

SEPTEMBER 13, 1943

PRICE 15 CENTS

# BROADCASTING

The Weekly

Radio

MR. EDWIN H. ARMSTRONG  
435 EAST 52ND ST.  
NEW YORK CITY 3 1139

Broadcast Advertising

*The New 1943*

## IOWA RADIO AUDIENCE SURVEY

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

**WHO**  
**+ for IOWA PLUS! +**

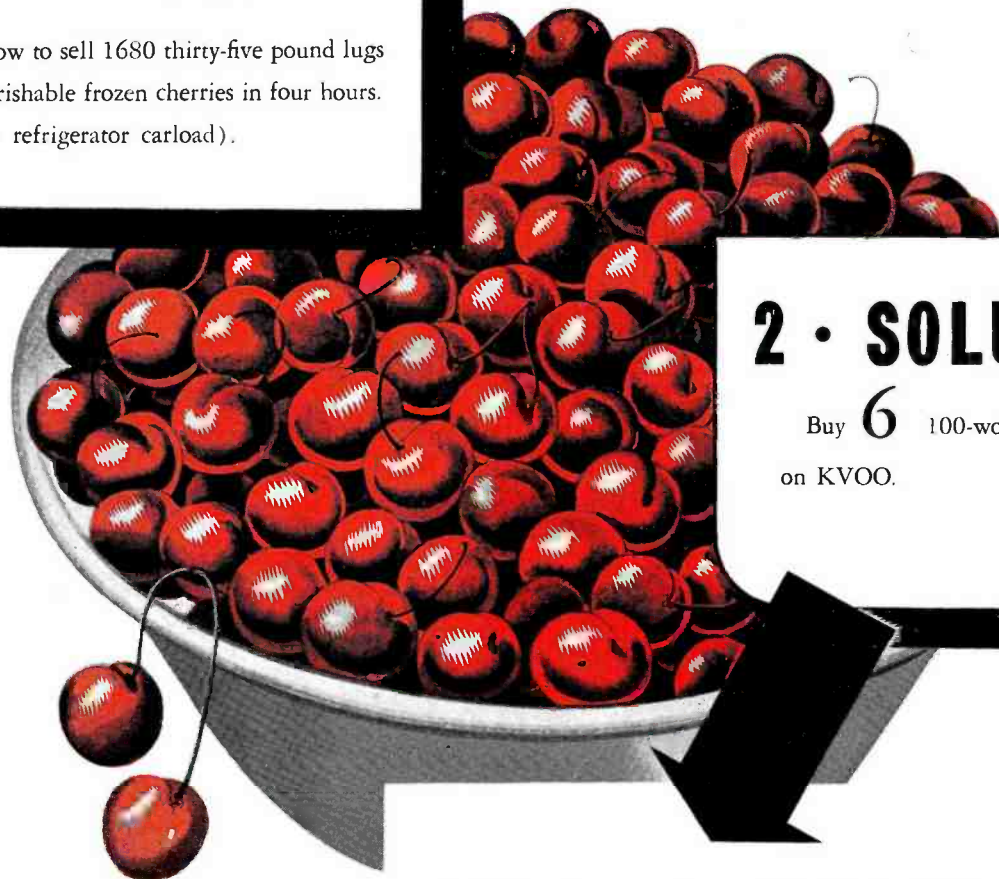
DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT

J. O. MALAND, MANAGER

# 1 • PROBLEM

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



# 2 • SOLUTION

Buy **6** 100-word announcements  
on KVOO.

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

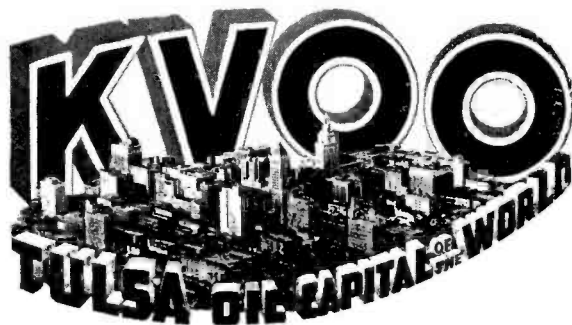
After a hurried conversation, Mr. Johnson took six 100-word announcements at the following times: Friday—5:05 and 5:30 p.m.; and Saturday—6:30, 7:30, 9:00, and 9:45 a.m.

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

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

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

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



50,000 Watts—Day and Night—1170 Kilacycles—NBC Red  
Edward Petry & Co., National Representatives



L



IN THE LONELY WATCHES OF THE NIGHT — The "graveyard shift" at WSM's 50,000 watt, clear channel transmitter near Nashville, Tennessee.

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

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

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



HARRY L. STONE, Gen'l Mgr. • NASHVILLE, TENNESSEE • NBC AFFILIATE

OWNED AND OPERATED BY  
**THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.**  
 NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

# BROADCASTING

The Weekly Newsmagazine of Radio  
Broadcast Advertising

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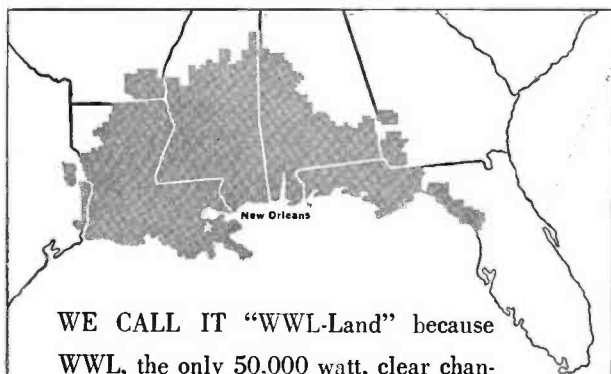
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## The Beautiful Ante-Bellum Homes of Natchez

### ARE IN WWL-LAND

And so are 608,090 radio homes from 5 different states!



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

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

# WWL

NEW ORLEANS

**50,000 WATTS—CLEAR CHANNEL**

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

# KOIL

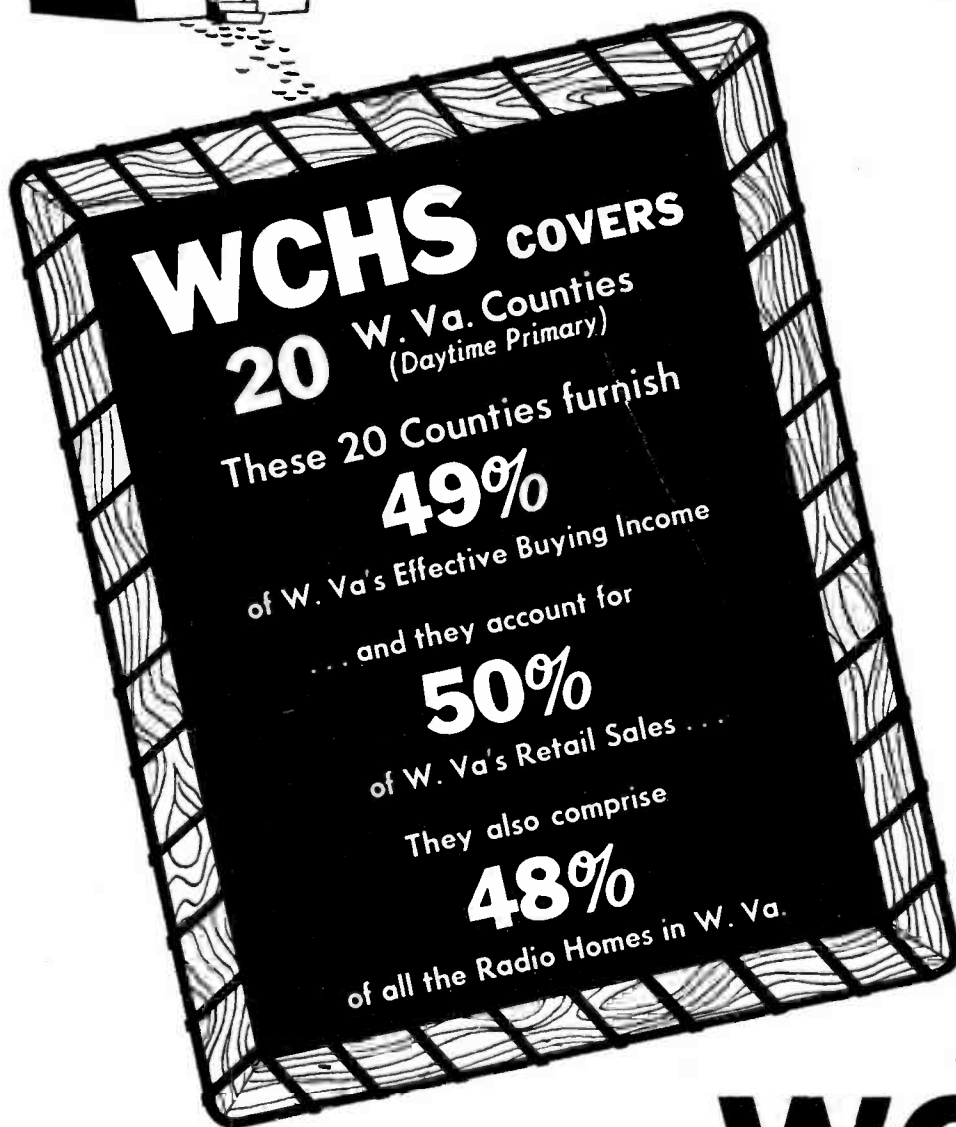
is the  
most economical buy  
in OMAHA



**KFAB is a must -**  
For Outstate Nebraska.



IT'S **SCHOOL TIME**  
IN WEST VIRGINIA  
FOR *Time Buyers* TOO!



National Representatives.  
THE BRANHAM COMPANY

**WCHS**

CHARLESTON, WEST VIRGINIA

CBS - 5000 WATTS - 580 KC



## Stringy's in the Movies Now!

A few months ago we told you how Alvin Karpis's Orchestra had begun using Sonovox to make Alvin's electric guitar "talk and sing". . . how the stunt had *caught on* from Coast to Coast . . . how Stringy (the guitar's voice!) was actually getting fan mail!

Now, Alvin Karpis, his orchestra, the King Sisters and Stringy have just been starred with Allen Jones and Kitty Carlisle in Universal's "Larceny With Music" produced by Howard S. Benedict and directed by Edward Lilley! . . . Watch your papers and see this entertaining show. Ten to one you'll fall just as hard for Stringy (and Sonovox) in the movies as millions of other fans have on the radio!

And—if you want a live demonstration of how it's done, call any of the offices below for an appointment.

## WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives



### Some Typical SONOVOX PIONEERS

American Chicle Co. (Black Jack Gum)  
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American Industries Salvage Committee  
(Steel Scrap Drive)  
McCann Erickson, Inc.  
Buick Motors Division, General Motors Corp.  
Arthur Kudner, Inc.  
Chicago, Milwaukee, St. Paul & Pacific R. R.  
Roche, Williams & Cunningham, Inc.  
Colgate-Palmolive Peet Company  
(Vel, Palmolive)  
Ward Wheelock Co.  
Delaware, Lackawanna & Western Coal Co.  
Ruthrauff & Ryan, Inc.  
Walt Disney Productions  
Emerson Drug Company (Bromo-Seltzer)  
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Campbell-Ewald Co., Inc.  
Chr. Hansen Laboratory, Inc.  
(Junket Quick Fudge Mix)  
Mitchel Faust Advertising Company  
Andrew Jergens Co.  
(Woodbury's Products)  
Lennen & Mitchell, Inc.  
Lever Brothers Co. (Lifebuoy Soap)  
Ruthrauff & Ryan, Inc.  
Lyon Van & Storage Co.  
Batten, Barton, Durstine & Osborn, Inc.  
National Broadcasting Company  
Naval Aviation Selection Board  
Navy Seabees (U. S. Navy, Construction Battalions)  
Office of Civilian Defense (Region Six)  
Pabst Sales Company (Pabst Beer)  
Warwick & Legler, Inc.  
Pan American Coffee Bureau  
Buchanan & Co., Inc.  
Purity Bakeries Service Corp.  
(Taystee Bread, Grennan Cakes)  
Radio Corporation of America  
Ruthrauff & Ryan, Inc.  
Radio Station KOMA, Oklahoma City  
Alvin Karpis and his Orchestra (in all broadcasts)  
Shell Oil Company, Inc.  
J. Walter Thompson Co.  
U. S. Treasury Dept.  
Universal Pictures Company, Inc.  
("Larceny With Music")  
Warner Brothers Pictures, Inc.  
(Thank Your Lucky Stars)  
Willards Chocolates, Ltd.  
Cockfield, Brown & Co., Ltd.  
Velie-Ryan, Inc. (Nesbitt's California Orange Drink)

CHICAGO: 180 N. Michigan  
Franklin 6373

NEW YORK: 247 Park Ave.  
Plaza 5-4131

SAN FRANCISCO: 111 Sutter  
Sutter 4353

HOLLYWOOD: 1512 N. Gordon  
Gladstone 3949

ATLANTA: 322 Palmer Bldg.  
Main 5667

# BROADCASTING

and  
Broadcast Advertising

Vol. 25, No. 11

WASHINGTON, D. C., SEPTEMBER 13, 1943

\$5.00 A YEAR—15c A COPY

## Italy Armistice Gives Radio New War Role

### Eisenhower Uses Medium to Tell World

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

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

#### Badoglio on Air

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

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

been a calamitous result for the 15 billion dollar war bond campaign.

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

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

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

The whole story can't be told of the job of both broadcasting and of radio communications until the

World War II history is written. When it is, it will be astounding, according to the people in Government and industry who know but can't tell.

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

#### Ahead of Time

First announcements of the surrender were broadcast 43 minutes before the time OWI had planned to break the news to the world, beginning with the formal an-

nouncement by Gen. Eisenhower at 12:30 p.m. In view of the precautions taken by the military censorship to guard against leaks, considerable mystery surrounded the flashing of bulletins from press services in Algeria. Elmer Davis, OWI director, questioned by reporters Wednesday, was unable to shed light as to how the news had cleared the censors in Algeria.

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

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

#### Urged to Help Allies

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

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

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

### SURRENDER BY RADIO . . . An Editorial

HISTORY now records the first unconditional surrender of this war—or any war officially announced by radio.

"This is Gen. Dwight D. Eisenhower, commander in chief of the Allied forces. The Italian government has surrendered its armed forces unconditionally. . . ."

With those electrifying words, in the best radio tradition, Gen. Eisenhower, from Allied Headquarters in North Africa, told the Italian people and the world of the Italian capitulation. Almost instantly the word was flashed everywhere—by radio.

Italian Marshal Badoglio, almost simultaneously, in a proclamation read over the Rome radio, told his people of the surrender. From Berlin radio, hours later, frantic Nazis tried vainly to stem the tide of the collapse.

President Roosevelt on that same historic Wednesday night, went to the nation by radio, to warn against over-exuberance; to urge the citizenry to get behind the 15 billion dollar Third War Loan campaign. Already American broadcasting had gone all-out on that theme, with every commentator and practically every program admonishing that this is only the first round, and that the war is far from over.

History was made that momentous Wednesday, Sept. 8. Radio is the *Voice of History* in this wonderful, terrible era. Radio's role, coming up, will be at the peace table.

# AP Managing Editors Discuss Cooperation by Radio, Press

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

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

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

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

**Barnett Presides**

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

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

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

Mr. McCambridge advocated that newspapermen develop a press laboratory toward utilizing recent developments in FM, television and other radio techniques. He predicted small towns would look to be

provided with portable television sets which could bring events far afield into their homes. He asked if newspapermen were ready to take over that service.

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

**News Popularity**

Illustrating the rise of news broadcasts, Mr. Brooks said that in 1938 news broadcasts took 3.8% of the total air time on NBC; in 1941, 10.5%, and in 1942, 15.4%, a figure he believed designated its commensurate value. On the future of news, both in press and on radio, Brooks said that peace news with its international and personal significance would be just as important as war news is at present.

Mr. Johnstone described the BLUE's operations since it became  
(Continued on page 60)

## Way Calls Meeting in Chicago To Discuss Hitch-Hike Problem

A MEETING of leading network-affiliated stations, to take a position on such controverted matters as "cow-catcher" and "hitch-hike"



Mr. Way

announcements by network advertisers using contiguous station time, has been called for Sept. 20 in Chicago by William B. Way, vice-president and general manager of KVOO Tulsa, and creator of the "Broadcasters' Declaration of Independence".

Mr. Way, a member of the NAB board of directors and long an active figure in the industry, called the meeting for the Sherman Hotel on Sept. 20, upon the request of a number of station operators impressed by his leadership in the fight to block what has been described as advertiser domination of station time. The invitation, however, was thrown open to any station executive who desires to participate.

"In January of this year," Mr. Way advised a selected group of station managers, "I mailed to all

**HIGH RECOGNITION**  
Chief of Staff Lauds Radio,  
Press Cooperation

WORK of the Radio Branch, War Dept. Bureau of Public Relations, is recognized by Gen. G. C. Marshall, Chief of Staff, in his biennial report to the Secretary of War made public last Wednesday. Referring to publicity activity of the Army, Gen. Marshall pointed out that the Radio Branch, in addition to serving as the Army contact with the broadcasting industry, produces *The Army Hour*, heard Sundays 3:30-4:30 on NBC.

The program, he says, presents reports from the war zones, a summary of news and developments of training establishments. Chief of the Radio Branch is Col. Edward M. Kirby.

Explaining how the public relations unit operates, he explained that commanders of units in the field are instructed to assist accredited correspondents and to provide them with quarters, subsistence, transportation within the area, and means of communication to the homefront.

Gen. Marshall said that to provide propaganda-free news, the principle has been accepted that civilian correspondents rather than public relations officers should prepare news for the public. Some 500 radio commentators, writers and photographers have been accredited. "The code of wartime practices for press and radio has produced a genuine cooperation by these great news disseminating agencies," he reported.

the stations in the country a mimeographed copy of what I call 'Broadcasters' Declaration of Independence'. The basic reason for calling the attention of the industry to this was that I felt that certain practices within the industry were not good and should be corrected. Among these are 'cow-catcher' and 'hitch-hike' announcements.

"Since that time, I notice that at a number of sectional meetings, resolutions have been passed petitioning the networks to eliminate this particular practice. This indicates to me that considerable thinking has been done on the matter quite recently, or since last January.

Mr. Way explained that a "definite proposal" has developed by virtue of the request by a number of stations to call the Chicago meeting and to include a number of important stations to represent "a cross-section" of the industry. He pointed out the meeting had nothing to do with any NAB activity, as the matters to be discussed could not be properly handled through the trade association because it represents "too many stations who are not interested in the problem directly".

## Radio War Effort Is Lauded by Hoyt

**Tells How Advertising Aids Government Activities**

THE WARTIME effort of radio, advertising, cinema and publishing industries was warmly commended by Palmer Hoyt, director of domestic relations, OWI, who outlined a four-point program for the government news agency in an address last Wednesday night before members of the AP Managing Editors' Assn. in their annual conference at the Drake Hotel, Chicago, Sept. 8-10.

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

**Support Offered OWI**

Mr. Hoyt said that over a year ago representatives of the War Advertising Council came to OWI to offer the support of the nation's advertisers, and that after they stated their inability to offer any assistance until they could be sure of a consistent Government story the OWI saw the need and organized the various government drives.

As evidence of the results, Mr. Hoyt said that in 1942 there were about 15 million victory gardens compared with an approximate 23 million victory gardens in 1943; that in less than a year 500,000 voluntary workers were brought to farms and processing plants; that farmers were asked to plant a record number of acres, and they have done so; that on Aug. 1 a program was begun to recruit nurses and by Aug. 25 nearly 25,000 inquiries were received by the Nursing Council; that in June 1942, 1,000 tons of tin scrap were collected, and it is now being collected at the rate of 20,000 tons per month; that in November 1942, a silk and nylon hosiery drive was inaugurated which resulted in a collection of 2,300,000 lbs. or some 45 million pairs by Aug. 14; and that the effectiveness of the fat salvage campaign was proved by an increase from 3,016,338 lbs. in August 1942 to 8,601,834 lbs. in June 1943.

Emphasizing the spirit of cooperation enjoyed by the OWI, Mr. Hoyt said, "At a present cost of around 2½ million dollars the government is getting free about a hundred million dollars worth of time and talent from radio advertisers and the radio industry. Mr. Hoyt said the advertising industry contribution in the past 12 months was well over 250 million dollars, and the goal set for the next 12 months is 500 million dollars worth of space and time—roughly a third of the total annual amount of all advertising expenditures for the entire country."

# Cox Probe to Charge Fly With Contempt

## Report to Suggest License Powers Be Stripped

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

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

### Charge Against Fly

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

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

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

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

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

6. A vigorous fight will be made for new legislation to "nullify" the Supreme Court opinion by Sen.

Ellison D. ("Cotton Ed") Smith (D-S.C.), who sounded this keynote in a fighting speech read to the NAB 4th District meeting in Asheville Sept. 3.

7. Nomination of a successor to George H. Payne on the FCC is expected to be withheld until the atmosphere clears.

### Action in Two Weeks

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

At the July 9 hearing, Mr. Fly refused to produce records or offer testimony relating to the "secret investigation" by BWC of Mr. Miller for purported "breach of trust" in releasing "confidential information" through the NAB to the

broadcasting industry. Mr. Fly said that he appeared before the Committee only as head of BWC and not as chairman of the FCC. He asserted he was bound by full BWC instructions that release of this data would "adversely affect the national security or injure the national prestige."

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

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

It was unlikely that the committee would proceed in any wise

against the military witnesses, in view of war conditions. As to other witnesses, both Chairman E. E. Cox (D-Ga.) of the Committee and General Counsel Eugene L. Garey, of the Committee, have stated their intention of insisting upon testimony and production of requested documents.

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

### To Cut License Power

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

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

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

It was expected the Committee would sanction these reforms by a majority vote—four to one or three to two. Chairman Cox and Reps. Richard B. Wigglesworth (R-Me.) and Miller, are regarded as certain to support them, with

(Continued on page 48)

## FCC Turns Down NBC Petition For Morning-Night Time Trade

WITHOUT RENDERING a formal opinion or order, the FCC last Tuesday flatly turned down the petition of NBC for modification of the option time regulation seeking permission to use an additional half-hour in the evening segment, which would be balanced off with a reduction of option time in the morning period.

The petition, signed by Niles Trammell, NBC president and 73 broadcasters representing 86 affiliated stations, constituted the first major network request for modification of the regulations. Before the regulations became effective June 15, Don Lee Broadcasting System sought modification to relieve the burden upon regional networks. This request likewise was denied without opinion.

### Discussed With Fly

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

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

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

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

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

# Program Policy Blue Hearing Topic

## Affiliates Support Noble; Woods Testifies

PROGRAM POLICIES and practices of the Blue Network Co. under its present and prospective ownership, rather than purchase price factors, predominated at the formal hearing begun last Friday by the FCC on proposed sale of the network to Edward J. Noble's American Broadcasting System Inc., for the record-breaking figure of \$8,000,000 in cash.

Recessed to Sept. 20

The hearings were recessed Friday afternoon until Monday, Sept. 20, with Mark Woods, BLUE Network president, having occupied the stand for all except about ten minutes of the day. The only other witnesses were Harold V. Hough, general manager of KGKO, Fort Worth and president of KTOK, Oklahoma City, BLUE outlet, and chairman of the BLUE Affiliates Planning and Advisory Committee, and Dr. Frank C. Goodman, executive secretary of the Dept. of National Religious Radio of the Federal Council of Churches of Christ of America, both supporting the proposed sale of the network to Mr. Noble.

Mr. Hough said the BLUE Advisory Committee had canvassed the network's 166 affiliates and had received a practically unanimous vote in favor of the sale to Mr. Noble. Dr. Goodman said the National Council, the American Bible Society, World's Christian Endeavor Union and the Home Mission Council of North America authorized him to endorse sale of the BLUE to Mr. Noble. He said he did not know Mr. Noble but that public statements he had made indicated to his organization that he had a public service consciousness and would continue the praiseworthy policies of the BLUE.

Mr. Woods found himself

smothered with questions by members of the Commission, dealing largely with BLUE service. Except for a few questions just prior to adjournment, the entire examination dealt with BLUE policies, radio commentators, controversial issues, and the right of labor unions to purchase time.

Mr. Woods' prepared statement was interrupted repeatedly by Chairman James Lawrence Fly and Commissioner C. J. Durr on the one hand, who stressed the unwillingness of the network to sell time to labor unions or cooperative groups. Commissioners T. A. M. Craven and Norman S. Case, on the other hand, appeared to defend the right of networks to establish such policies. Commissioners Paul Walker and Ray Wakefield also participated in this questioning.

### Flamm Suit Injected

Assistant General Counsel Rosel H. Hyde of the FCC, just prior to the recess, questioned Mr. Woods on the prices to be paid for each of the three owned and operated stations of the BLUE. This data had been requested in the Commission's Bill of Particulars. Mr. Woods said no such prices had been discussed with Mr. Noble, whose price for the entire network as a going concern and including "goodwill" was \$8,000,000. Mr. Noble never asked for a breakdown as to individual stations, he said, and the BLUE Network had never segregated the independent station revenues from those of the network.

The suit of Donald Flamm, former owner of WMCA, against Mr. Noble, seeking to rescind the latter's purchase of WMCA in 1941 on alleged grounds of "fraud" was injected into the hearing by Philip Handelman, partner in the New York firm of Handelman & Ives. Declaring he appeared as a member of the bar and an officer of the court, Mr. Handelman said he wanted the Commission to take notice of this case, now pending before the New York Appellate Court after a temporary injunction twice had been refused below. Chairman Fly permitted Mr. Handelman to leave the papers with FCC counsel.

Just prior to recess of the hearing, Mr. Handelman again interrupted, seeking to cross-examine Mr. Woods. Acting Chairman Walker, however, ruled that the recess had been declared before he had been recognized and the ruling was left for resumption of the hearings Sept. 20.

