It carries a fund of $85,000,000-$30,000,000 for the purchase of display advertising in newspapers—half of it in communities of 10,000 population or less.

There is no mention of radio in the Bankhead Bill. Last spring, when the Alabama Senator first offered his bill and immediately found himself wading off charges of subsidy, he declared he would consider modifications to include radio advertising.

We have stated before in these columns that the whole philosophy of subsidy for newspapers or radio is repugnant to democratic ideals and principles. We haven't changed our view.

By the same token we are still at a loss to understand how any legislator can possibly think of helping one part of one medium, without appreciating its merit, without concern for the other, without recognition of the vital role radio plays in the national life. To do so is contrary to democracy and the people's best interest.

2 The Radio Advertising Bureau

The Radio Advertising Bureau, which has lined up 100,000 radio stations behind its campaign to avert any subsidy bill, now plans to urge Congress to declare that all grants of Federal funds should be with the "condition of clear understanding as to the purpose and use of such funds and the manner in which they are to be used".

If this measure is taken, the RAB can now bring out the Lobbyists, begin the campaign to release the burden of radio's hands, and make the radio dream a reality.

By the end of this month the RAB is to present to the members of Congress a resolution to this effect, and continue its campaign to have the subsidy voters boycott the bill, not only in Congress, but in the Senate. And the RAB is to campaign for the repeal of the Supreme Court decision, which is a victory for radio.

We hope the subsidy bill—as a subsidy—goes by the boards. We wouldn't want to see the Treasury Dept., or any other agency of Government, select the publications or the stations that would get the "pay" business, while others perhaps just as well operated or equipped or located, were left out. The Government would then be paying the fiddler and calling the tune. And the politicians would apply the pressures to see to it that their constituent newspapers or stations would get their "cut" of the melon. The buying of advertising would mushroom from War Bonds to almost every conceivable type of campaign.

If the Government needs advertising on a pay basis to cover the outlying areas locally, then let it establish an appropriation and place it in the hands of a reputable advertising agency to let that agency buy time and space, and that it would for any other commercial clients—with results, not political favor—the yardstick.

We hope the Bankhead Bill, as now written, fails. The fact that it calls for out-and-out subsidy, which would mean domination of the media used, is sufficient reason for defeat as contrary to all democratic ideals. The fact that it discriminates against other media shows disingenuous indignation among all fair-minded legislators.

Radio, down to the smallest station, does not ask for a "handout" from the Government. But it does want the opportunity, on equal footing with other media, to participate in any competitive selling that is to be done. Before the Bankhead Bill gets too far along, we are confident that some fair-minded Senator will propose amendment to the bill to root out the last vestige of subsidy and to make the measure provide for purchase of time and space for legitimate Government advertising, bought without semblance of political favor through established business channels.

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BROADCASTING • Broadcast Advertising

Our Respects To —

JACK OSCAR GROSS

LONG dream of owning a radio station is about to come true for Jack Oscar Gross, manager of the Worcester Broadcasting Corp., licensee of KFMB San Diego, with the purchase of 50% of the station, subject to FCC action. Back of the more than 20-year ambition is the story of a youth who wanted to be a radio announcer when he was 16 and has never been out of it since.

Born in St. Louis on Aug. 22, 1926, Jack received his early education there. Leaving St. Louis Central High School in April 1941, he joined the record department of Stix-Baer-Fuller, local department store, which operated a station in connection with the record department.

The job lasted only a few months, but the youngster hung around the station every night, filling in as announcer and doubling as singer-violinist. Here an earlier eight years of violin training at St. Louis Beethoven Conservatory stood him in good stead. Radio didn't pay wages in those budding days, so he earned his wherewithal in numerous other ways.

In 1942 Jack was offered his first paid job in radio as a combination announcer-producer at KRLD Dallas, with the Alley Cats as his special assignment. He was transferred to WERC Birmingham, Ala., as program director for eight or nine months in 1927, but returned to KRLD late in the same year.

He became program director of KGKO Wichita Falls, Tex., in May 1928 when that station began operation, later tried his hand at selling and found it came easy. In March 1930 he was appointed general manager of WACO Waco, Tex., which was acquired at that time, along with KGKO, by Southwest Broadcasting System. He remained with that regional for two years, and became stations supervisor for the network. It was at his suggestion that the call letters WDAC were changed to WACO.

He resigned his network position in October 1932 to return to KGKO as sales manager.

During his two years at KGKO he assisted Port Arthur ( Tex.) College in setting up KPAC when the college bought that station in 1926.

Jack's next move, in April 1934, was to Shreveport, La., as sales manager of KTBS and KWKH, when it was later acquired by the owner of KTBS. Swinging across the country from Louisiana to California, Jack became general manager of KEHE Los Angeles.
VICKS Va-tro-nol gets the drop on 400,000,000 colds with SPOT BROADCASTING*

Every year Americans catch 400,000,000 colds, and people with colds are the Vick Chemical Company’s customers. It’s a tremendous market of rich and poor . . . old and young . . . rural and urban folk alike. It’s a market that ebbs and flows with the seasons and a market that constantly shifts from section to section. Obviously Vick radio advertising must be mobile and timely, and that’s why Vick depends so heavily on fast, flexible Spot Broadcasting.

Spot Radio offers unrestricted choice of markets and of the best stations in each, regardless of network affiliation. It offers free choice of days and times to assure profitable ready-made audiences for either programs or announcements. And Spot Broadcasts can be arranged easily to start quickly . . . in one market or many . . . on budgets of any size.

Today, as sales and advertising problems multiply rapidly under war-time restrictions, more and more advertisers are turning to adaptable Spot Broadcasting. If there’s a lesson in that for you, talk to your John Blair man. He knows merchandising, he knows Spot Radio, he knows fine radio stations; and he can help you combine them all for advertising success right now!

*Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.
McGeehan Named

LOREN WATSON, vice-president of Spot Sales, New York, Chicago and San Francisco representative, announces appointment of William McGeehan as manager of the Chicago office which is moving to larger space at 899 N. Michigan Ave. Mr. Watson, now in Chicago to begin progressive expansion of the organization both as a station representative and for the Associated Recorded Program Service, will go to Los Angeles shortly to open a branch there.

FORSTER M. COOPER, formerly in the sales department of WIBY at Poughkeepsie, N.Y., is now sales manager of WOSU, replacing Frank M. Stearns who has joined the staff of Press Assoc.

ROGER W. CLIPP, vice-president and general manager of WFTL, Philadelphia, heads the events committee of the United War Chest drive in Philadelphia.

CARLTON SMITH, world traveler and former music editor of Esquire magazine, has been named music critic for the Chicago Daily News.

HARRY B. LUBCKE, director of Don Lee Television System, Hollywood, is on the East Coast for conventions.

DONALD L. PONTIUS, sales service manager of the CBS midwest office in Chicago, has been inducted into the army and reports to Camp Grant, Rockford, Ill., Oct. 30.

LT. SEYMOUR N. BIERRE, USNR, and former director of WNYC, New York's municipal station, and Nancy Davids, a public relations consultant, were married Oct. 13 at the Naval operating base, Norfolk, Va.

Shells for Servicemen

WITH shotgun shells so scarce and hard to get, Merrill Merriman, m.c. of KSTP St. Paul, all night shows, One-Spot Specials, has been able to get his listeners to send in more than two thousand shells daily for schnapps during the hunting season. The shells, sent from all over the state, are sent to the service centers in St. Paul and Minneapolis for distribution.

EDDIE JANIS, formerly contact man and now assistant director of CBA, Chicago, has joined the management of Broadcast Music Inc., succeeding Harry Engel, resigned.

ANTHONY J. KOELKER, manager of the program department of WWJ, Detroit, replaces Francis Carriker, resigned.

WALT DENNIS, executive vice-president of WWJ Detroit. Chicago. He started in radio as an organist with WGN Chicago in 1925, and has been active in a sales and musical capacity with WHB in Rock Island, WEMP Milwaukee and WISH Indianapolis.

BUNTY FABIAN KEYSER, formerly of KXL and KUTA Salt Lake City, recently was appointed promotion and publicity director of KFRC San Francisco, replacing Frances Lorner, resigned.

WALT DENNIS, chief of the News Bureau of National Broadcasting Co., became the parents of a 6 lb. 7 oz. girl Oct. 14. They have two boys.

PAUL BEVIL, local sales manager of WWL New Orleans, is the father of a girl.

Our Respects to

(Continued from page 36)

Nov. 38, with additional supervision of KJH San Francisco, both owned and operated by the Hearst Rad- io Inc. Working under handicaps which included sale of KEHE with transfer expected momentarily, he kept his station on the air and paying basis from November until the day in July 1939 when it was delivered to the new owner, Earl C. McGee.

A month later Jack was again a sales manager, this time with KWBB Hollywood, where he remained until November 1942. In mid-January 1943 he took over his present post as vice-president and general manager of Worcester Broadcasting Corp. Seven months later on Sept. 1 a deal was negotiated whereby his station became a Pacific Coast basis affiliate of the BLUE.

Following the death of Warren B. Worcester, owner of KFBM, in late 1942, Jack took over his present position of buy and operate in July 1943.

In July joint sale of the station to Mr. Gross and O. E. (Ted) Taylor, general manager of KGNC, Amarillo, Tex., was consummated.

Taylor-Howe-Snowden group was consummated, subject to FCC approval. Jack had met Ted Taylor in Mudhens in 1935, and the two went on to the NAB convention at Colorado Springs. They became friends almost at once, and kept in close touch during the intervening years. They completed details of the joint purchase within recent months in New York. With FCC sanction, Jack's dream of 20 years will become a reality.

Jack has developed a keen knowledge and appreciation of both independent and network station operating problems, growing up with the radio industry as he did. Always interested in radio's selling angles, he was active in organization of the present NAB sales managers committee.

Excepting his Masonic affiliations—he is a 32nd degree Mason and Shriner—Jack's interests center in his home life and in radio. He admits no hobbies aside from being an ardent spectator of sports. Faint trace of a Southern accent he attributes to residence in Louisiana, and to his wife, Loretta Glazer, whom Jack describes as a typical Southern girl. He married her on March 4, 1926, in Fort Worth, Texas.

Jack and his family reside in Pacific Beach, just outside San Diego. And if you should hear music emanating from their house, chances are Jack would be playing a violin, with Jack Jr., 14, or Lawrence, 12, at the piano.

From Navy Bases

IN HONOR of Navy Week, Coca Cola Co., Atlanta, is originating its Spotlight Bands program on the BLUE (Continued from page 36)

in the Navy bases, along with last Friday's show and evening of Oct. 27 with a program featuring Ray And- ivede's orchestra from Pearl Harbor, Agency is DARAY A. New York.

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Personal
NOTES

ARE BEING SPENT IN VIRGINIA NOW THAN EVER BEFORE AND IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMONDS
NATIONAL REGISTERED STATION...
Most stations with more than two studios find it convenient to have a master control room, containing racks of apparatus and a special custom-built control desk such as RCA has designed and built for many leading broadcasters.

Since these installations are "tailor-made," they can include exactly the facilities needed to meet a particular set of requirements.

Switching layouts included with such facilities are highly complex. The circuits involved require careful design. RCA engineers are experts at this. They have designed audio systems for major studios of all the networks.

The greatest part of the equipment installed in the New York studios of CBS, as well as NBC, has been furnished by RCA. Other notable RCA installations are at WGN and WLS, Chicago, WFAA, Dallas, WFBR, Baltimore, WWNC, Asheville, WIRE and WISH, Indianapolis, WJBO, Baton Rouge, WPTF, Raleigh, WTAG, Worcester.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.
**CBW Women Meet**

FIRST conference of women commentators of the Canadian Broadcasting Corp. was held at Toronto Oct. 23-25, with Elizabeth Long, in charge of CBC women's interests, presiding. Program policy and content, broadcasting technique and women's interests for discussion on the air were discussed. Attending were Joan Marshall, CBA Saskatoon, CBL Toronto; Joan Hinds, CBC Winnipeg office; Ethelyn Robbs, CBB Montreal; Joan Wilcock, CBC Mon- 

**Cassidy for Magidoff**

ROBERT MAGIDOFF, NBC cor- 

**Last-Minute Details**

for the weekly Your Sunday Spectator, on 

**WINIFRED WILLS**

assistant of CHARLES H. CRUTCHFIELD, program director of WFHR, 

Rapids Wisconsin 

WFHR Wausau 

Sheboygan 

Racine 

WAIN 

Fond 

KFIZ 

Appleton 

WHBY 

**WINIFRED LAW**

manager of talent bookings and auditions for NBC, on Oct. 25 joins CBS as manager of the casting department. Eleanor Kil- 

gallen will take over Miss Law's position at NBC.

**MRS. JOHN J. SULLIVAN**

formerly of Morris Novik, general manager of WNYC New York, is the mother of a girl born Oct. 15 at Doctors Hospital, New York.

**ROBERT PARTEN** has joined the announcing staff of KMAC San An- 

tonio.

**FRED DARWIN** has joined the announcing staff of WPEN Philadel- 

phia.

**WILLIAM ANTHONY FARREN**

former NBC announcer, joins WPIL Philadelphia succeeding Al Stevens, now with transcription firm of Harry S. Goodman in New York.

