ANY AGENCYMAN, ADVERTISER, OR TIME-BUYER WHO HASN'T A COPY OF WOR'S NEW RATE CARD OWES IT TO HIMSELF TO ASK FOR ONE IMMEDIATELY. A POSTCARD, NOTE OR PHONE CALL (PE 6-8600) DIRECTED TO WOR, 1440 BROADWAY, IN NEW YORK, WILL BRING YOUR CARD BY RETURN MAIL.
Radio, to Many Farms, The Only Daily Caller
When You Want

INTENSIVE COVERAGE

of America’s 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)

* A Market LARGER Than
These 14 Cities Combined

KANSAS CITY ........ OMAHA
INDIANAPOLIS ......... SYRACUSE
ROCHESTER ............ RICHMOND
DENVER ............... HARTFORD
ATLANTA .............. DES MOINES
DALLAS ............... SPOKANE
TOLEDO ............... FORT WAYNE

Beamed To More Than 3½ Million People;
Plus New York At No Extra Cost!

"DOLLAR FOR DOLLAR
NORTH JERSEY'S
BEST RADIO BUY!"

Biggest listening surveys ever made in this market
prove it! Send for them! WAAT Executive Offices,
Hotel Douglas, Newark, New Jersey.

SMART BUYERS USE

WAAT

BROADCASTING • Broadcast Advertising

May 31, 1943 • Page 5
there was a mailman...

Bill Sherman toted the mail in a Boston suburb until this Spring.

Now he’s a top announcer at WLAW, Lawrence. Thanks to WEEI.

Last January, WEEI—concerned about man-power futures in New England radio—decided to do something about it.

On the air went an announcement. A school would be established; eligibles would be trained as radio announcers. Apply at WEEI.

627 New Englanders jumped at the chance. Lawyers, ministers, musicians, an editor, advertising men, a blind man who read his script in Braille.

And Bill Sherman.

For ten crowded weeks, after plodding his route all day, Bill went to the WEEI school at night. He learned diction, timing, inflection, poise, related radio arts.

It was a tough grind. But... on the day he graduated, he had a job!

Other New England stations benefited from the plan. When the Announcers’ School was conceived, WEEI saw a chance to help neighboring stations, so instead of training announcers only for WEEI, 12 were schooled. Six of the twelve graduates wanted to go to work immediately. They did. One at WEEI. Two at NBC’s WJAR in Providence. One at the Blue’s WORC in Worcester. Plus Bill Sherman and one classmate at WLAW.

So valuable to New England radiomen is this WEEI plan, that the second school is now in session.

All of which underscores, once again, the vital part that WEEI plays in New England... setting the pace not alone among listeners, but among radio stations as well, along this stern and rockbound coast.

COLUMBIA OWNED

WEEI

Columbia’s friendly voice in
BOSTON 590 KC

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Talking Train Takes to Highways!

If you were listening to the NBC show "Author's Playhouse" on the evening of April 21, you'll certainly recall the memorable dramatization of Walter Schramm's famous magazine story, "Dan Peters and Casey Jones". It was built around the adventures of a little train (Casey Jones) which, after twenty years on the same tracks, gayly hopped off and went galivanting all over the place, just to see what the U. S. was really like!

Well, NBC wanted the train to tell part of its own story. But how to make a train talk?

You're right—they used Sonovox! And as a result, got a dramatic effect that is almost impossible to describe. . . .

Yes, Sonovox offers another dimension for conveying ideas, situations, thoughts—for catching the ear and holding the memory. Ten years from now you will be using Sonovox, in the proper place, as a matter of course. But in the meantime, the pioneers at the right are cashing the extra dividends that always accrue to the foresighted. Why don't you join them?

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . . NEW YORK . . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives
FCC Refuses to Postpone Network Rules

Zero Hour Set for 12:01 a.m. June 15; Only Hope Now Rests in Congress

ZERO HOUR for enforcement of the FCC's far-reaching network regulations was set at 12:01 a.m. Tuesday, June 15 by the FCC at a special meeting last Friday after it had rejected practically all proposals of any substance for modification or relaxation of the rules.

Despite complexities which have developed since the Supreme Court on May 10 sustained the FCC's claim to broad authority to regulate business aspects of broadcasting, and went far beyond, the Commission concluded that no further postponement of the effective date should be sanctioned. Several minor amendments to the regulations were authorized, but proposals having to do with fundamental changes were swept aside at the special meeting.

Congress Last Hope

The networks themselves were resigned to operation under the rules, with dire predictions made of their long-range effect upon the ability of the industry to continue peak service. They placed their only hope for salvation in the efforts of the industry to convince Congress of the need for new legislation in the light of the far-reaching court decision turning over to the FCC almost limitless control over all phases of broadcasting.

Mutual last Thursday sent to its affiliated stations a letter altering contracts in conformity with the regulations as written. NBC and CBS both planned to contact their affiliates promptly, reducing contracts to the terms of the regulations and proposing network time segments in the four brackets specified in the rules. BLUE has called a meeting of its station planning and advisory committee in New York this Wednesday, to cover operations geared to the regulations. All contracts for network time are protected for their duration, so no immediate upheaval or discernible changes are expected.

Baliked at every turn, the networks were not disposed to press for new legislation. This battle will be carried on by the industry under NAB auspices. Hearings, Chairman Wheeler (D.-Mont.) announced last week, will be scheduled in late June before the full Interstate Commerce Committee on the White-Wheeler bill to reorganize the FCC. The date will be set by June 15.

Observers outside of radio see a major political issue looming over the Supreme Court decision, with freedom of the press inevitably drawn in. It appears destined to become an issue in the forthcoming Presidential campaign, with proponents already evident of a drive for a Constitutional amendment, guaranteeing freedom of the media of expression and designed to "repeal" the Frankfurter opinion.

The general view was that the effects of the regulations would not be felt for some weeks, even months. It was thought that most stations would cling closely to their present network affiliations, on a sort of "first call" affiliate, the raid will be on.