It was indicated the hearings would be concluded in a one-day session. Floyd F. Toomey, member of the firm of Alvord & Alvord and counsel for Mr. Noble, said he had only two witnesses to present—Mr. Noble and C. Nicholas Priaulx, manager of WMCA and treasurer of ABS who will consume not more than two hours on direct testimony. CIO will offer the testimony of

Len de Caux, national publicity director of the union, who asks 15 or 20 minutes. The FCC said it had no further witnesses. Mr. Woods, however, was asked to hold himself available for further examination of Mr. Noble's testimony.

### Fly Informs Opinion

Mr. Woods, in substance, stated it was the policy of the BLUE to sell time to companies engaged in sale of commodities for which they seek brand name and goodwill benefits. The network does not sell but allots sustaining time to labor unions, cooperative groups and others who bespeak "controversial" issues or who solicit membership.

Both Chairman Fly and Commissioner Durr, however, inferred in their questioning that there should be no difference in the sale of time to organizations, whether they represent industry or labor. Chairman Fly observed that the labor unions appeared to be in the position of going around to the back door for a "handout" of sustaining time.

There were no fireworks or colloquies during the Friday hearing. Harold V. Hough, directing head of KGKO Fort Worth, BLUE Network affiliate, and chairman of the BLUE's Station Advisory Committee, testified station affiliates favored the transfer to the Noble company. He produced for the record nearly 100 telegrams and letters from affiliates in favor of the Noble purchase. There were no dissents, though one station reported "no comment". Mr. Hough, who also is chairman of the Newspaper Radio Committee, said other telegrams were en route and the general affiliate tenor was practically



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

unanimous in favor of the transaction.

Mr. Woods, in his testimony, revealed that Mr. Noble had asked him to carry on as president of the BLUE under the new ownership and that he understood Edgar Kobak, executive vice-president, and other key officials of the company would be retained, with overall program policies and practices maintained. This would augur for retention of the present organization, he said. He felt confident that Mr. Noble is the "type of man with the public point of view". The present owner of WMCA, Mr. Woods added, has expressed his satisfaction with the program policies of the network, but also has advanced views as to new ideas, geared toward the public service.

### CIO Argument

CIO, which had been denied its petition formally to intervene in the proceedings but was given the opportunity to present testimony, also was accorded the right to cross-examine witnesses by Chairman Fly.

When the hearings opened, Eugene Cotton, CIO attorney, asked for the privilege of cross-examination, not on technical details but on the matter of labor programming and the solicitation of membership issue. He later examined Mr. Woods extensively.

### Inventories in Record

John T. Cahill, chief counsel for RCA, before placing Mr. Woods on the stand, offered for the record additional data sought by the Commission from the seller of the BLUE. A detailed breakdown covering the inventory of station property was supplied, along with an up-to-date balance sheet of the BLUE [BROADCASTING, Aug. 16]. The revised breakdowns covered inventories of WJZ New York; WENR Chicago, and KGO San Francisco, the three BLUE-owned stations, which would be sold Mr. Noble. The Commission's jurisdiction extends only to the transfer of these station licenses but it, obviously, is taking judicial notice of the fact that for the first time in radio history a national network is being sold.

The revised inventory showed a total original cost for the three stations, plus other property and fixtures, of \$1,003,720.83 and a replacement cost of \$797,500. Broken down among the three stations, the figures were an original cost of \$733,200 for WJZ and a replacement cost of \$534,000; \$143,900 for WENR, and a replacement cost of \$162,500, and \$126,619 original cost for KGO and a replacement cost of \$101,000.

In his prepared statement, Mr. Woods described the BLUE Network's operation, its historical background, program service, lis-

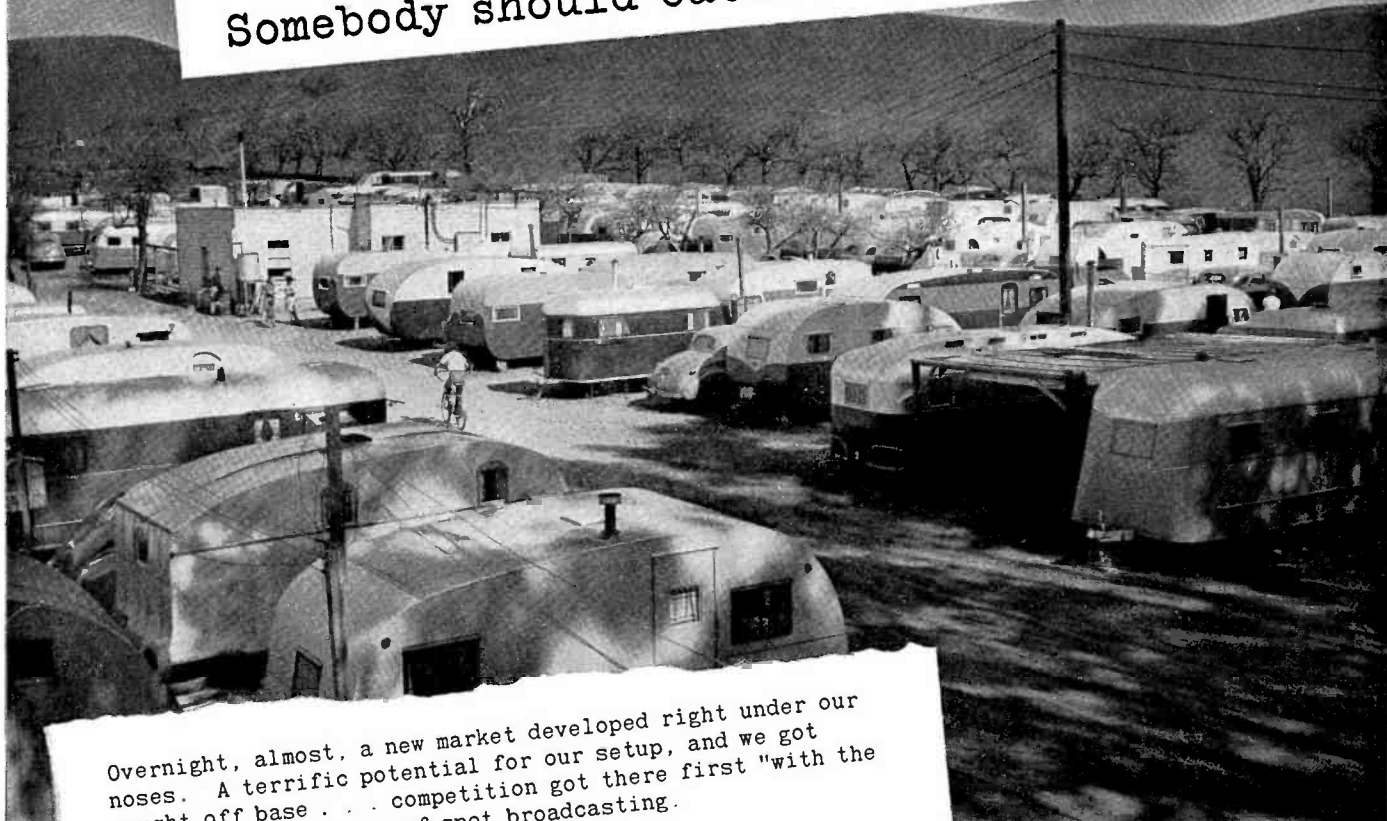
(Continued on page 59)

## Local Food Disc Series Starts on 80 Stations

TRANSCRIBED daytime serial, designed at once to create an understanding of wartime problems facing the grocer and to serve as a vehicle for local advertisers, will start on some 80 stations next week under sponsorship of a number of local firms in bakery, beverage and other food fields.

Built originally for Quality Bakers of America [BROADCASTING, May 17], the program is sponsored locally by 55 member bakeries. Available to other food advertisers, the program has been taken to-date by 25 additional sponsors on as many stations. Prepared and released by Harry Jacobs Productions, New York, the series is offered on a long-term basis, with a 26-week cancellation clause.

Somebody should catch hell for this!



WIDE WORLD

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting. Somebody should catch hell for this!



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

Watching out for *your* interests is *our*

specialty . . . making calls and interviewing key people, over and over and over again! Makes it possible to contribute to your success.

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

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# Disc-Net Plan Offers Hope in AFM Fight

## Threat of Petrillo Would Hit 160 Stations

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

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

### Helping Networks

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

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

Argument of the transcription industry's side of the controversy, with rebuttal interpolated by union spokesmen, sought a WLB order terminating the AFM ban against employment of its members in making transcriptions, and was heard by the tripartite panel appointed for that purpose. The union's case will be heard starting Friday, Sept. 17.

Arthur S. Meyer, chairman of the New York State Board of Mediation and public representative on the panel, served as chairman. The other members were Max Zaritsky, president of the United Hatters, Cap & Millinery Workers International Union, labor representative, and Gilbert E. Fuller, president of Raymond - Whitecombe travel service, representing industry.

A. Walter Socolow, attorney for Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature Programs, C. P. MacGregor, NBC Radio-Recording Division and Standard Radio, handled the major part of the transcription companies presentation.

Mr. Socolow's argument was based on two major premises: That the AFM has no complaint against

the transcription industry, which paid the highest wage scale ever given to union musicians, and that the AFM's unemployment problem cannot be solved in a socially acceptable manner by the acceptance of any of the made-work proposals which the union has advanced to date. At the conclusion of the industry presentation, Chairman Meyer complimented both attorneys on the effectiveness of their arguments.

### Union Argument Sept. 17

Postponement of the AFM argument came when Chairman Meyer granted the request of Joseph A. Padway, general counsel for the American Federation of Labor, who is representing the AFM, for a week's recess. At the same time, last Thursday afternoon, Mr. Meyer rejected Mr. Socolow's request that the panel ask the Board to issue an intermission order at this time to the union to withdraw its ban on the making of transcriptions by AFM members.

The public hearings, which began Tuesday morning and ran through Thursday afternoon, were interrupted several times for executive session, during which the panel met privately with representatives of the union or the transcription companies.

It is understood that during its meeting with the AFM, the panel urged the union to present a plan of settlement which the employers could accept, but that James C. Petrillo, AFM president, who had publicly stated that if it had not been for the Government the trouble would have been settled before this, had replied that he could not make any proposals without first securing the approval of his board, which would take about a week.

It is believed that in granting the union request for a recess the panel may have been motivated by the hope that such a proposal may be forthcoming, permitting a set-

tlement of the controversy without the necessity for a War Labor Board order.

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

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

### Panel Asks Facts

Among those attending the hearings, which were held in the headquarters of the New York State Mediation Board at 250 W. 57th St., New York, were: A. J. Kendrick, WBS; C. M. Finney, AMP; C. Lloyd Egner and Robert P. Myers, NBC; C. O. Langlois, Lang-Worth; Ralph Colin, Columbia Recording Corp.; Neville Miller, C. E. Arney, Joseph L. Miller, NAB; Sydney Kaye, Carl Haverlin, BMI; Mr. Petrillo's staff of assistants; E. C. Mills, Songwriters' Protective Assn. Gerald King, Standard Radio, did not arrive until the day of the hearings, having been on the 20th Century Limited which was wrecked.

Opening the hearing on Tuesday Chairman Meyer said that the panel's "sole desire is to get the facts and their implications" and

## NAB Groups Planning Joint Sessions in N. Y.

MEETING of the news and public relations committees of the NAB on Sept. 15-16 in New York, was announced by NAB President Neville Miller. The newly-formed news committee plans to discuss standards of newscasting, its personnel, editorializing on the air, and the future of radio news. Public relations group will open sessions with discussion of NAB public relations working plan, which Willard Egolf, NAB assistant to the president, has drawn up.

Bruce Robertson, associate editor, BROADCASTING magazine, will address the Thursday news committee luncheon on "News of Radio Within the Industry".

News committee roster includes: Karl Koerper, managing director, KMBC Kansas City, Mo.; William Dowell, news editor of WLW Cincinnati; Tom Eaton, news editor WTIC Hartford; Rex Howell, manager, KFXL Grand Junction, Col.; L. Spencer Mitchell, manager WDAE Tampa; Paul White, director of news broadcasts, CBS; Bill Brooks, news and special events director, NBC; and Walt Dennis, NAB news bureau chief, who will serve as committee secretary.

that the panel would not be bound by technical rules of evidence but would receive all relevant testimony.

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

At the request of the Chairman, A. Walter Socolow, attorney for AMP, Empire, Lang-Worth, MacGregor, NBC and Standard, gave a brief description of the transcription industry and its products, recordings specially produced for use exclusively by broadcasting stations. There are two types of transcriptions, he said: the commercial transcriptions, which are self-contained complete programs of entertainment and advertising, broadcast once and then destroyed; and the library transcription, leased to subscribing stations to give them a program service comparable to that of the networks.

### Effects of Ban

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

Asked to review the history of the transcription industry's relation with the AFM, Mr. Socolow said that in 1929 the union established a national rate of \$50 per man for a six-hour day, with a maximum of 12 quarter-hour programs to be recorded in a day, for "Vitaphone, Movietone and similar services," including transcriptions. In 1938, he said, the AFM set a new scale for transcriptions of \$18 per man per hour, with a limit of one side during the hour, which

(Continued on page 50)



*File:*

## "RADIO AT WAR" CASE HISTORIES!

**Some National Accounts  
Now On W-I-T-H**

*Medrex*

*Dr. Pierce*

*Seaboard Finance*

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*Royal Crown Cola*

*Rem*

*Gold Medal Capsules*

*True Story*

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*Johnson & Johnson*

*J. O. Insecticide*

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

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

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

Sincerely yours,

(signed) E. H. Carman, Jr.

Director

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Represented Nationally  
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Tom Tinsley, President

## FCC Clears Way For 50 kw. Outlet

### KLRA Denied Plea to Rehear Corpus Christi Decision

THE WAY was cleared last week for erection of the new Carr Collins-Baylor U. 50,000-w station at Corpus Christi, Tex., by virtue of a decision of the FCC denying the petition for rehearing filed by KLRA Little Rock, also assigned to the 1010 kc. frequency. KLRA had claimed interference from the proposed operation and also violation of the FCC's memorandum opinion of April 27, 1942 (freeze order). Considerable consternation was caused in industry circles over the grant in the light of the freeze order requirements.

The FCC denied the KLRA petition by a 4-1 vote. Chairman James Lawrence Fly was absent and Commissioner C. J. Durr dissented, as he had from the original grant.

#### Equipment Available

It was held that the benefits that would be derived from the grant were sufficient to warrant it, weighed against the provisions of the freeze order. Mr. Collins, under the authorization, would move the equipment of XEAW Reynosa, Mex'co, which he owns, to Corpus Christi for the new station, call letters for which have not yet been assigned.

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

The Commission, in its formal decision and order, held the KLRA allegation that the grant is contrary to the April 27 memorandum opinion was "not meritorious". The Commission pointed out that the equipment would be obtained from "a border station", which will be dismantled and moved.

The effect, it said, will be the removal of an existing border station which has heretofore directed its service toward the United States from a location outside the United States to within the United States where it will be subject to its jurisdiction. "It is believed these circumstances are of sufficient public importance to bring this grant within the purview of the policy laid down by the Commission in the memorandum opinion of April 27, 1942."

In its conclusions, the FCC said it had found that the applicant is qualified in every way to operate the new station; that it would serve a population of about 1,640,000 people within an area of 51,600 square miles and that no interference would be caused to any other existing station.



NINTH YEAR OF NEWS for Fred Davis Furniture Co. over KLZ Denver begins as Fred Davis signs contract during the 2,922 consecutive broadcast for the firm. Mr. Davis was interviewed by Hugh B. Terry (right), KLZ station manager, and Wes Battersea, newsman.

## WGPC ASKS MOVE TO WEST POINT, GA.

ALBANY BROADCASTING Co., Albany, Ga., owner of WGPC, last week asked the FCC for a construction permit to change its frequency from 1450 to 1490 kc and move the transmitter and studio from Albany to West Point, Ga. J. W. Woodruff and J. W. Woodruff Jr. own the licensee company. WLAB, operating on 1590 kc with 1,000 watts, is the only other station in Albany, Ga.

WDAK, licensed to the Valley Broadcasting Co., which last June 29 was granted a construction permit to move from West Point, Ga., to nearby Columbus on the plea that the area was not producing enough business for a profitable operation, has now applied for a new station in West Point with 250 watts on 1490 kc, unlimited time. WDAK, the only station in West Point before its move, told the FCC that citizens are clamoring for local radio service. A new station would be possible under terms of the FCC action Aug. 11 relaxing the construction "freeze order" to permit licensing of new 100-250 watt stations under certain conditions [BROADCASTING, Aug. 16].

The Valley Broadcasting Co. is owned by a partnership of L. J. Duncan, Le'l A. Duncan, Josephine A. Rawls and Effie H. Allen, all of whom have been engaged in the theatre business.

## Ries With CIAA

JOSEPH RIES has been appointed radio field representative in Caracas, Venezuela, for the Office of Coordinator of Inter-American Affairs, his territory also including Haiti and the Dominican Republic. He was formerly with WKRC and WLW Cincinnati, in the latter as educational director and director of public service programs originating many foreign language broadcasts from Havana, Cuba and Halifax, N. S. During the New York World's Fair in 1939-40, he broadcast a daily series from the grounds. For many years he was with the CBS School of the Air.

## Wine Discs

BROOKS'DE Distilling Products Corp., Scranton, Pa., is promoting its Don Juan California Wines through a series of one-minute announcements featuring jingles sung by the "Double Daters". NBC Radio Recording Division has just produced the third series for the company. Agency is Henry W. Gann, Scranton.

## FOUR PETITION FCC TO REINSTATE CP's

FOUR PETITIONS for reinstatement of applications for local broadcast stations under the FCC's Aug. 11 action modifying its memorandum opinion of April 22, 1942 ("freeze order") have been received since the ban was relaxed.

First petition to reach the Commission was that of Birney Imes on Aug. 25, for a construction permit for a new local at Tupelo, Miss., on 1490 kc, with 250 watts, unlimited time. Mr. Imes is owner of WCBI Columbus, Miss. The Meadeville Tribune Broadcasting Co., Meadeville, Pa., filed a petition for reinstatement on Sept. 7 of a construction permit for a new standard station on 1340 kc, with 250 watts and specified hours (all not used by WSAJ Grove City, Pa.). The Meadeville company is not now engaged in the broadcasting business.

Truett Kimzey, Greenville, Tex., and Sikeston Community Broadcasting Co., Sikeston, Mo., filed Sept. 9 for reinstatement of construction permits for standard stations. Mr. Kinzey asked for the 1400 kc frequency, with 250 watts and unlimited time, and the Sikeston company asked for 1300 kc, 250 watts and daytime hours.

A survey by the FCC's Committee on Critical Radio Materials revealed 69 fabricated standard broadcast transmitters available for use [BROADCASTING, Aug. 9]. Of these, 38 are of 250 watts and 10 of 100 watts. At the time of the survey there were 84 applications for new stations involving power of 250 watts or less in Commission files.

## FCC Approves Transfer Of WLOL to Ralph Atlass

TRANSFER of control of WLOL Minneapolis, to Ralph Atlass, owner of WJJD Chicago and WIND Gary, for a total of \$60,319 was approved last week by the FCC. Stock, 80%, was acquired from Charles J. Winton Jr., president of WLOL, his brother David J., and Beatrice L. Devaney, executrix of the estate of Judge John P. Devaney. The Probate court in Minneapolis had previously approved the transfer of the 40% owned by the Devaney estate to Mr. Atlass.

The Winton brothers retain 10% each of the remaining 20% of the stock. It had been previously reported that a minority interest would be divided between Eugene S. Mittendorf, general manager of WLOL, John Carey, manager of WJJD and Art Harre, commercial manager of WIND. WLOL operates with 1,000 watts on 1330 kilocycles.

## Healthaids Promotes

KELP-I-DINE, a new vegetable product, is being promoted by American Healthaids Co., Newark, N. J., in the New York area, and may go on a more extensive schedule at a later date. Firm started participations on WAAT Jersey City and WOV New York, in the first part of August, and last week began participations in the Gloom Dodgers variety program and Dick Gilbert's record show on WHN New York, on a 13 week basis. Agency is William N. Scheer, Newark, N. J.

## Transfer of WFTL Is Set for Hearing

### Action on Storer Purchase Involves Shift to 710 kc.

AFTER a half-year of preliminary consideration, the FCC last Tuesday set for hearing the proposed sale of WFTL Ft. Lauderdale, Fla., to the Fort Industry Co., headed by Lt. Com. George B. Storer, for \$275,000. The sale would be by Ralph A. Horton, former investment banker of Ft. Lauderdale, who established the station originally as a local outlet.

In designating the proposed assignment for hearing, the FCC also set down for consideration at the same time the application for license to cover the construction permit authorizing WFTL to change its frequency from 1400 to 710 kc and to increase its power from 250 to 10,000 w. The station has been on program tests for several months on the new facility and the hearing on that phase of the proceeding is in connection with the issuance of a formal license for the new facility. Also designated for simultaneous hearing was WFTL application to move main studios from Ft. Lauderdale to Miami.

#### Probed by Garey

No explanation was given for the hearing other than that complete information should be available because of factors involved. Reports concerning participation in the venture by Carl T. Hoffman, Miami attorney, having to do with a loan made to Mr. Horton to finance the new facilities are included. Moreover, since the station, with its new power, would be the most powerful in Florida, it was deemed advisable to have a hearing, it was stated in another FCC quarter. The fact that Fort Industry Co., of which Mr. Storer is president, operates six stations, also comes into focus, it was stated. The action was unanimous with Chairman Fly absent.

The WFTL transaction has been inquired into by the House Select Committee to investigate the FCC. Eugene L. Garey, general counsel for the committee, it is understood, personally investigated the matter in recent trips to Florida.

## Vick Renews Dr. I. Q.

VICK CHEMICAL Co., New York (Vitamins Plus), has renewed Dr. I. Q. for 52 weeks on the full NBC network, effective Oct. 4. The program, heard Mondays 9:30-10 p.m., features Jimmy McClain as the mental banker, and there is no change from last year's station lineup. The agency handling the account is Grant Adv., New York.

#### Get Film Assignments

BETTY RHODES, star of the sustaining MBS feature, *This Is the Hour*, and Johnny Johnston, featured vocalist of the weekly *BLUE Duff's Tavern*, sponsored by Bristol-Myers Co. (Minit Rub), will have leading roles in the Paramount film, "You Can't Ration Love". Mac Benoff, writer on the radio series, has been signed to a Paramount contract.

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ESTABLISHED PROGRAMS**

UP TO **3.8** **RATING**  
ACCORDING TO HOOPER  
SURVEY JULY, 1943  
**20.8%**  
OF LISTENERS

**BOSTON'S BEST BUY!**  
**FOR THE EARLY BIRD!**

**WGBH**  
**BOSTON**

**FOR SALE**  
FOR LESS THAN  
YOU THINK  
POSSIBLE

# Treasury Seeks Radio Aid in Drive

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

By L. C. CHRISTOPHER

UNCONDITIONAL surrender Sept. 8 of the Italian Army on the eve of the greatest drive for non-banking funds in the history of modern finance—the 15 billion dollar Third War Loan Drive begun Sept. 9—has had no diminishing effect upon the massed efforts of the broadcasting industry, working in collaboration with the Treasury and OWI.

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

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

### It's Not Over

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

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

### 'Off to a Good Start'

Secretary Morgenthau in his address introducing the President on the \$20,000,000 special show originating from NBC's Hollywood studios and featuring name talent of screen and radio [BROADCASTING, Sept. 6], said in a similar vein that the victory in Italy is only the beginning of a long arduous and expensive march to Berlin and Tokyo.

In a press conference the following day, Sept. 9, Secretary Morgenthau stated: "We got off to a good

start, thanks to the newspapers, the radio, the President's address, and Badoglio's good judgment. Everything is favorable."

The Third War Loan officially got under way Sept. 9 amidst a barrage of "round-the-clock" broadcasts all over the nation [BROADCASTING, Aug. 23]. Network stations, affiliates and non-affiliates combined to produce special shows and announcements—2 announcements per minute, 3,800 per day—on behalf of the drive. Stations are sponsoring and airing local rallies and other events pertaining to "Back the Attack" promotion.

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

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

### Local Sponsorships

Appeals are being made from the "Back the Attack" show grounds on the *Coca-Cola Hour* (on the BLUE Monday through Saturday, 9:30-9:55 p.m.) by various Government officials. On Friday Secretary Morgenthau and Secretary of War Stimson appealed in behalf of the Drive. Others scheduled for the series of appeals include Admiral E. J. King, commander-in-chief of the U. S. Fleet; Frank B. McNutt, director of the WMC; Frank Knox, Secretary of the Navy; Prentiss M. Brown, head of OPA; Joseph Eastman, chief of ODT; William H. Davis, head of the WLB; Fred M. Vinson, chairman of OES; and such military leaders as General George C. Marshall and Major General Thomas Holcomb, USMC.

Local stations in the Washington area are participating extensively in this military \$75,000,000 Army exhibit. Daily on-the-spot broadcasts and numerous stunt programs

—such as broadcasting from a tank as it bounces around the arena—are on the Washington area schedules.

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

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

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

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

Some 400 stations are expected to broadcast about 4,000 programs featuring performers in the USO Camp Shows during the drive, Mr. Callahan said. These performers, never before available for civilian entertainment are now available to broadcasters near Army camps at which the units are appearing through arrangements made by SESAC [BROADCASTING, Aug. 30]. SESAC has supplied the 400 broadcasters adjacent to camps with the September schedules of all Camp Show units so they may arrange in advance for special broadcasts.

## RESTED, 'INFO. PLS.' RETURNS ON SEPT. 13

AFTER its first vacation in more than five years, *Information Please*, NBC program sponsored by H. J. Heinz Co., Pittsburgh, is returning to the air Sept. 13 in the Monday 10:30-11 p.m. spot, which it vacated July 19. During the summer, Heinz has substituted a musical program entitled *Vacation Serenade*.