**MELVIN K. WHITELEATHER,** news commentator of KTV Philade- 

phia, handling the Grove Labs pro- 

grams, leaves for an overseas war correspondence assignment. He was formerly a foreign correspondent for the AP in Germany.

**JEAN HOWARD,** formerly of Canadian Broadcasting Corp., Vancouver, as commentator on women's interests.

**LADDIE DENNIS,** former Toronto announcer, has joined CKCL Toronto as announcer.

**TOM HARGIS,** former NBC Chicago program director, has joined the NBC Hol- 

lowood staff, replacing Dave Young, now with Ruthrauff & Ryan Inc.

**WILSON EDWARDS,** former an- 

nouncer of KHIJ Hollywood, has been commissioned a lieutenant (j.g.) in the Navy.

**CHARLES BELT** has been appoint- 

ed assistant music librarian of KFAS Pas- 

adena, Calif.

**WILLARD HANES,** former public relations director of Broadmoor Hotel, Colorado Springs, has been appointed publicity director of KPCC Beverly Hills, Calif.

**GORDON JENKINS,** Hollywood mu- 

ic director of the weekly CBS Judy Canova Show, is composer of 37 mu-


cical numbers to be used in the 25th Century-Fox Film, "Woodrow Wilson." 

**CAROL BULKLEY,** former of the Cincinnati production department, has joined British Broadcasting Corp., New York, as personal assistant to Roy Thomson, production director.

**WILLIAM WESLEY,** formerly of WOAI San Antonio, Tex., has joined the announcing staff of WAAF Chi- 

cago.

**DOROTHY J. CRANE,** of the WIND program department, has joined the Women's Marine Corps and will report for service the first week in November.

**MARK HARTMAN,** announcer of WOC, Baltimore, has resigned to take a similar assignment on the weekly Mutual program, "Sherlock Holmes.

**LEONARD LANGLEY,** former editor of "Tosca (Wash.) Times," has joined KIRO Seattle as news editor. Marjorie De Garmo has been added as public- 

ity director, replacing Mary Dolins who resigned to join her husband in Miami, Fla.

**JOSEPH A. GRADY,** announcer of WPTF, Pittsburgh, has resigned the announcing staff of WING Day- 

ton.

**CHARLY EVANS,** formerly of WJAS-KV, has joined the announcing staff of WOC Sep- 

tember 23rd. WOC goes on the air at 11 a.m. Monday. WOC's program consists of news bulletins and entertainment, and the station's slogan is "WOC's Got It." WOC is owned by Fred Knapp, who is also the owner of WOCX in Milwaukee. WOC Stockbroker gained the nickname of "The Big Shot" due to his fluency in investments and his willingness to help others with their financial needs. WOC is located at 1200 WOC, Milwaukee and broadcasts at 1150 AM. The station's call letters are WOC and are active from 6 a.m. to 10 p.m. WOC's staff includes: Announcer Jim Miller, News Director Jim Cooper, and Program Director Jim Davis.
EVER SEE A LOCAL SHOW PACK 'EM IN LIKE THIS?

WFBR Proves it can be done... with "Club 1300"

And how WFBR proved it! People stood in line at the Hippodrome Theatre in Baltimore—just as they do waiting for the doors to open on "Club 1300" at WFBR's big modern studio. And that happens six days a week at WFBR!

It proves that local people like a local show... if it's good! And Baltimore has always been known as a tough town to "hit" in!

It proves that WFBR knows how to build a local show that can stack up with a national show.

It proves, too, that WFBR has a big, loyal, listening audience. An audience that likes the station and likes its shows.

And, it should prove to you, that WFBR is your station in Baltimore when you want to concentrate your radio efforts on the 6th largest city in the country!

WFBR  BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
NECESSARY TO WAR
Says Collingwood Of OWI Overseas Operations

FUNCTIONS of the OWI Overseas Branch are as necessary to military operation as physical warfare, Charles Collingwood, CBS war correspondent on leave from Africa and England, told BROADCASTING. While there is room for greater efficiency, it is doing “a very good job,” said Mr. Collingwood.

In nearly three years with CBS, he said, the network has never attempted “the slightest restriction” on opinions expressed in his broadcasts. His earlier scripts were heavily censored by the military in Algiers, although the arrival of General MacClure resulted in much greater freedom, he said.

JACK RAYMOND has joined the announcing staff of WISN Milwaukee. He was formerly announcer of WEMP Milwaukee.

JIM DOWNING, former announcer for WENR Chicago, now an aviation editor at Seymour Johnson Field, Goldsboro, N. C., is now producing Cadet Hour, weekly half-hour variety show, heard Thursdays at 8 p.m., originating at WGBR Goldsboro and fed to the Tobacco Network.

ROLLIE TRUITT, director of public relations for KGW Portland, Ore., has been named president of the newly formed Press Club of Portland. Jack Eichenberger, director of publicity and sales promotion, was appointed to the membership committee. Martin Woodford, formerly of WJZ West Palm, Wash., has joined the announcing staff.

DORIS ADLER has joined the program department of WOR New York replacing Dorothy A. Claras who has resigned.

RUSS RAYCROFT, former WGN Chicago producer now in the U. S. Maritime Service, and Frances Hart, employee of WGN’s transcription department, were married Oct. 11.

JOHN MAGUIRE, formerly of WCAU Philadelphia, has joined the general service staff of KYW Philadelphia.

ROBERT L. OTTO, Cincinnati newspaperman, has been named news editor of WKRC, John Stinson, formerly reporter of WLD, Cincinnati, has also joined WKRC’s news staff.

JOSE RODRIGUEZ and Sidney Sutherland, West Coast commentary team for three years, started a five-weekly quarter-hour program on the BLUE Monday Oct. 19.

LEAPING INTO HIS WORK with enthusiasm is John Watkins, announcer of WCKY Cincinnati. Watkins covered the Cincinnati Fire Prevention Week opening, and to make the picture complete, included an “in-the-air” description of a jump into outstretched nets.

Cigarette Plans

BENSON & HEDGES, New York, has named Arthur Rudner Inc., New York, to handle advertising for Virginia Rounds, Parliament and other cigarette brands. Company will continue using programs in the New York area as well as news programs by Paul Schubert five weekly on six Mutual stations. No further media plans yet announced.

Won $13,000 Damages

AMOUNT won by Grombach Productions, New York, in its damage suit for $60,000 against Fred Warig, John O’Connor, Waring’s manager, Grove Labs, and Stack-Goble Adv. Agency, was $13,000, not $30,000, as reported in the Oct. 18 issue of BROADCASTING. The $13,000 was won by the plaintiff in a trial of the three-year-old suit in New York Supreme Court.
"kinship" says Prof. Noah Webster
denotes direct relationship as among members of the
same family.

"kinship" say Radio Time Buyers
denotes WGN's relation to Chicago and the Midwest which
results in greater sales.

Another reason why WGN leads all other major Chicago sta-
tions in volume of retail, local and national spot business.
TEN ORIGINALS OF POSTERS drawn by James Montgomery Flagg, Hugo Gellert, Gig Goodenow, Fred Chance, John De Groot and Bertram Zaid for CBS poster promotion campaign for its "Radio Personalities of the Hour" are studied by the Worcester Art Museum School. WTAG Worcester, CBS affiliate, worked the idea, which included an arrangement with Filene's Department Store in which five full windows were devoted for a week to a display of a set of 47 posters illustrating the WTAG-CBS personalities and programs. Filene's used advertisements calling attention to its windows and WTAG publicized it on the air.

G-E Demonstrates Video

GENERAL ELECTRIC Co., has arranged with the Albany Times-Union to put on a television show from WRGB Schenectady studios on Friday, Nov. 5 showing how "Television Covers the News". There will be an inspection of the television and relay station, then dinner for the guests, followed by the television program. The powerful G-E television relay station is able to pick up and retransmit NBC programs from the Empire State losing, 130 miles away and 7,900 feet below the line of sight.

Rockefeller to Speak

NELSON A. ROCKFELLER, coordinator of Inter-American Affairs, will be a guest speaker at the Export Advertising session of the National Foreign Trade Convention Oct. 27 in New York, instead of Don Francisco, assistant coordinator, previously announced.

Making his first appearance on the Sealtest program on NBC since July 1 when he assumed active duty with the Coast Guard, Lt. Rudy Valsee will be a "guest" on the Oct. 28th broadcast, now entitled the Joan Davis-Jack Haley show.

A 50,000 watt audience at a 250 watt rate

C. E. Hooper for July-August

...but don't take our word for it—Look at the Record!

WTAG

LOUISVILLE'S TRADING AREA

= 47% of Kentucky's population
= 57% of its buying power

Burn-Smith - National Representatives

Merchandising & Promotion

Letter of Welcome—Soul-Off Story—Up By-liners

PUBLICITY FOR PRONTO—FM NEWSPAPER

LETTER OF WELCOME to new Milwaukee residents is promotion idea of WTMJ Milwaukee Journal station. The mailing piece, telling of outstanding civic features, invites the newcomers to visit the station and see "Heiney and his Granddias" variety show. Guests are brought to the mike and introduced, the mc. naming the several areas so that they can perhaps locate others from there. Milwaukee Assn. of Commercials has handled the promotion.

** ** **

Sports Results

NBC affiliates in several cities are now supplying American Airlines with the latest football scores and sports results to be posted in the cabins of planes in flight for the information of the passengers. According to the arrangements between American and NBC's stations department, the sports news is sent from the station to the near-airline office and a flight officer on the plane, where it is posted together with the call letters of the station supplying the material.

** ** **

Soul-Off Story

HOW the Soul-Off Mfg. Co. grew from a housewife's kitchen laboratory to big West Coast distribution through use of KNX Los Angeles and the Columbia Pacific Network is told in an attractive two-color brochure illustrated with cartoons just issued by the CBS Pacific Network. On Sept. 27 Soul-Off doubled its schedule to six quarter-hours weekly.

** ** **

Light Co. Promotion

ROCHESTER GAS & LIGHT Co., of Rochester, N. Y., has initi-ating considerable promotion in Rochester for Report to the Nation, CBS Tuesday evening feature origi- nated by the electric light and power companies of the United States and heard in Rochester over WHEC. Prominent window display in the Gas & Electric building advertises the series as well as card cars, truck posters, and mail en-closures.

** ** **

UP By-liners

UNITED PRESS has issued a file size folder of short career sketches of its members and correspondents who contribute to "the world's best coverage of the world's best news". Titled UP By-liners, the folder is divided into sections which contain the main sketches and black and white line sketches according to the part of the country in which the correspondent operates.

** ** **

Publicity for Pronto

WPQJ, Mutual outlet in Jackson-ville, Fla., has issued a promotion piece entitled "Into Progress", for the highlights in the year's life of the station which was just one year old on Oct. 9.

WROK Publicity

CALLING attention to the Grove's cold tablets program, Four Boys and a Song, featuring the Golden Gate Quartet, a double page folder has been mailed to druggists by WROK. Picture suggests that druggist check his supply of the product and gain from the campaign by featuring prominent display. A 17 x 22 inch broadside headed "Your Program Makes the News When it's on WROK" has also been released and is filled with samples of publicity obtained by the station for BLUE network shows.

** ** **

Wonders of Future

RADIO WONDERS to come are the theme of a series of promotional trade ads for WCAU Philadelphia, beginning Nov. 8 on a bi-monthly schedule. Ads are modern in de-sign, the copy previewing future miracles such as "the aroma of fresh coffee by radio", or vitamins via airwaves. They are a deli-cate departure from the statistic-al type radio trade ad.

** ** **

FM Newpaper

FM NEWSPAPER will be issued by W5YF Milwaukee to local radio dealers and the trade on the occasion of the shift to its new call WMFM Nov. 1. The paper will contain information about some of the life-size cutouts, that will be shown emanating from W5YM in addition to an editorial explaining the change in call letters and other promotional material.

** ** **

Auto Booklet

H. V. KALLENBORN, NBC commentator, has written a 16-page booklet titled "America's Car Cri-sis," which is being distributed by service stations of the Pure Oil Co., Chicago, sponsors of Mr. Kallenborn's program. The story of the Pure Oil Co. is Leo Burnett Co., Chicago.

** ** **

WCED Folder

PROMOTION folder released by WCED Du Bois, Pa., gives information on coverage of the station in North Central Pennsylvania as well as services offered and data on the area covered.

Gun Man

EVEN AFTER spending 10 years in radio, Bill Robbins, WCYK's staff announcer, is entering the Army as a fire-arms expert, rather than as a radio man. Engaged in radio for five years and am-munition for the past six years, Mr. Robbins is the author of a pocket handbook, Firearms and Allied Subjects, soon to be published. He is also the inventor of 22-caliber Thompson machine gun, used for training purposes.
War's necessity mothers tomorrow's blessing. War-born electronic devices which now strengthen and sharpen a war pilot's radio signal may, some happier tomorrow, guard the glory of a symphony.

Who knows the future of these discoveries which keep our pilots in clear communication, even through the deafening crackle of a tropical storm? Who knows what undreamed comforts, undreamed glories flicker in the electronic tubes? Or in any of the modern miracles so familiar to us at Sylvania?

New sound for the ears of the world. New knowledge for the eyes of the world. More mists of ignorance swept away! Those are the potentials which inspire us, in everything we do, to work to one standard and that the highest known.

SYLVANIA ELECTRIC PRODUCTS INC.
EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N. Y.

SYLVANIA ELECTRIC PRODUCTS INC.
EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N. Y.