Appeal Doubtful

The networks do not propose to seek a Supreme Court rehearing since the chances of favorable action are practically nil. Similarly, there is no thought of seeking stopgap legislation at this time, though that may come after the hearings get under way in the Senate. There are prospects of legislative activity in the House, too, where reorganization legislation is pending.

The FCC, at its meeting last Friday, cleared up the network regulation slate by summarily denying several important suggested changes in the rules and by approving several innocuous changes of little real importance. The Commission:

1. Amended Rule 3.103 to allow stations and networks a six-month period prior to commencement of the mandatory two-year affiliation contracts in which to enter such a contract, understanding or arrangement, in lieu of the 120-day period originally specified.
2. Denied requests that option time be called on less than 56 days notice. [Suggestions had been made that the 28-day call now prevailing be restored or some intermediate period specified.]
3. Ruled that option time segments will be based on local time rather than Eastern Time across the country. [CBS had sought a ruling in favor of EWT to prevent confusion because of the time zone differences.]
4. Refused to distinguish between national and regional networks. [Yankee Network, through John Shepard 3d, had sought allocation of one hour per segment exclusively for regional networks over and above national network time, which was refused.]
5. Extended the application of Rule 3.106 dealing with network ownership of stations to apply to regional networks. The final draft of the regulations of Oct. 11, 1941, specified that this rule would apply to the national networks in order to permit the orderly disposition of properties.

First Refusal

The FCC action followed the series of informal conferences by FCC Chairman James Lawrence Ply with representatives of the networks, as well as the NAB planning and advisory committee. Following the sessions, hopes had been expressed that some of the more drastic regulations would be modified.

Other members of the FCC had not been contacted, and the whole subject of the regulation had not been discussed with representatives of the networks.

MBS Altering Its Contracts To Conform to FCC Net Rules

MBS ON MAY 28 notified its affiliates that, on June 14 or whatever date the FCC puts its network regulations into effect, the contracts of the stations with Mutual will be modified, so as to eliminate any conflicts between them and the new rules. The letter is the first such notice to be issued by any of the major networks, although the others will probably send similar communications to their affiliates in the near future.

Mutual's letter states that the modifications will bring the station-network contracts into line with regulations 3.101 to 3.105 inclusive. These rulings prohibit exclusive network affiliation of stations and territorial exclusivity of network programs for stations, guarantee the stations' right to reject network programs, limit the terms of station-network contracts to two years, and prohibit the option of more than three hours of any of the four parts of the broadcast day (8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m. and 11 p.m. to 8 a.m.) to a network.

On the last point, MBS specifically releases its option on the Sunday evening periods between 8 and 10:30 and 10:30 and 11 to avoid optioning more than three hours of the Sunday evening time. Mutual points out, however, that the rules do not restrict or prevent a station from voluntarily accepting network programs outside of option time.

The letter requests stations to give confirmation that after the rules go into effect "commercial programs accepted by your station will be guaranteed for the duration of the commercial contract," pointing out that this is consistent with the commission's regulations.

Letter follows in full text:

"Your affiliation contract with the Mutual Broadcasting System is hereby modified so as to eliminate any and all provisions conflicting with regulations 3.101 to 3.105 both inclusive of the Federal (Continued on page 44)
Facts Sought on Retailer Broadcasts

Will Be Basis For NAB Retail Promotion

A NATIONAL WIDE picture of radio-
retailing will be developed by the
Retail Promotion Committee of the
NAB from questionnaires sent to
all broadcasters. The committee's
retail promotion plan will be
put into operation next fall through
a $125,000 fund will be
based largely on facts gathered from the
questionnaires.

While the Retail Promotion Com-
mittee, headed by Paul W. Morency,
WTIC, Hartford, goes ahead with
its investigations, questionnaires
will be analyzed by Sheldon
Coons, New York business
consultant retained by NAB as
special consultant for the
promotion plan.

First Complete Study

Lewis H. Aver, NAB Director of
Broadcast Advertising, says that
the information is designed to
provide for the first time a com-
plete picture of the radio-retail
situation. The facts gathered will
be used in the NAB campaign
to develop use of radio by
retailers.

A series of penetrating questions
will go right to the heart of the
retail problem. The questionnaire
is divided into two questions: One,
statistical data; two, "these are the
topics we would like you to write
about." The NAB thus hopes to
develop a promotion campaign
to teach retailers about radio and
to teach radio about retailing.

The statistical portion of
the questionnaire is made up in
cooperation with the Harvard
University Business School in its
study of retail radio advertising.
[BRADSTREET, Business Week] This
material will be submitted to
Professor C. H. Sandage, visiting
professor of business research,
Harvard, and will also be used by Mr. Coons
in his preparations of a retailing
presentation.

Statistical questions will seek in-
formation on the number of
advertisers who use stations in May,
1943 with breakdowns covering
local, spot and agency
servicing along with number of all advertis-
ments. Relative importance of local
name and talent sales are covered,
with percentage of local revenue
received from special announce-
ments (including programs sponsored by local advertisers).

Hair Down Queries

One question seeks percentage
of total questionnaire mailed to
advertisers classified by various types of
programs. Another covers religious
broadcasts. Information on rates is
sought in a simplified series of
questions. The final section of
the statistical questionnaire asks 1942
total income from local time sales.

High hopes are held for the ex-
pected answers to questions in the

second portion of the questionnaire
—a let-your-hair-down list of sug-
gested topics. Stations are asked to
tell the whole story about their
member's most significant recent
items, including amount of time used,
how long on the air, reasons for any in-
crease in time bought and result of
radio advertising.

"What about the program?" asks
section No. 2. Reasons for
successful radio selling are sought
along with samples of program
scripts and commercials.

The negative side is also sought in
detailed reasons for failures. Stories
are sought on cases where
broadcasting has enlarged the trade
area or opened up an entire new
class of trade for the retailer.

Controversial questions such as
best time of day and types of mer-
chandise successfully sold are in-
cluded. Also included is a technique
of salesmen in their experience
selling in retailing to
deralers.