Guests on the first in the winter series will be Deems Taylor, noted music critic and composer, and Marcia Davenport, authoress, along with the regulars John Kieran and Franklin P. Adams, answering queries posed by Clifton Fadiman. The first broadcast will originate in New York, and the following two weeks the show will make road appearances for which tickets of admission will be obtainable only through the purchase of War Bonds. Baltimore and Newark will be the cities. Agency is Maxon Inc., Detroit.

## MBS and 'Monitor' In Co-op Programs

### Net to Carry the Shortwave News of Boston Paper

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

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

### Dedication Planned

A special dedicatory program has been scheduled by Mutual for Sept. 21 with Mr. McClintock and executives of the *Monitor* participating. Complete details regarding the first broadcast in the shortwave series will be announced later, the network stated.

According to Mr. Norton, in making the announcement, "The *Christian Science Monitor* since its founding in 1908 has always prided itself on its world wide news coverage. Although our paper has a wide circulation, we have long seen the possibilities of vastly amplifying its influence through the use of network radio. We are confident that through the Mutual network's facilities we will accomplish that aim and render a needed and timely service to a people at war who deserve being kept fully and accurately informed as to the progress of that war. . . ."

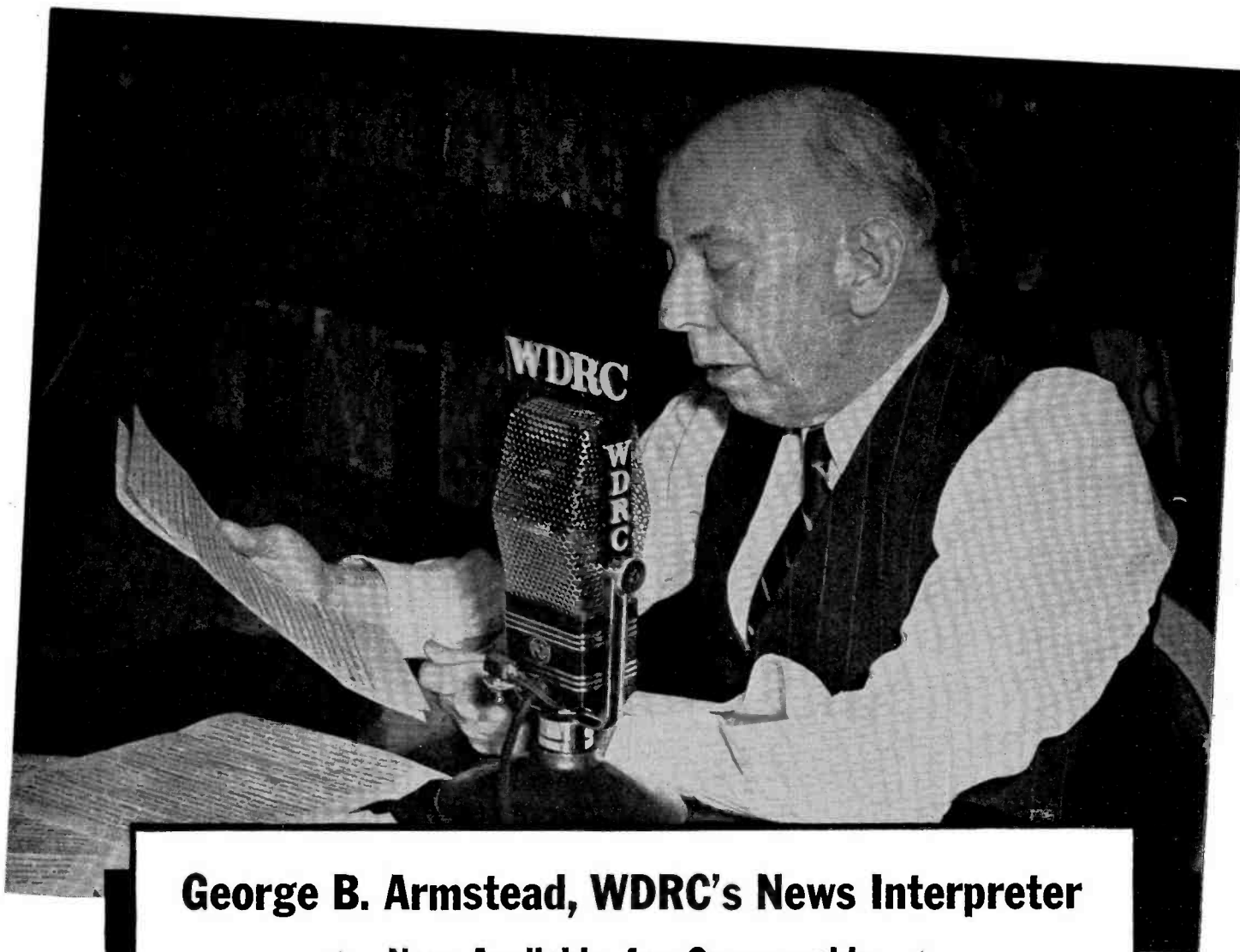
Mr. McClintock pointed out that Mutual's regular corps of overseas correspondents will be retained, adding that Mutual "is proud to be the network selected to bring the world-famed and far-flung correspondents of one of America's great journalistic institutions to its many listeners."

### Sun-Ray Series

SUN-RAYED Co., Frankfort, Ind., starts *Folk Singer*, a twice-weekly quarter-hour program, on WEVD New York, Sept. 15 to promote Kemp's Sun-Ray tomato juice. Joseph Jacobs Jewish Market Org., New York, agency handling the firm's advertising in the Jewish Field, placed the business.



EYEWITNESS ACCOUNT of the sinking of the *USS Helena* during the battle of Kula Gulf is given during this interview between Lt. Chich Morris, former news and special events director of WBZ-WBZA Boston-Springfield, and former staff announcer Lt. (j.g.) Arch MacDonald. Lt. Morris served as radio officer aboard the *Helena*.



## George B. Armstead, WDRC's News Interpreter

☆ Now Available for Sponsorship ☆

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

He served in France with the A. E. F. during World War I.

After the Armistice, he was attached to the British Expeditionary Force in Egypt and Palestine, being stationed at Jerusalem.

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

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

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

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

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

If you want an audition,

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

**BASIC CBS HARTFORD**

**WDRC**

CONNECTICUT'S PIONEER BROADCASTER



**FARMERS' DAUGHTERS**—Midwest variety—are being greeted by Phil Hoffman, station manager of WNAX Yankton, S. D., during WNAX tower dedication ceremonies Sept. 4. The girls are (l to r): Mrs. Melvin Meyer, Welome, Minn.; Margery Burge, Ree Heights, S. D.; and Maxine Kreifels, York, Neb. Around 20,000 farmers gathered for the "Food for Victory" rally and dedication of the new WNAX 927-foot tower.

## KFI IS GRANTED HEARING BY FCC

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

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

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

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

## Krelstein Named V-P

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

## Moose on MBS

LOYAL ORDER OF MOOSE, Moosheart, Ill. (institutional benefits), beginning Oct. 17 will sponsor a new weekly variety and drama program at 5-5:30 p.m. on 60 MBS stations, originating out of WGN Chicago. Title *Moose Fire-side Party*, with Vincent Pelletier as narrator, the program will present Griff Williams' orchestra, a mixed chorus and dramatizations of war experiences of soldiers who were raised in the Order's Moosheart, Ill., boys' home. Contract is for 13 weeks, with 13 additional weeks option. Agency is L. W. Ramsey Co., Davenport, Ia.

## LIGHT OPERA FIRST

WRGB Televiewers Rate  
Commentaries Second

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

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

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

## Central's First

USING network radio for the first time, the New York Central System on Sept. 12 contracted for the full BLUE Network of 165 stations to broadcast the ceremonies attendant with the railroad company's presentation of a \$100,000 bomber to the Army Air Force. The bomber is the second to be entirely purchased by employees of the railroad, who over a year ago contributed the first \$100,000 for a bomber which has scored 13 successful missions in Africa. The ceremonies were broadcast Sunday 5:30-6 p.m. Agency for the New York Central is Geyer, Cornell & Newell, New York.

## BLUE SPOT POST IS GIVEN BROOKE

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

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

Coincident with the appointment of Mr. Brooke, D. B. Buckham, Eastern sales manager of the BLUE, announced the appointment of Theodore W. Herbert of the national spot sales staff, to the network sales staff, effective Sept. 15. Mr. Herbert replaces Philip F. Whitten, who has resigned to become national sales manager of Muzak Corp., New York.

## Available for Jobs

POSTCARD SURVEY of 1,158 of the nation's 20,000 holders of first and second-class radiotelephone licenses has yielded a new list of 64 licensees who have stated their availability for fulltime communications jobs and 29 for parttime.

The list, compiled by the FCC from 699 responses as of Sept. 1, has been turned over to the NAB according to procedure agreed upon in the joint effort to secure placement of technicians where they are most needed. The names are registered in the NAB engineering department's manpower pool. The lists are also made available to the War Manpower Commission and other interested groups in the industry.

## NBC Management Meets Sept. 17-19

### Holding Annual Discussions At Jersey Country Club

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

### Plan to Attend

Among those planning to attend are: Niles Trammell, president; A. L. Ashby, vice-president and general counsel; John MacDonald, vice-president in charge of finance; Clay Morgan, assistant to the president; O. B. Hanson, vice-president and chief engineer; Albert E. Dale, director of information; John F. Royal, vice-president in charge of international relations; James Rowland Angell, public service counselor; Frank E. Mason, vice-president; James V. McConnell, manager spot sales; Ernest de la Ossa, personnel director; John McKay, manager of the press dept.; Clarence Menser vice-president in charge of programs; Charles B. Brown, director of promotion and advertising; C. Lloyd Egner, vice-president in charge of radio-recording; Roy C. Witmer, vice-president in charge of sales; William C. Hedges, vice-president in charge of stations, and his assistant, Easton C. Woolley; R. J. Teichner, treasurer; Harry F. McKeon, controller; Harry C. Kopf, vice-president and manager of the central division; Frank M. Russell, vice-president in charge of the Washington office, and Sidney N. Strotz, vice-president in charge of the western division.

## Fidler Apologizes

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

## News From Son

BOB DENTON, NBC announcer, received news of his air pilot son, in a note left at NBC New York studio offices by two air force officers on leave from foreign service. The message read "Your boy is in fine shape and has won an Air Medal and two clusters. He is now an operations officer and if he sweats enough, he'll soon be a major."



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

**A**CTUALLY, we understand that very few of Cleveland's well-fed war workers have given up eating to listen to the many new Mutual shows over WHK.

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

And you can bet your last zinc penny that *this* station—

which is already Retailers' Choice in Cleveland\*—is now more than ever the one to watch in these here parts!

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

# WHK

## RETAILERS' CHOICE IN CLEVELAND

*Represented by Paul H. Raymer Company*

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

## FINIS TO GRIMACE

WCKY Funny Man Leaves  
To Join Marines



Bud Hears a Plug

BEHIND THE FACE behind the control room window of WCKY Cincinnati once sat Milford (Bud) Spenlen, the young engineer known as the Cecil B. DeMille of the control room. Bud has traded his ear-phones for a Marine Corps helmet.

Bud developed control room grimacing to a fine art completely disrupting more than one program by making faces through the control room window. When an announcer fell flat with "This is the sunny-funny man", Bud moaned visually, then lifted the announcer's voice to a boom. If that failed, on went the "props"—battered felt hat, full-blown Groucho Marx mustache, and Spenlen would go into his own act. It worked invariably.

In fact it worked so well one morning that a WCKY spot announcement was missed completely and a musical transcription filled in for the announcer, speechless with suppressed laughter, thanks to Bud.

WCKY thinks Bud's art may come in handy with the Marines. His tortured grimace in response to "Do you like hillbilly music?" or his gagging at "We present an hour of sweet sentimental verse", may well render useless any Nip facing him across a fox-hole.

## Cal. Draft Study

UTILIZING a questionnaire which has been sent to all Hollywood talent and advertising agencies, a thorough canvas of radio department personnel is being made by the California State Selective Service to ascertain those eligible for draft deferment. Talent and advertising agencies recently submitted a list of proposed deferables which was turned down by the State Selective Service. Contention was that many classifications included were not essential to radio production and the industry.

## On Advisory Committee

DR. ALBERT B. PACINI, general manager of the Jersey City plant of American Home Products Corp., has been appointed a member of the Industry Advisory Committee on Cosmetics of the OPA. Dr. Pacini was formerly a "\$1-a-year" man with the WPB's cosmetics section. He was chairman of the scientific committee of the Toilet Goods Assn., and represented the industry in hearings on the Food, Drug and Cosmetics Act.

# Guestitorial

By GUSTAV K. BRANDBORG  
Commercial Manager, KVOO, Tulsa

THE broadcasting industry today is face to face with a bogeyman of its own making. We have created him by our own thinking and acting during radio's short, hectic, development-crowded years.

No two people see this bogeyman quite alike. Yet, what we see frightens us and we are confused. A cry goes up for an all-wise leader, for a radio czar, more or less, and if he be a stranger to the radio industry, so much the better.

The world is on fire today because various peoples, when confronted by great problems, cried out for a leader, any kind of a leader, just so he were full of great promises for a new day. We, as individuals and as a Nation, are involved in the unhappy result. Let's not add to the present confusion in broadcasting by following the same pathway. The ultimate end is dictatorship.

## Own Leadership

I firmly believe the radio industry is smart enough, mature enough and experienced enough to supply its own leadership. If it is not, and we publicly admit our inability to run our own business—by periodically advertised bickering among ourselves—we may soon find an appointed dictator allowing us the privilege of doing the necessary clerical work involved in keeping our stations on the air while he sets the policy.

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

I suggest the following steps be

taken at once toward greater unification of the radio industry now when our maximum strength is most needed.

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

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

## Reforms Eased

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

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

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

With the multitudinous problems every broadcaster has to face in this business today there's no time to be greedy, petty or vindictive. Let's pull together or new laws may pull us further apart from what we believe to be radio's destiny

## BOB HOPE DELAYED; GUEST TO FILL-IN

WITH Bob Hope taking a rest after entertaining troops overseas, Pepsodent Co. will substitute name guest talent during his absence from the weekly *Bob Hope Show* resuming Sept. 21 on 126 NBC stations, Tuesday, 10-10:30 p.m. (EWT). Hope is due to return to his program with broadcast of Oct. 5 when Stan Kenton also takes over as musical director. He succeeds Skinnay Ennis now in the Army.

If clearance is made Bing Crosby, star and John Scott Trotter, musical director of the NBC *Kraft Music Hall*, will fill guest spots on the first resuming broadcast. Besides Hope, regular talent lineup on his program will include Frances Langford, singer; Jerry Colonna, comedian; Vera Vague, comedienne; Wendall Niles, announcer. Thomas Conrad Sawyer is Hollywood producer of Foote, Cone & Belding, Chicago agency.

Originating the first broadcast from New York and postponing original plans by one week, General Foods Corp. resumes its weekly NBC *Jack Benny Show* Oct. 10, Sunday 7-7:30 p.m. (EWT), thus giving the comedian opportunity to extend his overseas personal appearance tour. Mary Livingstone, Dennis Day, Rochester (Eddie Anderson), and Phil Harris, musical director will join Benny in New York for initial broadcasts. Added to the cast will be Minerva Pious and John Brown who portray Mrs. Nussbaum and John Doe respectively on the *Fred Allen Show*. Walter Bunker is producer for Young & Rubicam.

## Polish Discs

DRAMATIZED INTERVIEWS with personalities who have witnessed some phase of Poland's struggle to stamp out Nazism are the feature of the quarter-hour transcriptions entitled *Poland Versus Hitler*, distributed gratis to about 200 stations in America. Prepared by the recording division of WOR, New York, the series is written by Joel Chesney and conducted by Henry Milo, authority on European affairs. Commentator is Stefan Ropp, director of the Polish Information Center, New York, distributors of the weekly programs.

Similar discs, also recorded by WOR, for the Norwegian Information Center in London and New York, tell the actual stories received from underground sources in Norway, and are currently presented on 210 stations in this country, as well as in New Zealand and Australia.

BBC American Series  
GEOFFREY BRIDSON, in charge of production of BBC North American Service programs, on Sept. 1 presented on NBC a preview of a BBC series, tentatively titled *An Englishman Looking at America*, planned primarily for broadcast from England by recordings. The first program, *An Englishman Looks at Chicago*, is being tried out on American listeners via NBC.

under the American system of free enterprise. Should that happen, look for that bogeyman dictator to crack the whip.

CHICAGO  
"BLOCK  
BUSTER"  
HOOPER  
INDEX

Proves  
W-A-I-T  
NO. 1  
BUY

10,000 Pieces of Mail Weekly Prove it!  
Advertisers' Sales Increases Prove it!  
*NOW-HOOPER Double proves it!*

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

*Here are the  
AMAZING FACTS*

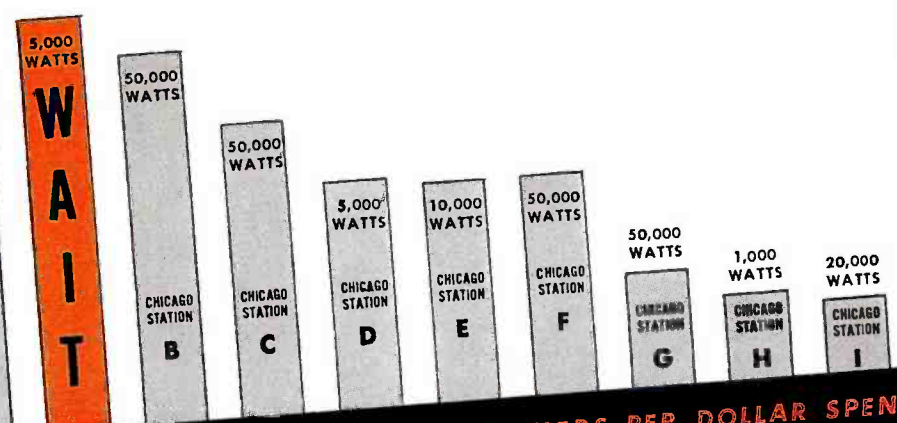
12 NOON TO 6 P. M. MONDAY THRU FRIDAY  
JULY 1943 HOOPER STATION LISTENING INDEX

**53% MORE**  
LISTENERS THAN  
ONE 50,000 WATT  
CHICAGO STATION

643% More Listeners Than a 20,000  
Watt Station; 137% More Listeners  
Than a 10,000 Watt Station—

*Check Your Copy of  
THE HOOPER STATION  
LISTENING INDEX  
for Chicago  
See the Astounding  
Facts for Yourself*

HERE IS WHAT YOUR RADIO DOLLAR  
BUYS ON CHICAGO STATIONS



**W-A-I-T DELIVERS MOST LISTENERS PER DOLLAR SPENT**

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

**W-A-I-T—IN THE HEART OF CHICAGO'S RADIO DIAL**

| CHICAGO'S TOP STATIONS | WMAQ | WGN | WBBM | WAIT | WENR-WLS |
|------------------------|------|-----|------|------|----------|
| DIAL POSITIONS         | 670  | 720 | 780  | 820  | 890      |

*WRITE!  
WIRE!  
PHONE!*

**W - A - I - T**

Management: GENE T. DYER  
360 NORTH MICHIGAN  
CHICAGO, ILLINOIS

Represented by  
**RAY LINTON & CO.**  
NEW YORK CHICAGO

# New Definition of FCC Power Urged at 4th District Session

## Asheville Meeting Holds Frankfurter Opinion Threatens Freedom of American Radio

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

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

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

### Arnoux Elected

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

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

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

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



MR. ARNOUX

obtaining this legislation be taken immediately by the United States Senate through the passage of the White-Wheeler bill or such other legislation as will provide for the security and safety of a free radio.

The district broadcasters also called upon the NAB board to actively pursue solution of the recording strike. NAB President Neville Miller, who addressed the session both on legislation and industry affairs, said the existing music committee of the NAB would be enlarged to comprise representatives of local stations. He asked Edward A. Allen, WLVA Lynchburg, to become a member of the committee. No resolution on the Petrillo matter was adopted, however.

Don S. Elias, WWNC Asheville, director-at-large, and Mr. Shaftho, explained that the NAB board was constantly on the alert in connection with the Petrillo matter and that immediate steps should await the outcome of the intervention of the War Labor Board in the strike situation.



GETTING off the 4th District meeting to a good start, this triumvirate planned the Asheville sessions Sept. 3-4 at the Grove Park Inn. (L to R) Neville Miller, NAB President; Don S. Elias, WWNC, director at large, and a member of the NAB's newly appointed reorganization committee; and G. Richard Shaftho, WIS Columbia, district director.

## Dropping Wartime, Ohio Makes Schedule Trouble

WITH DAYTON and several other Ohio cities voting to go back to Eastern Standard Time, radio stations are faced with a complexity of problems, according to Bob Moody, general manager of WHIO Dayton.

The State legislature put Ohio on slow time some time ago, but cities in the state continued on war time during the summer months. Now they are going to change time twice a year as they did before wartime came along, but the various communities have not agreed on any particular date for the switch. Several are changing in September; Dayton on Oct. 3.

### Grove Adds

IN A SUBSTANTIAL increase in time on WOR New York, Grove Labs., St. Louis, has added three programs on that station. Grove started *Walter Preston's Show Shop*, Sunday, 6-6:30 p.m., Sept. 5, and the next day started sponsoring recordings by the Golden Gate Quartet in a five-minute six times weekly morning program. The third program, *Mealtime Melodies*, started Sept. 7 on a twice-weekly quarter hour basis for Grove products in the 12:15-12:30 p.m. period, with Boake Carter, commentator, continuing for Groves on three other days of the week in this period. Firm on Sept. 26 renews *Rumor Detective*, Sunday program, for 26 weeks. Contracts for *Melodies* and the Quartet program are for 26 weeks while *Show Shop* is on a 13-week basis. Agency placing the business was Russel M. Seeds Co., Chicago.



WHEN DON S. ELIAS, NAB director-at-large, and host to the 4th District meeting at Asheville Sept. 3-4, wisecracked about the unconventional convention attire of Royal E. Penny, sales manager of WBT, Charlotte, who showed up at the opening session in shirtsleeves, the latter decided it wouldn't happen again. Mr. Elias remarked that a wrong impression was given about Asheville's climate which was unbecoming a fellow North Carolinian. At the afternoon session Royal appeared attired for a session fit for Murmansk. Costumer for the event was reported to have been Cy Langlois of Lang-Worth.

### Pfunder Series

F. H. PFUNDER Co., Minneapolis (stomach tablets), on Sept. 5 began sponsorship on a varied schedule of *Melody Lane*, a quarter-hour weekly musical program. Broadcast usually on Sunday afternoons, the programs will run from 13 to 26 weeks on 12 U. S. and Canadian stations. Schedule will be expanded later. Agency for the account is Sorensen & Co., Chicago.

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

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

### Law Must Be Clear

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

The address follows in full text: "What hath God wrought!" was the first message sent over the telegraph wires. It seemed then, that no greater miracle could be accomplished or imagined than the sending and receiving of communications over vast distances by means of small instruments and thin lines of wire.

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

This miracle of radio is not simply a means of communication. It is a mighty medium of information, free expression and discussion.

Any effort to restrict or circumscribe it strikes a blow at one of our profoundest rights—the right of freedom of speech. It is a blow aimed at the Bill of Rights itself, America's most sacred document.

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

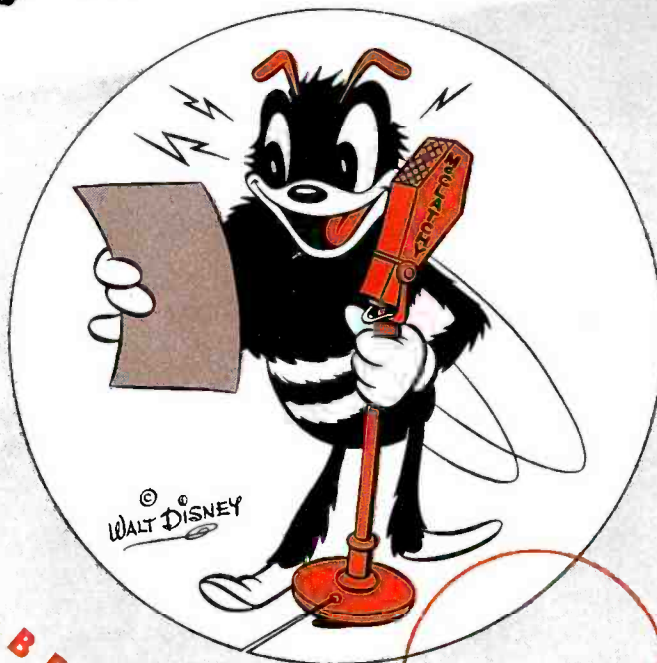
### Went Afield

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

(Continued on page 24)

# "It's a HONEY of a market, folks"

—and you can't  
cover it without



THE • BEELINE

RENO — KOH

SACRAMENTO — KFBK

STOCKTON — KWG

FRESNO — KMJ

BAKERSFIELD — KERN

## WHAT IS THE BEELINE?

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

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

These five stations blanket a state within a state—California's great central valleys—plus Reno, "biggest little city in the world" and wealthy western Nevada. ★ This BEELINE market, topping the nation in value and diversity of agricultural products, is *segregated by Nature*. In primary coverage, alone, it ranks in

area with Pennsylvania and Michigan combined; in population with Los Angeles; in retail sales, with San Francisco (plus *new* buying power of tens of thousands of soldiers and defense workers.) *You can't cover this golden market with any other radio combination that approaches the BEELINE's huge, loyal audience.* ★ We have the proof:

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

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

## McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

ROBERT A. STREET, *National Sales Manager*

PAUL H. RAYMER CO., *National Representatives*

## Special Assignment Plan Works Better In Bringing Federal Messages to Public

AN ESTIMATED total of 204,000,000 listener impressions, the largest on record, resulted from radio facilities made available last week to current war information campaigns through the special network assignment allocation plan of OWI, one of several methods for channeling domestic radio programs.