IN ACTION ON THE HOME FRONT... Sylvania Fluorescent Lamps and Equipment are helping our war factories speed production. Sylvania Radio Tubes are helping bring information and entertainment to homes throughout the land. Sylvania Incandescent Lamps are serving long and economically in these same homes. As always, the Sylvania trade-mark means extra performance, extra worth.

BROADCASTING • Broadcast Advertising
SECOND in a series of special events broadcast from the BBC in London was a talk by Nat Barrows, foreign correspondent, heard on WBZ-WBZA Boston-Springfield. He is a representative of the Chicago Daily News Syndicate. He spoke of the activities which have interested local soldiers overseas.

CANADIAN Broadcasting Corp. has requested WBZ-WBZA Boston-Springfield to relay several special programs to the Dominion. Among those already heard were: Agnes Smedley, author of Battie Hymn of China, and authority on China, who spoke from WBZ on the CBC Peoples on the March Series; and the inventor of the Grand rifle, broadcasting from WBZ studios, also originated exclusively for CBC listeners.

WHEN the three principal water mains burst simultaneously in New London, Conn., WNLC, working in cooperation with the mayor's office and the health department broadcast information on where water rationing could be obtained as well as fire warnings and health precautions. All network and local programs were interrupted to relay information to the public.

HARRY S. GOODMAN Radio Productions, New York, has taken over To Whom It May Concern, dramatic war series of WFIL Philadelphia for production. The programs are three-minute narratives, written and narrated by Edward C. Obrist, program director of WFIL, with two minutes remaining for sponsor identification and commercial message.

SILVER WINGS bring a broad smile to Second Lt. Martin C. Johansen, former KTAR Phoenix announcer, as his wife pins them on him after his graduation from Luke Field, Arizona. Sharing the fighter pilot's pride in the new wings are (1 to r): Dick Lewis, KTAR manager; Lt. Johansen's mother; Johansen; his wife; Capt. Hans C. Johansen, U.S.A. (retired), his father; and Paul H. Raymer, representative firm head.

DESIGNED to promote a better understanding between the ration board and the people it serves is the KSAL Salina Kansas Civic Hour. Members of the Salina ration board have been interviewed singly on the reasons and the problems of cooperation.

CKCL Toronto is completing the building of two new studios and two new control rooms in a new addition to the main CKCL building.

WGRC Louisville, Ky., “the news station” and Mutual affiliate, celebrated its seventh year on the air Oct. 23.

WWJ Detroit has been broadcasting a one-minute prayer each day at noon since the war. New feature now is a prayer read at signoff, just before the national anthem.

MURRAY GRABHORN, manager of BLUE spot sales, has been elected president of the BLUE Athletic Assn. Other newly-elected officers are D. B. Van Houten, office manager, as vice-president; Robert Hensig, assistant treasurer, as treasurer, and Bertha Kurtzman, of the BLUE production staff, as secretary.

WFIL Philadelphia now provides audiences of the TransLux movie theatre in Philadelphia with last minute headline news each hour. Trailer crediting the station is flashed on the screen during each newscast.

KNX St. Louis, in cooperation with WKBN St. Petersburg, Fla., is broadcasting a series of transcribed interviews with St. Louis boys in the Merchant Marine stationed at St. Petersburg.

Chicago’s Federal Court Drops NBC Trust Action

THE CIVIL SUIT against RCA and NBC, through which the Federal Communications Commission sought to force separation of NBC’s Red and Blue networks, last week was dismissed in Federal Court in Chicago on a motion by the government’s anti-trust division. The suit, filed in 1941, alleged that “by ownership of key radio stations and by use of exclusive contracts the NBC and CBS chains controlled 258 of the 400 commercial broadcasting stations in the country.” The complaint stated that 50 of these stations were clear channel. Assistant U. S. Attorney General Daniel Britt said that the action was dropped because NBC, in having sold one of the networks (the BLUE), had complied with the government’s demand. A similar suit against CBS was dismissed Oct. 11. The suits were filed, according to Britt, for the purpose of “breaking up the system of ownership and licences by which the chains dominated broadcasting.”

Film Studio’s First

AN EXTENSIVE radio campaign is being lined up by Monogram Pictures Corp. for “Women in Bondage”, marking the film company’s first use of radio. No decision had been reached last week on the type of radio advertising to be used. Agency is Weiss & Geller, New York.
Resnik Heads R-M-E

HARRY D. RESNICK has been elected president of Resnick-Miller-England Advertising Agency, in addition to his duties as treasurer. He replaces James W. Miller on leave to produce a series of civilian morale programs. There are also plans to extend the community hostess service, conducted by the R-M-E Agency. Hostess programs are now scheduled over WTIC Hartford, WJAR Providence, WTAG Worcester and other New England stations.

Biow Names Philippi

ROBERT I. PHILIPPI, public relations and advertising director of Union Oil Co. of California, Los Angeles, has resigned to join the Biow Co. as manager of the agency's new San Francisco office to be established Nov. 1. Mr. Philippi was for 11 years associated with Lord & Thomas. Milton Biow, president of the agency, has returned to New York following conferences with Mr. Philippi and Calvin Kuhl, West Coast radio director.

H. W. Kastor Changes

BENJAMIN J. GREEN, assistant manager of the radio department of H. W. Kastor & Sons, Chicago, has been named manager to succeed Edward Aleshire, who has reported to Washington as a lieutenant (j.g.) in the U. S. Naval Reserve. Hal James will continue in charge of Kastor's radio department in New York, and Mrs. Jerre Wilds has been named traffic manager of the advertising company's Chicago office.

FRANK B. AVERY, formerly space and time buyer for Arthur H. Vanderhoff & Co., Chicago has been named merchandising director.

M. J. (MAX) MEGHAN, who joined Spot Sales Inc. in July, has been named manager of the Chicago office, in charge of sales for the midwest division, succeeding Peterson Kurtzer, resigned. Before joining Spot Sales, Mr. Meghan was associated with WIND Garry, in a sales capacity, and had previously served in the Radio Sales Division of CBS as Wisconsin manager. William E. Walse has joined the station representing firm this week, having left WHBM Chicago where he handled local sales.

DANNY DANKER, vice-president of J. Walter Thompson Co., has returned to Hollywood following New York conferences.

KENDALL THURSTON, chief copy writer on the Sunakin account at Footo, Cone & Belding, New York, has been named a vice-president of the agency.

LIEUT. STRATHORN, formerly in charge of the radio department of Yoor, Cone & Belding, Chicago, has been placed in charge of production for all radio programs sponsored by the American Tobacco Co., New York, succeeding Jack Mowkin.

HELEN F. BOND, formerly space buyer, radio director, time and talent buyer of Cowan & Wengler, New York, has joined the media department to handle contracts on space.

JEROME F. SEEHOFF, formerly head copy, art and radio director with H. W. Kastor & Sons, Chicago, has joined the Sherman K. Ellis & Co., New York, as an account executive.

WALTER C. KRAUSE, former assistant director of the Radio Division, Office of the Coordinator of Inter-American Affairs in New York, has joined the Chicago staff of McCann-Erickson as an account executive.

J. WALTER THOMPSON Co., Chicago, announces that radio and outdoor contracts will be handled by an enlarged media department headed by George Pearson. The department will continue to place newspaper and magazine contracts. A. G. Enzor will continue as Mr. Pearson's assistant. Margaret Wylie heads the radio division, C. J. Green heads the outdoor division.

D. C. HIGHT, manager of the Detroit office of McCann-Erickson, is chairman of the public relations committee to acquaint citizens of Michigan with Detroit's projected $60,000,000 Medical Science Center of Wayne U. Among his associates are: Harry Bannister, general manager, WWJ; Leo Fitzpatrick, general manager and Mark L. Hans, educational director, WJR; Eric Hay, WJLB; Lee L. Smith, WXZC; Richard Jones, CKLW Windsor, Ont.

MELVIN SINGER, formerly account executive of Footo, Cone & Belding, New York, has taken a similar post at Biow Co., New York.

LANGDON RYDER LITTLEHALE, assistant account executive of Rutchett & Kreu, New York, and Gladys B. Chandler, were married Oct. 23 at Christ Church, Short Hills, N. J.

ROBERT D. SPAHN, vice-president in charge of sales of Criterion Adv., has resigned to join M. H. Haslett Co., New York.

FOWLER HILL, who has handled public relations for the U. S. Attorney's office and was formerly with the New York Times and Herald Tribune, has joined the publicity staff of J. Walter Thompson Co., New York.

PETEGRUS KURTZER has resigned as Chicago manager of Spot Sales, radio representatives. Loren Watson, executive vice-president, is in Chicago selecting new personnel in anticipation of the organization's expansion program.

DAVID J. KEPNER, executive in charge of the Florida Citrus Commission account at Benton & Bowles, New York, and Harold F. Douglas, in charge of the Can Mfgs. Institute and The American Magazine accounts, have been named vice-presidents.

ED FOREMAN announces he is no longer associated with the John E. Pearson & Co., Chicago, station representatives.

Frank B. Avery, former manager of the radio department of H. W. Kastor & Sons, Chicago, has been named manager to succeed Edward Aleshire, who has reported to Washington as a lieutenant (j.g.) in the U. S. Naval Reserve. Hal James will continue in charge of Kastor's radio department in New York, and Mrs. Jerre Wilds has been named traffic manager of the advertising company's Chicago office.

Changes at DuMont Laboratories

IN these words Prime Minister Winston Churchill, addressing the House of Commons, referred to the future of the radio industry.

Television will be one of the greatest industries to emerge from the present conflict—one which will almost certainly parallel the expansion of radio after the First World War.

For many years the Allen B. DuMont Laboratories have pioneered in both the broadcasting and the reception phases of television. Today DuMont's station W2XWV in New York City is operating more days each week than any other station in this area.

DuMont's present efforts are dedicated to furthering the practical and technical experience of advertisers, advertising agencies and talent in this great new field of television.

ALLEN B. DUMONT LABORATORIES, INC.
515 MADISON AVENUE, NEW YORK, N. Y.

Broadcasting • Broadcast Advertising

October 25, 1943 • Page 47
MUTUAL BENEFIT Health & Accident Assn., Toronto, has started headlines, transcribed five-minute programs three-weekly on 13 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

PHILCO Corp. of Canada Ltd., Toronto, has replaced Our Secret Weapon with Epi Witness weekly on CKAC Montreal and CFBB Toronto. Account was placed by Syuze H. Marshall Assn., Philadelphia.

DRUG TRADING Co., Toronto (independent druggists), starts on Nov. 7 Public Opinion on CKOF CFBF and CKCO, Wed. 9-11.10 p.m. Agency is A. McKim Ltd., Toronto.

AMERICAN BROADCASTING Co., New Orleans, has revised its three quarter-hour spots on WWL, New Orleans. At 6-45 p.m. on Mondays, Claire Nunn, piano stylist, is heard. In the same spot on Wednesdays is Talk of the Town, featuring local night club singer, and war dramatizations. For the football season, Edgar Reed, former grid star, presents weekly forecasts of the Saturday games in the Friday period.

Yasha Frank's Firm

Yasha Frank, formerly radio director of William H. Weintraub & Co., New York, and at one time with CBS, has set up a consultant service, with offices at 10 East 50th St., New York. With industry making further inroads into the show business, via radio, films and dramas, primarily for meetings and conventions, Mr. Frank's new service is organized to advise industry on the use of these media.

Sure, we're the "Voice of the Textile South." But don't overlook our farmers. In our 22 county-3 state-area, they had a $93,000,000 cash income last year. It's gone up since, (so has their way-ahead preference for WSPA).

FOOTE BROS. GEAR & MACHINERY Corp., Chicago (help wanted), on Sept. 27-28 began sponsorship of spot announcements three days a week for 13 weeks on Chicago station WJJD WAAF. Agency is Duensing & Co., Chicago.

OSCAR MAIER & Co., Chicago (poker), has given sponsorship of programs on WGN Chicago: Oct. 15, Record Rewind, a quarter-hour musical program, Mondays through Fridays; Oct. 20, Get Acquainted Neighbor, a quarter-hour interview program with housewives Mondays through Fridays, both for Yellow Band pork sausage; and on Oct. 25, a weekly half-hour transcribed western drama, Lightin' Jim, (for Yellow Band liver sausage). All three contracts are for 52 weeks. Agency is Mitchell-Faust, Chicago.

BROWNS BREAD Ltd., Toronto, on Nov. 1 starts Sam Adams, Your Housewarrant Quarters, a three-weekly transcribed program on CFBB Toronto and may extend to other stations. Account was placed by McConnel Eastman & Co., Toronto.

HECKER Co., Los Angeles, to promote locally the newly imported Mexican San Tomás wines, is using 12 spot announcements weekly on KFRA. Agency is Barnes Chase Co., Los Angeles.

COLONIAL DAMES Corp., Los Angeles, on Oct. 11 started using six participations weekly in Being Shift News on KNX Hollywood, L. B. Laboratories, Hollywood (hair oil), on that same date also started similar participations in the news period. Contracts are for 13 weeks. Glasser-Guiley & Co., Los Angeles handles both accounts.

FOOTE BROS. GEAR & MACHINERY Corp., Chicago (help wanted), on Sept. 27-28 began sponsorship of spot announcements three days a week for 13 weeks on Chicago station WJJD WAAF. Agency is Duensing & Co., Chicago.