Best talking points are to be
reached in answering some of
the questionnaire. Merchandising
aids, use of agencies, coopera-
tion with stories and methods of
deciding how radio is to be
used are among other topics.

Contracts and package transcrip-
tions provide subjects for discus-
sion. Recent war experiences
will up this portion of the questionnaire
which asks how many new retail
accounts have been obtained since
war began and how many have
lost.

Committee Members

Members of the Committee
in charge of the retail promotion
plan are: Paul W. Morency, WTIC,
Chairman; Robert E. Bausman,
WISH; Gene L. Cagle, KPJZ; Wil-
lam Crawford, WOR; Dietrich
Dirks, KTR; John Essau, KTUL;
Kenneth K. Flamer, WOR;
W.CLE; Arthur Hull Hayes, WABC;
Walter Johnson, WTIC; and
C. L. McCarthy, KQW; John M.
Outler Jr., WSB.

Members of the Advisory Com-
mittee of Time Buyers on study of
purchasing of radio time are: Charles
T. Ayers, Ruthrauff & Ryan; Car-
los Franco, Young & Rubicam;
Thomas H. Lynch, Wsty Co.;
William B. Maillefer, Compton
Adv.; J. James Neale, Blackstone
Sample-Hummert; Linnea Nelson,
J. Walter Thompson Co.; Lou J.

Members of the Advisory
Committee of Promotion Executives
in study of merchandising of retail
radio programs and on sales pro-
motion are: M. F. Allison, WLB-
WSAI; Charles B. Brown, NBC;
Thomas D. Connolly, CBS; Joseph
Creamer, WOR; B. J. Hauser,
BLUE.

Members of the Advisory
Committee in study of elements of a
successful radio program are: Harold L.
Fair, WHO, Chairman; William J.
Rock Granted Leave

JAMES B. ROCK, manager of
KDKA, Pittsburgh, who was
granted a leave of absence May 2,
lasted three months, has
arrived in the Communications Divi-
sion of the Marine Corps. He re-
ports for active duty June 1 at New
River, N. C. Joseph E. Baudino,
former assistant to the manager of
Westinghouse Radio Stations Inc.
at Philadelphia, has succeeded
Capt. Rock at KDKA. Capt. Rock's
family has removed to Jacksonville,
Fla., to reside with Mrs. Rock's
mother for the duration.

Leafl Gum Program

LEAF CHEWING GUM, Chicago,
has started its first radio cam-
paign in Chicago with a five-night
program on WCLF and numerous
minutes spot on WMAQ, WENR
and WJJD. Agency is Bozell &
Jacobs, Chicago; Nathan E Jacobs,
account executive.

Staff Changes at Broadcasting

WITH THE Army induction of Norman R. Goldman, business
manager of Broadcasting, Maury H. Long, advertising manager
headquartered in New York, has transferred to Washington executive
offices as advertising manager, with added business office responsi-
bilities. S. J. Paul, Chicago bureau manager, on July 1 moves to
New York as assistant advertising manager, and K. Robert Bres-
lau, assistant to Mr. Goldman, has been named advertising produc-
tion manager in Washington.

Mr. Goldman reported to Fort Meade, Md., induction center May
31. He has been business manager for the last three years, having
joined Broadcasting in 1938 in the business office. Prior to that he
was promotions manager at WLS. Mr. Long, whose WABC career
joined Broadcasting in 1936, serving in Washington in both ed-
torial and advertising capacities before taking over the New York
assignment a year later. Three years ago he was made advertising
manager of the bureau.

Mr. Paul joined the magazine in 1940, serving in the New York
bureau, and in July, 1941 took over the Chicago assignment. Mr.
Breslau, formerly with the Joseph Katz Co., Baltimore, joined
Broadcasting in 1941.

Bus Barton, of WLW, Killed Near Guadalcanal

FIRST PERSON from WLW to lose
his life in the present war is
Bus Barton, a member of the WLW
Bouquet County Jamboree before he
joined the Marine Corps, his des-
ter will be received at WLW from
his mother, Mrs. Clarence Good-
friend, living near Washington, Ill.
her message revealed that Barton was
killed in action while serving as a
tank gunner in a Marine plane near
Guadalcanal.

Lt. Chandler a Prisoner

LT. BARRON CHANDLER, Navy,
former member of NBC's guide
staff, who was unofficially reported
missing in action last year, is a
prisoner of the Japanese, according
to a message sent by the Red Cross
to his father, Mr. Jesse R. Chan-
well, NBC president, Mr. Hill
stated that the Red Cross informed
her that he was taken captive with
the fall of Corregidor.

Miner Held by Japs

JOHN S. MINER, assistant space
buyer of Dan B. Miner Co., Los
Angeles, and now in the Army, is a
Japanese prisoner, ac-
cording to information re-
ceived by his father, head of the
agency. Maj. Miner was station-
ized in the Philippines where he was
sent in June, 1940. Mr. Miner last
heard from his son in March, 1942.

Rem-Rel Placing

MARYLAND PHARMACEUTI-
CAL Co., Baltimore, has already
started to place business for its
fall campaign, with the purchase of
five five-minute night period
weekly for Rem and Rel, for a 26-
week run. Agency is Joseph Katz
Co., Baltimore.

Soup Test

BARKER FOOD Co., Los Angeles
(dehydrated soup), new to radio, in
a two-week Southern California
campaign, with sponsored WLW, has
used a series of daily spot an-
nouncements on KFI and KECA.
Agency is Erwin Wasey & Co., Los
Angeles.

WDPF, Panama City, Fla., was last
week granted permission by the FCC
to increase night power from 100 to
250 watts.
Concentrated Promotion of Items Key to Profitable Selling

By JOHN A. GARBER
Advertising Manager
Strawbridge & Clothier, Philadelphia

There are isolated cases, but I think if the broadcast advertising activities of these stores are analyzed, it will be found that they are relatively unimportant compared to the total public outlay. There is still a large percentage of the typical store’s sales, and radio about 0.7%. The fact that a few store are doing so well that they have increased their budgets really check carefully the results of radio publicity and that they are using it properly. On the other hand, if a store uses radio for other than supplemental advertising.