The special assignment plan is now four times as effective as at the beginning of the program, Phil Cohen, deputy chief of the Radio Bureau, pointed out in commenting on the weekly OWI figures of estimated audiences for scheduled campaigns. He explained that more and more broadcasters have been offering to contribute time under the assignment plan, with the result that last week the program hit its peak.

### Other Impressions

"This is evidence of the increasing cooperation on the part of radio to participation in public campaigns," Mr. Cohen asserted. "It indicates the industry's voluntary efforts to do more through its medium to further the national welfare."

Under the special assignment plan, he explained, OWI writes agencies, sponsors and networks, outlining plans and needs in connection with its various campaigns. For last week's schedule, the Third War Loan led the list. The response was 100% acceptance and willingness to cooperate in the program.

The total of listener impressions given by radio through the assignment plan last week was only part of the total estimated audience for government campaigns. An additional 282,850,000 impressions was obtained through the network allocation plan and other plans brought the overall aggregate of listener impressions to 612,870,000, one of the highest figures attained.

While the Third War Loan was responsible for a large part (57%) of the estimated audience contacts during the week, considerable time was contributed to other campaigns. The V-Mail campaign received an estimated 103,450,000 impressions or 16.8% of the total, and the campaign to recruit women war workers obtained 66,930,000 impressions or approximately 11% of the aggregate audience.

Other campaigns, accounting for approximately 87,000,000 impressions or about 15% of the total, included Labor Day, Fats and Grease Salvage, Prepare for Winter, War Bonds, United Nations, Home Front Pledge, Conservation, Hold Prices Down, Overconfidence, Fighting Forces, The Enemy, and Home Forces.

The Third War Loan last week was scheduled on 48 network commercial and sustaining programs through the network allocation plan of OWI. Another 150 programs

were scheduled under the special assignment plan, in addition to 891 stations each carrying 21 one-minute transcribed announcements and 324 stations carrying additional 21 one-minute transcribed announcements. Two special events, featuring dignitaries and Hollywood stars, led off the campaign.

### Tubes for Canada

CANADIAN radio tube manufacturers, located largely in Montreal, Toronto and Hamilton, Ont., expect this year to meet 90% of the home radio tube replacement requirements a survey by the *Toronto Financial Post* shows. Through dovetailing production schedules with vastly expanded war work, they hope to produce about 125 of the more important types of replacement tubes for civilian use. Average Canadian radio tube life is 4½ years. Many new tube plants have been built in the Dominion to meet the wartime expansion of the industry, which has increased 16-fold, now makes radio equipment for not only the Canadian forces, but also many of the United Nations. Canadian 1943 production of communication instruments of all types for the armed services will reach \$250,000,000, according to a government report.

### Publicity as Career

FINDING that comparatively few manufacturers or large advertisers have created public relations posts among their top executives and that the whole field is an expanding one, needing further classification, Verne Burnett, vice-president of public and stockholder relations of General Foods Corp., has written a guide book to "the new career—public relations" [*You and Your Public*, Harper & Bros., \$2.50]. Emphasis is placed on the public relations point of view in advertising.

### SCHOOL STARTED Radio Telephone Operators —Trained by WCKY—

COOPERATING with War Emergency Radio Service WCKY Cincinnati has inaugurated a school to train applicants for restricted radio telephone operator permits. John E. Dickerson, WCAV engineer, named instructor by Jack Thornell, radio aide for the area Civilian Defense Corps and FCC, will teach the six-week course one night a week. Following successful examinations, third class operators' certificates will be issued by FCC, and the trainees will be utilized in the Greater Cincinnati CDC organization.

Emergency Radio Service plans to expand from 22 to 106 emergency stations in the area, which will be used also in post-war peacetime public emergencies to supplement telephone communications. Area includes Hamilton County, and part of Clermont County, O.; Kenton, Campbell, and a portion of Boone County, Ky.



BEER BOTTLES pinch-hit for candles on this congratulatory cake that George Johnson (right), general manager of KTSA San Antonio, presents to Harry Jersig, general manager of Lone Star Brewing Co., San Antonio, celebrating the signing of what is described as the largest individual radio package contract in South Texas for the third straight year over KTSA.

### Senator Smith

(Continued from page 22)

he turned over to the FCC the control of radio programs, virtually giving them the power to determine who should speak over the radio and what they should say. A totalitarian government hardly could go farther restricting expression.

This he has done at the very hour when Americans have been sent all over the world to fight and die for freedom of speech.

It is passing strange that Felix Frankfurter, of Austria, should write a decision threatening American Freedom. He knows, by happy experience, what a glorious privilege it is to be protected by our splendid form of Government. For long years he has lived here and prospered well. He was educated in our colleges. He has been entrusted with office after office of dignity and influence. And finally he has been elevated, by the President of the United States, to the highest appointive position of trust and honor and power that this nation has to give. He knows what a tragic fate can befall a country whose liberties are dead. Prostrate Austria, his native land, in her misery and her shame, is his example and his proof.

It is with gratitude that I pay tribute to Mr. Justice Murphy who wrote the dissenting opinion and whom I now quote:

### Exceed Authority

"By means of these regulations and the enforcement program, the Commission would not only extend its authority over business activities, but would greatly enlarge its control over an institution that has now become a rival of the press and pulpit as a purveyor of news and entertainment and a medium of public discussion. To assume a function and responsibility of such wide reach and importance in the life of the nation, as a mere incident to its duty to pass on individual applications for permission to operate a radio station and use a specific wavelength, is an assumption of authority to which I am not willing to lend my assent.

"... We exceed our competence

### Bakery on NBC

COLUMBIA BAKING Co., Atlanta, is sponsoring the *Modern Romances* series of 39 quarter-hour discs prepared by NBC Radio-Recording division on 30 stations in North and South Carolina, Virginia, Florida and Georgia. Programs, starring Carl Frank, feature dramatic interpretations of stories appearing in the magazine of the same name, issued by Dell Publishing Co. Agency is Freitag Adv. Agency, Atlanta.

### Gruen in Canada

GRUEN WATCH Co. of Canada Ltd., Toronto, on Sept. 26 starts *Movie Preview Time* with Ken Sobie as m.c., transcribed, weekly quarter-hour program, on CJCA Edmonton, Alta.; CKY Winnipeg; CKWX Vancouver; CKCK Regina, Sask.; CFRB Toronto; CFCF Montreal; and CFCY Charlotte-town, P.E.I. Account was placed by Cockfield Brown & Co., Toronto.

when we gratuitously bestow upon an agency, power which the Congress has not granted. Since that is what the court in substance does today, I dissent.

"... Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of control that should be exercised over it by the Government is a matter of deep and vital concern. Events in Europe show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment. It may even be an instrument of oppression."

### Calls the Roll

It is of vital importance to Americans everywhere that they know which men of the Supreme Court bench agree with Frankfurter and which men agree with Murphy. Therefore I shall call the roll of the Supreme Court.

Mr. Justice Black and Mr. Justice Rutledge took no part in this decision. Justices Reed, Jackson, Stone and Douglas agree with Mr. Frankfurter. Mr. Justice Roberts agrees with Mr. Justice Murphy in upholding freedom of speech. What a valiant but what an alarmingly small roll of honor.

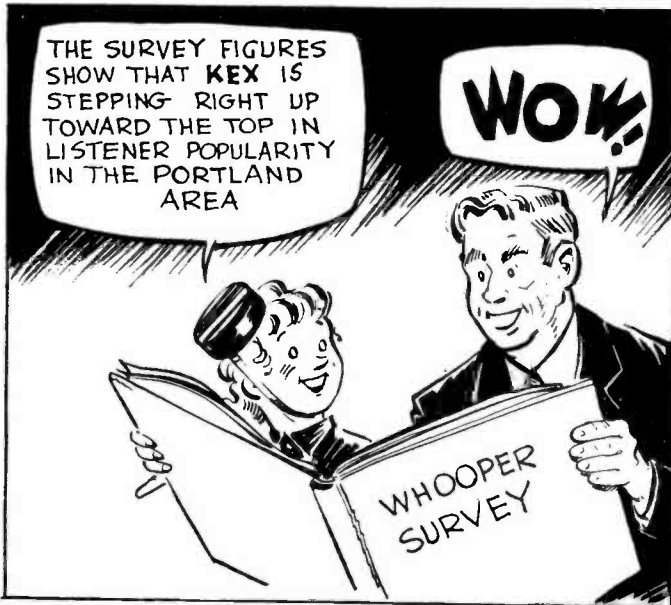
It is the duty of Congress to reenact a radio bill, as promptly as possible, to nullify this dangerous court decision.

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

Our fighting men have left this sacred heritage in our keeping. We will betray them if we do not guard it with all our might!

What price freedom for the world if American freedom be sacrificed! Remember Americans all—"Eternal vigilance is the price of liberty!"

# OK, MR. NOBLE!



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

\* \* \*  
**Deposit Slips**

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

## Merchandising & Promotion

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

**Around the Clock**

WWSW Pittsburgh has issued an attractive 8-page brochure stressing its promotion of Pittsburgh institutions, popularity of station personalities, growth of listener audience and sports coverage. Emphasis is given to its 24 hour around the clock operation and to advertisers who have used the station regularly for many years.

\* \* \*  
**Mikeman Featured**

VARIED CAREER of Bob Martin, announcer of WTAG Worcester, was written up in the Worcester *Sunday Telegram* recently, picture included. His life story includes rescue from the *Titanic*, an acting career as member of "Our Gang" and a period in vaudeville.

**WENR Folder**

NEW two-page promotion folder of WENR Chicago titled, "Does WENR produce results?", printed on blue enamel stock, answers its front page query with a letter from W. A. Wade, president of the Wade Agency, Chicago, citing the nine year success story of Morris B. Sachs' *Amateur Hour* on WENR. Inside pages list program schedule, and back page shows WENR primary station area map and 0.5 millivolt area.

\* \* \*  
**WAPI Campaign**

CAMPAIGN run by WAPI Birmingham, through newspaper, billboard and car card ads was publicized in a booklet issued by the station, titled "312 Million 'Plugs'".

**Net Promotion**

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

\* \* \*

**Distribute Scripts**

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

\* \* \*

**Billboard and Radio**

TWO mediums get-together in the Detroit market to make up a 24 sheet billboard to sponsor Sweet Sixteen beverages for Carbonated Beverages, Inc. Both radio and outdoor advertising of the firm use Happy Joe Gentile of CKLW Detroit as central figure. Happy Joe handles the CKLW *Morning Frolic*, on which Carbonated Beverages are promoted. Simons-Michelson Co. has the account.

\* \* \*

**Premier Promotion**

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

**CBC Rebroadcasts**

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

**AMP Agreements**

ASSOCIATED Music Publishers Inc. has negotiated a music licensing agreement with WSYR and has made extensions in its licenses to the following stations: KFAC KGY KOMO KOY KSLM KVOB WBAX WBML WBNS WBRK WCOU WCSI WFEA WHAI WIEC WHYN WLRZ WLLH WLNH WMR WNRH WNLC WOOD WRDO WRNL WSR WSPR WSYB WTAG WTHT.

INCREASE SALES AND LOWER SALES COSTS WITH TIME ON

# KSD

## IN ST. LOUIS

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

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

*A Distinguished Broadcasting Station*

## RADIO STATION KSD

Owned and Operated by the St. Louis Post-Dispatch

National Representative  
FREE and PETERS, Inc.



**M**ost everyone in Washington knows Janice. Janice Grey. She comes from Minnesota but, like thousands of girls, she's now working in Washington.

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

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

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

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

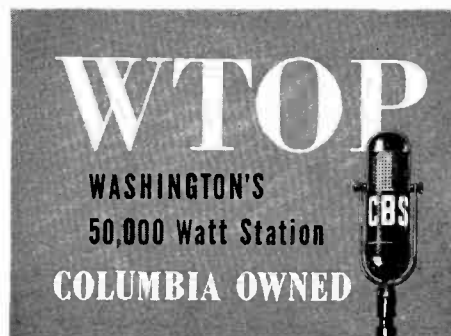
You ought to make a date with "Janice." It's a remarkable

show...a *proved* radio formula, *personalized* and *localized* for Washington women. It's a TOP opportunity for an advertiser wanting to identify himself with Washington families.

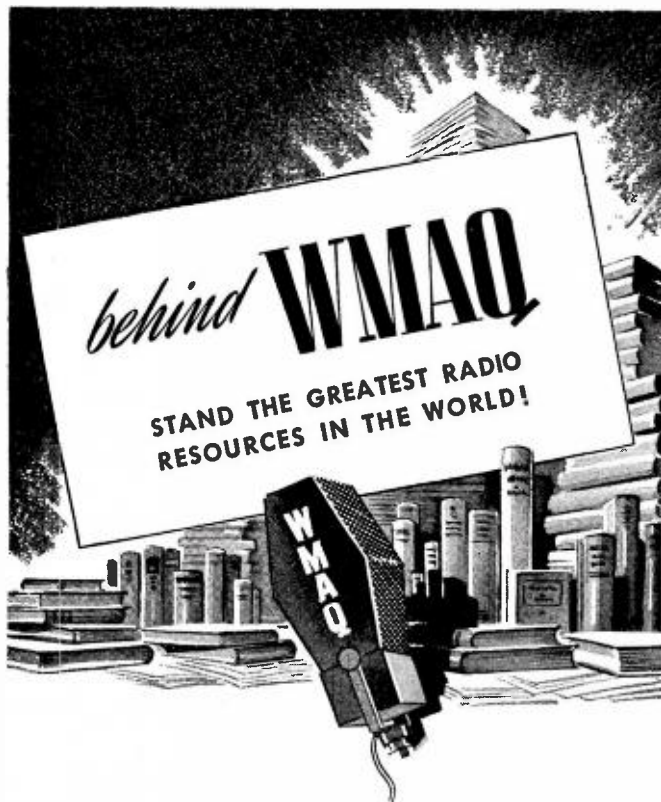
"Janice Grey, Washington, D.C." is the kind of polished, potent, professional radio that has made WTOP so popular.

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

Small wonder that advertisers invest more money in WTOP than in any other Washington radio station!



Represented by Radio Sales, the SPOT Broadcasting Division of CBS



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

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

# WMAQ

*The Chicago Station Most People Listen to Most!*

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK BOSTON CHICAGO WASHINGTON CLEVELAND  
DENVER SAN FRANCISCO HOLLYWOOD

## Water System Sponsor Testing Three Programs

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

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

## Packer's Spots

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

## Jane Cowl on Blue

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

## CJVI Joining CBC

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

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

## CUT UTILITY USAGE, SAYS JOINT APPEAL

RELATING a group of topics which have been the subject of important war information campaigns, on both sponsored and sustaining time, three government agencies last week jointly appealed to the public to cooperate in a new program for the conservation of fuel, manpower and utility services.

WPB Chairman Donald Nelson, ODT Director Joseph Eastman, and Petroleum Administrator Harold Ickes, joined in the appeal. The program covers coal, oil, gas, electricity, communications, water and transportation, all facilities which the officials said constitute the "life blood and the nerves of our industrial effort."

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

## Francisco Named CIAA Assistant Coordinator

DON FRANCISCO, director of the Radio Division of the Office of the Coordinator of Inter-American Affairs, has been named Assistant Co-



Mr. Francisco

ordinator of the agency, Nelson Rockefeller, CIAA coordinator, announced last week. Mr. Francisco will continue to direct CIAA radio activities.

Prior to joining CIAA, Mr. Francisco was president of Lord & Thomas, having joined the advertising agency in 1921 and assuming the presidency in 1938, succeeding Albert D. Lasker. He has been with the Rockefeller organization nearly three years.

## J. B. Williams News

J. B. WILLIAMS Co., Glastonbury, Conn., which discontinues its Nero Wolfe series on the BLUE Sept. 27, last week took over sponsorship of the five-weekly *Time* magazine worldwide news review, presented 9-9.15 p.m. on WQXR New York. The company, which has used WQXR extensively, will promote Glider brushless shave cream. First portion of the news show covers latest news of the day, the second portion dealing with sidelights and news features reported by *Time's* 203 correspondents. Williams Agency is J. Walter Thompson Co., New York.

## 170 on Sunkist List

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

*Some **FACTS** to Store for Future Use*

# THE DETROITER

PUBLISHED WEEKLY BY THE BOARD OF COMMERCE

## DETROIT RIDES THE CREST

**T**EN YEARS AGO Detroit suffered its sharpest depression. Today it enjoys its greatest prosperity. In 1933, banks were closed. City bills were unpaid. Nearly four years of mounting depression had reduced factory employment to less than 200,000 workers. An increasing welfare load numbered 70,000 cases.

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

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

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

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

Table pictures other outstanding changes in Detroit over past decade.

### DETROIT STATISTICS—A DECADE OF ACTIVITY

|                                 | 1933           | 1943*          | Change |
|---------------------------------|----------------|----------------|--------|
| City Debt                       | \$ 399,322,184 | \$ 308,880,455 | — 23%  |
| Detroit Bonds (10 year)         | 39.00          | 120.00         | +208%  |
| Bank Debits                     | 3,807,132,000  | 29,800,000,000 | +683%  |
| Bank Clearings                  | 1,940,556,338  | 19,750,000,000 | +915%  |
| Savings Deposits                | 112,437,402    | 439,843,756    | +291%  |
| Total Bank Deposits             | 334,636,984    | 2,026,182,007  | +505%  |
| Factory Employment (County)     | 194,829        | 585,000        | +200%  |
| Weekly Factory Earnings         | \$22.00        | \$61.50        | +179%  |
| Total Factory Payroll (County)  | 210,239,008    | 1,800,000,000  | +758%  |
| Value Factory Output (County)   | 1,260,496,608  | 9,500,000,000  | +655%  |
| Department Store Sales          | 58,717,000     | 174,000,000    | +197%  |
| Value Buildings Erected         | 3,945,765      | 29,600,000     | +670%  |
| DSR Traffic Volume              | 254,343,585    | 538,000,000    | +111%  |
| Railroad Tonnage (Area)         | 15,936,593     | 28,000,000     | +76%   |
| Real Weekly Earnings (1933=100) | 100            | 188            | +88%   |
| Population (Area)               | 2,080,000      | 2,845,000      | +37%   |

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

—John R. Stewart

# WWJ

America's Pioneer Broadcasting Station—First in Detroit  
National Representatives

**THE GEORGE P. HOLLINGBERY COMPANY**  
Owned and Operated by The Detroit News

**NBC BASIC  
NETWORK**

**ASSOCIATE STATION  
W45D—F. M.**

**BROADCASTING • Broadcast Advertising**

September 13, 1943 • Page 29

## Henshaw to MacLaren

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

## Studio Notes

**PROBLEMS** faced by cattle and sheepmen are dramatized on the weekly *Stockmen's Trails* program on KROW Oakland, Cal. Series is prepared and presented by Farm Credit Administration Department of Agriculture.

**KTSM**, outlet for NBC in El Paso, Tex., celebrates its 14th year on the air this month.

**CEREMONIES** were held Labor Day, Sept. 6, to award a silver cup, offered by WCSC Charleston, S. C., to the shop or activity at the Navy Yard showing the best all-around record for the first seven months of 1943, to the electrical shop at the yard. Cup was awarded by John Rivers, WCSC general manager and president.

**FIRST PLACE** in Omaha community sing barber shop quartette contest went to the WOW Omaha quartette, Lyle DeMoss, Ray Olson, Tom Chase and Thomson Holtz. The four had never sung before as a group, and won over 15 competitors, singing "By the Light of the Silvery Moon". Contest was sponsored by *Omaha World-Herald*.

**WCBT** Roanoke Rapids, N. C., on Sept. 1 joined Mutual, making a total of 210 MBS affiliates owned by J. Winfield Crew, Jr. WCBT operates on 1230 kc 250 w.

**THIRD** birthday celebration broadcast Aug. 29 of WJPF Herrin, Ill., was aired from the campus of Southern Illinois Normal U. in Carbondale, and featured a new type of servicemen participation show. Members of the Air Force Training Detachment located on the campus of SINU participated on the program.

## W39NY's New Schedule

W39NY, New York FM station owned by the Municipal Broadcasting System, is operating on a new daily schedule from 5-10 p.m., carrying many of the programs heard on WNYC, New York municipal station, as well as live musical programs of its own origination. Located atop the Municipal Bldg. in New York, the station operates on 43.9 mc., covering sections of New Jersey and Long Island.

WIP Philadelphia staged a gigantic radio revue, *The American Way*, on Sept. 9, specially planned for the Third War Bond Drive. From 10:30 p.m. until early morning, all the theatrical stars in town paraded before the WIP microphones.

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

**REPORTS** on sales of Bonds from War Bond headquarters in the four states comprising the WLW-WSAI Cincinnati area are being aired at frequent intervals during the Third War Loan Drive. Plan is aimed at arousing a competitive spirit in the various districts. WSAI is scheduling a 15-minute program each day to promote interest in the drive.

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

## Thomas Rejoins Lyons

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

## Drake Joins Blue

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

## Southwest Broadcasters, Inc.

E. N. THWAITES  
PRESIDENT AND GENERAL MANAGER



# K F U N

Las Vegas, New Mexico

BOX 710

250 WATTS FULL TIME  
FREQUENCY 1230 KILOCYCLES

ERICH BRANDEIS, PROMOTION DIRECTOR  
INTERNATIONAL NEWS SERVICE  
235 EAST 45TH STREET  
NEW YORK CITY

DEAR MR. BRANDEIS:

EVERY NOW AND AGAIN IT SEEMS TO "PAY OFF" TO LEAN BACK AND VIEW FROM A BROADER PERSPECTIVE ALL THE MISCELLANEOUS FACTORS WHICH ENTER INTO RADIO STATION OPERATION. SUCH AN OCCASION INSPIRES THIS LETTER.

WE THINK IT'S ONLY FAIR TO PASS ALONG TO YOU THE FACT THAT WE FIND THE SERVICE OF INTERNATIONAL NEWS SERVICE TO HAVE BEEN ONE OF THE BRIGHT SPOTS OF OUR OPERATIONS DURING OUR FIRST YEAR. WE HAVE FOUND INS TO BE ALERT, RELIABLE AND COMPLETE. THIS, I PRESUME, IS NO MORE THAN TO BE EXPECTED. WHAT DOES SEEM TO BE "BEYOND THE LINE OF DUTY" HAS BEEN THE PERSONAL ATTENTION WE HAVE RECEIVED UPON OCCASION. WE ARE A SMALL STATION IN A SMALL TOWN, NEVERTHELESS, WE HAVE IN MORE THAN ONE INSTANCE RECEIVED THE BENEFIT OF DIRECT INTERVIEWS OF OUR CONGRESSIONAL DELEGATION IN WASHINGTON, FOR EXAMPLE, AND SPECIFIC FOLLOW-UPS FROM OTHER OF YOUR BUREAUS. WE APPRECIATE THAT KIND OF SERVICE YOU CAN BE SURE, AND IT IS OF MATERIAL BENEFIT IN BUILDING LOCAL PRESTIGE.

THE COMMENT WE FREQUENTLY HEAR ON OUR NEWSCASTS GOES SOMETHING LIKE THIS: "WHY YOU HEAR JUST AS GOOD NEWS OVER KFUN - EVEN MORE COMPLETE - THAN YOU DO OVER THE LARGER STATIONS!" WE BELIEVE IN GIVING CREDIT WHERE CREDIT IS DUE...HENCE THIS LETTER TO YOU.

YOURS VERY TRULY,

RADIO STATION KFUN

*E. N. Thwaites*  
E. N. THWAITES

ENT:AB

*Thanks, Mr. Thwaites*



*Sorensen and Company*  
ADVERTISING AGENCY

PALMOLIVE BUILDING  
CHICAGO

August 9th,  
1943.

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

Dear Mr. Sowell:

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

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

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

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

Cordially yours,  
SORENSEN AND COMPANY

*Muriel Wageman*  
Muriel Wageman

When Miss Wageman states that WLAC is her "lowest cost station," she simply means she is getting more \$1.00 orders per advertising dollar spent on WLAC than from any other station. 'Nuf said!