Jack Nelson, vice president and show executive of the Rock-Ola Mfg. Corp., Chicago, has been appointed advertising and public relations chief of that concern.
SIMON ACKERMAN CLOTHES, New York, has renewed its contract with WABC New York for daily participations on Arthur Godfrey's program, after a preliminary test on that station. Firm continues on WHN and WINS. Agency is Ehrlich & Neufeld, New York.

SARDIK Food Products, New York, processors of dried and dehydrated foods, has named Mr. Hill Adv., New York, to handle all advertising and promotion. Business papers and consumer campaigns in test markets will be used, but radio is not planned for the present.

COCA-COLA Bottling Co., Atlanta, has signed a contract to sponsor Codric Adams' quarter-hour Saturday evening newscast over WCCO Minneapolis, through D'arcy Adv., St. Louis.

THE PORTLAND Oregonian has purchased the nightly news round-up History is the Making, which has been carried for three years by KEX Portland on a sustaining basis. Program is broadcast throughout the week from 11:30 p.m. to midnight, gives a complete summary of the day's news, plus comments and background stories by AP, UP and INS writers.

SCHERING CORP., Bloomfield N.J., has appointed Irwin Vladimir Wirth, WINS, New York, as agency for its drugs and pharmaceuticals. Radio will be used, but plans will not be completed for a month or so.

S. W. (Bill) Brown Jr., formerly head of the radio department of Purina Mills, St. Louis, has been hired to promote and transfer sales from Camp Barriley, Abilene, Texas, to Ft. Sam Houston, San Antonio, where he will be in charge of the medical supply depot.

SPRAGUE WARNER DIVISION, Sprague Warner-Kenny Co., Chicago, has appointed Louis Jones Co., New York, to handle advertising for Richfield grocery products. Richfield coffee will receive initial promotion. Media plans not set.


PERSONNA BLADE Co., New York, has named Wesley Associates, New York, as agency for razor blades. Station is currently on WJZ New York.

INTERSTATE BREWERY Co., Vancouver, Wash., has named Ruth Ann & Ray, Seattle, as agency for Lucky Lager beer.

ENTERPRISE FOUNDRY Co., Seattle, Wash. (ranges), has started a radio campaign throughout the West Coast. Agency is in Eastern Canada. Account is placed direct.

WESTERN CANADA FLOUR MILLS Co., Ltd., has started three weekly farm newscasts on a large number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

OGILVIE FLOUR MILLS Co., Ltd., Montreal (Miracle Feeds), has started a transcribed program on 25 Canadian stations. Account was placed by J. J. Gibson's Ltd., Montreal.

NORTHWESTERN Theological Seminary, Minneapolis, on Oct. 17 reviewed its series of half-hour inspirational talks and music programs for 22 weeks on WWNO Minneapolis and 17 North Central Network stations. Agency is George C. Haskins Associates, Chicago.

CARSON, PIRIE, SCOTT & Co., Chicago (department store), on Oct. 10 began sponsorship of a Sunday evening quarter-hour program titled Distinguished Guest Hour, on WGN Chicago. Extension of the 13-week contract is planned. Agency is Smith, Benson & McClure, Chicago.

S. R. H. Corp., New York, has named Westley Co., Ltd., New York, as agency for "Indorables", and "Outdoorables", women's leisure wear. No decision on radio for several months.

GRADIAZ, ANNIS, Y CIA, Tampa, Fla. (cigars), has named Joseph Katz Co., New York, as agency. No radio contemplated for the present.

GOTHAM HOSIERY, New York, has named Sterling Adv., New York, as agency. The sponsor recently renewed Mutual program.

BOND CLOTHES, New York, to advertise its line of women's apparel, sponsoring the Sunday morning, Tuesday and Thursday half-hour programs of a musical variety nature. Agency is Maltbie B. Adams & Co., Atlanta.

MORRIS PLAN BANK of Atlanta is sponsoring News Features Monday through Friday, 4:15-5 p.m. on WTVI Los Angeles. Agency is for 13 weeks. Harvery Furniture Co., Atlanta, sponsoring Sponsor's Good Cheer every Monday, 9:15-9:30 p.m. Contract is for 45 weeks. Gervis Tire Co., Atlanta, sponsoring Touchdown Talk, football roundup, heard Saturdays in the 9-45-10 p.m. spot. Rich's Inc., Atlanta, has sponsored a show especially for school children titled News for Young Atlantans, Monday and Friday, 10:15-11 p.m. Gold Shield Laundry, Atlanta, sponsoring five newscasts weekly, Smiling Ed McGuire Sundays at 10-15 p.m., and a musical show Monday through Friday, at 4 p.m. titled Notes & Nuggets. Southland Coffee Co. (Bailey's Supreme coffee), has contracted for 52 weeks the transcribed Row Robinson series Thursdays at 9:00 p.m. and Saturdays at 9:30 p.m.

IRENE WIGTON Co., Hollywood (leg cosmetic), adding to its present schedule on Oct. 16 started a weekly five-minute program, Record of the Week, on KNX. Contract is for 42 weeks. Firm also sponsors a weekly quarter-hour participation on Make Believe Belles on KFWB and utilizes a spot announcement schedule on KPMB. Clarence B. Jenkins Agency, Los Angeles, has the account.

GROVE LABS, St. Louis (cold tablets), is using spot announcements on 42 Canadian stations. Monday through Friday. Account was placed by Russell M. Seeds Co., Vancouver.

CHEMICETTE Co., Minneapolis (Creamettes & maxwells), sponsors a test campaign of participation on KDRA Pittsburgh and a quarter-hour program five days a week on WKIR Wheeling, W. Va. Campaign is for an indefinite period. Agency is Rogers & Smith, Chicago.

"Honorable lookout was busy listening to WFDE Flint Michigan, sir."

BROADCASTING - Broadcast Advertising

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

THE MEMPHIS MARKET is

Twelfth in the Nation

IN PEOPLE!

The Memphis Market, first in the South, is America's 12th largest trade area in population. Consisting of more than 2/3 million people, the Memphis Market is truly big—big in people, big in buying power.

WMC, pioneer radio station of the Mid-South, dominates this Memphis Market.

Member of

SOUTH CENTRAL QUALITY NETWORK

MEMPHIS, TENN.

5,000 watts DAY AND NIGHT

WMC-Memphis

WJXJ-Ladies Miss

KARK-Little Rock

WSMB-New Orleans

KWWK-KTBS-Shreveport

Owned and Operated by

The Branham Co.
The Commercial Appeal

Page 49
Radio Growth Cited
In Survey by Bank
Wartime Newspaper Growth Held at All-Time High

NEWSPAPER circulation in the United States, estimated at 43 million daily has reached an all time high, according to an analysis issued last Friday by the New York Trust Company, the successor to its quarterly publication, the Index.

In summarizing the importance of the newspaper business to the national economy, the analysis breaks down newspaper readership, well established in peacetime, received further stimulation when war started in Europe, with gains in circulation that have been maintained.

Competition Cited

The competition of radio to newspapers was covered in the report, which cited that in 1942 advertising and circulation revenues were estimated at $50 to 90 million dollars. Radio circulation contributed some 40%.

"Newspapers must compete, however, not only with each other but with all other advertising media," the report continues. "Newest and most formidable is competition from the radio, established as an advertising medium only about two decades. In 1928, newspaper income from advertising amounted to $760 million and radio had only 20 million dollars, or less than 2% of the total shown in the chart on advertising expenditures.

Radio advertisement, at 40 million dollars was nearly 4% of the total, while newspaper advertising aggregated 800 million dollars in the banner year of 1929. By 1942, radio advertising had risen to 245 million dollars, or almost 10% of the newspaper figure of 580 million dollars.

"It would be erroneous, however, to conclude that all the gains of radio were made solely at the expense of the newspaper. Since 1933, the trend of both has generally been upward although more erratic in the newspapers. Radio rates have been advanced in many instances and may account for some of the higher volume. Many local stations have been added in the past 15 years, and some have not covered the costs like a newspaper, and have undoubtedly taken away a substantial amount of advertising from the community daily, but national advertising, while losing users of the radio, obviously value what the newspaper offers.

"The newspaper industry today has achieved a firstrate role of purveyor of news and advertising medium. The relationship which exists between the newspaper and its readers is singularly close and intimate, an advantage of great value to the publisher who knows how to evaluate it.

"There is every reason to believe that the nation’s 43 million newspaper readers prefer a free press."
Radio Listening Shows Increase During Autumn

CONTINUING an upward trend, the program rating average shown in the Foorer "National" Program Ratings Report of Oct. 15 is 4% greater than that of the preceding report, and the average number of sets-in-use is up 2 1/2%, the available audience also showing a slight increase. The report discloses that President Roosevelt's six-minute broadcast, Oct. 5 received a rating of 37.4.

Bob Hope leads the list of the "First 15", with Fibber McGee & Molly in second place and Charlie McCarthy in third. The balance of the list follows: Mr. District Attorney, Aldrich Family, Radio Theatre, Walter Winchell, Frank Morgan-Fanny Brice, Bing Crosby, Kay Kyser (first half hour), Screen Guild Players, Joan Davis with Jack Haley, Durante-Moore-Cugat, Eddie Cantor, Kate Smith. Red Skelton leads the programs broadcast after 10:30 p.m. and therefore not measured in the Eastern Time Zone.

KFQD, Anchorage, is the oldest station in Alaska (May 1924). It is located in the heart of Alaska's population and serves the largest city and army camp in the territory.

Anchorage is the headquarters of the Alaska Railroad, Alaska Airlines, Civil Aeronautic Authority, Alaska Defense Command and many other major industries of Alaska.

To cover war-reming Alaska, you must use KFQD whose 1000 watts on 790 kc. blankets this metropolitan-defense area.

"Never mind, Bill—WFDF Flint Michigan says we control the air over this sector."
Four Disc Firms Sign Pact

(Continued from page 2)

with agreements voluntarily arrived at between the parties the sole function of the panel or the board "is to determine whether the agreement involves a wage or salary adjustment requiring the approval of the board, and if so whether the adjustment can properly be approved under the national wage stabilization program." Since the World-Decca agreement providing for any more favorable terms granted to other companies, the panel delayed action on it pending the completion of the general agreement, but will not report to the WLB on the money payments to be made to the AFM under both agreements, he said.

Socolow Thanks Panel

In a brief speech of gratitude to the panel members for their "patience and wisdom" in handling the dispute, A. Walter Socolow, attorney for the transcription companies, said that while there are a number of things in the contract his clients "are not happy about," they were pleased that, for the first time in the history of their dealings with the AFM they had achieved a bilateral agreement and not just a license. He expressed regret that the AFM refusal to allow a division of its contract between transcriptions and phonograph records by any company had forced NBC to withdraw from the transcription negotiations.

James C. Petrillo, AFM president, also thanked the panel for its patience and said that the AFM was happy in getting employers to recognize the principle for which the union has been fighting and their agreement to pay money into the union's employment fund. He said that the union welcomed the suggestion of an advisory board representing the public, adding that the books would be open for inspection at all times. "We have nothing to conceal and therefore nothing to fear," he declared.

Lasts Two Years

One of the major criticisms levied against the World-Decca contract by the other transcription companies was its lack of any assurance that the AFM would not upset the agreement at any time by demanding an increase in the former wage scale. The new contract contains the AFM's agreement "that the wage scales for the services of our members which were in effect July 1942 (last time that AFM members were employed in recording) shall be continued without change for a period of two years from Oct. 20, 1943."

New contract also provides that if either party desires to change the wage scale for the period from Oct. 20, 1945, to Dec. 31, 1947, termination date of the contract, written notice shall be given not later than April 20, 1945. If negotiations fail to produce an agreement on the new scales within the six-month period, either party shall have the right to terminate the agreement as of Oct. 20.

Milton Diamond, attorney for Decca Records, told Broadcasting he had already arranged with Mr. Petrillo for the insertion of such a clause in the Decca-World agreement. He cited a letter written by the union president to Decca Records on Sept. 28, to "confirm my assurances to you that I shall recommend to the executive board of the AFM at its meeting to be held in New York on Oct. 20" that the scale shall not be changed for two years from that date and further

Suit Against RCA-NBC Is Ordered Dismissed

DISMISSAL of the anti-trust suit brought by Mutual against RCA and NBC seeking triple damages under provisions of the anti-trust laws to recover for damages claimed by operation of NBC Red and Blue networks by one concern was authorized Oct. 21 in Federal Court in Chicago by Judge John P. Barnes. Alleged damages were $3,425,000, of which three times this amount plus reasonable attorneys fees and costs were asked.

Andrew C. Hamilton of Kirkland, Fleming, Green, Martin & Ellis, representing the plaintiffs, presented the following stipulation to the Court: "It is hereby stipulated and agreed by the between parties to the above entitled cause by their respective attorneys that the above entitled cause may be dismissed without cost as to any of the parties thereto. All costs having been paid. Dated Oct. 18, 1943."

 Plaintiffs were MBS, WGN Chicago, WOR New York, WOL Washington, WGR Louisville, KWK St. Louis and WHBF Rock Island.

providing for review of the scale six months prior to the expiration of that period. Mr. Petrillo in that letter pledged himself to "undertake to use my best efforts to secure approval by the National Executive Board of these provisions.

