

OWI Halts Radio Aid to WACs

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tion to the use of paid advertising in any media for war campaigns, OWI being of the opinion that much better coverage can be obtained through voluntary cooperation. It has reason to believe that no network would accept Government advertising and that more than 100 of the larger stations would not take Government money.

OWI's policy regarding Government paid advertising was firmly stated by its director, Elmer Davis, when the Bankhead Bill to appropriate \$15,000,000 for War Bond advertising in small newspapers came before Congress last fall. Mr. Davis objected to the principle of Government subsidies of advertising in one media as both unfair and impracticable and saw a danger to independence of the press through control of advertising which might result from such legislation.

The Bankhead Bill, passed by the Senate but subsequently shelved by the House, was also opposed by Secretary of the Treasury Morgenthau, the War Advertising Council and the NAB. Testifying last October before the Senate Banking and Currency Committee, C. E. Arney Jr., NAB secretary-treasurer, submitted the NAB Board action of June 3, 1943 opposing advertising subsidies but calling for no discrimination against radio should legislation be adopted.

OWI's action on WAC recruiting is consistent with policies laid down previously in connection with both Government and com-

mercial advertising for recruiting war workers. Last spring the Radio Bureau advised its regional station relations offices that it should not request stations to give time for recruiting workers for food processing plants as long as processors in their localities used paid advertising for such recruitment in other media only [BROADCASTING, April 10].

Earlier, the OWI Radio Bureau registered strenuous objection with the Railroad Retirement Board for buying newspaper advertising and at the same time requesting free radio time for recruiting railroad workers. As a result of this representation, RRB made changes in its advertising budget permitting it to buy radio time and agreed to use radio promotion exclusively or in a proportionate share with other media [BROADCASTING, March 6].

Record Income Is Noted In Year by Farnsworth

FARNSWORTH TELEVISION & Radio Corp., for the fiscal year ended April 30, had the largest gross income in the company's history, according to the annual report. Gross income from sales, royalties and license fees totaled \$39,806,797, as compared with \$26,383,301 for the preceding 12 months, while net sales amounted to \$33,893,420 as against \$19,593,387 for the previous year, the report states.

E. A. Nicholas, president, stated that the company, which acquired WGL Fort Wayne recently, would add both television and FM stations later, subject to FCC approval. Noting the large number of applications received from responsible distributors and dealers, Mr. Nicholas attributes this to the fact that "the company has continued to advertise its products effectively during the war."

Aluminum Eased

UNDER THE WPB order issued July 15, use of aluminum, as far as the radio industry is concerned, was specifically permitted for manufacture of "commercial radio equipment and all wire communications equipment, but only where aluminum, copper or copper base alloy was used in commercial production in the United States during 1939, 1940 or 1941. The above partial restriction on the use of aluminum does not apply to electronic equipment, as defined in Order L-265." [BROADCASTING, April 26, 1943]. As far as manufacture of electronic equipment is concerned, the definition in limitation order 265 still holds.

MRS. RAYMOND CLAPPER, WGN and Mutual commentator, has just completed a film to be released for distribution shortly titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Norway and daughter of William Jennings Bryan.



CHARTER MEMBER of the WOR New York Chick Carter Inner Circle Club is Chick Michelson, son of producer Charles Michelson, born on the same day the series started. He was snapped at the mike as he "broadcast" a message at the program's first anniversary party.

Peabody Award Plans

NEW classifications of the 1944 George Foster Peabody awards and local listening post committee personnel will be announced soon, according to Dorothy Lewis, director of listening activities of the NAB, following a recent planning meeting in New York with Dean John E. Drewery, of the Henry Grady School of Journalism, representing Georgia U. and Edward Weeks, editor of the *Atlantic Monthly* and chairman of the awards committee.

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