# WLAC

**NASHVILLE'S 50,000 WATT** GATEWAY TO THE  
TENNESSEE VALLEY

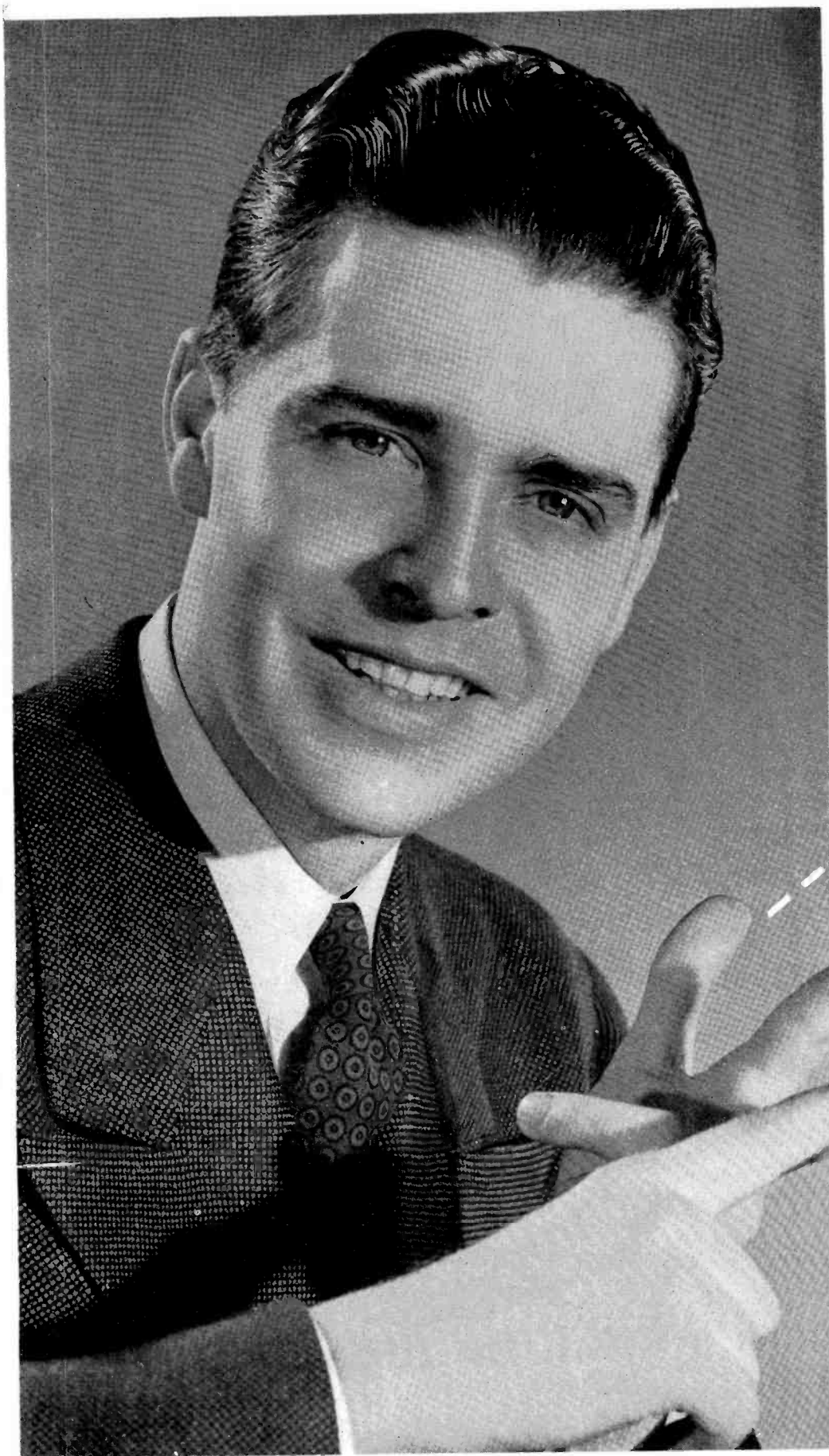


DID YOU KNOW THAT WLAC RECEIVED MAIL FROM ALL BUT 63 OUT OF 921  
COUNTIES IN 13 SOUTHEASTERN STATES DURING A SINGLE MONTH IN THIS YEAR!

PAUL H. RAYMER COMPANY  
NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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ma

IF IT'S A FOR

# Three Little Words!

Robert Southey might well have had radio broadcasting in mind, when over 100 years ago, he wrote:

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

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

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

IN OHIO—Toledo, Lima, Zanesville

IN WEST VIRGINIA—Wheeling, Fairmont

IN GEORGIA—Atlanta

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

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

## FORT INDUSTRY STATIONS

**WWVA**

Wheeling, West Va.

**WAGA**

Atlanta, Ga.

**WSPD**

Toledo, Ohio

**WHIZ**

Zanesville, Ohio

**WMMN**

Fairmont, W. Va.

**WLOK**

Lima, Ohio

**INDUSTRY STATION YOU CAN BANK ON IT**



## Stark Facts of War

WAR NEWS coverage enters a new phase with the ruling by President Roosevelt that the stark and grim facts of warfare be revealed to the public. It is one thing to run "horror" stories and print pictures of the American dead and wounded in the newspapers and magazines; quite another to describe them over the air.

Radio's intimacy makes the task difficult. To bring news of blood-shed, of maimed and blinded men to the fireside requires news handling of a kind radio hasn't yet been called upon to handle in true-story fashion. The impact of the printed word or picture isn't that of the human voice. Straight news handling of news stories, when processed for the spoken word, isn't difficult; in fact there has been abundant praise for radio's war news jobs.

Whatever may be said of OWI, it has performed its radio function well. The President's order reinforces OWI's position as the war news dispensing agency. The decision to present the facts about war to the public means that radio will be called upon to handle its share. Dramatization of war's bloody side obviously is to be avoided. On the other hand a rapid-fire announcer, using clipped phrases, probably can't handle horror gracefully.

The industry must employ skill and care in this new task. It may need some guidance. That's the job of OWI up to a point. It's still a good idea, on questions of this delicate nature to invoke the maxim: "When in doubt, don't".

## The Fighting Fourth

DOWN in Asheville, N. C., the other day, 60 broadcasters got together for an NAB district meeting. It was a scheduled session for all the world like other meetings of the 17 NAB districts. Yet it was different from the result standpoint because it reflected a change in industry attitude—a militant determination to get things done.

Broadcasters will recall that the Fourth District a couple of years ago set off the fireworks over NAB reorganization. This time they got busy on legislation under the spur of their pair of aggressive directors—Don S. Elias, director-at-large from WWNC Asheville, and Dick Shaffo, WIS Columbia, district director.

These broadcasters from North and South Carolina and Virginia and West Virginia, with the District of Columbia thrown in, take their industry seriously. They were aroused to action by the fighting words of the veteran South Carolina Senator "Cotton Ed" Smith, who called for Congress to "nullify" the Supreme Court decision giving the FCC control over "composition of the traffic".

Unable to be present because of illness, Senator Smith sent his address to be read. It wasn't an oratorical outburst for headline purposes. It was a direct, calculated appeal to Congress by the dean of the Senate and the ranking member of the committee in which radio legislation originates, to protect the traditional freedoms that are Democracy. He

called for a new law to state plainly the scope and limit of the powers delegated the FCC, which "must leave no loophole for broad interpretation of authority". He said it was the "duty of Congress to re-enact a radio bill as promptly as possible to nullify this dangerous court decision".

Senator Smith expressed more clearly than any one in the industry those guarantees which radio seeks. Radio asks no special privileges or favors. It seeks only the security, peace of mind and "freedom from fear" which will permit it to perform maximum public service.

There was another speaker, too, who talked straight from the shoulder. D. Hidden Ramsey, general manager of the *Asheville Citizen-Times*, advised broadcasters they might take a leaf from the book of experience of newspapers. The press long ago learned the truth of the expression "Eternal vigilance is the price of liberty". He said the threat to freedom of radio will not be lifted with the passing of certain individuals or groups from high places in public life. The decision which gave rise to grave fears for freedom of radio was not a decision of Justice Frankfurter, but of the Supreme Court, he admonished. It is not Chairman Fly who is going to carry out this decision, but it will be other officials in the years that are to come, he said.

"There can be no secure independence for the individual unless you have government by law and not by men", said the distinguished Southern editor.

Important leaders in Congress and thinking men in kindred pursuits are aware of the fate that will befall radio unless there is action, speedy and certain. As long as the House Select Committee is investigating the FCC, the FCC won't attempt to invoke the Supreme Court "reforms". It's the industry's best insurance policy. The time to act is now. The boys in the Fourth District are leading the way.

## Jimmy Accuses

ONE WONDERS where or when Jimmy Petrillo will be stopped. He has now stooped to name-calling. At the hearing before the WLB panel on the recording strike, Petrillo cited Elmer Davis, OWI director, as a Government official who had used his influence against AFM. He alluded to Mr. Davis' former employment at CBS and added that "I can't say whether or not he is now but I think he will return to their employ after the war is over."

Mr. Davis is a patriotic American citizen, who at great personal sacrifice left a position as one of the nation's foremost news analysts to become OWI head at the president's request. He saw fit, as the Government officer in charge of war information, to observe that the recording ban would interfere with morale by depriving both the armed forces and the public of desired recorded music. Other Government officials have also commented on that obvious fact.

We won't go into other aspects of Petrillo's characteristic table-thumping and industry-damning performance before the WLB panel. We do go along with the observation of A. Walter Socolow, counsel for the transcribers at the WLB hearing, that the AFM czar's accusation against Mr. Davis is "thoroughly reprehensible".

## Our Respects To —



HARRY CLIFFORD KOPF

EVERYBODY knows him as "Harry", and therein lies some part of the secret for the phenomenal success enjoyed by Harry C. Kopf, vice-president of NBC and general manager of its Central Division.

Holder of one of the best sales records in all broadcasting history, Harry Kopf is also one of the best known and best liked executives in radio. The son of an electrical engineer, he was born at Shawneetown, Ill., Dec. 26, 1902, and when the family moved to Chicago in 1912 he continued his school days with only one mild grudge against the world—he had been given the middle name of Clifford.

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

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

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

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

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

(Continued on page 36)



# **CROWDS follow KOIN**

***...on and off the air!***

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

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

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



# **KOIN**

THE PUBLIC SERVICE STATION IN

## **PORTLAND, OREGON**

—where war industries have created  
a booming market for advertiser

FREE & PETERS, INC. National Representatives

## Personal NOTES

1st Lt. LLOYD CHAPMAN, of Camp Roberts, Cal., formerly on the promotion staff of KDKA Pittsburgh and Mary Keaney, secretary to the KDKA program manager, were married Sept. 1 in San Francisco.

ALFRED J. McCOSKER, chairman of Mutual's board of directors and president of WOR New York, became a grandfather last week. A girl was born to his daughter, Mrs. Sheldon Van Dolan.

JOHN FISTERE, director of sales promotion of WNFV New York, left the station last week to join the Office of Strategic Services of the U. S. Army with a civilian status. He is expected to go overseas.

DAVID (Jack) ROWE has joined the sales staff of WNOX Knoxville, replacing Fred Shepherd, now in the Army.

CHARLES RYDER, chief auditor of the CBS Pacific network, Hollywood, is in New York.

ROBERT ATKINSON, account executive of KMTR Hollywood, has been appointed commercial manager of KWKW Pasadena.

EDWARD J. MORIARTY, general attorney of Western Electric, celebrated the 30th anniversary of his service with the company on Sept. 5.

JOE WRIGHT, sales manager of WLVA Lynchburg, Va., is the father of a boy.

## David Grimes, Philco, Is Killed in Plane Crash

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

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

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

MILTON V. CARLSON, formerly in the advertising department of *Los Angeles Examiner*, has joined Don Lee Broadcasting System Hollywood, as account executive.

MARK WAKEFIELD has joined KEVR Seattle as account executive.

## Our Respects to

(Continued from page 43)

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

And Kopf continued to lace up the Midwest with such accounts as Jergens-Woodbury, American Rolling Mills, Brown & Williamson, Pabst Brewing and others. Meanwhile, his record sheet began to read like chapter headings in a Horatio Alger book. Jan. 1, 1939, appointed sales manager of the NBC Central Division; Oct. 9, 1940, appointed general manager of the Central Division effective Nov. 1 of that year, when Sidney Strotz went to New York as NBC program vice-president; Oct. 3, 1941, elected vice-president of NBC. Throughout the process, we have learned, everyone continued to call him "Harry", yet no one underestimates his executive ability, based on a fast sales attack and lightning wits upon demand.

## Wire Recorder

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

ALFRED C. SANGER, until recently manager of the traffic appliance divisions of General Electric Co., Bridgeport, has been appointed sales manager for the appliance divisions of G-E's appliance and merchandise department.

Harry Kopf likes to drive a fast car, or did; bowls with equal alacrity, plays "at" golf; collects fishing tackle toward the day he can really go in for it a la Walton.

A bachelor, Harry Kopf lives in a large house in Evanston, Ill., with his brother, Dick, and a married sister, who can find him in a comfortable deck chair in the backyard whenever there is any choring to be done.

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

# WSPA

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

**CBS**

Locate your FM Transmitter  
for maximum coverage

Locate your FM Studio  
for convenience

## Bridge the gap without wires with a G-E ST relay

PROGRAMS from W41MM, the Gordon Gray studio at Winston-Salem, N. C., are today being relayed, *without wires*, to its 3-kw transmitter high on Clingman's Peak 110 miles away. A G-E Station-to-Transmitter unit makes this wireless relaying possible. In similar use at FM stations in Chicago and Schenectady, and at international short-wave stations in Boston and New York, the S-T relay has proved its economy, reliability, and unequalled transmitting fidelity in months of flawless day-in, day-out service.

General Electric S-T equipment permits complete FM program fidelity from 30 to 15,000 cycles . . . the total range of the human ear. This apparatus takes the place of tech-

nically inadequate or prohibitively expensive wire-line construction . . . for *no* connecting wires are needed! General Electric alone has pioneered and developed this wireless type of equipment . . . and G. E. is the only manufacturer who can supply it.

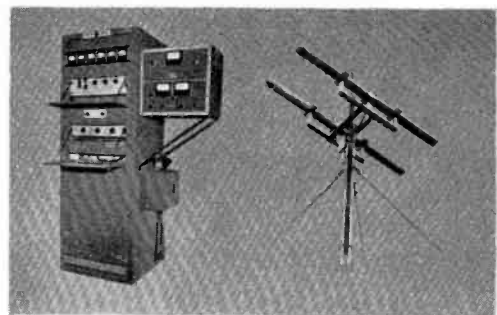
A complete General Electric S-T relay-equipment installation includes:

1. A 25-watt FM transmitter.
2. A rack-mounted station monitor.
3. A double-conversion, crystal-controlled superheterodyne FM receiver.
4. Special directional antennas that provide a 100-fold power gain between studio and transmitter.

It's not too soon now to start locating the site for your post-war FM transmitter. G. E. has the experienced engineering personnel to help you find the best location, the S-T relay transmitter and receiver to reach it, and the studio and antenna equipment to operate it . . . plus broadcast and programming experience to help you

select and train your future FM engineering and studio staffs. We welcome your inquiries. . . . Electronics Department, General Electric, Schenectady, New York.

*Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P. M. E.W.T. over NBC.*



**GENERAL  ELECTRIC**

**FM • TELEVISION • AM**

STUDIO EQUIPMENT

• TRANSMITTERS

• ANTENNAS

• ELECTRONIC TUBES

• HOME RECEIVERS

# BEHIND the MIKE

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

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

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

## Keller to MBS

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

HARRISON WOOD, Hollywood news analyst, is commentator on the five-weekly quarter-hour commentary sponsored by Grove Laboratories on Don Lee Pacific stations. Series started Sept. 6.

CARVETH WELLS, explorer-writer, has started a weekly quarter-hour commentary, *Nations Behind the Battle Fronts*, on NBC Pacific stations.

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

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

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

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

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

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

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

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

GORDON GRAHAM, director of promotion of WABC New York is recuperating in New Rochelle Hospital, New York, from injuries sustained during a fall.

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

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

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

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

## Frank Crumit

FRANK CRUMIT, 53, who with his wife, Julia Sanderson, has been known to radio listeners since 1928, died of a heart attack in New York, Sept. 7. "Crumit and Sanderson" originated the *Battle of the Sevens* program, and currently were starred in *The Singing Sweethearts*, five times weekly for Southern Cotton Oil Co., and a Saturday evening quiz program, sponsored by Lewis-Howe Co., both on CBS.

Mr. Crumit was well known in vaudeville before he entered radio. Recently he donated his collection of old-time songs to State Library in Columbia, O.

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

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

PAUL WESTON has been signed as musical director of the weekly *BLUE Duffy's Tavern* which resumes Oct. 5.

ARTHUR L. BRIGHT of KPZY Spokane, has been appointed member of the Pacific Coast Advertising Commission.

CHARLEY SULLIVAN, formerly production supervisor at WJBO Baton Rouge, La., has joined the announcing staff of WMC Memphis.

ROY NEAL has been appointed chief announcer of WIBG Philadelphia.

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

IONA TERRY, announcer at CKNX Wingham, Ont. has joined the WRENS.

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

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

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

LOU BRING, West Coast musical director of BLUE and RCA Victor Co., is the father of a boy born in Hollywood Aug. 31.

Good-Night, Silas—  
you're certainly  
getting to be  
something!

Shucks,  
it ain't  
nothing to  
be mentioned  
on the radio—  
I know 'em all  
at WDAY!

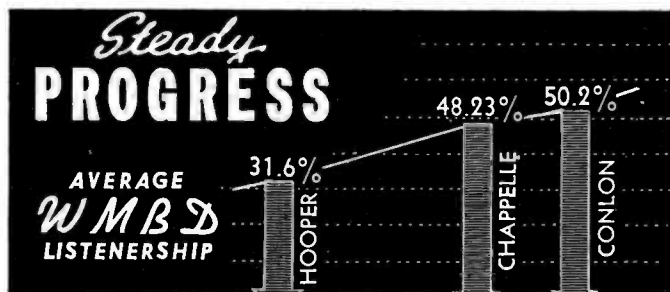
You sophisticates in big cities probably have no idea of what an aggressive radio station can mean to the people of a rural area—even an enormously rich rural area like the Red River Valley. WDAY is the big source of information and entertainment and interest, to 1,537,477 people around Fargo.

# WDAY

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

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES



Get into the rich PEORIAAREA market—a live market now, an even better market when the war is won! Enormous wealth derived from agriculture and industry. Diversification has made and kept PEORIAAREA a "bright spot" market through good times and bad. And—you dominate through WMBD.

PEORIA BROADCASTING CO., PEORIA 2, ILLINOIS



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



On the "production" front—a Federal Telephone and Radio technician "aims" her modern crystal-cutting saw.

As the sea and air barrage  
Shatters the early dawn  
Out plow the mine sweepers  
Their night's hairtrigger work done . . .

Across their bows  
Sweeps the destroyer leader  
Throwing water and "making smoke" . . .

Lurking in the man-made fog  
The invasion barges  
Await the signal to move in  
Ears glued to their radios  
Like villagers' ears  
To a party line . . .

Suddenly it comes  
The flash that says  
The coast is clear  
And the whole armada  
Starts moving in as one . . .

What unseen "switchboard"  
Connected every radio in the fleet . . .  
"Locked" each to the same wave length  
To save the seconds that win battles?

It's all done *automatically*  
By a tiny crystal of quartz  
Cut as precisely as a precious stone.  
And as carefully mounted  
To form a unit that synchronizes every radio  
And feeds the message through  
At the predetermined frequency . . .

Today I.T.&T.'s manufacturing associate  
Federal Telephone and Radio Corporation  
Is one of the leading producers  
Of crystal units for our fighting forces . . .

Tomorrow I.T.&T.'s broad experience  
In communications  
Will help men build  
A better world.

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

**I T & T**

Manufacturing Associate:  
FEDERAL TELEPHONE AND RADIO CORPORATION

# WENR

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

#### COST ANALYSIS OF MAJOR CHICAGO STATIONS\*

| Station | Families  | Cost per<br>1,000 | % Increase<br>over WENR |
|---------|-----------|-------------------|-------------------------|
| WENR    | 3,403,000 | .03               | —                       |
| A       | 2,157,000 | .06               | 100.00                  |
| B       | 2,424,000 | .05               | 66.6                    |
| C       | 3,188,000 | .04               | 33.3                    |

\*Based on a 15-minute daytime show, 5 times per week.  
Source — NBC All-County Survey.

**Ask a Blue Spot Sales representative  
for complete details!**

# WENR

50,000 WATTS

A CLEAR CHANNEL STATION

890 KILOCYCLES

Owned and Operated by the Blue Network Company  
Represented Nationally by Blue Spot Sales  
New York Chicago Hollywood Detroit

MARY P. VAUGHN has joined the promotion department of WINN Louisville.

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

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

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

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

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

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

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

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

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

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

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

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

## Brady Joins UP

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

## Awards to Radiomarine

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

# AGENCY

## Appointments

STEIGER'S, Hartford, Conn. to Cramer-Tobias-Meyer, New York, for furs. Some local radio used.

McCALL CORP., New York, to Federal Adv., New York, for McCall's Magazine.

SUN HARBOR PACKING Co., San Diego, Cal. (canned tuna), to Foote, Cone & Belding, Los Angeles.

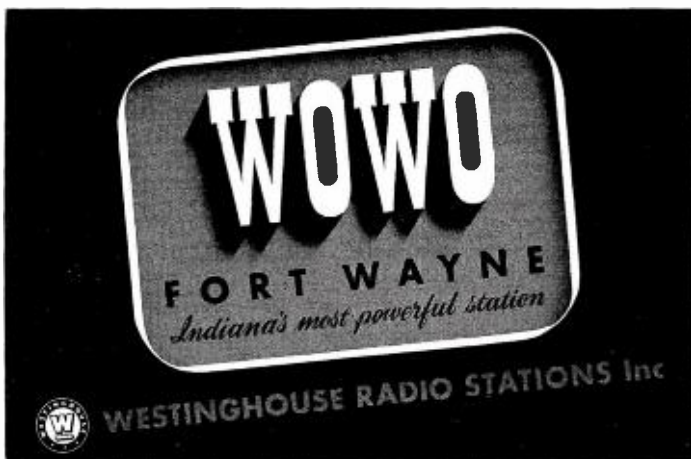
FRUITATIVES PRODUCTS, Hull, Que. (proprietary), to McConnell, Eastman & Co., Montreal. Advertising plans not yet available.

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

HOFFMANN PACKING Co., Syracuse, N. Y., (Hofmann's Peerless Quality Meat Products), to Flack Adv. Agency, Syracuse. Said to use radio.

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

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



## The seat-of-the-pants technique is out



**O**LDTIME aviators will tell you they flew by the "seat of their pants." Today, fliers use instruments.

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

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

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

RCA test and measuring equipment for broadcast stations includes:

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

and a special line of Television Test and Measuring Equipment.

Descriptive literature with full information will be sent promptly regarding any of this equipment. Please address inquiries to RCA Victor Division, Radio Corporation of America, Camden, N. J.



## RCA TEST AND MEASURING EQUIPMENT

# WGR

5,000 WATTS

\$50 K. C.

Buffalo's Most  
Powerful  
Transmitter  
Plant

MUTUAL



BUFFALO  
BROADCASTING CORPORATION

National Representatives:  
FREE & PETERS, INC.

## Listening-Post Groups Formed To Aid in Peabody Selections

Some 2,000 Persons in 100 Cities Will Assist in  
Evaluating Broadcasts in Their Regions

LISTENING-POST committees have been set up throughout the United States to aid the George Foster Peabody Radio Awards Board in its annual selections, according to Dean John E. Drewry, Henry W. Grady School of Journalism, the University of Georgia, which, with the assistance of the NAB, administers the "Pulitzer prizes of the air".

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

### Other Posts

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

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

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

Dec. 10 is the closing date for

### City Builder

CONSOLIDATED Mining & Smelting Co., Trail, B. C., has started a thrice-weekly half-hour program on CJAT Trail, to promote pride in Trail as an industrial city, and to develop an esprit de corps among company employees, and community goodwill towards the firm. Institutional series, produced by CJAT in cooperation with C M & S industrial relations division, features anecdotes, personal items and sketches of the people living in the Kootenay area, and is known as the *Kootenay Family Album*.

1943 entries or recommendations, which should be sent to the Dean, Henry W. Grady School of Journalism, University of Georgia, Athens. Forms if desired may be secured from this office. Each may be accompanied by one transcription. If more are necessary to give the board members a fair understanding, special arrangements can be made.

Chairmen of the listening-post committees set up by Mrs. Lewis are:

Mrs. Dorothy Kraus, Boston; Mrs. Raymond E. Kilty, Western Massachusetts; Mrs. C. T. Wilden, Northern Maine; Mrs. Maybelle Clement, Portland Area; Mrs. Luella Landin, New York City and metropolitan area; Mrs. George Howard, Rochester, N. Y.; Mrs. George Navias, Albany and Schenectady, N. Y.; Mr. Kenneth Bartlett, Syracuse, N. Y.; Mrs. David Beatty, Philadelphia Area, Penna.; Mrs. John G. Daub, Pittsburgh Area, Pa.; Mrs. Robert Cornelison and subcommittees, New Jersey; Mrs. J. D. Robinson, Eastern North Carolina; Mrs. Z. V. Conyers, Greensboro, N. C.; Mrs. Herman Warren, Winston-Salem, N. C.; Mrs. Arch Trawick and subcommittees, Middle Tennessee Area; Mrs. George Truitt, Kansas City Area; Mr. Sherman Lawton, Columbia, Mo., and Area; Mrs. F. H. Linkenberg, Louisville, Ky. Area; Mrs. L. H. Houston and subcommittees, Southern Alabama; Dr. John Gunstream and subcommittees, State of Texas; Mrs. M. B. Williams, Oklahoma City Area; Mrs. R. T. Grosskopf, Indianapolis Area; Mrs. C. C. Wiley and subcommittees, Mid-Illinois; Mrs. Walter Magee, Cleveland Area; Mr. Henry Lamb, Toledo Area; Mr. John Locke, Cincinnati Area; Mr. Waldo Abbott, Detroit Area; Mrs. George Palmer and subcommittees, State of Minnesota; Mrs. W. F. Ottmann and subcommittees, State of Nebraska; Mrs. Margaret Stoddard, Cedar Rapids, Clinton, Waterloo, Iowa City; Mrs. Cyrus B. Hillis, Des Moines and Ames; Dr. Forest Whan, Wichita Area; Mrs. D. J. Reed, Missoula Area; Mrs. Irma Bitner, Salt Lake City Area; Mrs. B. C. Taylor, Portland Oregon Area; Mrs. A. H. Fish.

## ON STATION WRNL-The famous BAUKHAGE IS AVAILABLE

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



"BAUKHAGE TALKING" is a news broadcast from Washington by a man known to practically all the Nation's listeners.

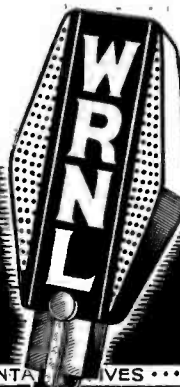
He is an outstanding network feature available now on a local sponsorship basis—for your exclusive use on WRNL—to cover Virginia's great defense market.

THE COST? \$28 PER WEEK PLUS  
STATION TIME — WIRE YOUR  
RESERVATIONS IMMEDIATELY!

WRNL

5000 WATTS  
NIGHT AND DAY 910 KC

... EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES ...