Mr. Diamond said that during his negotiations with the AFM for Decca and World he had suggested that representatives of the public participate in the fund's administration and had received the union's assurance that this would be arranged, but that he had not thought it necessary to include this provision in the written contract.

Agreement signed by the four companies last week provides that the AFM "will use the 'employment fund' described in this agreement only for the purposes of fostering and propagating musical culture and the employment by it of live musicians, members of the Federation, for the rendering of live music." It also provides that the fund shall be kept separate from other AFM moneys, that no part of it shall be used to pay salaries of AFM officers or for any other purpose than the foregoing, except

For the 70th consecutive month WAPI leads all other Birmingham radio stations combined in total national spot quarter hour sales.

Ask Radio Sales why WAPI is this un-failing first choice of experienced advertisers.

PERCENTAGE OF NATIONAL SPOT QUARTER-HOURS DURING THE WEEK OF OCTOBER 2, 1943:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>WAPI</td>
<td>72.6%</td>
</tr>
<tr>
<td>Station B</td>
<td>19.0%</td>
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<tr>
<td>Station C</td>
<td>8.4%</td>
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</tbody>
</table>

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales

San Diego's NEW! BLUE Network OUTLET

... All that's needed to cover San Diego
San Diego County, L. CONCENTRATED trade area where 90% of the
500,000 civilian population lives within
15 miles of metropolitan San Diego

JACK O'GROVE
GENERAL MANAGER
W. C. RAMBEAU CO.
NATIONAL REPRESENTATIVES

RING THE BELL!
WITH WBNS
CENTRAL OHIO'S ONLY CBS OUTLET
Ask Any Blair Man or Us!
Decca Licenses

DECCA RECORDS announced last week it had secured licenses under patents of AT&T and Western Electric Co. to make records, making the sound recording patents of these companies available for the immediate use of Decca World Broadcasting System and other Decca subsidiaries. Before its acquisition by Decca, World had long operated under such licenses, being one of the earliest transcription companies to acquire the right to record under the AT&T and Western Electric patents. Negotiations between Decca and these licensing companies have been under way for several months and are not a result of Decca's purchase of World, it was reported.

and mood music, sound effects, etc. New contract also provides that if calculating the first payment to the union proves "unduly burdensome", the union will try to work out with the company a new basis

of calculation and if they are unable to agree that the dispute shall be submitted to a referee appointed by the chairman of the NWLB for determination.

Both contracts forbid assignments of rights without the union's consent, but the new one provides that this shall not "unreasonably be withheld". The new agreement also permits a company to make records for another company if the second firm has also signed a contract with the AFM. The Decca-World contract does not. New pact also permits the making of recordings of live programs off-the-line or off-the-air for reference purposes or for making delayed broadcast transcriptions authorized by the AFM without obtaining further union consent.

WKBH La Crosse, Wis., has contracted with Press Assn., for the special AP radio wire.

Teachers Given Credit For Courses in Radio

TWO courses for teachers based on radio programs have been approved for full credit by the New York City Board of Education, according to James Rowland Angell, NBC public service counselor. The programs are Land of the Free and Music of the New World, both presentations of the NBC Inter-American University of the Air.

Recognition follows a six-month experiment during which both courses were accredited as approved "In-Service" courses for teachers, without credit. Henceforth, teachers will get full credit toward annual salary increments.

Plans to extend this type of in-service training for teachers by radio on a nationwide scale are also being arranged, according to Belmont Parley, director of public relations for the National Education Assn., who announced formation of a Committee on Use of Radio in Supervision.

Crosley's

OUTLINE OF LISTENING

IN THE HUDSON CIRCLE

THE 14-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.

IN SARATOGA SPRINGS, N. Y.

A prosperous portion of the Hudson Circle.

First choice
The preferred spot on Puerto Rico dial. This modern station is your preferred selection for Puerto Rican coverage.

Represented Nationally by
N B C
Spot Sales

GENERAL ELECTRIC

W G Y
Schenectady, N. Y.

BROADCASTING • Broadcast Advertising October 25, 1943 • Page 53
ANA and NAM Dates
ASS'N. of National Advertisers has announced that its wartime conference this year will be held Nov. 17 and 18 at the Hotel Commodore, New York. The National Ass'n. of Manufacturers will hold its War Congress of American Industry Dec. 8-10 at the Waldorf-Astoria, New York.

Senate Votes Radio Inquiry
(Continued from page 10)

votes, and many others need answering, the committee pointed out, before corrective legislation can be enacted.

At the time the Navy also opposed merger of international communications and a House provision for such a merger was eliminated in the Senate.

“Continuing developments and recent observations make it imperative”, said the committee report, that a study of the international communications question be made with a view towards legislative recommendations. Recent confidential reports on international communications made to the Senate by the Senators who have completed an extensive survey of the war fronts, “while admittedly fragmentary, buttress certain important facts well known to cognizant military leaders concerning the restrictions under which United States communication carriers in the international field operate”, the report pointed out.

“A further consideration is the fact that there can be no comprehensive and clear-cut international postwar planning without the fullest consideration of the communication problem,” it continued.

“Still another factor of present and immediate concern to the Congress is the problem of regulation of international communication carriers.” Referring to the FCC the committee report said:

Competence of FCC

“That administrative agency is an arm of the Congress and, as such, is responsible to it. It is the duty of the Congress to ascertain in advance whether its creature is competent and experienced enough to undertake duties which inevitably must be thrust upon it; or whether a different method of selecting administrators for technical duties must be advocated.”

Sen. Wheeler, as chairman of the standing committee, will appoint a subcommittee to begin the investigation and open hearings, looking toward legislation governing international communications, particularly with reference to the post-war period. The Senate action was deemed particularly significant in light of the dragging House investigation of the FCC in its administration of domestic radio.

Garey Urges Club To Aid in Inquiry

IN A STRONG plea to the radio industry for cooperation with the House Committee to Investigate the FCC, Eugene E. Garey, chief counsel of the committee, told members of the Radio Executives Club of New York last Thursday that the work done so far by the committee has been accomplished “more by legal dentistry than by cooperation” on the part of broadcasters, who could render valuable assistance to the investigation, but who so far have not come forward.

Pointing out that he was not at liberty to discuss the charges of “bias and prejudice” made against Rep. Eugene E. Cox (D-Ga.), which brought about his recent resignation as chairman of the committee, Mr. Garey stated vigorously to REC members that the charges against Rep. Cox are “entirely false.” Mr. Garey backed up this declaration with the statement than the resolution to investigate the activities of the FCC was introduced in the House by Rep. Cox 42 days prior to the action of the FCC in the license renewal of WALB Albany, Ga., in which connection charges of “improprieties” were made against Rep. Cox.

Murray Grabhorn, BLUE spot sales, president of the Radio Executives Club, introduced Mr. Garey at the club’s bi-weekly luncheon, and at its conclusion Mr. Grabhorn stated that Paul W. Kesten, executive vice-president of CBS, would be guest speaker at the next meeting Nov. 4. Mr. Kesten will discuss “Radio’s Responsibilities.”

Out-of-town visitors and special guests at last week’s meeting included: Jack Hooley, BBC; Harold Thomas, WAYS Charlotte; Arthur R. Church, KMBC Kansas City; C. W. Meyers, KOIN Portland, Ore.; Jack DeRussey, KYW Philadelphia; Harald Horsfall, WJZ Boston; M. I. Haverfield, WCAR Philadelphia; Delbert Larrabee, WMNS Portland; WINS New York; Jack Green, WSYT Buffalo; Eugene E. Garey, WOR New York; WJZ Baltimore.

Garey's speech was introduced by Murray Grabhorn, who said Garey was an “outstanding citizen of this country” and a “true American.”

Garey is one of the nation’s leading broadcasters, having been connected with the industry since the advent of the radio. He is a graduate of the University of Chicago, and has been actively engaged in broadcasting since 1922. He is currently President of the National Association of Broadcasters, and is one of the few men who have been active in the industry since the early days of radio.

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Both Houses Act on Radio

(Continued from page 12)

into the record'. The statement is absolutely false, as proven by the fact that the testimony was not placed in the record last Thursday but was considered by the entire committee in executive session yester-
day.'

Mr. Anderson gave the House the facts, then declared: "Those of us who have served in Congress with the gentleman from California (Mr. Lea) have a high regard for his honesty, his fairness, and his ability. In my opinion the Washington Post owes Clarence Lea and his committee a public apology." Rep. Anderson then read into the record a letter from Chairman Lea to the Post in which Rep. Lea quoted from the open record, which was ignored in the Post editorial.

'A Biased Source'

On Oct. 20 the Post carried another editorial titled "Retreat from Coaxim" in which it said: "We re-
gret that our editorial of last Fri-
day prematurely assumed that the Lea Committee had accepted with-
out reservation the star-chamber testimony which Garey tried to get inserted into the record. Part of this testimony was sent to the committee's reporter to be typed and was being distributed in transcript form. This fact gave us the impres-
sion that several volumes of star-
chamber testimony were being dumped into the record. But the distribution of that testimony was stopped when the matter reached Mr. Lea's attention."

It was learned, however, that only one copy of the transcript was sent out and not "distributed" as the Post editorial indicated. That copy went to the FCC, but was re-
called later. Chairman Lea told BROADCASTING he did not know how the newspaper got possession of the testimony unless it was "through a biased source."

During testimony by Elmer Davis, director of the Office of War Information, before the Boren com-
mittee last Monday on the amount of paper used by OWI, Rep. Brown, referring to certain Government programs said:

"I noticed several of these pro-
grams in which the truth, in my opinion, was deliberately twisted in order to smear the legislative branch of the Government, to wit, the Congress, and I'm just wonder-
ing whether or not your office of War Information passed on those."

"Well, you wouldn't think that an agency dependent on Congress would do that, would you?" replied Mr. Davis, to which Rep. Brown answered: "That may have some-
thing to do with the precarious exis-
tence which you have had. It cer-
tainly does not sit very well with Members of Congress to hear those programs and it, of course, was not conducive to the war effort in any way." Mr. Brown declined to name the program he referred to.

Gordon Made President Of Financial Advertisers

FINANCIAL Advertisers Assn., meeting in Chicago Oct. 19-21 for its 28th annual convention, elected Lewis P. Gordon, vice-president of Citizens & Southern National Bank of Atlanta, as president. Other offi-
cers named were: Fred W. Mathi-
sen, assistant vice-president of Na-
tional Security Bank of Chicago, treasurer; and J. M. Easton, sec-
ond vice-president of Northern Trust Co. of Chicago, and Robert Lindquist, advertising and pub-
licity officer of American Bank and Trust Co., directors.

Highlight of the convention was an address prepared by Capt. Ed-
ward V. Rickenbacker and read by Mrs. Rickenbacker. Other speakers were T. Spencer Shore, vice-presi-
dent and treasurer, General Tire & Rubber Co.; James W. Irwin, as-
sistant to the president, Monsanto Chemical Co.; Don U. Bridge, spe-
cial consultant, War Finance Divi-
sion, Treasury Dept.; Earl L. Kell, vice-president, Bank of America; Robert P. Spindell, Chi-
cago attorney; and W. J. Hinton, British Information Service.

YOU DON'T HAVE TO "DIVVY" IN ROANOKE!

In most markets as big as Roanoke's, you have to share the listening audience with the advertisers on one, two, three or more other fairly powerful stations.

But in the $350,000,000 Roanoke-
Southwest Virginia market (25.8% of Virginia's total buying power)—there's only one radio station that gets really satis-
factory reception at all times.

Hence WDBJ gives you as much value as many 50,000 watters in more competitive markets. . . Or do you like it where the competition is tough?
NAB Assails Disc Fee

(Continued from page 16)

which reach into the rural areas.”

Mr. Peterson contended that advertising sponsored by the Government would carry more weight with readers than that donated by local merchants.

"Don't you think we ought to include radio advertising also?"

asked Senator Danaher.

"I have no particular objection. Radio has been doing a good job,"

replied Mr. Peterson.

Overdone?

Senator Taft expressed the view that the Treasury "has well overdone advertising."

C. B. Brown, owner, editor, publisher of the "Oconomowoc (Wis.) Enterprise" and president of the Wisconsin Press Assn., an organization of weekly, semi-weekly and tri-weekly publications, speaking on "Subsidy and Freedom of the Press" told the committee the Bankhead bill would not, if passed, create a subsidy. Neither would it influence the editorial policy of the papers it supported. Answering the question: "Would money paid by the Government, if this bill is passed, make any great difference in the success or failure of the small town newspapers?"

Mr. Brown said:

"I think not. All of the newspapers are going concerns." Continuing his prepared statement Mr. Brown said: "Farmers have radios but they listen to them for entertainment largely."

The measure provides that the Treasury is authorized to buy and pay for "beginning with the fiscal year ending June 30, 1944 not less than $25 million and not more than $30 million of advertising space in newspapers" for the purposes of "advertising the sale of bonds, notes and other obligations of the United States." Advertising space purchased "shall be devoted equitably among all newspapers of general circulation which are entered as second-class matter."

It further provides that one-half shall go to publications in communities of 10,000 population and less and the other half to those in larger cities.

Tube Reserve Held Under Navy Order

ASKED for further information on their plans for equitable distribution of 67,000 civilian tubes purchased recently from Phillips Export Corp., New York, the buyer, George D. Richardson Co., Detroit, Pa., said last week that all plans have been held up by instructions received from the Navy.