Now, faced as radio is in this field by a rather bleak picture, it must decide once and for all if it wants its share of the department store’s advertising dollar—some 75% to 100 million of them nationally—and decide whether the long missionary and selling job which still must be done to get radio’s share of that dollar is worth while.

I have heard many radio men state flatly that they were not interested in department store business, that it was more trouble than it was worth. Yet in the same city the major stores were spending 3 to 4 million dollars on publicity, the bulk of it in local newspapers. I would think that radio, for all of its national windfalls, would welcome a good share of this heavy local department store expenditure.

Reasons for Failure

Most radio people, however, have indicated a very real concern regarding this lost sales potential, so it is imperative that the department store broadcast advertising situation be studied carefully, and that an attempt be made to find out why radio (a notably successful medium) has been so notably unsuccessful in selling the department store (also a rather successful industry), and in all frankness to find out why radio has been so notably unsuccessful in producing substantial results for a great many of the stores that have used it.

We may put our fingers on a number of reasons: (1) Lack of intelligent approach to programming and timing by both stores and stations. (2) The charge-back system by which the buyer or divisional man is in the last analysis responsible for his publicity expenditures as well as sales, and his consequent refusal to take a chance on radio. (3) Failure of stores to give programs adequate time to take. (4) Failure of stores to expend enough of their publicity budget on good national programs practically throughout the day. (5) Lack of understanding of radio by store advertising men trained in visual media. And there are many others, any one of which is enough to frighten a research man away from the subject.

But I believe the problem goes far deeper than any of these superficial reasons would indicate, deep into merchandising practices of the stores—in fact, into the very make-up of the department store as a merchandising entity.

Typical Store

Most organizations with which radio deals sell one thing or a relatively limited group of related things. Perhaps it is a great national manufacturer’s branded item, perhaps it is a local credit jeweler’s credit. If their sales volume for a given product or service is large enough to warrant extensive publicity, the entire advertising expenditure can be devoted to driving home the story of that one product. This means broad coverage with sufficient repetition to influence a sizable portion of the market.

A large department store, on the contrary, has literally hundreds of thousands of items to sell, divided into scores or merchandise classifications. It is a multi-item operation and derives a relatively minute percentage of its total sales from any given department, and so much less from any of that department’s score of hundreds of items. There are exceptions in the departmental breakdown, but let us take a look at a typical picture.

A typical store doing about 7 million dollars, normally operates between sixty and eighty departments. Of these departments it is notable that the largest does no more than 7% or less of the store’s total business, and the smallest 2% or 3%/10 of the total business. Thus, although the store itself does some seven million dollars in volume and spends some three hundred dollars a year on publicity, the largest single department or selling entity does something like fifteen thousand, or 0.2% of the worth of business, with a total publicity expenditure of about $17,000 (only about two-thirds of which is available for media purchases). The smallest department does only $14,000 in sales over the year and devotes only some $700 for its publicity.

To complicate this situation further, the average item which the typical department has to sell is backed by little more than a few dollars’ worth of stock to several thousand dollars’ worth of stock, which means that the total expectancy during a turn is necessarily limited, and expenditure must be governed accordingly, even though it may be handled by the entire department’s business for a given period.

Compare this to the national product or item which of itself is backed by millions of dollars’ worth of processed or unprocessed stock and where expenditure on the selling story for a given product is accordingly tremendous.

Although this policy may be criticized or condemned, the department store merchandising job is based on item promotion and a number of decades’ experience, trial and error have brought about this practice. People come to one store in preference to another primarily because the favored store has more of the item which the customer wants. The store’s job is to prove that it has the desired merchandise and to tell that fact unceasingly by advertising specific items of desired merchandise. A store may have a beautiful building or central location, or a fine dining room, or pleasant personnel, but unless that store has on its shelf desired items, and unless that store tells this fact to the public, its competitors will get the trade. I think you will find few exceptions to this rule.

Appeal Concentrated

Just as in the national field the American Tobacco Co. attempts to sell and advertise Luckies, not the American Tobacco Co.; and General Foods sells and advertises Jello, not General Foods, so in the local field Blank’s Department Store must sell and advertise its $1.98 men’s shirt or some other item and not (other than

Only a small group heard an outstanding breakfast talk at the recent NAB War Conference—a talk that throws new light, and plenty of it, on the department store problem. Speaker was Mr. Garber, and those who heard him left with the feeling they had been given an important message. ‘Broadcasting’ felt that way too. Mr. Garber sets down herewith his views on how a big store should use radio. He is author of “Survey of Broadcast Advertising, 92 Department Stores”, a project which grew out of his research at the U. of Pittsburgh Research Bureau for Retail Training. His education includes Harvard and U. of Wisconsin. He went to Boggs & Buhl, Pittsburgh, from college, then moved to Gimbel Bros. where he stayed until Pitt called him to teach. He is a Navy reserve officer slated for early duty.

MR. GARBER

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Complete Control Over Home Economy Now
In Committee

TOTAL power over the entire war effort on the home front rests in Justice James F. Byrnes as a result of the order issued last Friday by President Roosevelt setting up the Office of War Mobilization. Judge Byrnes is resigned as Economic Stabilization Director to take the new post.

The new super home front office is designed to streamline our activities, avoid duplication and overlapping, eliminate interdepartmental friction, make decisions with dispatch and keep our military machine and our essential civilian economy running in team and at high speed," the President said in announcing the Executive Order.

Effect of Order

Conceivably the board can take a hand in matters affecting the FCC, and in such agencies as OPM and OWM. It should determine WPB problems as they relate to the economy.