"BLOCK  
BUSTER"  
STRIKES  
CHICAGO  
See Page

21

Chico, California; Mrs. Florence Viano, East Bay Area, Calif.; Mrs. Robert Marvin and subcommittees, Los Angeles Area; Mrs. L. H. Palmer and subcommittees, State of Vermont; Mrs. Dale Marble, Seattle Area; Mr. Robert B. Hudson, Denver Area; Mrs. John Langdon, Providence, R. I.; Mrs. Inez C. Richardson, Palo Alto, San Francisco, Cal.; Mrs. Kendall Bryan, Parkersburg, W. Va.; Mrs. Paul Duncan, Akron, Ohio; Mrs. Kathryn B. Pardoe, Provo, Utah; Mrs. Joseph Parr, Rock Springs, Wyo.; and Miss Adelaide Morse, Emporia and Area, Kansas.

Persons have been invited to serve as chairmen in the following cities:

Pawtucket, R. I.; Keene, Manchester, N. H.; New Haven, Conn.; Harrisburg, Penna.; Utica, N. Y.; Charleston, W. Va.; St. Louis, Mo.; Lexington, Ky.; Birmingham, Ala.; New Orleans, Shreveport, La.; Little Rock, Ark.; Tulsa, Okla.; Muncie, Ind.; Rockford, Quincy, Ill.; Milwaukee, Madison, Racine, Wis.; Fargo, N. D.; Davenport, Ia.; Butte, Mont.; Albuquerque, Santa Fe, N. M.; Boise, Poetsello, Idaho; Provo, Utah; Cheyenne, Wyo.; Corvallis, Ore.; Spokane, Wash.; Fresno, Calif.; Atlanta, Ga.; Roanoke, Richmond, Va.

The personnel of the committees in the various universities of the country is as follows:

The University of Southern California: Dr. Ivan Benson, chairman, acting director of the School of Journalism; Dr. Max T. Krone, professor of music, assistant director of the U. S. C. School of Music, and director of the radio department; and Herbert E. Farmer, member of the cinematography department.

The University of Georgia: Miss Carolyn Vance, assistant professor of Journalism, chairman; Hugh Hodgson, professor of music; Dr. Albert Saye, professor of political science; Dr. B. O. Williams, professor of sociology; and Tys Butler, assistant professor of Journalism.

The University of Illinois: F. S. Siebert, director of the School of Journalism, chairman; Frank E. Schooley, instructor in Journalism and program director of Radio Station WILL; Leonard E. Deming, director of Music for Radio Station WILL; George Jennings, acting director, Radio Council, Board of Education, Chicago; and Albert Crews, director Radio Department, School of Speech, Northwestern University, Evanston.

The State University of Iowa: Wilbur L. Schramm, director of the School of Journalism, chairman; Charles L. Sanders, assistant professor of Journalism; H. Clay Harshbarger, associate professor of speech; Mrs. Pearl Bennett Brown, program director of Station WSUI; Carl H. Menzer, director of Station WSUI and associate professor of electrical engineering.

The University of Kentucky: Leonard Niel Plummer, Head of the Department of Journalism and director of student publications, chairman; Maurice F. Seay, Bureau of School Service and head, Department of Educational Administration, College of Education; and Elmer G. Sulzer, director of public relations.

Boston University: Max R. Grossman, professor and head of the Department of Journalism; Dr. Howard M. LeSourd, dean of the Graduate School; and Miss Eleanor R. Mosely, director of the bureau of publicity.

The University of Minnesota: Dr. Ralph D. Casey, director of the School of Journalism, chairman; Mitchell V. Charney, professor of Journalism; Burton Paul, manager of University Radio Station

## Dubonnet on Blue

DUBONNET CORP., New York, a subsidiary of Schenley Import Corp., on Sept. 4 launched its new BLUE show for Dubonnet wines with a format very different from its five-minute weekly Alec Templeton show, last BLUE broadcast of which was Aug. 27. The new series, which is of "night-time calibre" and is titled *Dubonnet Time* with Xavier Cugat, is heard Saturday morning 11-11:30, with a repeat at 1:30. Originating in the BLUE studios in Hollywood for at least the first 11 weeks, the show features Lin Romay, singer, the Cugat orchestra and choir and a male singer as yet unselected. Agency is William H. Weintraub & Co., New York.

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

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

The University of North Carolina: O. J. Coffin, head of the Department of Journalism, chairman; C. Phillips Russell, professor of Journalism, University of North Carolina; A. A. Wilkinson, Duke University, Durham; Mrs. Agnes Cooper, Meredith College, Raleigh, North Carolina; and Miss Nell Craig, Woman's College of the University of North Carolina.

The University of North Dakota: Arnold F. Cecka, head, Department of Journalism, chairman; John S. Penn, assistant professor of public speaking; Donald J. Robertson, assistant to the President, English faculty; Richard O. Hale, assistant professor of English; Fred J. O'Neill, journalism, faculty and night editor, Grand Forks Herald; and Dr. Richard Beck, professor of Scandinavian languages.

The Ohio State University: James E. Pollard, director of the School of Journalism, chairman; Dr. Edgar Dale, Bureau of Educational Research; C. Wilbert Pettegrew, program director, Radio Station WOSU, the campus station; N. N. Luxon, journalism department; and R. C.

Higgy, director of the campus radio station, WOSU.

The Pennsylvania State College: Prof. Franklin Banner, director, Department of Journalism; Arthur C. Cloetingh, head, Division of Dramatics; Hummel Fishburn, head, Department of Music; and Raymond W. Tyson, professor of public speaking, in charge of radio courses in Department of Speech.

The University of South Dakota: E. G. Trotzig, head of the Department of Journalism, chairman; Hale Aarnes, acting head of the Department of Speech, and director of KUSD, university radio station; G. Russell Bauer, Director of Information Service, assistant professor of Journalism; and Dr. George Lawrence Abernathy, head, Department of Philosophy & Psychology.

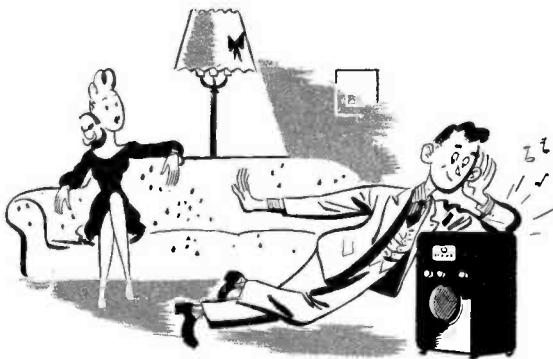
West Virginia University: P. I. Reed, director of the School of Journalism, Chairman; Volney W. Shepard, head of the piano department of the School of Music; Dr. Frances P. DeLancy, assistant professor of political science; Paul A. Flowers, assistant professor of Journalism.

The University of Wisconsin: Grant M. Hyde, director of School of Journalism, chairman; Henry L. Ewbank, professor of speech; Edward B. Dean, lecturer in Journalism; and William G. Harley, program supervisor of the University of Wisconsin station, WHA.

## Wisner Covers Games

HARRY WISMER, BLUE sportscaster, will cover the outstanding "football games of the week" on the BLUE starting Sept. 18 with the Camp Grant-Michigan U game at Rockford, Ill. Network has not scheduled any particular games for the present, preferring to defer selection until the Monday preceding the date of the skirmish, when the choice will be made on the basis of team records.

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



## MOST POPULAR STATION IN THE WEST

CLEAR CHANNEL STATION

**KFI**  
OF LOS ANGELES

Barle C. Anthony, Inc.

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

**WING**  
The overwhelming choice of the local advertisers is

**WING**  
There is a reason.  
"It sells merchandise"

★

**Basic Blue Network**  
5000 watts  
Ronald B. Woodyard  
Executive Vice-President

*Dayton, Ohio*  
**WEED & CO., National Representatives**

**WKBW**

**50,000 WATTS**  
**1520 K.C.**

**Buffalo's Most Powerful Transmitter Plant**

**COLUMBIA**

**BUFFALO BROADCASTING CORPORATION**  
National Representatives:  
FRJE & PETERS, INC.



## Error-proof Copies of Music and Script

Accurate, legible copies of broadcasting material and schedules available almost instantly when you have A-PE-CO. This modern photo-copy unit equips you for emergencies as well as for speedy routine copies. Saves typing. Many uses for engineers. Remember, A-PE-CO can't make a mistake!

ACCURATE AS A MIRROR  
PHOTO-COPIES  
MADE FAST BY  
ANYONE — ANYTIME

**A-PE-CO "Photo exact"**  
PHOTO-COPYER  
**\$55.00**

Non-Fading Photo-Copies  
of letters • documents  
• records • blueprints  
• pictures • drawings

Same-size copies of anything up to 18"x22". Accepted as legal evidence. Eliminates steno-copying, tracing, proof-reading. Photocopies direct from blueprints, graphs, tracings, telegrams, receipts, shop orders — anything written, printed, drawn, photographed. Endless uses for A-PE-CO. Needed by all departments. Big savings. Thousands in satisfactory use.

No Camera—No Darkroom—Low Cost  
Simple, fast. No focusing. Conserves man-hours. Any office employee quickly becomes expert. Low cost per copy, lowest investment in equipment. Saves other equipment. Put A-PE-CO on any available desk or table. Immediate delivery. Representatives in principal cities and Canada. Write for A-PE-CO folder.

AMERICAN PHOTOCOPY EQUIPMENT CO.  
2849 N. Clark St., Dept. FP-9, Chicago 14, Ill.



## Agencies

**JOHN ARCHER CARTER**, formerly radio copy supervisor of Pedlar & Ryan, New York, rejoined J. Walter Thompson Co., New York, the first of September, as radio copy writer. Cyril Mullen, of Pedlar & Ryan radio copy department, has been named to succeed Mr. Carter.

**KARL KESSER**, of the radio department of Newell-Emmett Co., New York, has taken over for the present the duties of Don Langan, associate executive and radio director on the Liggett & Myers account, who resigned recently. Janet Breidenbach has joined the copy department.

**RICHARD HUBBELL**, of the radio department of N. W. Ayer & Sons, returns to the agency's New York office Sept. 13 after six weeks on the Pacific Coast, where he set up the Boeing Aircraft program on KOMO Seattle.

**WILLIAM K. ZIEGFELD**, since December, 1941, chief of the copy staff of Young & Rubicam, Chicago, has been elected vice-president in charge of copy. Mr. Ziegfeld was formerly copy director of Ralph H. Jones Co., Cincinnati.

**C. C. AGATE**, a member of the faculty of Pace Institute, has been named director of advertising and sales promotion of Sonotone Corp.

**MARJORIE BAILEY**, formerly copy director of Morton Freund Adv., New York, joins the copy staff of John A. Cairns & Co., New York, Sept. 15.

**JOSEPH BURLAND**, director of media for Kelly, Nason Inc., New York, has joined Lambert & Feasley, New York, in the same capacity.

## Clifford, Pattison, Beach

### Named B & B Executives

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

Mr. Clifford has been with the agency since 1940, having previously been copy chief at Brown & Thomas and H. W. Kastor & Sons. Mr. Pattison began his present work in the B & B copy department last year, having spent the previous 10 years with J. Walter Thompson Co. in charge of creative work for various accounts. Formerly with Procter & Gamble Co., Mr. Beach has been assistant to the president since he joined Benton & Bowles last February.

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

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

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

## Wile Back at Y & R

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

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

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

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

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

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

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

**ROBERT RUSSELL**, promotion director of Blackett-Famble-Hummert, New York, has joined the sales staff of Joseph Hershey McGillvra, New York.

**RAY BROHOLM**, formerly radio director of Guenther-Bradford, Chicago, has joined United Adv. Co., Chicago, as an account executive, handling Charm Kurl, St. Paul (hair wave kit) and Udga, St. Paul (stomach tablets).

**J. WIDMAN BERTCH**, former deputy director of the Salvage Section of the WPB, has been named vice-president of Gever, Cornell & Newell Agency, New York.

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

## WAR FRONTS

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

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

## WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION

Serving and Selling  
the Greater Savannah  
Seaboard Market.

NBC  
BLUE, TOO

**WSAV**  
SAVANNAH

National Representatives  
GEORGE P. HOLLINGBERRY CO.

Once there was a station . With two strikes on it.  
Daytime. No national rep. Non-network. Major market. Competition

all over the lot. It wafted sweet sustainings to a rating of about .00003.

Suddenly management changed. So did programming.

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



"Leave us explain." . . .

In 1936 WORL was a struggling station in Boston



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



He changed programming. Sold harder . Banged at

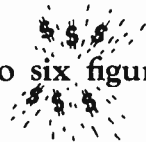


the trade with BROADCASTING Without benefit of national



representation, network, et al., he built his national spot business from nil

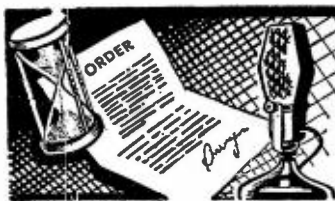
to six figure dough in 1943. Writes Mr. Lasker:



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



Need we draw a diagram?



# THE Business of BROADCASTING

## STATION ACCOUNTS

sp—studio programs

ne—news programs

t—transcriptions

sa—spot announcements

ta—transcription announcements

### WLS Chicago

Crow's Hybrid Corn, Milford, Ill. (seed corn), 3 sp weekly, 18 wks, thru Critchfield & Co., Chicago.  
W. F. McLaughlin & Co., Chicago (Manor House Coffee), 3 sp weekly, 52 wks, thru Ivan Hill Adv. Agency, Chicago.  
Saf-Kil Co., Benton Harbor, Mich. (rat poison), 10 sp, thru United Adv. Co., Chicago.  
Vick Chemical Co., New York (Vap-O-Rub), 3 sp weekly, 26 wks, thru Morse International, N. Y.  
Springhill Nurseries, Tipp City, Ohio, 3 sp weekly, 5 wks, thru Leo Boulette, Three Rivers, Mich.  
Ringling Bros., Chicago, 9 sa thru George H. Hartman Co., Chicago.  
Rit Products Co., Chicago (dye), 11 sa weekly, 13 wks, thru Earle Ludgin & Co., Chicago.  
Pan American Coffee Bureau, New York, 5 sa weekly, 13 wks, thru J. M. Mathes, N. Y.  
Ralston Purina Co., St. Louis (cereal), 7 sa, thru Gardner Adv. Co., St. Louis.  
Pure Milk Assn., Chicago (institutional), 3 sp weekly, 52 wks, thru Presba, Fellers & Presba, Chicago.

### KYW Philadelphia

R. M. Hollingshead Corp., Camden, N. J. (war plant), 4 sa help wanted announcements, thru Aitken-Kynett, Philadelphia.  
Coronet Magazine, Chicago (Coronet), 18 sa, thru Schwimmer & Scott, Chicago.  
Bell Telephone Co. of Pennsylvania, Philadelphia (telephone service), 3 ta weekly for 6 wks thru Gray & Rogers, Philadelphia.  
Harry Krouse, Philadelphia (used cars), 2 sa weekly for 13 wks thru Samuel Taubman, Philadelphia.  
The Arrow Store, Philadelphia (men's clothing), 2 sa weekly for 13 wks thru Harry Feigenbaum, Philadelphia.  
Musterole Co., Cleveland (Musterole), 5 sa weekly for 26 wks thru Erwin, Wasey, N. Y. C.

### WFIL Philadelphia

Musterole Co., Cleveland (Musterole), 6 sa weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.  
Breyers Ice Cream Co., Philadelphia, 1 sa weekly, 13 weeks, thru McKee & Albright, Philadelphia.  
Groves Labs., St. Louis (cold tablets), 5 sp weekly, 26 wks, thru Russel M. Seeds Co., Chicago.  
Groves Labs., St. Louis (B-Complex Vitamins), 3 t weekly, 26 weeks, thru Donahue & Coe, N. Y.  
Manhattan Soap Co., New York (Sweetheart Soap), 6 sp weekly, 30 weeks, thru Franklin Bruck, N. Y.  
Dr. Jaynes, Philadelphia (cough remedy), 15 sa weekly, for 52 weeks, thru J. M. Korn, Philadelphia.  
Verley Products Corp., Chicago (imitation butter flavor), 5 sa weekly, 43 weeks, thru Hoffman & York, Milwaukee.  
Bell Telephone Co. of Pa., Philadelphia, 4 sa weekly, 13 weeks, thru Gray & Rogers, Philadelphia.  
Sal-Fayne Corp., Dayton (Sal-Fayne), 6 sa weekly, 52 weeks, thru Douglas Hall, Dayton.

### KFRC San Francisco

Serutan Co., New York (Serutan), 5 t weekly, 52 wks, thru Raymond Spector Adv. Agency, N. Y.  
Butay Laboratories, Los Angeles (Raindrops), 1 sp weekly, 52 wks, thru Glasser-Gailey & Co., Los Angeles.  
Lumberman's Mutual Casualty Co., Chicago (insurance), 1 sa weekly, thru November, thru Leo Burnett Co., Chicago.  
W. B. Caldwell Co., Chicago (laxative), 5 ta weekly, 26 wks, thru Sherman & Marquette, Chicago.  
Colgate-Palmolive-Peet Co., New York (soap), 4 ta weekly, 13 wks, thru Leon Livingstone Adv. Agency, San Francisco.

### KMPC, Beverly Hills, Cal.

Gruen Watch Co., Cincinnati (time pieces), 63 ta weekly, 52 wks, thru McCann-Erickson Inc., N. Y.  
Sunway Fruit Products Co., Chicago (vitamins), 11 t weekly, 13 wks, thru Sorenson & Co., Chicago.  
California Ship Building Corp., San Pedro, Cal. (help wanted), 78 sa, thru Foote, Cone & Belding, Los Angeles.

### KHJ Hollywood

Quaker Oats Co., Chicago (Ken-L-Products), 5 ta weekly, 13 weeks, thru Ruthrauff & Ryan Inc., N. Y.  
Nutri-Mone Co., Los Angeles (plant foods), 4 sa weekly, 4 weeks, placed direct.

### WBBM Chicago

Atlantic Brewing Co., Chicago (Tavern Pale Beer), 3 sa weekly and 1 sp weekly, 16 wks, thru Weiss & Geller, Chicago.  
Grove Labs., St. Louis (Cold Tablets & Vitamins), 11 t weekly, 1 sp weekly, 26 wks, thru Russel M. Seeds Co., Chicago.  
Evans Fur Co., Chicago, 1 sp weekly, thru State Adv. Agency, Chicago.  
Campbell Cereal Co., Minneapolis (Malt-O-Meal), 4 ne weekly, 26 wks, thru H. W. Kastor & Sons Adv. Agency, Chicago.  
Wylar & Co., Chicago (soups & food products), 1 ne weekly, 52 wks, thru Aubrey, Moore & Wallace, Chicago.  
De Pree Co., Holland, Mich. (vitamins), 1 ne weekly, 13 wks, thru Roche, Williams & Cunningham, Chicago.  
Oscar Mayer & Co., Chicago (meats), 6 sp weekly, 13 wks, thru Mitchell-Faust Adv. Co., Chicago.

### WHO Des Moines

Am. Home Products Corp., New York (Aspertane), 156 sa, 3 per wk, thru Compton Adv., N. Y.  
Tidy House Products, Des Moines (household cleaners and polishers) 100 sa, 3 per wk, thru Cary-Ainsworth, Des Moines.  
Thompson Hybrid Corn, Belmond, Iowa (hybrid corn), 59 ne, 1 per wk, thru Cary-Ainsworth, Des Moines.  
Consolidated Prod. Co., Chicago (semi-solid buttermilk & "E" emulsion), 156 sp, 3 per wk, thru Bert S. Gittins Adv., Milwaukee, Wis.  
Flex-O-Glass Mfg. Co., Chicago (glass substitute), 26 sp, 1 per wk, thru Presba, Fellers & Presba, Chicago.  
Manhattan Soap Co., New York (Sweetheart soap), 156 ne, 3 per wk, thru Franklin Bruck Adv., N. Y.

### KFI Los Angeles

42 Products Inc., Los Angeles (hair oil, shampoo), 6 sa weekly, 8 weeks, thru Hillman-Shane-Breyer Inc., Los Angeles.  
John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 7 ta weekly, 13 weeks, thru Henri Hurst & McDonald, Chicago.  
Pure Food Co., Marmaroneck, New York (Herb-Ox bouillon cubes), 3 sp weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.  
Hy-Trous Co., Los Angeles (liquid fertilizer), 5 sa weekly, 9 weeks, thru Brisacher, Davis & Van Norden Los Angeles.

### WMAQ Chicago

Quaker Oats Co., Chicago (Ken-L-Biskit), 35 sa, thru Ruthrauff & Ryan, Chicago.  
Ralston Purina Co., St. Louis (cereal), 9 sa, thru Gardner Adv. Co., St. Louis.  
Chicago Sun (Harvest Festival), 11 sa thru Leo Burnett Co., Chicago.

## OWI Guide Lists Sponsorship Series

### Winter Campaign Has Many Commercial Possibilities

SPONSORSHIP possibilities of the regional Prepare for Winter program of the OWI Domestic Radio Bureau are noted in the September *Woman's Radio War Program Guide* sent to directors of home making programs and others who reach women listeners.

All phases of the Prepare for Winter program have sponsor possibilities, the Guide points out, listing prospective participants with program subjects which are likely to appeal to them, as follows:

Coal dealers and the local gas company—"Order Coal Now" campaign.

Oil dealers—"Order Fuel Oil Early."

Wood Dealers—"Order Wood Early."

Insulation firms—"Heat-seal Your Home."

Hardware and department stores, lumber yards, building material dealers, banks and other lending institutions—Weatherstripping, storm doors and windows, insulation, etc.

Heating engineers—"Check up on Your Heating Equipment."

Department Stores—Warm clothing, window draperies to shut out cold, etc.

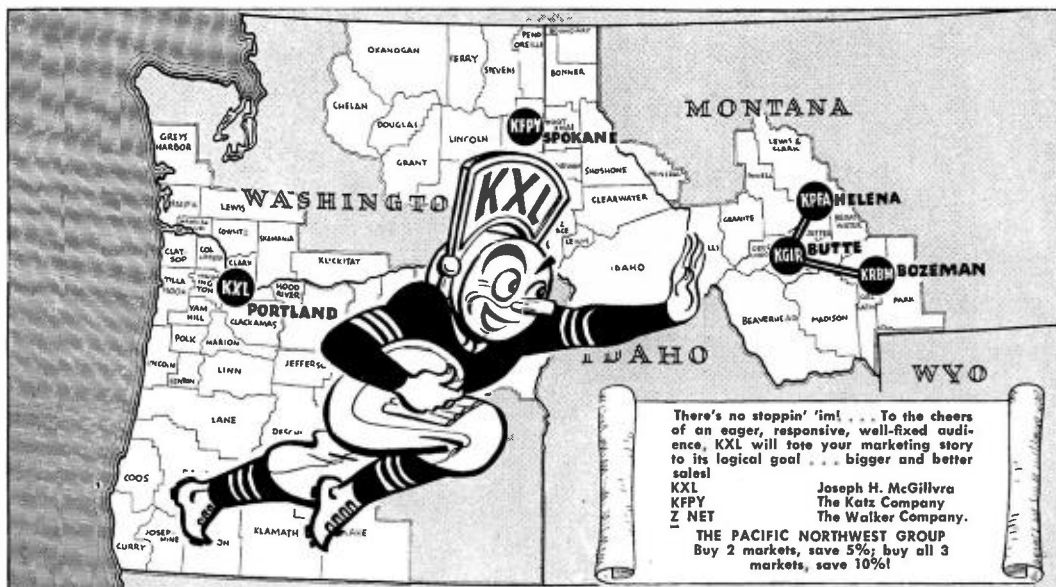
One minute transcribed announcements for local sponsorship reached stations during weeks of Sept. 6 and Sept. 13.

## Bank of America Series Boosts War Bond Sale

DEVOTING efforts to the task of selling \$300,000,000 in War Bonds through its 10,396 employees, Bank of America National Trust & Savings Assn., San Francisco, on Sept. 9 started sponsoring a weekly half-hour variety type program, *California Carry On*, on 5 CBS California stations (KNX KARM KROY KQW KGDM), Thursday, 7:30-8 p.m. (PWT). Contract is for 13 weeks.

Featured as m.c. and vocalist is Elsie Janis, famed during World War I as the Sweetheart of the AEF. Al Sack is musical director with Bill Forman, announcer. Included are weekly dramatizations of episodes in the lives of California heroes who have been cited for bravery in the present World War. Portions of the broadcast are also devoted to the home front importance in bringing the war to a speedy conclusion. Antony Stanford is Hollywood producer of J. Walter Thompson Co., San Francisco.

ARTHUR HIROSE, director of promotion and market research for McCall Corp., has been appointed research coordinator for the War Advertising Council. Norwood Weaver, director of Magazine Marketing Service, has been appointed associate coordinator. Both are on a volunteer basis.



# Radio Advertisers

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

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

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

**THE MAY CO.**, Denver, is sponsoring a series of half-hour broadcasts over KOA Denver beginning Sept. 7 and running for 14 weeks from 6-6:30 p.m., Tuesdays. Program will include quarter-hour dramatization under the supervision of the Navy entitled *Heroes of the United States Navy*. Rest of the program is composed of Navy hero dramatizations handled by the KOA staff.

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

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

**SEARS ROEBUCK & Co.**, Los Angeles, observing its 57th year of service, in a 10-day campaign ending Sept. 17 is using daily transcribed announcements on 13 Southern California stations. List includes KNX KECA KPAC KFAC KMPC KFVD KWKW KMTR KFWB KRKD KGFJ KFOX KIEV. Agency is The Mayers Co., Los Angeles.

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

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

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

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

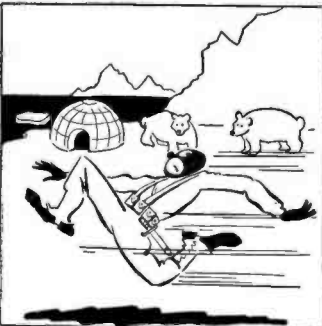
**DOWNTOWN BUSINESS MEN'S ASSN.**, Los Angeles, on Sept. 17 starts sponsoring a weekly quarter-hour commentary, featuring Ray Smith, manager of that organization, on KECA. Contract is for 13 weeks. Mays & Bennett Adv., Los Angeles, is the agency.