Mr. Barbee said he had been ordered by the Navy not to dispose of the tubes pending decision whether they want all or any part of the assortment.

Urged by NAB and the Office of Civilian Requirements and others to release the tubes, frozen while Phillips held them for export sale, the WFP Radio & Radar Division on Oct. 8 ordered release to the U. S. civilian market and the following week the Barbee Co. announced it had bought the entire lot and was making plans for distribution to the trade [Broadcasting, Oct. 11, 18].

BASIC idea of the weekly CBS Don't You Believe It program is to be incorporated in the forthcoming MGM cartoon, "Kitty Poiled." Film will dispel the old belief that the cat always kills the mouse.

Press Subsidy

(Continued from page 16)
FM Production Music

FATIGUE PERIOD music, especially via FM radio, has done much to improve workers' morale and overcome normal production lag. Miss Violet Kmety, program director of W51C, FM station of Zenith Radio Corp., Chicago, stated in discussing a new series of war worker programs inaugurated by the company. "Some types of music, such as vocal and boogie-woogie, make people nervous and reduce production, and about the best performance I have been able to find from hit-or-miss selection is a production increase of 8%," Miss Kmety said. "But if you scientifically planned schedules have proved themselves to be nearly twice as effective, with production increases ranging up to 15%."

Among Chicago-area war plants, employing thousands of workers, now hear special FM programs several times during each shift.

HAL PEARL, of the NBC Great Gildersleeve, will be featured in the RKO film, "Gildersleeve, Detective," which starts production during November.

Sentinel Broadcasting askin merger approval

S E N T I N E L BROADCASTING Corp., Syracuse, licensee of WAGE, last week asked the FCC to approve an internal reorganization which would merge the present corporation with WAGE Inc. Purpose, stated in the application, is to strengthen the corporation's financial resources in anticipation of developing FM and television services in the post-war era.

WAGE Inc. is a corporation owned 80% by Frank G. Revoir, president and director of Sentinel, and formerly known as Revoir Motors Inc., an automobile firm which is in the process of liquidating its business. The new organization would retain the same officers and directors now serving Sentinel Broadcasting, with the stock divided as follows: Mr. Revoir, 7,600 shares (80%); William T. Lane, vice-president and general manager, 460; Alexis N. Muench, vice-president, 916; Francis E. McCurn, directo, 229; Raymond J. Pieri, director, 183; Francis E. Dooman, secretary-treasurer, 1,040; Charles H. Malloy, director, 183.

Edwards Signs

WEBLEY EDWARDS, who attained worldwide fame through his eyewitness broadcasts of the Pearl Harbor attack, has become regular correspondent for CBS in the Central Pacific area, and has left his former post as manager of KGMB, Honolulu, and vice-president of the Hawaiian Broadcasting System Ltd. Mr. Edwards opened his own office in Mrs. Edwards Castle & Cooke Bldg. Sept. 1 and, in addition to his CBS duties, is doing freelance broadcasting and production, as well as writing. He has been on a part-time basis with CBS since Dec. 7, 1941.

FM in KANSAS CITY

KOZY

FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY
OUT HERE IN THE RED RIVER VALLEY, WDAY IS THE FIRST THING ON IN THE MORNING AND THE LAST THING OFF AT NIGHT! SAYS C. C. CHAPEL: "IN ALL THE RATING STUDIES THAT WE HAVE MADE, YOUR STATION STANDS BY FAR THE HIGHEST IN COMPARISON TO ITS COMPETITION."

WDAY

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

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES
REMARKS BY PANEL CHAIRMAN

FOLLOWING is text of memorandum read into the record of the War Labor Panel hearings in New York Oct. 29 by the chairman of the WLB panel, Arthur S. Meyer, in connection with signing of contracts by four recording firms.

In order to clarify the record at this point and because of the various delays that have occurred, I will summarize the events to date in the case of the Electrical Transmission Manufacturers and the American Federation of Musicians.

Several employers originally parties to this dispute, namely, Western Broadcasting Corporation, Empire Broadcasting Corporation Associated, and Larg-Worth Feature Programs Inc., have assigned their rights under these agreements to the Blue Jacket Corporation, a wholly owned subsidiary of the National Broadcasting Company.

The panel has from time to time adjourned its hearings at the request of all or some of the parties to afford them an opportunity to reach a voluntary agreement. On Sept. 29 the panel was advised that negotiations had been reached between the AFM and the World Broadcasting System, which agreement extended to the making of records by Decca Records Inc., with which World Broadcasting System is affiliated.

As indicated at the conclusion of the last public session, the panel did not participate, by mediation or otherwise, in the negotiations of the World-Deca agreement with the union. With reference to this subject, any voluntary agreement between employers and unions, the sole function of the panel or the air, without first obtaining from the Federation written permission, except that we agree that no such permission shall be necessary in the following events:

(a) Recordings are for reference or file purposes, or
(b) For the purpose of making delayed broadcasts, which have been authorized in writing by the Federation. The Federation agrees that in all other cases it will not unreasonably withhold permission to make such off-the-air or off-line recordings, and that in such other instances the agreement may be in the form of an open payment of transcription scale to the members of the Federation involved. In all such agreements the member or members may make payment of transcription scale to the members of the Federation involved. The agreement made among the parties may or may not remain confidential in the event that any party is required to obtain from our members such information as may be necessary in connection with such off-the-line or off-the-air recordings.

(20) The term of this agreement shall be determined by the Federal Law and Regulations in effect on Dec. 29, 1943, and terminating Dec. 31, 1947.

If this is in accordance with your understanding, kindly execute both copies of this letter to indicate an agreement between you and us.

TEST YOUR KNOWLEDGE OF PANAMA

1. What percentage of Panama's present population speaks English?
2. Name the Panama station that carries English programs.
3. How can you tell your advertising story to the big, rich, high-sounding Panama population?

AFRA Standbys Are Paid By CBS for Navy Show

PART of the dispute involving AFRA, CBS and BLUE networks, was settled Oct. 21, when CBS agreed to pay the actor's union for standbys for the Navy man who do

AFRA's rule, the network will pay each union stand-by for the first eight sailor singers $32.50 at the half-hour, and for every 16 members of the sailor choir beyond eight, one AFRA standby will be paid.

Negotiations between AFRA and the BLUE, whose Meet Your Navy program tapes are still pending, Minneapolis-Honeywell Co., Minneapolis, pays for the time used on the Blue Jacket Chair With Danny O'Neill program, and Hall Bros., printing, Kansas City, makes the time available for the Meet Your Navy program.

INFRINGEMENT DAMAGES

JUSTICE WILLIAM BONDY in a recent decision in U. S. District Court ruled that Ronconi Macaroni Co., WPEN Philadelphia, and Allied Baking Co., were found to be liable to $11,600 damages, plus fees and costs, for infringement of each of the patents which constitutes a Federal base used in a radio serial sponsored by the company. Action was brought by the Shubergs, who were represented by Mr. setter and John J. Wildberg, New York attorneys.

TO AVOID conflict with similar trials, Procter & Gamble Co., broadcast of Oct. 18 changed name of its five-week-quarter-hour early morning record programs on NBC stations from Hollywood Theatre of the Air to Dan 'Star Playhouse. Agreement is signed with Blackett-Sample-Hummert, Chicago.

AFRA Standbys Are Paid

BROADCASTING October 25, 1943 Page 9

available in S A N F A N C L O R C E O R A N D A L A N O ""
WEVD National Advertising.

Donald F. McLean, John E. Conklin and Joseph J. Malin have joined the engineering staff of WOR, New York.

Don Wellier, former chief engineer of WISN Milwaukee has been promoted to a captain in the Army Signal Corp.

Paul Muller, control room operator of WISN Milwaukee, is the father of a girl.

Herbert Newcomb, formerly staff announcer of WCAU Philadelphia, has recently joined the announcing staff of the Blue Central Division.

Robert Brook, engineer of NBC Hollywood, has been commissioned a lieutenant (j.g.) in the Navy and reported to the Bureau of Ships, San Francisco, on Oct. 21.

Martin Siegel, formerly with WBEC Escondido, Mich., has joined the engineering staff of Windy City.

Robert Beverford has joined the engineering staff of WOVO-WGL Fort Wayne, Ind.

Coronet Series

Following closely on Schutter Candy Co.'s discontinuation of the Coronet Series, little-known on CBS, Coronet magazine starts a similar program on Mutual network, under the title Coronet Story Teller. Starting Sunday, Nov. 7, in the 6:45 7 p.m. period on 60 MBS stations, the series will tell war stories, human interest tales and dramatizations, with musical background supplied by the orchestra of WGN, Chicago, point of origin. Schwimmer & Scott, Chicago, handles both the Coronet and the Schutter accounts.

Satesepost Schedule

Curtis Publishing Co., Philadelphia (Saturday Evening Post), on Oct. 27 will begin sponsorship of a staggered schedule of one-minute transcribed chain breaks—five-minute transcribed dramas and quarter-hour live news programs on 44 stations, with more anticipated. Contract is for 13 weeks. Agency is MacFarland, Aveyard, Chicago.

Arvey to Use 70

What might be a new time-saving plan for station representatives' salesmen was inaugurated in Chicago last week when George Roessler of First United Broadcasters, agency, invited some 25 salesmen to hear a talk on the 1944 plans of the Arvey Corp., Chicago (B-Y lite). The Arvey Corp. will campaign for 52 weeks on some 70 stations, according to Mr. Roessler.

M-G-M Film Spots

Metro Goldwyn Mayer, New York, has signed exclusive participations on Personals, It's Off the Record and on Arthur Godfrey's program on WABC New York, for two weeks, starting Oct. 25, to promote the "North Star," which opens in New York Nov. 4. Agency is Donahue & Coe, New York.

Hauser Promoted

William H. Hauser has been named chief engineer of WBZ, WBOS and W67B Westinghouse Co. stations in Boston, C. S. Young, general manager, announced. He is replacing F. M. Sloan, who has been loaned to the parent company to carry on wartime research. Mr. Hauser joined Westinghouse in Chicago in 1928, as a technician, and later transferred to KDRT as control supervisor. From there he went to WBZ, and then to WBZ as control supervisor in 1940. Charles Vassall, veteran of the technical staff, was named chief engineer.

Mr. Hauser

William A. Bruno

William A. Bruno, 49, treasurer and chief engineer of Selecta Corp., Long Island City, manufacturer of radio detecting devices, died Oct. 17 in Wyckoff Heights Hospital, Brooklyn, after a short illness. Prior to the war, Mr. Bruno was a consultant to Hearst Newspapers in experimental work on the transmission of news by radio-controlled transmission and shortwave radio. He leaves a widow and two children.

Singleton to Harvard

Harold C. Singleton, chief engineer of KGW-KEX Portland, Ore., will leave shortly for Harvard U. to do research for the Army and Navy. He has been granted leave for the duration, according to Arden K. Pangborn, managing director of the stations. Mr. Singleton has held his position in Portland for 10 years, coming from the radio engineering dept. of the General Electric Co., in Schenectady. At one time he was radio engineer for Pacific Coast Ground installations of United Air Lines. Laterly, he has been communications officer for the Oregon Civic Air Patrol, in which he holds a captain's rank. At Harvard, he will work directly under Dr. F. E. Terman, head of the radio research laboratory.

Food Spots Sponsorable

OWI's Domestic Radio Bureau announced last week that in addition to the Bonds For Christmas station announcements, scheduled for the weeks Nov. 8 and Nov. 15, the Food For Freedom announcements for those weeks would be 55 seconds long, and available for sponsorship. The war message schedule for the week of Nov. 8 appears on page 20 of this issue.

Kenmore Expands

SPOT CAMPAIGN for Mathematics Made Simple (Broadcasting, Oct. 11), has been expanded to a total of 10 stations by Kenmore Publishing Co., New York, and will continue to increase, according to Weiss & Geller, New York, agency in charge. Firm uses five-minute transcriptions at varying frequencies per week.
Standard Radio Likes A.F.M. Deal
Milt Blink Says Relations With Union Are Stronger
Favorable reaction to the four-year contract agreement between the American Federation of Musicians headed by James C. Petrillo, and five electrical transcriptions companies, announced last week by Arthur S. Meyer, chairman of the National Labor Relations Board, New York, was expressed in a statement made Thursday in Chicago by Milt Blink, co-owner of Standard Radio, one of the companies involved which signed Oct. 20 to end negotiations.
Mr. Blink said, "We're very happy to complete the deal so that we can now proceed with the normal operations of our business. Considerable advantages were gained over the Decca-World contract, and under the present arrangement we feel that we will be able to carry on our service to stations with very little if any change in our own setup, and what is most important, without incurring any interference on the stations themselves. Immediately upon signing the contract, Standard Radio sent a bulletin to subscribers explaining the contract negotiations."
In the three-page letter sent to stations, Standard explained its signing with the A.F.M. along with Lang-Worth Feature Programs, Inc., and C.P. MacGregor Co., Los Angeles. Other transcription companies which signed were Associated Music Publishers, and as previously announced, Decca-World. The standard message attempted clarification of the entire proceedings for its clients, stating that "Actually, we think our relations with the union have been strengthened by the controversy, and we believe our relationship is now on a basis where it can continue for some time in the future."
Still outside, but said to be making separate negotiations with the Petrillo union, is the Radio Recording Division of NBC, and two record firms, the RCA Victor Division of the RCA and Columbia.