Boys Heads U.S. Super-Cabinet

LT. KNODE ON FURLough

RADIO'S first war hero, Lt. Thomas E. Knode, who received the Distinguished Service Cross for extraordinary heroism in action, returned to his home in Washington last weekend on a 30-day furlough. Still on crutches, with his right ankle in braces, but optimistic about regaining the use of his foot, the former NBC Washington news editor was greeted by his wife and three daughters, the youngest of which was born last September while he was on duty in the South Pacific.

Weakened by malaria and wounded in the leg and ankle during an attack on Buna Village, Tom was hospitalized first in Australia and later in the Percy Jones General Hospital at Battle Creek, Mich. Although the leg wound is now completely healed, a strap in traction held in the ankle bone kept him in the hospital for six months.

Lt. Knode was called to active duty March 14, 1942, as reserve second lieutenant. He was cited for conspicuous bravery in action near Buna, New Guinea, on Dec. 5, 1942. Though wounded, he continued to lead his platoon in the attack. After another bullet shattered the bones of his foot, he still refused to be evacuated until he had given final instructions to his men.

Tom twice had been offered desk jobs to do with specific controversies involving, for example, prices fixed by OPA since such matters would come before the Director of Economic Stabilization. Justice Byrnes was scheduled to deliver "an important radio speech" from his Spartanburg home May 31 at 7 p.m. The BLUE network arranged to broadcast the speech.

Fair Employment Order Is Issued by President

FULL utilization and training of manpower in and for war production without discrimination because of race, creed, color or national origin is sought in an Executive Order issued Friday by President Roosevelt. The order specifies that all contracting agencies of the Federal Government include in all future contracts a provision covering fair employment practices. Similar measures were ordered for all Federal agencies involved in vocational and training programs.

The President's order directs the Committee on Fair Employment, credited thereby, to recommend to the chairman of the War Manpower Commission steps to bring about full utilization and training of manpower without discrimination. The committee is headed by Mrgr. Francis J. Haas, dean of the School of Social Science, Catholic U.

Phone Companies Continuing Drive

Schedules of Announcements On Toll Calls Similar to 1942

For the second year, local companies of the American Telephone and Telegraph Co., New York, are conducting state campaigns to urge limited use of long distance calls and other measures to conserve telephone services for wartime needs. Drive, which began in April, is similar to that last year when 38 affiliated companies of AT&T used a total of some 600 stations for this purpose [Broadcasting, July 20, Aug. 10]. While the state campaigns are on the national total of stations and announcements involved in the current campaign has not yet been disclosed by AT&T, details available on several state drives indicate that schedules are running on a scale similar to that of 1942.

Other Campaigns

In addition to the New York Telephone Company's 13-week campaign in New York state and similar campaigns, Southern New England Telephone Co., New Haven, through the same agency BBDO, is using transmitted announcements on all outbursts in that area.

Michigan Bell Telephone's drive entails the use of live announcements on 15 stations. N. W. Ayer & Sons, Philadelphia, handles the account as well as Illinois Bell Telephone, which is using a total of 28 stations--13 in Chicago, and the remainder down state.

Nathan L. Nathanson

NATHAN L. NATHANSON, 57, vice-chairman of the Board of Gov-

ernors of the Canadian Broadcasting Corp., died in Toronto May 27. Mr. Nathanson was prominent in the entertaining field with his renamed General Theatres Corp. Ltd. in 1941, serving as president of the firm and of General Theatres Investment Co. He was formerly president of Famous Pluckers Canadian Ltd., serving as managing director until 1929, and returning as president in 1933.

Leaves a widow, two daughters and a son.

Dietais Debuts

AMERICAN DIETAIDS Inc., New York, recently entered radio for the first time for Enrich tonic with a test campaign of live spot announcements on WTRY New York. Agency is Small & Seiffer, New York, firm also handling Dietais tests for Souplets [Broadcasting, April 26].

WBHI Joins Blue

WBHI, New Bedford, joins basic Blue by affiliating with the Blue Network General of Blue affiliates to 155. Owned by E. Anthony & Sons, Inc., the station operates with 250 watts at 1340 kc. Evening network hour rate is $80.

Page 12 • May 31, 1943 BROADCASTING • Broadcast Advertising
Sometimes leadership is taken too much for granted

IT HAS BEEN SAID that nothing succeeds like success—but sometimes a long period of leadership is taken for granted and its real significance forgotten.

WGN HAS HELD THE LEAD in volume of local and national spot business among the major Chicago stations for the past three years (still leading in 1943, of course). During this time there have been four other 50,000 watt stations in the highly competitive Chicago market actively seeking this same business.

WGN holds this leadership because of WGN's ability to produce sales for its advertisers.

A Clear Channel Station

CHICAGO  ILLINOIS
WGN 720 Kilocycles
50,000 WATTS

MUTUAL BROADCASTING SYSTEM
Stauffer Explains ‘Uncle Sam’ Action

25 Protests Received, Latest From West Virginia Network

OFFERING assurance that OWI is still mindful of the financial problems of radio stations, Donald D. Stauffer, chief of the Radio Bureau, explained last week that Uncle Sam was withdrawn from local sponsorship after OWI decided the treatment: a majority of difficult contracts. Mr. Stauffer said that a sustaining program did not justify the expense of production.

Answering a protest from John J. Leux, manager of WCBX and WGBK Radio, Charleston, W.V., Stauffer explained that it is unaware of the stations carrying Uncle Sam had it sponsored. He said the remainder were unable to give it their best available time.

Minority Benefited

“We are appreciative of the magnificent part American radio stations are playing in the prosecution of the war,” Mr. Stauffer wrote. "However, we cannot neglect our primary job here, and that is the dissemination of war information, making the most efficient use of the facilities offered us by the industry.”

Mr. Stauffer said it has been difficult to evolve a pattern acceptable to all, and that OWI had been unaware of dissatisfaction with the series until the Chief of the Station Relations Division made a nationwide swing recently, talking to more than 400 radio program managers.

He said it appears that Uncle Sam has worked only to the advantage of a minority, but the fact that we are canceling Uncle Sam does not mean we will stop looking for a solution to the problem of additional revenue for station sponsors.