**STANDARD TRANSFORMER Corp.**, Chicago (employment), last week started sponsoring three five-minute *Moneyman* programs daily six days a week on WAIT Chicago. Account is handled by United Broadcasting Co., Chicago.

**SPIEGEL'S, Inc.**, Chicago (mail order house), on Aug. 30 started a five-a-week, quarter-hour late afternoon dramatic program titled *Salt and Pepper* on WAIT Chicago designed to attract new employees. Contract, which is for four weeks, was placed direct.

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

**VAUGHN'S**, Los Angeles (used cars), expanding its radio schedule in early September started six-weekly 60-minute recorded program on KFAC and KPAS. Total of 3½ hours of recorded music on Sundays, has been started on KGFJ. Contracts are for 13 weeks. Firm sponsors the seven-weekly *Night Owl*, mid-night to 6 a.m., on KFAC, and a six-week 30-minute recorded evening program on KFVD, supplemented by Sunday transcribed programs totaling four hours on KFVD. Allied Adv. Agencies, Los Angeles, has the account. Charles G. Ganz is account executive.



"I ain't waitin' through no six months long night to hear dat Breakfast Club on WFDF Flint Michigan!"

# KRLD

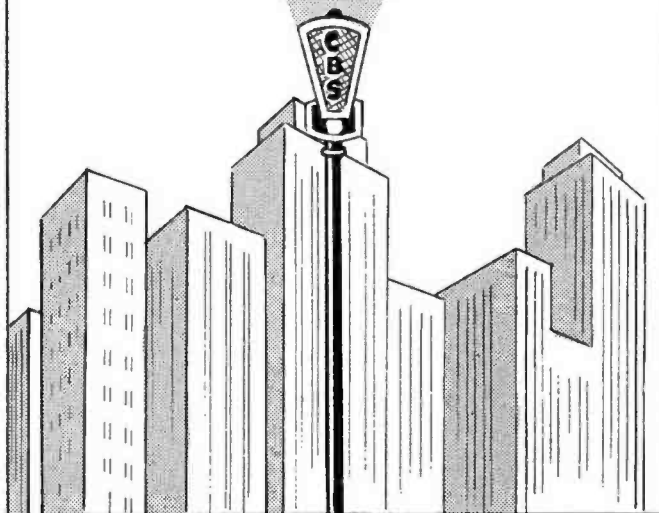
## DOMINANT

IN THE *Southwest's*

RICHEST MARKET

WITH **CBS** SERVICE

# 50,000 WATTS



# KRLD

THE TIMES HERALD STATION DALLAS

**50** The Branham Company **1080**  
**K. W.** EXCLUSIVE REPRESENTATIVES **K. C.**

The  
**TIME BUYERS' STATION**

# WDOD

Chattanooga, Tenn.

**5,000 WATTS**  
**CBS**

PAUL H. RAYMER CO.  
NATIONAL REPRESENTATIVES

## Cox Probe to Charge Contempt

(Continued from page 9)

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

### More Hearings Expected In the Near Future

Rep. Miller already has announced his intention of introducing a bill to transfer the war activities of the FCC to the military or other Government agencies. There is the likelihood of another brief hearing, to conclude the testimony on that score before the bill is drafted. The Committee itself, however, may undertake sponsorship of this separate piece of legislation, in line with the recommendations of the Joint Chiefs of

Staff to the President. Disclosure of the proposed executive order to accomplish this end, still reposing in the White House, was made at the opening hearing July 2.

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

While the broadcasting industry, at a number of district meetings, has gone on record favoring prompt

consideration of the White-Wheeler bill, reports persisted that the Senate hearings might be delayed, largely because of overtures from the FCC.

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

"I would not anticipate their going at a very early date, though I think something might depend on the other hearings. It is conceivable that we might get a different sort of hearing before the Sen-

ate Committee, particularly if we don't get a hearing before the other committee."

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

### Fly May Have Inning Before Senate Committee

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

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

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

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

THE **CBS** STATION

FOR THE *Rich* SOUTH TEXAS MARKET

**KTSA**

**SAN ANTONIO**

**550 ON THE DIAL**

MEMBER Taylor-Howe-Snowden Group COMPRISING

**KGNC AMARILLO KFYO LUBBOCK KTSA SAN ANTONIO KRGV WESLACO**  
TWX DLS 297 KEN L. SIBSON, General Sales Manager TEL. RIVERSIDE 5663  
CENTRAL SALES OFFICE — 805-6 TOWER PETROLEUM BUILDING — DALLAS, TEXAS

NATIONALLY REPRESENTED BY JOHN BLAIR & CO.

**"BLOCK  
BUSTER"  
STRIKES  
CHICAGO**  
*See Page*  
**21**

# **FIRST TO FLASH NEWS OF ITALY'S SURRENDER**

---

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

The United Press was well ahead of any other service.

This world beat is a fresh example of alert reporting and split-second transmission — two qualities which contribute to "The World's Best Coverage Of The World's Biggest News" by United Press.

---

# **UNITED PRESS**

## WLB Hears Disc Dispute

(Continued from page 12)

meant that the transcription companies paid \$216 for the amount of programs they formerly could buy for \$50.

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

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

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

### AFM Finds Library Discs 'Small Peanuts'

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

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

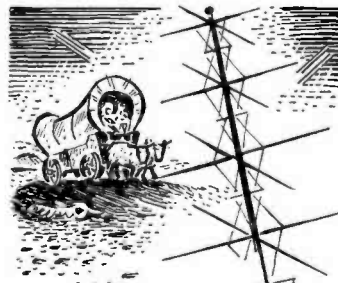
## Right of Way to AMERICA!

Radio carries to countless homes the urgent war-time messages of wartime America. And Blaw-Knox towers are helping to maintain this great service at maximum dependability and with maximum coverage.

**BLAW-KNOX**  
VERTICAL  
**RADIATORS**  
FM & TELEVISION TOWERS

**BLAW-KNOX DIVISION**  
of Blaw-Knox Company  
2038 Farmers Bank Building  
Pittsburgh, Pa.

DISTRIBUTOR  
**Graybar**  
ELECTRIC COMPANY



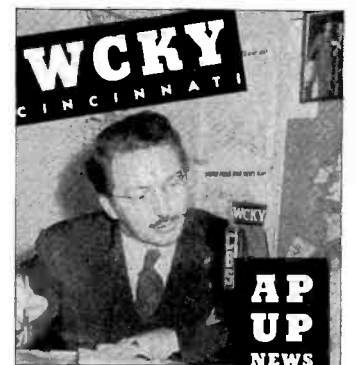
**KANSAS CITY'S  
PIONEER  
F M STATION**

*Commercial Radio's*  
**K49KC**

Owned and Operated by  
**COMMERCIAL RADIO  
EQUIPMENT COMPANY**

*Kansas City*

Crossroads of the World, Hollywood, Calif.  
Evening Star Building, Washington, D. C.



WITH  
**REX DAVIS**  
4 TIMES DAILY

dustry's gross was only \$4,000,000 a year, with a net profit of about \$250,000, the union stated flatly that it would not end its strike for such "small peanuts."

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

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

#### **AFM Agreed to Work if Objective Obtained**

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

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

Milton Diamond, attorney rep-

#### **NAB Publicity Chairmen**

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

representing World Broadcasting System, expressed satisfaction with Mr. Socolow's statements and declined the opportunity to amplify them in the interests of his client at that time.

#### **'Competition of Canned Music Sore Point for Years'**

If the morning session had been somewhat monopolized by the employers, the union had its innings in the afternoon. Called on after the luncheon recess for the AFM version of its dealings with the transcribers, Joseph A. Padway, general counsel of the American Federation of Labor, representing the AFM, turned this task over to Henry A. Friedman, AFM counsel, as more familiar with the early negotiations.

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

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

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

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**in SAN DIEGO  
NOW JOINS**

**NBC**

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**and will continue to  
broadcast outstanding  
programs . . . . .**

**of the**

**BLUE  
NETWORK**

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

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

**MIAMI'S  
BUYING POWER  
★  
SETS NEW RECORD**

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

GEORGE P. HOLLINGSBERRY COMPANY  
National Representative

**5,000 WATTS  
610 KC NBC**

**WIOD  
M I A M I**

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



Every national advertiser  
wanting results in the  
MARITIME PROVINCES  
OF CANADA  
should make sure that his  
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**"Plug" Kendrick says:**

**ONE GOOD BUY!**

(Confidentially it's designed to appeal to women)

**"LISTEN LADIES"**

Monday thru Friday  
9:45 - 10:00 A.M.

And—  
You can participate

**SPOT SALES  
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**WINN  
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**BLUE NETWORK  
STATION in  
LOUISVILLE, KY.**

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President and General Manager  
**G. F. "Red" Bauer**  
Sales Manager

appeared before the Senate Committee, consistently answering that "more employment" was the sole object of the ban on recordings.

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

### **Petrillo Seizes Floor For Impassioned Speech**

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

When Mr. Zaritsky posed a question about AFM policy, Mr. Petrillo, who had heretofore sat quietly



by, rose and launched into an impassioned oration during which he charged the "other side" with using the Government and the newspapers to "crush the AFM" and declared that "if it weren't for the Government agencies this would have been settled."

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

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

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

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

Referring to the small income of the transcription industry, Mr. Petrillo said that the AFM would

profit by paying them the \$250,000 they make a year to get out of business. "They're only stooges for the recording industry who are making more money than ever before," he said.

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

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

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

### **Petrillo Says General Settlement Possible**

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

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

Mr. Zaritsky asked if the AFM's

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like Home and  
Good Old -**

**WMMN**

It will pay you well  
to know US home  
folks better!

—Ask John Blair—

**5,000  
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**COLUMBIA  
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**Stovin  
and  
Wright**

**RADIO  
STATION  
REPRESENTATIVES**

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**MONTREAL • WINNIPEG  
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**The Only  
BLUE  
Network Station  
Serving  
the rich important  
U. S. 34th  
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**WFMJ**

**Youngstown, O.**

problem would be solved by a WLB decision in this case and when Mr. Petrillo answered no, asked if including the record companies would help, to which the answer was yes. He drew from the union leader a statement that he would not be averse to sitting down with the broadcasters, phonograph record makers and transcription companies to work out a general settlement.

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

### Socolow Refutes Petrillo's 'Stooge' Charge

When Chairman Meyer questioned the pertinency of such letters, AFM Counsel Padway argued that since the WLB had taken jurisdiction in this case largely on the evidence presented by Mr. Fly and Mr. Davis that depriving small stations of records would be harmful to the war effort, the union should be allowed to show that it is helping, not hindering, the nation's prosecution of the war. He said that he would present letters from Mr. Davis and others to show that the Government is getting all the records it can use and that the AFM has cooperated 100%—"not 99.9%, but 100%"—with every war agency.

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

He then recessed the public hearing and called for an executive session of the Panel with the AFM committee, which was continued the following morning.

When the public hearings were resumed Wednesday afternoon, Mr. Socolow refuted Mr. Petrillo's charges that the transcription com-



PEN CHOICE was offered R. Leslie Kelley (left), president of Kelley Kar Co., Los Angeles used car firm, by this station-agency trio when he signed contract for a nightly 60-minute transcribed musical program on KNX, Hollywood. Firm started sponsoring the series in early September on a 52 week basis. Contract huddle (l to r) includes Mr. Kelley; Frank Ozerart, station account executive; Tom Hanlon, announcer, and Arthur W. Stowe, owner-manager of Coast Western Advertising, Los Angeles agency servicing the account.

panies are stooges for the broadcasters and phonograph record companies by itemizing the companies he represents, showing that they are all independent organizations except the Radio-Recording Division of NBC, which is part of a network organization that, in turn,

is part of RCA which also includes a phonograph record company.

World Broadcasting System, separately represented, was an independent organization until six weeks ago, Mr. Socolow said, when it was acquired by Decca Records Inc.

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

In answer to Mr. Petrillo's accusations that the Government had allowed itself to be used by the transcription industry against the union, Mr. Socolow pointed out that the Dept. of Justice had originated its suit independently and without any urging from the industry, which also had no part in instigating the Senate investigation, but which, after all attempts at negotiation had failed, did initiate the present proceedings by calling on the Government for assistance in halting a strike which was utterly disrupting their business.

Mr. Socolow denounced Mr. Petrillo's intimation that Elmer Davis had misused his official position to the advantage of the recording industry because of his previous affiliation with CBS, as being "thoroughly reprehensible." He also cited Mr. Petrillo's statement that the AFM had never failed to comply with any request made by a Gov-

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"Your Western New York Salesman"

50,000 Watt . . . Clear Channel  
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with the National Broadcasting  
Company and The Blue Net-  
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\* CUT YOURSELF  
1/3 of NEW ENGLAND

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WLAW**  
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**Volume Response**  
depends on  
**Your AIM**  
—the direction you aim your message, we mean. Have you ever talked exclusively to a group of people who work with their hands? Then you know it's an art to appeal to them in their own individual way. And you know how quickly, generously they respond when you subtly touch the emotional chords of these "salt of the earth" folks. That's the secret of our "DIRECTIONAL PROGRAMMING" — perfected over the past 22 years—aimed exclusively at the great 70% men who work with their hands. It's yours to test for proven VOLUME RESPONSE—at exceedingly moderate rates. For examples that tell a potent story, WRITE—

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**WDZ** 1000 WATTS  
TUSCOLA, ILLINOIS

NBC BASIC STATION IN  
THE "LAND OF PLENTY"

**5000**  
WATTS  
DAY & NIGHT

**WDZ**

**1150 KC**

WILMINGTON, DELAWARE

Sales Representative  
**PAUL H. RAYMER**

ernment agency and pointed out that this was in error in at least one instance, when the union was asked by FCC Chairman Fly to call off its strike against recordings.

Stating that the transcription scale of \$18 an hour is the highest ever paid to union musicians, Mr. Socolow said that the union's strike against recordings has not only cost the AFM members \$7,000,000 in lost employment already, but that it is endangering their income from broadcasting, which amounts to some \$30,000,000 annually, with average weekly wages of \$67.90 for an average work week of 18.2 hours. He pointed out that radio's ability to pay depends on giving good program service to the public, and stated that if the withholding of musical transcriptions results in less attractive programs, as it inevitably will, the stations will lose both listeners and revenue.

### Cites Higher Pay For 'Singing Sam' Disc Show

Returning to the case of *Singing Sam*, sponsored by Coca-Cola on more than 300 stations via transcriptions before the AFM ban, he said that 12 musicians were employed on the transcriptions, turning out six recordings in a day's work every two weeks for which each man was paid a minimum of \$144. Forced off the air by the AFM action, the program was subsequently sponsored by Barbasol on a Mutual network of 55 stations, employing four musicians, each man paid \$12 for each broadcast plus rehearsal, or \$72 for six broadcasts, a 50% reduction in pay.

Declaring that he'd leave it to the union spokesmen to explain how this benefited the AFM, Mr. Socolow said that the effect on the broadcasting industry was to make the networks richer and the independent stations poorer and that the effect on the public was to take a popular program away from the audiences of more than 300 stations, giving it to those of 55 other stations, a transaction in which the musicians, the stations, the transcription companies and the public all lost.

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

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

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



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

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

Mr. Padway then launched into a vehement denunciation of the publicity campaign against Mr. Petrillo, stating that there never

was "a dirtier, more vicious pamphlet" than *C Is for Caesar*, issued by the NAB. Repeating Mr. Petrillo's statement that the broadcasters have the union "punch drunk on the floor," Mr. Padway declared, "We've always gotten up before the count of 10. We're in this to the finish. They can't do with us what they did with ASCAP because right is on our side. Once

**FIRST ON THE LIST**

WSAI

in Cincinnati

for **STILLE & DUHLMEIER CO.**

Stille & Duhlmeier, established 1877, is one of Cincinnati's leading furniture stores... Location is away from retail shopping district—advises to get customers to make the trip by free taxi.

The Company tried other local stations... now uses only WSAI... which it has used for eight years. Again, experience proves WSAI is the wisest buy among local Cincinnati stations.

5000 WATTS  
DAY AND NIGHT

**WSAI**

BASIC BLUE NETWORK STA.

Nat'l Reps.  
SPOT SALES, INC.  
New York, Chicago, San Francisco

they realize that, this controversy will be over."

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

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

### Socolow Hits Unemployment Claim

Stating that any claim the union has against the transcription industry must be based on unemployment, Mr. Socolow offered in evidence a study made last year by radio stations comparing the AFM rosters and the city directories in 112 cities where both were available. Of 35,553 AFM members shown in the rosters, he said, the city directories listed only 55.9%. Another 33.1% were listed under other occupations; 5.2% were listed without occupation, and only 17.5% were listed as musicians. Asked by Mr. Zaritsky about the 44% not found in the city directories, Mr. Socolow said that many musicians travel about, holding cards in more than one local union, and that, even without these persons, two thirds of those in the directories, by their own choice, had listed themselves as primarily engaged in other occupations than music.

This two-to-one ratio was verified, Mr. Socolow said, in a survey made last spring by Hooper-Holmes in Rochester, Kansas City, Baltimore and Nashville, four test cities

### NBC Public Service Meet

NBC'S PUBLIC SERVICE Department will hold its annual fall meeting in New York Sept. 14 and 15 to make plans for the coming year, it was announced last week by Dr. James Rowland Angell, public service counselor of NBC. Representatives from all divisions of the department, including Judith Waller, manager of the Central Division public service department, and Jennings Pierce, director of that department on the West Coast, will be present.

of the 29 which Mr. Petrillo had told the Senate Committee presented the AFM's worst unemployment problems. Personal interviews with every AFM member in those cities, he stated, failed to disclose a single unemployed person, except for a few unemployables, but only one third of the AFM members were employed in the field of music.

### Socolow Calls for Grievance and Remedy

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

Mr. Socolow declared that the union has no right to withhold the services of its members from the

transcription companies without stating its grievance against them and its proposed remedy. There has never been any complaint from the AFM about wages, "the highest scale ever paid musicians," or conditions of employment on transcriptions, he stated.

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

Declaring that before the AFM can ask for a dole it must prove serious unemployment, he said that the advent of sound movies in 1929 displaced about 18,000 musicians.

C. Lloyd Egner, NBC vice-president in charge of the radio recording division, said that in his 25 years in the recording industry he has seen the growth of recording paralleled by the AFM, stating that recordings, radio, and similar inventions bringing music to the public have increased the public's desire to hear music and so have created employment for musicians.

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

Chairman Meyer summed up the



## "We Understand Results: KRNT Delivers Them"

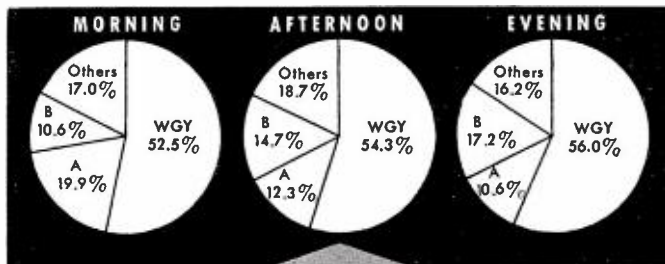
—reports R. W. Byerly

"Starting with a brief test campaign, Super-Valu Stores now give radio a major share of responsibility for building weekend food-sales," reports R. W. Byerly, Iowa manager for Winston & Newell.

"Winston & Newell sponsor 95 Super-Valu Stores in Iowa, of which 22 are in Des Moines. Last October, we decided to test radio as a stimulant for store-traffic. After a careful check, we chose Station KRNT, with a 25-minute Saturday morning show, Darts and Dashes, as the selling vehicle.

"The show clicked from the beginning—hence our original order has had three renewals. Also, we now use spot announcements on Station KSO as a build-up for daily sales.

"We don't pretend to understand the technical side of radio—but we do understand results, which KRNT and KSO are delivering in full measure."



THIS  
IS THE WAY  
THEY LISTEN

IN THE  
HUDSON CIRCLE  
*According to Crossley*



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## DON'T PUFF UP ABOUT VIPER (KY.)!

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

**LOUISVILLE'S  
WAVE**

5000 WATTS . . . 970 K.C. . . N.B.C.  
**FREE & PETERS, INC.**  
National Representatives



**The TEXAS  
RANGERS**  
*now*

Selling  
Grocery Stores  
on  
**WIBA**

Madison, Wis.

... also selling many  
other products on many  
other stations.

George E. Halley  
**TEXAS RANGERS LIBRARY**  
HOTEL PICKWICK • KANSAS CITY, MO.

transcription industry position as follows: "The grievance that composers had when ASCAP was formed was that their music was being played by someone to whom they hadn't sold it. In recorded music, when a record is being played by someone who did not pay for it, there is no legal means to prevent this, although it may not be desirable. But this is not the case with transcriptions, as here the musician is paid for a known use of his product."

Asked if the transcription companies would support a movement to change the law to give musicians a property right in recordings, Mr. Socolow said this would not harm the transcription companies who already control the use of their products, but is a problem for the phonograph record manufacturers to deal with.

### Diamond Calls It Nomenclature Problem

Mr. Padway stated that just because the transcription companies had started the hearings was no reason to ignore the fact that the whole music industry is involved. Calling the transcription industry "a little child, shoved forward by its parent, the broadcasting industry, to see what will happen," he declared that the AFM "is not going to let the NAB get away with the ruse that this is purely a transcription fight. We're going to treat the problem as a music industry problem, because that's what it is."

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

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

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

### Johnstone to B&B

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

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

Again denouncing the NAB for its attacks against him, which he said have "cemented my organization 100% for me," he shouted that "even if I'm out tomorrow this scab music fight will go on." The AFM could not supply enough men to produce all the music that's on the air, he said, "but only 10% of that music is live and the rest is canned."

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

Mr. Petrillo launched into a bitter diatribe against "those boys in the back row, Mr. Kaye and Mr. Miller," whom he accused of leading the industry in the wrong direction. "Take Socolow away from those birds," he shouted. "He can't make a deal as long as that pres-

sure is behind him."

Asked by Mr. Socolow to permit his men to go back to work for the transcriptions companies just enough to enable them to continue their normal business activities, pending a final settlement of the controversy, Mr. Petrillo said it couldn't be done now. "We're demanding control of the library services," he said, "and we know that you have a problem in telling a man in Butte that he can't have your records because the AFM won't let him. That's a secondary boycott and you probably can't do it. But we have our problems, too. We'll have to sit down and talk it over."

He added that if he let the men go back to work on the same basis as before there would have been no point to the strike, to which Mr. Egner stated that "during the weeks we spent negotiating with you we never said we expected to have the men return to work on the old basis."

During his attack on the NAB, which he said "although we've heard they aren't interested in this fight, have supplied Socolow with all of his facts," Mr. Petrillo said that from an NAB survey the union had found more than 160 stations who don't employ musicians "but are going to within the next 60 days. I'll tell them that I'm only doing this because the NAB gave me the information on which to base my demands."

## WANT TO BUILD UP THE RATING on a Sagging Show? . . .



● So you've got a show on your station:—you know it's a good show:—your Program Department knows it's a good show:—and your sales department has sold the show to a swell sponsor But—the sponsor is getting that "if it doesn't show a rating I'll cancel!" look in his eye—and you are beginning to get gray hair. That's where FILMACK fits.

Let FILMACK direct the listening ears of enormous movie theatre audiences to this program of yours and it will soon be a success.

FILMACK—an outstanding, powerful promotion that lures thousands of listeners to a radio show—is yours for the asking.

Investigate FILMACK—and your promotion troubles are over. You write us—we send complete information.



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

*Typical comment:*

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

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

*Typical comment:*

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

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

*Typical comment:*

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

Seigfried Mikelson, News Editor,  
A. E. Joscelyn, Manager,  
WCCO, Minneapolis.

**SURE SHOT  
IN IDAHO!**



**KSEI**  
POCATELLO - IDAHO

**5000 WATTS**  
**WDEL**  
DAY & NIGHT  
1150 KC  
WILMINGTON, DELAWARE  
Sales Representative  
**PAUL H. RAYMER**

**"THE WORLD'S  
BEST COVERAGE**  
**UP**  
**OF THE WORLD'S  
BIGGEST NEWS"**

**81.2%  
TO  
96.8%**  
These are the coverage figures given WRBL by the Fall, 1942 HOOPER SURVEY. They show you can't possibly cover Columbus without WRBL.

**WRBL**  
COLUMBUS, GA. • CBS •

## Radio's New War Role

(Continued from page 7)

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

### Flashed by Networks

News of Italy's surrender was flashed by the four major networks between 11:47 and 11:50 a.m., with United Press claiming a one to three-minute scoop over the other news services as it relayed the report across the Continent.

CBS, the BLUE and Mutual all carried the talk by Gen. Eisenhower at 12:30 p.m. (New York time), as he personally confirmed Italy's surrender, speaking from Allied headquarters in Algiers. NBC, however, was unable to pick up the general's speech due to monitoring difficulty, although the network promptly carried a full summary of his address.

After the first bulletin at 11:47, the BLUE cancelled its regular *Living Should Be Fun* program to bring a talk by William Hillman from Washington at 11:55 a.m. At 12:56 p.m., the BLUE picked up a broadcast from Algiers by BBC Correspondent Robert Dunnett, as did CBS. Baukhage analyzed the surrender of Italy at 1 p.m. on the BLUE, and Hillman with Martin Agronsky broadcast from Washington at 1:45. During the afternoon the BLUE had another roundup from Algiers, one from Washington with the three aforementioned commentators, and from 7-7:30 p.m., the network put on a special program with Henry J. Taylor as narrator. Broadcast featured a special script written by Sue Taylor White of Freedom House, entitled "Decline and Fall—Fascist Version".