WHEEL TALENT
JIMMY MOORE, general manager of Yellow Cab Co., Memphis, has bought six 15-minute periods a week on WBQB Memphis, and found the answer to his talent problem at the wheel of his own car. Two of his drivers, now billed as "Joe & Slim, the Yodelin' Cabbies", are E. P. Crowe, known to hill-billy fans as Sundown Slim and author of many cowboy and hillbilly lads, and Joe Manuel, well-known mandolin-player with several Memphis hillbilly bands.

SPONSORS RESUME TELEVISION SERIES
WITH lifting of the ban on weather broadcasts, Botany Worst Millers have resumed their one-minute weather cartoon featuring the Botany Mill Wheel which was cancelled when the last Thursday of October, held last Thursday at the Capitol Hotel, New York. Bulova's telecast time signals are also back on the station, Mr. Williams said, adding that most of the 19 advertisers who used WBNT before the wartime shortages of manpower and equipment caused the elimination of live studio programs are expected back when such programs are again available.
Norman D. Waters, ATS president, announced a joint dinner meeting of ATS and the Advertising Club of New York for Nov. 10 at the Club. Allen B. Du Mont will address the meeting from studio of W2XKX, at the beginning of a special demonstration of commercial television programming. Thomas Hutchinson of Ruthrauff & Ryan, formerly program director of WNTB, will also speak at the dinner.

NAB Board Meeting
POSTPONEMENT of the meeting of the NAB Board of Directors from Nov. 10-11 to Nov. 17-18 in Washington was announced last week by President Neville Miller, following suggestions from several board members that the latter date would be preferable. Although no formal date has been announced, Mr. Miller said that detailed consideration would be given legislative problems and the music situation. The board last met in July, when the question of NAB organization was considered, among other things, in the light of the expiration of President Miller's term next July.

ITALIAN PROGRAM CANCELED BY WELI
STRESSING the fact that at the rate stations are now dropping foreign language programs "it is possible that in the near future foreign language programs would be eliminated from airways," the International Ladies Garment Workers Union Local 89, New York, last week wired the FCC in protest against the cancellation by WELI, New Haven of the union's program Voice of Local 89.
The wire, signed by Luigi Antonini, general secretary of the International Dressmakers Union of Local 89, explains that the Italian program has been sponsored by the union for the past eight years, originating at WEVD New York and being fed to WELI and WPEN Philadelphia. Furman, Feiner & Co., New York, agency for the account, was notified Oct. 2 by WELI that it was cancelling all programs in Italian on Oct. 17 because it was losing its foreign language censorship, although the agency replied that programs originated in New York and was composed at point of origin and not in New Haven.
The cancellation, Mr. Antonini says, "wipes out the good accomplished in eight years of constant pro-democratic education. It is even more regrettable that it comes at this time when the need seems greatest and in a community where the population is about one-third of Italian origin."

WMCA LINKS GROUP IN HI-GRADE SERIES
HY-GRADE Food Products Inc., New York, sponsor of Alice B. Hughes' commentaries on WMCA New York, is arranging a ten-station network to carry her Sunday program, 7:45-8 p.m. Arrangements have already been concluded for KYZ Detroit and WEBR Buffalo to rebroadcast the program at 10:30 p.m., and time is being sought in Cleveland, Philadelphia, Indianapolis, Washington, South Bend, Pittsburgh, and Chicago. Those unable to clear at 10:30 will carry delayed broadcasts originating from New York.

Staley on Blue
A. E. STALEY MFG. Co., Decatur, Ill. (starch), on Nov. 29 will begin sponsorship of Sweet River Mondays through Fridays on the Blue network from 10:10 to 10:45 p.m. Contract is for 52 weeks. Agency is Blackett-Sample-Hummerc, Chicago.
Lea Committee Announces Its Policy For Hearings Investigating the FCC

FOLLOWING is the statement of policy and procedure issued last Monday by Chairman Clarence F. Lea (D-Cal) following a lengthy executive session of the House Select Committee to investigate the FCC:

The House Committee for the investigation of the Federal Communications Commission held an executive session for the purpose of passing upon the admissibility of certain statements taken at New York and also to determine certain matters of policy to govern the deliberations of the Committee.

All of the members of the Committee, including Mr. Lea, Mr. Hart, Mr. Magnuson Mr. Wigglesworth and Mr. Miller of Missouri were present.

After a two-hour session, the Committee unanimously agreed on matters covered by this statement as follows:

Admissibility of Testimony

As appears from the record of the opening of this Committee, held in Washington on the 15th of October, the written transcripts of statements of four witnesses, taken on an investigation into Short Wave Research at New York during August and September, were requested to be embodied as testimony in full in the permanent record of the Committee hearings. The fact appears from the record of such hearings that by the 14th of October, a resolution was raised as to the propriety of receiving this evidence on the ground that it was not taken by a member of the Committee. Thereupon, it was asserted that the Committee would give its discretion to whether or not such testimony would be received in the location where the witnesses were private. It was then decided the Committee would consider the matter in executive session, and execute such evidence was sent to the printer.

Pursuant to this understanding, this Committee met today to consider methods of procedure of the Committee and also the question of whether or not the offered statements should be received in the records of the Committee. After looking into the matter, it appears that part of these statements were made in the absence of any Committee member and at a private hearing.

After considering the admissibility of the testimony which the Committee reached the conclusion that under H. Res. 21, as adopted by the House of Representatives, and under which the Committee is operating, hearings can be conducted only by a member of the Committee, and the presence of such member during the whole of such hearing must be regarded as within the intendment of the resolution.

It appears that the statement of two of these witnesses was taken without the presence of any member of the Committee at any time, and that in the case of one of the other witnesses a Committee member was in attendance only part of the time.

The Committee has decided as a matter of policy to admit testimony taken in the presence of a member of the Committee in charge of the hearing, and to re-examine the witnesses whose testimonies were not given at hearings at which an authorized member of the Committee was present.

The testimonies were not given at hearings in charge of such a member will be brought before the Committee for further interrogation, after which any question of the admissibility of the testimony of such witnesses will be determined.

After consideration, the Committee finds that the three letters offered in evidence and marked "Exhibits 21, 22 and 23" for identification are relevant to the issue involved and properly admissible. The letters are, therefore, received in evidence.

Procedure

All hearings of the Committee shall be presided over by one of its members.

All hearings shall be open to the public, unless by resolution of the Committee, to determine in executive session with a quorum present.

The Federal Communications Commission shall be notified in advance of all hearings. Oaths shall be administered to witnesses by the presiding Chairman of the Committee.

All witnesses shall testify under oath.

It is the purpose of the Committee to allow the Commission full opportunity to present, in due time, any facts relevant to the subject matter of the hearing.

Method of Preparing Analysis of Testimony

The Committee has arranged for an analysis of the testimony taken at the hearing, and of analysis, citations will be made for three general hearing, each substantial accusation made against the Commission or its persons.

The first head will include what are regarded as substantial accusations made against the Commission or its members.

Under the second head, the citation will be made to the various sections of the hearing which are claimed to support the accusations.

Under the third head, citations will be made to evidence in the record, embracing denial, explanatory and exculpatory matters in reference to such accusations respectively. Under this head the Federal Communications Commission may likewise make such citations.

Moves to NBC

ADELAIDE HAWLEY, commentator on the Woman's Page of the Air on WABC New York, and feminine commentator on M-G-M newsreels, has resigned to join NBC, New York. According to Mrs. Hawley, NBC will conduct a series of six times weekly programs on WEAF, NBC outlet in New York, 9:30-9:45 a.m. Her new series will be similar to the program she conducted on WABC, and will include advice to housewives on the many home problems confronting them in wartime.

Join Katz Agency

RALPH P. CAMPBELL, formerly with J. W. Thompson Co., has joined the Sales Staff of the Katz Agency, New York, according to an announcement last week by G. R. Katz, manager. Warren M. Morton, with the Katz Agency, has also joined the New York Katz staff. Malcolm O'Mara, of the Katz New York Staff, was feted at a luncheon at the Waldorf-Astoria Oct. 21 by the Katz organization prior to his departure to Mobile where he will serve as an officer in the Maritime Service.

Allocation Studies

(Continued from page 9)

broadcasting services, according to FCC sources, has heightened considerably.

To be integrated in any plan for post-war allocations are international aspects of FM and television. The bands assigned these services, and television particularly, it is hoped, will also be used in other countries so that to standardize operations, both from the standpoints of engineering methods, and for manufacturing. With internationally uniform services, the same standards of engineering could be employed so that American manufacturers could market equipment abroad.

Continuous Tests

It is expected also that some of the ultra-high bands will be employed after the war on international air and sea routes for traffic control purposes and anti-collision devices. Every effort must be made, it was pointed out, to guard against interference with such safety-of-life services.

It was learned at the FCC that in preparing for these future allocations, field offices of the Commission are making continuous recordings of FM stations to determine long-distance interference phenomena. Tests also are being conducted on interference from the E layer, the troposphere, and sporadic E. Results of these studies, it was stated, will provide important information pertaining to future allocations as well as data as to whether the present bands should be retained or should be extended in the spectrum.

FM Problem

Data thus far procured appears to indicate that FM may require space in a different portion of the spectrum in order to avoid sky wave interference. The present allocations are made largely on the basis of skip assignments at 30 or 40 mile intervals. Reports, however, have been received from FM operators indicating secondary interference all the way across the continent.
GMA New York Meeting
To Hear Marvin Jones
WAR CONFERENCE of the Grocery Manufacturers of America, is to be held Nov. 3-5 at the Waldorf Astoria, New York, and all sessions will be open except that of Nov. 3 when only members of the GMA will be admitted.

Pay Hunter, in charge of manpower for the food processing industry at the War Manpower Commission, will talk on the manpower problem. Marvin Jones, War Food Administrator, will discuss his production plans for 1943-44, and Lee Marshall, deputy administrator of the WFA, will report on the outlook for machinery and supplies.

Vernon Bennett, advertising manager of Swift & Co., now on loan to the AFA, will make a progress report. Other speakers include Chester Bowles, general manager of the Office of Price Administration; Mark Upson, director of the office of transportation, WFA; Sen. Walter F. George (D-Ga.); Congressman Jesse P. Wolcott (R-Mich.); A. C. Nielsen, market research economist, and Charles Wesley Dunn, general counsel to the GMA.
Covers Page

BUY MONTREAL THE Network Station the Youngstown, U.

BLUE at Cost! OFFICES AND

BONDS TODAY

Only 34th WINNIPEG MARKET.

District O. by SALES SPOT

GILLETTE SAFETY RAZOR Corp., Bos- ton, on Nov. 5 sponsors Tami Maurillo

Lee SAiold bucking bust on undetermined

number. Mutual stations, 10 a.m. On

Nov. 12 comedy sponsors Fritzi Zivic

Jack LaMotta bust and on Nov. 19 spon- sors Bob Montgomery-Beau Jack. Agency:

MAll. M. R. Y. YORK KNITTING MILLS, Toronto, on

Nov. 14 starts Canada Sings on 30 CBC

stations, 8:15-9:30 p.m. Agency: Cockfield, Brown & Co., Toronto.

WILLIAMSON CANDY Co., Chicago (Henry candy bar), on Nov. 9 renew for


S. C. JOHNSON & SON Co., Racine, Wis. (Johnson's wax), on Oct. 19 renewed

Pâbles Melody & Maltip on 120 NBC sta-

tions, Tuesdays, 9:30-10 p.m. with the addi- tion of WMAM and WENY on Nov. 9 and KOB on Nov. 16. PRT MILK Co., St. Louis (Pat Evap-

ulated Milk), on Oct. 26 renew for 62 weeks Mayy L. Taylor on 71 CBS sta-

tions, Tues. and Thurs., 11:10-11:51 a.m., and on Nov. 21 adds Sat., 10:41-11:41 p.m. (rebroadcast 1 p.m.) and 6 CBS Pacific Coast stations, making a total of 78 CBS stations. Agency is Gardner Adv., St. Louis.

Walt Dennis to WHN

WALT DENNIS, director of the NAB News Bureau in Washing-

ton since last March, last Thurs-

day announced his resignation ef-

fective Nov. 1, to join WHN New York as director of public rela-

tions. He will report to Herbert L. Petty, director of the Loew's Inc. station.

Before joining the NAB with Willard Egoif, assistant to Pres- ident Neville Miller, Mr. Dennis had been with KVOO Tulsa as di-

grector of marketing and Sales promotion, having joined the sta-

tion in 1941 as assistant farm ed-

tor. Prior to that he had been in newspaper work in the Midwest for seven years.

Is your 1944 YEARBOOK question-

naire completed and in the mails? Your

prompt and careful handling of the information requested will assure accurate

listing in radio's own reference volume.

Thank You.

BROADCASTING, The Weekly Newsmagazine of Radio

Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

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MILLS, Toronto, on

Nov. 14 starts Canada Sings on 30 CBC

stations, 8:15-9:30 p.m. Agency:

That's All for TONIGHT.
**WANTED**

**ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER**—We are planning not only for present but post war. For this man a b. s. c. b. s. c. affiliate in midwest offers a splendid opportunity. Qualifications: Married, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising. Send details including age and photograph if possible. Box 444, BROADCASTING.