An OWI official said last week that about 25 protests had been received by the Radio Bureau as a result of the withdrawal of Uncle Sam. Among them was a letter from Howard L. Chernoff, managing director of the West Virginia regional network, comprising WCHS, Charleston; WBIS, Clarksburg; WPAR, Parkersburg, WSAZ, Huntington.

Noting that Uncle Sam was scheduled on the network by a firm that had never before used radio, Mr. Chernoff enclosed brochures illustrating his organization’s efforts to build an audience for the series. “I must confess that I was one of the first to get serious about the Uncle Sam show,” he wrote, “but I think its interest has been stepped up.” Pointing out that the revenue from Uncle Sam supplanted some lost since Pearl Harbor, he concluded: “If anything you can do to remedy the situation, which means the loss of four contracts, will be appreciated.”

HISTORIC FIRST sponsored broadcast by N. Y. Philharmonic Symphony was anticipated at a party attended by representatives of the program sponsor, U. S. Rubber Co., and CBS network carrying concerts. (L to r):

OWI to Terminate Subsidy For Alaskan, Other Outlets

Overseas Branch to Let Contract Lapse for Paid Time Used for Entertainment of Troops

OWI WILL terminate its contracts for the purchase of time from eight outlets in Alaska, Hawaii and Puerto Rico when the agreements expire June 30, it was announced last week. The stations, four in Alaska, three in Puerto Rico and one in Hawaii, have been used by the Overseas Branch since Oct. 1, to transmit news and special events programs to servicemen [Broadcasting, May 3].

New Plans Studied

New arrangements to bring entertainment to troops in the territories are being considered by the Special Service Division. What form this will take has not yet been determined, the War Dept. said. Use of radio has not yet been ruled out, however.

Officials of the War Dept. reported that officers of the Army’s Special Service Division, which handles broadcast of programs to troops, will survey the situation. Through some means, broadcast material will continue to reach the troops, it was stated officially, and an Army plan will be decided on before OWI suspends its activities in these areas on July 1.

To this end, the War Dept. said, two officers are already to arrive to observe the situation, and another to Puerto Rico to survey the broadcast media. A man will also be sent to Hawaii.

The OWI arrangement, which provided for a minimum of eight hours daily on each of the stations at an average cost of $1,000 a month each, was originally worked out by Murry Brophy, chief of the Bureau of Communications Facilities under Robert E. Sherwood, associate director of OWI in charge of the Overseas Branch. Officials of Army public relations, radio and communications cooperated.

Budget Worries

Under the arrangement, programs of the four major networks were relayed by shortwave and transmission to the stations. Outlets involved are: KFAR, Fairbanks, KINY, Juneau, KTKN, Ketchikan, KFQD, Anchorage, in Alaska; KTOH, Lihue, Kauai, Hawaii; WIAC, WNEL, WKAQ, San Juan, Puerto Rico. A new network of Army-owned low-power transmitters has been installed in Alaska to blanket the territory.

Termination of the arrangement in no way reflects dissatisfaction with the stations, OWI said. Off-repeating policy is to leave relations with the troops in the hands of the military whenever they are prepared to handle the situation. To that effect, Mr. Davis told the Senate Judiciary Committee recently [Broadcasting, April 26] that the Army Special Service Division was rapidly taking over arrangements to send news overseas.

A further reason for the decision to curtail services to troops is believed to be Congressional criticism of the Overseas Branch for these activities. With OWI now before Congress with its 1944 budget, retirement from work which exposes the organization to attack is considered opportune by some officials.

Latin Broadcasts

On Network Basis

CIAA Sends Same Program South on Several Beams

TO GAIN better coverage for its programs to Latin America, the Office of the Coordinator of Inter-American Affairs has announced that beginning July 1 it will broadcast all its programs on all stations simultaneously. Programming will be divided between NBC and CBS on an hourly basis, with CBS programming the odd hours and NBC the even. Stations running at 5:30 p.m. to 2:30 a.m. daily, starts with a half-hour of news updated by CBS and from the best available eight hours of programs from each network.

Under the new schedule American shortwave transmitters will be linked with broadcast in English to the countries to the south of the United States, with KGEI, which has been supplying programs to KWID for simultaneous broadcast in English, taking over the program for all three.

Plan, which will cause some reduction in the total number of individual programs beamed to Latin America by which CIAA expects to result in better coverage for all of its programs, is an extension of previous cooperation between the United States and WCAL and WRUL in Spanish and WGBR and WGEA in Spanish to South America. Portuguese programs will be beamed to Brazil from WCWX, DCRB, and WGEA.

Better Coverage

On the West Coast, KWID, KGEI and the newly completed KWIT will all broadcast in English to the countries to the south of the United States, with KGEI, which has been supplying programs to KWID for simultaneous broadcast in English, taking over the program for all three.

Decision to drop the stations, OWI said, Off-repeating policy is to leave relations with the troops in the hands of the military whenever they are prepared to handle the situation. To that effect, Mr. Davis told the Senate Judiciary Committee recently [Broadcasting, April 26] that the Army Special Service Division was rapidly taking over arrangements to send news overseas.

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COAL DISC DRIVE

MAY BE EXTENDED

RESPONSE to the Interior Dept.'s offer of deep discounts for bulk sponsorship of the “Order Coal Now” campaign [Broadcasting, May 16] has been so good that an increase of the original order for 300 pressings of the series by another 100 is being considered.

Ahead have wired and written to Interior’s Radio Section asking that transcriptions be sent to local coal dealers. Some said the reply was worded direct contacts were personal about the discs. Others asked that the transcribed series of spot announcements and brief musical cards be used in the drive, and that the discs be sent directly to them, rather than to dealers in the locality, since their commercial managers had already arranged for sponsorship by coal retailers.
GREAT INDUSTRIAL CENTER

Let's look at the trend--for, while year by year figures may be deceptive and illusory, a twenty-five year trend writes a record that cannot be denied.