Don Goddard, NBC commentator, devoted his regular 12-12:15 noon program to the news from Italy, after NBC's first report at 11:47 a.m. At 12:49 p.m., NBC presented a summary of the available facts about the surrender by Merrill Mueller, NBC correspondent in Algiers, and at 2:42 the network again picked up Allied Headquarters in Algiers for later reports.

### Eisenhower Repeated

WOR, Mutual's New York outlet, presented the news at 11:49 a.m., with the full Mutual network carrying it at 11:50. Boake Carter concentrated on news of the surrender on his 12 noon program, and after Gen. Eisenhower's

talk, Mutual carried five minutes of late news flashes. Jack Thompson, Mutual correspondent in Algiers, spoke from there at 12:54 p.m., and at 1 p.m. Sydney Mosely devoted his commentary to new developments.

At 1:30 and 2 p.m., MBS rebroadcast Gen. Eisenhower's speech, and reported that its Washington affiliate, WOL, had received a request for the transcription from Gen. George C. Marshall, chief of staff of the U. S. Army.

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

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

### Shortwave Repeats

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

Alejandro Sux, correspondent

## PROCLAMATIONS

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

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

The Italian Government has surrendered its armed forces unconditionally. As Allied Commander in Chief, I have granted a military armistice, the terms of which have been approved by the Governments of the United Kingdom, the United States and the Union of Soviet Socialist Republics. Thus I am acting in the interest of the United Nations.

The Italian Government has bound itself to abide by these terms without reservation. The armistice was signed by my representative and the representative of Marshal Badoglio and it becomes effective this instant.

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

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

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

This request has been granted.

The Italian forces will therefore cease all acts of hostility against the Anglo-American forces, however they may be met.

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

for the Buenos Aires newspaper *El Mundo*, broadcast his commentary on the Italian situation at 10:05 p.m., and the CIAA presented a roundtable discussion of the surrender at 10:30 p.m. Participants were Dr. Enrique Fabrigat, formerly of the Uruguayan Cabinet; Mr. Sux; Carlos Garcia Palacios of the Chilean Consulate, and Dr. Vincente Tovar, Latin American commentator. At 10:45 p.m., the CIAA shortwaved to Latin America a poem entitled "Hacia La Victoria", written by Walt Whitman on the subject of the 1848 Italian revolution. News broadcasts in Spanish and Portuguese were shortwaved to the other Americas during the later evening hours.

## "ORDERING 104 MORE SHOWS"

advises Fred Cannon—ALL-CANADA RADIO LTD.

## THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.



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

**WIBW** The Voice of Kansas in TOPEKA

## FCC Hearing on Blue Sale

(Continued from page 10)

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

Indicative of the uptrend in BLUE time sales, is the fact that it will do an estimated business of \$15,900,000 in 1943 as compared to \$11,461,000 in 1942.

### Policy on Commentators

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

The cross-fire came thick and fast, with Mr. Woods sticking to his guns, when Chairman Fly asked him whether the BLUE would accept the *Ford Sunday Evening Hour* with William J. Cameron as commentator. Mr. Woods commented that, based on past experience, he would be disposed to take it. If the commentaries became one-sided and controversial, however, he declared, he would be disposed to stop that type of sponsorship or give opposing viewpoints equal time. Then developed the heavy cross-fire, with practically all the Commissioners participating, on the refusal of the network (or any network) to sell time to labor or cooperative organizations when time is sold to industrial concerns to promote their causes. Mr. Woods sought to draw a clear distinction, emphasizing the fact that commercial advertisers buy time to sell goods, and not philosophies or theories.

To clarify his point, Mr. Woods, in citing the Ford example, said he would not sell time to Ford to project particular views or engage in controversies with labor. Answering Mr. Fly, he said that if the ideas and principles of the large

corporation were espoused, he would probably cancel the program. "We do not sell time for discussion of controversial issues," he said.

### No Membership Solicitation

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

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

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

### Time Allocation

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

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

## AFFILIATES OF CBS TO MEET SEPT. 15

FALL MEETING of the CBS affiliates advisory board, to be held in New York Sept. 15-16, will cover special matters of interest to both the affiliates and the network, as well as the question of legislation for a new radio act, and the new CBS schedule of commercial and sustaining programs.

CBS executives planning to attend the session, the fourth of its kind, are: William S. Paley, president; Paul W. Keston, vice-president and general manager; Joseph H. Ream, vice-president and secretary; Frank Stanton, vice-president; Frank K. White, vice-president and treasurer; and Herbert Akerberg, vice-president in charge of station relations.

Members of the board are: Franklin Doolittle, WDRG Hartford; I. R. Lounsbury, WKBW Buffalo; C. T. Lucy, WRVA Richmond; John M. Rivers, WCSC Charleston, S. C.; Hoyt B. Wooten, WREC Memphis; Leo Fitzpatrick, WJR Detroit; Clyde W. Rembert, KRDL Dallas; C. W. Myers, KOIN Portland, Ore.; and Arthur B. Church, KMBC Kansas City, Mo.

other membership organizations. Gov. Case backed up Mr. Woods.

Mr. Woods sought to sum up his policy with the observation that his network does not permit advertisers to sell ideologies. Questioning then got around to such commentators as Winchell, Pearson and Tomlinson, and to network restrictions on them. Mr. Woods said the advertisers buy these commentators because they deliver large audiences, but do not control what they say. The network rarely is called upon to alter their copy, he said.

Mr. Hugh was called to the stand before Mr. Woods' cross-examination was completed, to allow him to catch a train. In characteristic homespun fashion he told the Commission that some 100 of the BLUE affiliates feel that Mr. Noble seems to be "what we have been hunting for for a long time". He said the seven members of the advisory committee decided to poll the affiliates and received, thus far, unanimous approval from 94 stations, with other telegrams en route.

### WMCA Order Pends

JUSTICE Albert Cohn of the Appellate Division of the New York Supreme Court last Tuesday reversed decision on the appeal of Donald Flamm for a stay order to prevent Edward J. Noble from selling WMCA pending the hearing of Mr. Flamm's motion for a temporary injunction by the full appellate division on Sept. 24. It was agreed no effort will be made to sell the station until Judge Cohn issues his decision.

## BEST RADIO BUY IN BALTIMORE!

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### AND THE BLUE NETWORK

John Elmer  
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FREE & PETERS  
Exclusive National Rep.

WCAR

## Influencing Sales FAR Beyond Pontiac

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

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PONTIAC, MICHIGAN  
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The Branham Company

THE ARIZONA NETWORK  
CBS  
**KTUC • KSUN**  
TUCSON Bisbee-Lowell  
PHOENIX  
AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO

5000 WATTS - 1330 KILOCYCLES  
**WEVD**  
NEW YORK'S  
STATION  
OF  
DISTINCTIVE  
FEATURES  
ENGLISH • JEWISH • ITALIAN  
The roster of advertisers using WEVD year after year reads like "Who's Who" in National Advertising. List on request.  
HENRY GREENFIELD, MANAGING DIRECTOR  
WEVD—117 W. 46th Street, New York, N. Y.

**24 Hours a Day!**

**WOL**

WASHINGTON

Washington's Only 24 Hour Station

1000 WATTS 1260 KC.

AFFILIATED WITH  
MUTUAL BROADCASTING SYSTEM

**"BLOCK BUSTER" STRIKES CHICAGO**

See Page 21

First on New York's Dial...570

**Wmca**

America's Leading Independent Station

**KXOK**

ST. LOUIS, MISSOURI

BLUE NETWORK

5000 WATTS FULL TIME

630 KILOCYCLES

Represented by John BLAIR & CO.

## Actions of the FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 4 TO SEPTEMBER 10 INCLUSIVE

### Decisions . . .

SEPTEMBER 7

WLOL Minneapolis—Granted consent to acquisition control of Independent Merchants Broadcasting Co., licensee of WLOL, by Ralph L. Atlans from Beatrice L. Devaney, executrix of estate of John P. Devaney, David J. Winton and Charles J. Winton Jr. for total consideration of \$6,819.

NBC New York—Granted extension authority transmit recorded programs to all stations controlled by CBC, that may be heard consistently in U. S.; extension authority to transmit programs to CBM, CBL and other stations controlled by CBC.

KFI Los Angeles—Adopted order granting petition for reconsideration filed by KFI directed against action of FCC granting application of Iowa State College of Agriculture (WOL), Ames, for special service authorization operate on 640 kc, 6 a.m. to local sunrise, CST, 1 kw, to Feb. 1, 1944; to set aside said action; designated application for hearing on specified issues. Ordered Earle C. Anthony be made party to hearing.

KLRA Little Rock, Ark.—Adopted order denying petition for rehearing filed by Arkansas Broadcasting Co., directed against action of FCC granting application of Baylor U. and Carr P. Collins for CP for new station in Corpus Christi, Tex.

WFTL Ft. Lauderdale, Fla.—Designated for hearing application for assignment of CP and license of WFTL and relay stations WAAD and WRET from Ralph A. Horton to The Fort Industry Co. Designated for hearing application for license cover CP change 1400 to 710 kc, increase 250 w to 10 kw, new transmitter and DA for N, move transmitter, and application to move main studio from Ft. Lauderdale to Miami, Fla.

SEPTEMBER 8

WJOB Hammond, Ind.—Granted CP for changes in equipment, increase 100 to 250 w, unlimited.

WIBC Indianapolis, Ind.—Granted CP to increase power 1 kw N, 5 kw D to 5 kw, unlimited, DA-N, conditions.

WGAR Cleveland—Granted CP change 1480 to 1220 kc, increase N power 1 to 5 kw, change DA for N use, move transmitter locally; conditions.

WHBC Canton, O.—Granted permission, contingent on action on WGAR application, permission to change equipment, install DA-N, change 1280 to 1480 kc, increase 250 w to 1 kw.

WADC Talmadge, O.—Denied use of 1220 kc, power increase to 50 kw, move transmitter locally.

WHKC Columbus, O.—Denied without prejudice application change 640 to 610 kc, increase 500 w to 1 kw, hours from limited to unlimited, relocate transmitter site, install DA-N.

WAAT Jersey City—Granted petition to dismiss without prejudice application for CP to increase power to 5 kw on 970 kc, unlimited.

Ira C. Koehne, Washington—Denied without prejudice petition to intervene in hearing on application to transfer control

of BLUE Network Co., licensee of WJZ WENR and KGO and 48 relay broadcast stations from RCA to American Broadcasting System.

American Network Inc.—Referred to Commission petition to intervene re application of Blue Network transfer of control.

SEPTEMBER 9

W9GX W. Lafayette, Ind.—Granted extension completion date to Sept. 24, 1944, for changes in equipment, frequencies, etc. WFLA, Tampa, Fla.—Granted oral argument on Sept. 29, re (B-184).

SEPTEMBER 10

American Network Inc.—Denied without prejudice petition to intervene in hearing on sale of BLUE.

### Applications . . .

SEPTEMBER 7

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

Regents of U. of Mich., Ann Arbor—CP for new non-commercial station on 42,900 kc, 1 kw, special emission for FM, unlimited.

KRKO Everett, Wash.—Mod. license increase 100 w N 250 w D to 250 w D-N.

SEPTEMBER 10

KROY Sacramento—Vol. Asst. license to Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney d-b as Royal Miller Radio.

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

LOYAL ORDER OF MOOSE, Mooseheart, Ill., on Oct. 17 starts *The Moose Fire-side Party* on 66 MBS stations, Sun., 6-8:30 p.m. Agency: L. W. Ramsey, Davenport, Ia.

VICK CHEMICAL Co., Greensboro, N. C. (Vatrol-nol, Vapo-rub) on Sept. 28 starts *Hello From Hollywood* on five CBS stations, Tues., Thurs., 4-4:15 p.m. (PWT). Agency: Morse International, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston on September 15 sponsors Melio Bettina-Jimmy Bivens bout on Mutual, 10 p.m. Agency: Maxon Inc., N. Y.

BANK OF AMERICA National Trust & Savings Assn., San Francisco, on Sept. 9 started for 13 weeks, *California Carry On*, on 5 CBS California stations (KNX KARM KROY KQW KGDM) Thurs., 7:30-8 p.m. (PWT). Agency: J. Walter Thompson Co., San Francisco.

LAURA SECOND CANDY SHOPS Ltd., Toronto (chain stores) on Sept. 27 starts *Rez Battle*, pianist, on CFRB Toronto and CFCF Montreal; and on Nov. 1 adds CHML CPPL CKWS CKCO. Mon. and Fri., 7:45-8 p.m. Agency: Cockfield Brown & Co. Ltd., Toronto.

military security wouldn't permit a "live" broadcast, could be brought back for transmission into homes.

Cap. Lovette in "off-the-record" comments clarified the picture of the difficulties being met and overcome by the Navy in active combat as well as in the news. He said Secretary of the Navy Frank Knox wished to thank the newspaper and radio men for their part in putting over recruiting drives which have more than met quotas sought. Other points brought out in the forum were: That publishers were slow to realize the importance of radio to the public; that there should be no fear of radio as a competitor because circulation figures have proved radio stimulates the public appetite for news; that sports news is best handled by radio and that editors should strive to give sports, as well as news in general, a different treatment.

RADIO MANUFACTURERS ASSOCIATION of Canada, Toronto (receivers) on Sept. 29 starts *Yesterday, Today and Tomorrow* on 32 Canadian Broadcasting Corp. stations, Wed., 8-8:30 p.m. Agency: MacLaren Adv. Co. Ltd., Toronto.

### Renewal Accounts

GENERAL ELECTRIC Co., Cleveland (Mazda Lamps), on Sept. 12 renews for 52 weeks *Hour of Charm* on 126 NBC stations, Sun., 10-10:30 p.m. Agencies: BBDO, N. Y.; Foster & Davies, Cleveland.

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (pens, pencils, Skippy), on Sept. 19 renews for 52 weeks *World News Parade* on 126 NBC stations, Sun., 8:15-3:30 p.m. Agency: Russell M. Seeds Co., Chicago.

GENERAL FOODS Corp., New York (40% Bran Flakes), on Sept. 30 renews *Night Editor* on 6 NBC Pacific stations, Thurs., 8:15-8:30 p.m. (PWT). Agency: Benton & Bowles, N. Y.

VICK CHEMICAL Co., New York (Vitamin Plus), on Oct. 4 renews *Dr. I. Q.* for 52 weeks on the full NBC network, Mondays, 9:30-10 pm. Agency is Grant Adv., New York.

AMERICA DAIRY ASSN., Chicago (dairy products), on Oct. 10 renews for 4 weeks, *Voice of the Dairy Farmer*, on 12 Don Lee Western stations, Sun., 3:45-4 p.m. (PWT). Agency: Campbell-Mithun, Minneapolis.

ARMSTRONG CORK Co., Lancaster, Pa., on Oct. 2 renews *Theatre of Today* on 119 CBS stations, Sat., 12 Noon-12:30 p.m. Agency: BBDO, N. Y.

PHARAMACO INC., Newark, N. J. (Chooz), on Sept. 26 renews for 13 wks *Bobby Hookey's Rocking Horse Rhythms* on 38 MBS stations, Sun., 10:45-11 p.m. Agency: William Eaty & Co., N. Y.

CAMPANA SALES Co., Batavia (Campagna Balm), on Nov. 7 resumes *First Nighter* on 125 MBS stations, Sun., 6-8:30 p.m. Agency: Wallace-Perry-Hanley Adv., Chicago.

COLGATE-PALMOLIVE-PET Co., Toronto (Colgate's Toothpaste and tooth-powder, Palmolive Soap, Princess Soap Flakes) has renewed *The Happy Gang* on 38 Canadian Broadcasting Corp. stations, Mon. thru Fri., 1:15-1:45 p.m. Agency: Lord & Thomas of Canada Ltd., Toronto.

TUCKETTS Ltd., Hamilton, Ont. (Buckingham Cigarettes) on Sept. 14 resumes, *Alan Young Variety Show* on 44 Canadian Broadcasting Corp. stations, Tues., 9-9:30 p.m. Agency: MacLaren Adv. Co. Ltd., Toronto.

### Network Changes

42 PRODUCTS Inc., Los Angeles (hair oil, shampoo), on Sept. 13 renews for 13 weeks *Bulldog Drummond* on 2 Don Lee Cal. stations (KGB KHJ); on Nov. 1 expires on 13 Don Lee Cal. stations for 52 weeks, Mon., 8-8:30 p.m. (PWT). Agency: Hillman-Shane-Breyer Inc., Los Angeles.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Sept. 7 adds seven CBS stations to *Burns & Allen*, making a total of 124 CBS stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

KELLOGG Co., Battle Creek, Mich. (All-Bran Cereal), on Sept. 13 adds WRUF to *Supernatural*, making a total of 114 MBS stations, Mon. thru Fri., 8:45-9 p.m. Agency: Kenyon & Eckhardt, N. Y.

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OF

**PUBLIC SERVICE**

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570 KC

5000 WATTS

# CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge \$1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

## Help Wanted

**ENGINEER**—First or second class licensed, for transmitter operation. Daytime only. Write or wire WGNV, Newburgh, N. Y.

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

**Draft Deferred**—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 287, BROADCASTING.

**Announcer**—Some experience. all-around man. Progressive Texas independent will pay \$185.00 month to start. 44 hour week. Send audition transcription. KVIC, Victoria, Texas.

**Announcer**—Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 288, BROADCASTING.

**First Class Operator**—Draft exempt. with some experience. State full particulars, age, training, salary, first letter. Permanent position to right man. WTRC, Elkhart, Ind.

**Studio Engineer**—Wanted at WIND, Gary, Indiana. \$65. 48 hours per week.

**Announcer-Program Director**—Ab'e to do ad lib programs and news. \$30.00 a week to start. M.d. west local on Mutual. Rich farming area, non-defense. Send photo, draft status, references, transcription. Box 280, BROADCASTING.

**CONTINUITY-NEWS EDITOR**—Capable man or woman, to take charge. Must be experienced in handling local news, and in writing commercial copy that will sell. 5000 Watt Network Station. Ohio area. Tell all in first letter. Box 278, BROADCASTING.

**Retail Salesman**—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

**Wanted—Engineer**, first, second or third class license, Pennsylvania 250 watt. State minimum salary. Box 271, BROADCASTING.

**ANNOUNCER**—Experienced for 5 kw Basic Network affiliate in metropolitan mid-western market. Permanent position. State full particulars, including experience, draft status, salary expected and date available. Box 279, BROADCASTING.

**Wanted Engineer**—With first class ticket. Write or call WCLO, Janesville, Wisconsin.

## Situations Wanted

**WRITER-PRODUCER**—Desires job in eastern market, New York or Chicago area. Draft exempt. Experienced in network dramatic production, excellent commercial copy, tremendous capacity for "boiling" out lots of material. Can write it the way you want it. If you're looking for a good, reliable "work-horse", I'm your man. Let me build tailor-made shows for your station. Box 289, BROADCASTING.

**Staff Musicians**—Man, age 44, wife, playing violin, piano, organ, cello, sax, vibraphone. Have solovox. Radio experience. Union. Assist other work. Keshner, 504 Perry Street, Vincennes, Indiana.

**YOUNG WOMAN**—Desires position as announcer, operator, or director of women's and children's programs. College graduate. Postgraduate training in all phases of radio. Box 286, BROADCASTING.

## Situations Wanted (Cont'd)

**PROGRAM DIRECTOR**—32, married, 1 child, 4F. Solid dramatic and musical background. Continuity and production. Box 285, BROADCASTING.

**Outstanding Organist**—With operator license desires combination setup. Age 38-8 years present position. Has special Hammond equipped for broadcasting. Exceptional work guaranteed. Box 283, BROADCASTING.

**Radio Engineer**—Desires permanent connection progressive station. 20 years' experience. 13 years as Chief Engineer prominent network stations up to 5KW. Prefer Chief Engineer's position or transmitter job with large station. Age 40. Replies confidential. Box 282, BROADCASTING.

**PROGRAM DIRECTOR - SPORTS ANNOUNCER**—12 years with present employer in large midwestern city. Major league baseball, football, hockey, basketball—all play-by-play sports. Proved executive ability. Sound programming. Finest references. Married, age 41. Full details, photo, audition disc on request. Box 281, BROADCASTING.

**Available**—For writing position, continuity or promotion. College graduate, 4-F, with 53 kilowatt now. Expect year's contract. Box 276, BROADCASTING.

**Radio Production**—Metropolitan New York station or agency with opening for ambitious and willing young lady, college radio major with top grade in production, please communicate with Box 274, BROADCASTING.

**University Trained Director**—Announcer. 4-F. Immediately available. Box 278, BROADCASTING.

**Engineer**—First class license, married, age 25, draft 4-F, desires permanent position. Experience in operation, maintenance, and recording. Now employed. Competent can supervise inexperienced engineering staff. Box 272, BROADCASTING.

**Position Wanted**—On or about October 1. Will receive Honorable Discharge from Army. Seven years' experience in radio. Announcing—selling—production. Age 26, married, two children. Box 269, BROADCASTING.

## For Sale

**For Sale**—Amertran Type W transmitting transformers for 250 W transmitter. New condition. Specifications. Box 275, BROADCASTING.

**FOR SALE**—\$1600 takes 205' LeHigh Tower. Also have beacon and lights. WNNY, Watertown, N. Y.

## Wanted to Buy

**Wanted to Purchase**—A 250 watt broadcast transmitter new or used with or without tubes—immediate description and quotation desired. Box 284, BROADCASTING.

**Wanted**—250 watt transmitter together with associated equipment including vertical radiator. Box 277, BROADCASTING.

**MODULATION MONITOR**—Approved Frequency Monitor. 227 foot tower or higher. Antenna Tuning Unit. Box 270, BROADCASTING.

**WANTED**—250 Watt transmitter and all or any part of equipment necessary for installation of complete station. Box 290, BROADCASTING.

**A BOSTON STATION**—Had time to sell. The station manager had a problem. How he solved his problem is graphically described on page 45.

## Signed for Films

ROUNDING OUT a cast of the Republic film, "O My Darling Clementine", currently in production, is radio talent which includes Isabel Randolph, who portrays Mrs. Uppington on the weekly NBC *Great Gildersleeve*; Pappy Cheshire; Roy and his Smoky Mountain Boys; Irene Ryan; Radio Rogues; Tennessee Ramblers, and Sportsman's Quartet. Red Skelton, star of the weekly *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp., is scheduled for lead in the MGM film, "Whistling in Hollywood". Dinah Shore, guest vocalist on the weekly *BLUE What's New?*, sponsored by Radio Corp. of America, has a featured role in the Universal film, "Three Cheers for the Boys".



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# WGAR Is Granted Change to 1220kc

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

PAVING the way for 50,000-w operation by WGAR Cleveland, the FCC last Wednesday announced a proposed decision granting the application of the station to change its frequency from 1480 to 1220 kc. with an increase in nighttime power from 1,000 to 5,000 watts. The frequency, available for 50,000 watt operation in the United States, has been sought by several applicants. The votes were unanimous, with Chairman Fly absent.

Indicating liberal application of the terms of the April 27, 1942 construction "freeze order" in some instances and its rigid application in others, the FCC at the same time announced several other actions involving improved station facilities. WIBC Indianapolis, was authorized to increase its nighttime power from 1,000 watts to 5,000 watts, and WJOB Hammond, Ind., was authorized to increase its power from 100 watts to 250 watts, unlimited time.

### Denies WADC

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

Contingent upon the WGAR action, the Commission announced it would grant a construction permit to WHBC Canton, to make changes in transmitting equipment, install a directional for nighttime use and change its frequency from 1230 kc. to 1480 kc., occupying the present WGAR facilities with an increase in power from 250 watts to 1,000 watts.

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

A second condition was that WGAR shall submit proof that the proposed radiating system is capa-

ble of producing minimum effective fields as required under Commission regulations. WGAR, it was stated, was faced with finding a new location because of war plant operation at its present location. Moreover, it has suffered considerable breakage there.

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

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

### Freeze Relaxed

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

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

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

### Supplies on Hand

In its 22-page proposed findings of fact on the WGAR-WHBC grants the FCC brought out that WGAR would require use of two crystals ground to 1220 kc., copper wire for a ground system under each of two towers, two concrete bases for towers, additional wire for transmission lines, and a building to house the transmitter. The station has the crystals and wire for the transmission line on hand, along with 26,000 feet of copper wire for the ground and proposes to get additional wire by salvaging the former ground system of WJR Detroit, its sister station. It proposes to use a farm house for the transmitter building to be reconditioned at an estimated cost of \$327, including 124 man hours of labor. The cost for relocating the towers and technical equipment at the proposed location, including 1,604 man hours of labor, would be \$5,043.

Construction involved in the WHBC application would be a 1,000 watt transmitter, two 1480 kc.

## Scholl Placing

SCHOLL MFG. Co., Chicago, is lining up a national spot campaign for foot comfort remedies and appliances, through Donahue & Coe, New York. Chainbreaks and one-minute spot announcements will be used. Station schedule has not yet been completed. Scholl has previously used radio on a limited basis largely in the East and Mid-West, and more extensively in Canada.

crystals, antenna phasing and coupling equipment, transmission line, about 23,000 feet of copper wire for ground, three base insulators and a concrete base for the new tower. The station proposes to lease the present WGAR auxiliary transmitter and WGAR would also furnish necessary crystals and phasing and coupling equipment. The station has sufficient copper wire for the ground and transmission line. It proposes to remove seven 22 ft. sections from its present 492 ft. tower and erect them as the additional tower required for the proposed two element array. It was estimated that two men would work six days to dismantle and erect the towers.

### Improved Coverage

In its conclusions, it said that the granting of the WGAR application would enable the station to improve its nighttime coverage where there is a public need for increased broadcast facilities. It also would make available to the Government the use of 1220 kc. which otherwise might be lost to it under the provisions of the Havana Treaty. Moreover, a move of WGAR from its present location is not only desirable and necessary for maintenance of the station service but also for the protection of an aluminum manufacturing plant situated adjacent to WGAR's property. A move from the present site is necessary in any event, the Commission said, and the granting of authority to operate on 1220 kc. at the proposed location would not require the use of any additional materials other than crystals, which are already on hand.

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



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