**PROGRAM DIRECTOR-MANAGER**—All phases of programming—business experience—youthful—progressive—capable—good salary—good references—draft deferred—will prove definite asset. Box 440, BROADCASTING.

**WANTED TO BUY**

**COMPLETE 5 KW TRANSMITTER**, including antenna tuning unit. Advise type, condition and price of this transmitter. Box 446, BROADCASTING.

**MODULATION MONITOR—**Approved Frequency Monitor, two transcription turntables, new or used. Box 448, BROADCASTING.

**RADIO WRITER WANTED**

We need immediately an experienced radio writer—man or warmonable—able to produce a large amount of good spot copy—both live and transcribed, for a wide variety of occasions, including foods, drugs, beverages, farm products and petroleum products. Write fully giving age, experience, salary requirements, and expected date on which you might be available.

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

**SERVICE OF BROADCASTING**

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

**McNARY & WRATHALL**

CONSULTING RADIO ENGINEERS

National Press Bldg. D. C.

**H ECTOR R. SKIFTER**

CONSULTING RADIO ENGINEERS

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

**R I N G & CL A R K**

Consulting Radio Engineers

WASHINGTON, D. C.

**MO 2-7859**

**G E O R G E C. D A V I S**

Consulting Radio Engineer

Monsey Bldg. District 4856

Washington, D. C.

**FREQUENCY MEASURING SERVICE**

**EXACT MEASUREMENTS ANY HOUR—AND DAY**

R.C.A. Communications, Inc.

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

**BROADCASTING**

**Help Wanted**

**OPPORTUNITY**—For reliable, draft exempt, well informed radio engineer, photo, transcription, script, staff. Age experience, experience expected. Excellent Holland Agency, Hotel Sinton, Cincinnati, O.

**Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 6 kw. network station. Box 444, BROADCASTING.**

**WANTED**—Two good commercial announcers for midwest network region. $50 a week. Good experience and draft status. Box 447, BROADCASTING.

**WANTED**—Experience radio salesman. Must be college graduate and have at least two years of actual experience successfully selling and handling local automobiles. Must be exempt from the Selective Service. Write full particulars to Box 448, BROADCASTING.

**NEWSMAN-SPORTSCASTER**—Must be fully qualified and experienced to work. Real opportunity for one who can qualify. Regional network has openings. Write WKZO, Kalamazoo, Michigan.

**ANNOUNCER—Professional position for experienced draft exempt, $60 for 60 hours to start. A real opportunity. Send samples of work with full details to Manager, WDFX, Flint, Michigan.

**First Class Radio-Telephone Operator—Outstanding opportunity, excellent salary. Give experience and draft status. Radio station WJAM, Somers, New York.**

**WANTED—Announcer operator with first class license. Must be capable of news and general announcing network station. Send details to KBX, Peotone, Illinois.**

**Announcer—Fluent adult versatile personality announcer with continuity and production ability. KTFI, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status. Reference, transcription.**

**First Class Radio Telephone Operator—Permanent position. Union scale, Contact Chief Engineer, WSDU Inc. New Orleans, La.**

**Announcer—Permanent position with 5 kw. regional station for draft deferred, experienced man. Box 444, BROADCASTING.**

**ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER**—We are planning not only for present but post war. For this man a b. s. c. b. s. c. affiliate in midwest offers a splendid opportunity. Qualifications: Married, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising. Send details including age and photograph if possible. Box 444, BROADCASTING.

**ANNOUNCER**—Experience preferred; well-recommended radio school graduate considered; by New England network affiliate, $35 to $45 weekly, box letter. Box 446, BROADCASTING.

**Chief Engineer—Who can assume complete charge of technical department, 5 years experience, and draft deferred. Experienced, permanent position. In reply give complete information—age, experience, marital status, and income. Write to Box 446, BROADCASTING.**

**RADIO STATION SALESMAN**—Station leads in its market of over million urban population. First class Detroit, Michigan agency, publication or station experience necessary. Salary $4,500. Give complete details of professional and business background. Confidential. Box 446, BROADCASTING.

**RADIO SALEMEN—Want a job with a future? Regional network has openings for salesmen in two New England cities. Box 447, BROADCASTING.**
Pulp, Paper Shortage Seen Threatening All Lines of Industry and Advertising

KEEPING some well-known sponsored products on the market in present volume has now become literally a paper problem. This results from the growing shortage of wood pulp and paper for shipping containers as well as for publication of newspapers and national magazines.

Not yet a choice between comics and cosmetics, the paper situation nevertheless is seen as seriously threatening all lines of industry and advertising. Latest restrictive action taken by government to spread existing supplies is WPB Limitation Order L-317, which sets up quotas and inventories on shipping containers. Inventories are limited to a 30-days supply. Based on 1942 usage, the quotas include: beverages, 80%; animal and pet foods, 80%; dentifrices, 80%; perfumes and toilet articles, 65%. Seasonal packs of food products are not on the quota list. Cosmetic industries by WSAI are now supplying glass containers to 65%.

Effect on Volume

Effect of the paper order upon volume of restricted products will vary depending upon what measures the manufacturers can take, such as pushing large size individual packages, which hold more product in relation to the amount of paper board used to pack them; return and re-use of shipping containers; etc.

Containers Division of the WPB is launching an extensive program for voluntary re-use of containers. Probably distributors will be called upon to return shipping boxes to the manufacturer where this is practical.

On the advertising, printing and distribution of news is the disclosures and representations being made to the Boren Subcommittee of the House, which is investigating the newsprint supply. One report forecast a drop of 52% in printing and wrapping paper available for U.S. consumption in 1944 unless measures are taken to relieve shortage of manpower in the woods. The report advised consideration of the use of war prisoners for this work.

American Newspaper Publishers Assn. has advised the House committee that tariff restrictions on newsprint should be relaxed. The Treasury has placed a narrow definition on duty free "standard newspaper paper" thereby keeping Canadian supplies out of the U.S., the ANPA charged. A recent order raised the WPB limitation on newsprint consumption from 5 to 10 per cent of the base period, in line with a recommendation by the newspaper publishers advisory committee. A larger cut was not recommended, it was reported, because the advisory committee felt that the deficit could be supplied out of inventories. The publishers were warned, however, that the lag of production was increasing seriously.

Thomas to Marines

FRED THOMAS, news editor of WCKY Cincinnati, was inducted into the Marines last Tuesday and will report in a fortnight at San Diego. Cal. Thomas joined WCKY last February after eight years at WSYY in Philadelphia.

Loose-Wiles Active

LOOSE-WILES Biscuit Co., Kansas City, Mo., as part of its fall campaign for Krispy Hi Ho and Cheez-It crackers, will use announcements on its newscasts in New England and on WTAP Washington, which has been running since early summer. In addition to a WTOP quarter-hour news series, the company sponsors news by Cedric寒, WCBS, WNBC, WEAN, WCCS, WSHB and WHTF. Agency is Neuwill-Emmett Co., New York.

Republic Pix Schedules Spots for Rogers Film

REPUBLIC PICTURES Corp., New York, is using spot radio in the East and Midwest to promote Roy Rogers film, "Man From Music Mountain." Tying in with Roy Rogers' personal appearances in the Rodeo in New York, Republic ran transcribed announcements and live participation on WBOE, WVIN, WNYN, WNEW, WABC WOV, Sept. 30-Oct. 8, promoting the film and the Rodeo. Schedule for the opening of the film in St. Louis Nov. 4 includes KSD, KMOX, WKP, KZOK, WMJ, WSM, WIL, WEW. Kansas City showing will be advertised on KMBC and WDAF, while WCCO and KSTP carry spot announcements for the Minneapolis presentation. Radio will also be used in Omaha. Agency is Donahue & Coe, New York.

Menthophilum on 75

MENTHOLATUM Co., Winsington, Del., for its "multiple-relief" cold product, introduced a spot announcement and local programs on stations in 75 markets throughout the country. Campaign started on a small scale back in July and stations have been added during the past few months to make the present total. Agency is J. Walter Thompson Co., New York.

BROADCASTING • Broadcast Advertising

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POST-WAR MIKES

Will Come in Many Styles,
Says Durwood Allen

WHILE the all-purpose standard microphone will continue to be a favorite, there will be more styles of mikes in use.

Mr. Allen predicts that mic type, throat model, lapel size and hand-held microphones will be more generally used for film, television, remote and on-the-spot special events broadcasts.

"The post-war broadcasting realm will see more than a score of microphone styles to select from," Mr. Allen predicts. "Manufacturers may even distribute package deals with a half dozen models attached to boards for wall display and storage in control booths to be used as replacements and spares."

KFI-KECA Restrictions Issued on Used Car Copy

TIGHTENING regulations covering used car and automotive service commercial copy, KFI-KECA Ros. has issued five notices to Southern California advertising agencies on Oct. 20 announced new restrictions. Directive specifically lists as unacceptable "scare copy and/or copy (1) employing superlatives, (2) offering a bonus or premium to persons selling cars to a dealer, (3) making claim or offer which is contrary to any department of the U.S. Government."

G-F Promotes Zipf

J. E. ZIPF, former manager of the St. Louis district sales office of G-F, has been named manager of the new Midwest district sales division effective Nov. 1. A. D. Donovan, former district representative in St. Louis, succeeds Mr. Zipf. C. J. Dare, former area manager, succeeds the late W. B. O'Daniel as manager of the Philadelphia district, etc. John J. Schenck, former national manager of special coffees, has been named to manage the Omaha sales office, while J. B. Bateman, former Oklahoma City district sales manager, will be responsible for that office. N. D. Stringer, resigned. Clark V. Kizzia, former manager in El Paso, succeeds Mr. Bateman and El Paso trade will be handled through the General Foods Los Angeles and Denver offices.

"Digest" Cancels

FAILING to develop a suitable replacement for the Readers Digest, the publishers have cancelled the 10:15-10:30 p.m. spot on the BLUE in which a program featuring Frazier Hunt, reporter, had been scheduled to start Oct. 7, and then Oct. 21. Network show has been postponed indefinitely, or until Readers Digest Assn. works out a satisfactory radio presentation of its material, according to a spokesman for the firm. BBDO, New York, places the business.

Shirer on CBS Sundays

WILLIAM L. SHIRER, CBS news commentator, recently heard on the network Sunday evenings under sponsorship of General Foods Corp., New York, on Oct. 24 started a quarter-hour commentary in the 7-7:15 p.m. period Sundays. On that date CBS shifted the Jery Lester show, a sustaining, from Sunday 7-8 to 6:30-7:30 p.m. the same evening.

RADIO PLAY SHOP of Northwestern University, Evanston, Ill., began its final year of broadcasting Oct. 17 with a half-hour drama over WJJD Chicago. Armand Hunter of the Northwestern School of Speech is director of the Play Shop this year.
"Give Us Tubes That Last Longer"... Is The Cry
AND RCA ENGINEERS ARE DOING IT!

Replacing the 872 and 872-A, this new 872-A / 872 Half Wave Mercury Vapor Rectifier gives you better results for less money. A special alloy for the cathode base yields increased emission without tube drop, enabling the tube to withstand large surge currents without injury to the cathode coating. And thermal efficiency has been greatly increased. Net result: better performance, longer life.

RCA 872-A / 872 Half Wave Mercury Vapor Rectifier
$7.50

The real value that tube users get from any tube engineering improvements largely depends upon the manner in which the improvements are utilized in the overall design. For example, the latest RCA zirconium-coated anode, used in the RCA-800, could have been applied primarily to the purpose of giving this tube a greatly increased rating. Or it could have been utilized in RCA-850 to produce a tube which, operated at a conservative rating, would yield a very considerable increase in the operating life of the tube. In these days, dependable performance, long tube life, is most needed. And that is exactly what you get with the long service RCA-850 RATING:
Plate Voltage, 11 volts; Filament Voltage, 14 volts; Filament Current, 6 amperes; Plate Current, 3.5 amperes; Dissipation, 200 watts.

RCA 850 R-F and A-F Power Amplifier
$120

An outstanding feature of this high-power, all-ceramic tube is its famous RCA zirconium coated anode, permitting 95% more input and 33% more plate dissipation under C&S conditions than were possible with its predecessor, the 833. Designed for use in an F4 amplifier, class C modulation, and oscillator, this is one of RCA's most powerful plastic-type tubes. Built for long life. RATING:
Filament Voltage, 6.8 volts; Filament Current, 3.25 amperes; Amplifier factor, 150; Plate Voltage, 1,000 volts; Plate Current, 1.2 amperes; Dissipation, 750 watts.

RCA 833-A Transmitting Triode
$76.50

High output with extremely low driving power is the key feature of RCA 828. And in addition, this tube needs no neutralizing in well-shielded circuits. In ICAS class C telegraph service, the 828 will deliver 200 watts with only 2.2 watts driving power. Conservatively operated at C&S ratings the RCA 828 provides high safety factor and long life. Its high power sensitivity saves vital materials. The result: RCA's famous bottle neck, one of RCA's most popular glass tubes.

RCA 828 Beam Power Amplifier
$17.50

How to Reduce Tube Replacements

ASK FOR THIS BOOK

"TIPS ON MAKING TRANSMITTING TUBES LAST LONGER." RCA's great new show, Saturday nights, 7 to 8, E. W. T., NBC.

The Magic Serenade of All Electronic Ensembles: A Tube and the Fountain Head of Modern Music Development is RCA.