Forget all about Baltimore's great war-boom and go back to 1938. Fortunately, complete statistics are available for the quarter century from 1914 to 1938. Let's compare the vital indices for Baltimore, New York, Philadelphia, and Boston.

Take the number of manufacturing wage earners. In most eastern cities, the twenty-five year span showed an actual decrease—New York had 11.5% fewer; Boston had 20.5% fewer; Philadelphia had 12.3% fewer; but Baltimore actually had 31.7% MORE!

In value of products manufactured, and in manufacturing payrolls, all cities showed some increase, but none comparable to Baltimore where the figures were more than TRIPLED over the 25-year period!

And while it has been customary to mourn the demise of the wholesale business, Baltimore's wholesale trade actually more than DOUBLED during that period.

The present "boom" is simply accelerating a 25-year trend—a trend that seems destined to carry Baltimore to even greater heights as a manufacturing center in the post-war world.

Number Two of a Series
For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.

Baltimore and the Future

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Baltimore and the Future
REVIVING OPA Demanded
At Probe on Grade Labeling

Dr. Galbraith Attacked at House Subcommittee
Probe by Lew Hahn, Head of the NRDSA

DEMANDS for internal reorganization of the OPA were voiced by members of the special House Military Affairs subcommittee investigating OPA, grade labeling last week after five days of hearings in which businessmen denounced high officials for allegedly seeking to destroy brand names and advertising, held by Hahn under the Halleck Resolution (HRes-98) introduced in February by Rep. Halleck (R-Ind.) to investigate grade labeling and standardization.

With hearings scheduled to continue into this week, much of last week's testimony was devoted to OPA orders and radio hoarsery. At the conclusion of a session Thursday, Rep. Boren (D-Okl.), chairman of the investigating committee, asked a Steering Committee resolution asking the President for an internal reorganization of OPA.

Dr. Galbraith Attacked

Throughout the week business men leveled attacks on Dr. J. K. Galbraith, deputy OPA price administrator, accusing him of "using a temporary public office to foist his private theories." Lew Hahn, general manager of the National Retail Grocers Assn., said Dr. Galbraith, an assistant professor of economics from Princeton, once had written in a book: "The producer of brute force has a monopoly . . . which discourages maximum production."

While OPA officials were getting a raking over the boren, committee rumors were current last week that OPA itself was about to crack at the seams. At a special news conference Thursday, Rep. Boren denied his organization was breaking up, although he admitted that "the cost of living has gotten away from us."

A sharp fight within OPA between Dr. Galbraith and Lou R. Maxon, Detroit advertising executive, serving as a dollar-a-year information chief over OPA policy, came to the fore with both threatening to leave unless the other was dismissed. Mr. Brown said Thursday that he had talked with both, but he admitted that the two could not be reconciled.

Mr. Maxon had chafed at policies of OPA economists, and demanded complete control of policy and personnel. Galbraith said that Maxon's proposals would ruin price control and result in inflation.

The fight before the Boren Committee last week was entirely against Dr. Galbraith and his staff. Clarke W. Tobin, vice-president of the Propre-McCullum Hosiery Co., said a "certain faction" within OPA which framed regulations "is striking at free-

OFI PLANNING BIG WOMAN WORK DRIVE

FIRST steps in a Government drive to recruit millions of women for the armed forces will be taken this week when stations broadcast spot announcements now being distributed to recruit girls for college, university and high school occupations, being given by the War Manpower Commission at colleges in labor short areas.

The training course recruiting drive, distributed by the Radio Bureau of the OWI, is the first step in a great advertising campaign, involving every media.

With J. Walter Thompson Co., New York, selected by the Advertising Council for the campaign, plans are going ahead to recapitulate the OWI radio, climaxcd next fall by a super-radio effort, combined with pressure from all other media.

Radio's assignment at present, OWI says, is to get girls with high school educations to enroll in the colleges or universities to work as scientists and technicians in war plants. The July 4th OWI Women's Guide is designed to inform women's program directors will be devoted to information on this campaign. The guide will go out beginning June 15.

Meanwhile spot announcements will be scattered June 16 and again the following week. Training course recruiting will continue through the OWI training plan.

This drive, planned by Marion Sabatini of the OWI staff for William M. Spire, chief of the Allocations and Management Division, will have extensive use of all OWI facilities, including the network allocation program, recruitment plan, spot announcements, and the feature plan.

L-76 Tightened

AMENDMENT to Limitation Order L-76, restricting manufacture of radio tubes, was adopted Thursday in the House to offset a breakdown of that order as a result of provisions of the recently adopted L-285. The new amendment limits production of such tubes and will bear a rating of AA-1 instead of the previous A-1-J. Order L-285 permitted manufacturers to sell orders with AA-4, thus opening the way for production of tube types banned by L-76 in its previous form.

Exchanges of correspondence between ASCAP officials, broadcasters and the NAB were recited to buttress this contention.

ASCAP's claim in its May 18 letter that the provisions of the order were not covered by the consent decree, which it characterized as a "declaration of war on the music business," was rejected by the NAB.

The NAB stated that the consent decree will "sit down with ASCAP and thrash out interpretation of the ASCAP contracts."
NOW YOU CAN GET TUBES!

WAR PRODUCTION BOARD
WASHINGTON, D.C.
May 25, 1943

Freeland & Olschner, Inc.
611 Baronne Street
New Orleans, La.

Gentlemen:

From time to time the question has arisen as to the restrictions of Preference Rating Order P-135 with regard to the repair of vacuum tubes. The limitations and restrictions of P-135 apply only to the extension of ratings under that Order.

Order P-135 prohibits an operator from applying a rating to obtain a new tube as long as he has one spare tube for each active tube socket. However, there is no limitation on the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. It is permissible to repair any tube without the extension of a preference rating. It is also to be noted that if a burned-out tube is to be repaired, it is not necessary, under P-135, to return the old tube to the manufacturer in order to obtain a new tube.

General Limitation Order L-265 specifically exempts from its provisions the transfer of electronic equipment for repair, as well as exempting any operations involved in the repair of a specific piece of electronic equipment. Thus, any number of tubes can be repaired without the extension of a preference rating. However, a preference rating under P-135 cannot be extended for the purchase of a new tube unless an operator has in his inventory less than one spare tube per socket.

Very truly yours,

[Signature]

W. E. Henry, Chief
Methods and Procedure Section
Radio and Radar Division

This letter will give you the feeling of assurance which rises when you know you have a safe margin of transmitting tubes in reserve. In these times of material shortages this sense of assurance is more than ordinarily essential to the future of smooth, steady broadcasting.

- Freeland & Olschner Rebuilt Tubes are on the job in scores of radio stations from coast-to-coast, and are doing their job well.

FREELAND & OLSCHNER REBUILT TUBES

611 BARONNE STREET, NEW ORLEANS, LOUISIANA
McClintock Proposes OWI Cite Advertisers’ War Contribution

Suggests Counterpart of Army-Navy E For Service

In Disseminating Vital War Information

PROPOSAL that official citations, comparable to Army-Navy E awards, to manufacturers for production achievements, be given by the OWI to advertisers and agencies for effective use of their medium in disseminating war information, was made by Mr. William McClintock, president of MBS, in an address last Wednesday to the Rotary Club of Philadelphia.

Describing the proposed citations as badges of honor for deserving advertisers, Mr. McClintock declared that “they will be more than that. They will be an incentive and a guiding star for the entire advertising profession.”

Standards of Selection

“I believe the most objective standard would be one based on both qualitative and quantitative measurements,” he said. “The first consideration would be the number of radio papers devoted to war messages and the amount of space used by him in the medium. The second consideration would be the quality of the war messages, as determined by the OWI monitor reports for all media similar to those now being used in broadcasting media alone.”

Paying tribute to the “magnificent and too often unheralded contribution” made by American radio sponsors and their agencies even before Pearl Harbor, while supplying the best radio entertainment to the public, Mr. McClintock continued that “in the war began advertisers and agencies “have gone far beyond the normal line of duty. . . . Just as industry has converted its production into wartime channels, it has also converted its advertising. It has given generously of its radio time; it has lent willingly the services of its most famous performers.”

Mr. McClintock praised the Advertising Council for its work in coordinating the facilities of the advertising industry and the advertising media with the needs of the Government, particularly in its setting up of the radio allocation plan, which has resulted in the orderly scheduling of millions of government messages, when and where they were most needed.

Today the OWI, the advertising fraternity and the broadcasting industry are a “smoothly integrated machine,” he stated. “This triple-play combination has put into action the resources of the network clients, 35 national spot advertisers, every radio station and network in the country. It has made possible 362,000,000 aggregate listener impressions in a week in behalf of the war effort.”

“But the advertisers have done a great service and may provide facilities for bringing war messages to the nation. They have given their huge audiences—built up over the years through great network programs—to war leaders for their policy talks. For example, when William J. Jeffers spoke over the air on the rubber crisis, he asked to broadcast on the network of the Army and Navy Radio Foundation. Consequently, 21,000,000 listeners heard his speech, a much greater audience than he would have obtained on a sustaining broadcast. As proof of this, an even more prominent national spokesman on one occasion used 15 minutes of sustaining time and reached only 8,400,000 listeners. The advantage of a ready-made audience cannot be measured in terms of dollars, although millions of dollars and the total skill of advertising agencies went into its creation.”

Radio Victories

As other examples of radio’s effectiveness in spreading the Government’s war messages to the public, Mr. McClintock cited the radio campaign for sugar rationing, which helped secure registration of 91% of the Nation’s population; the “Don’t travel at Christmas” series which narrowly averted a serious transportation crisis; the broadcast plea for student nurses to which 17,514 applicants responded and similar radio recruiting drives for branches of the armed forces which stepped enlistments up 40% and in the case of the Signal Corps by “a staggering 88%.”

“But the job is by no means finished,” he declared. “We still have a war to win and it will take more advertisers, making even greater contributions in all media, to help win this war.”

SUN SHIPBUILDING STARTS RADIO USE

THE FIRST contract for radio sponsored by the Sun Shipbuilding and Drydock Co., Chester, Pa., was signed on May 25 by John G. Pew Jr., vice-president, placing direct with Benedict Gimbel Jr., president, of Philadelphia. It marks the first use of radio for the shipbuilding company, although the Sun Oil Co. of Chester, also headed by Mr. Pew, has used radio heavily in the past.

The shipbuilding company’s program will start on May 31, weekly for 15 weeks, 9:30-10 p.m. Dollars to Donuts, a quiz show with Howard Jones, the station’s staff as m.c., will be used, originating from the stage of the auditorium at the Naval Hospital in Philadelphia. Commercial copy will be institutional and the programs will be dedicated to the wounded mariners as a tribute from those who build their ships.

Gimbel Sponsors

GIMBEL BROTHERS, Philadelphia (department store), is sponsoring a new series of Swing Into Style programs on WIP, Philadelphia, in the interests of the Junior Miss Shops. Scheduled Tuesday, Thursday; 9:30 and Friday, 10:10 to 10:30 p.m., the program is a record show conducted by Bill Manns, staff announcer. Placed direct, the program will continue indefinitely.

No Gas? Try Air

PLEASURE-driving ban by OPA doesn’t keep citizens of Elmina, N. J., from the current home series of baseball games at the local stadium. The Elmina Ball Club bought time on NBC’s West Coast network to broadcast the games, and urged listeners who couldn’t hike or drive to the ball park to stay home and listen to the game on the air, and to send in the price of admission to the club. To the management, response was enthusiastic.

G-E Buys Roundup

GENERAL ELECTRIC Co., Schenectady, which announced earlier this week that it planned to discontinue its institutional news series on CBS with Frazier Hunt, has taken over CBS’ The World Today program, which the network has presented for several years. Effective today, G-E will sponsor the series Monday through Saturday on the full network, 6:45-6:55 p.m., in the interests of the electronics investment banking and television department. Doug Edwards is news reporter on the program. G-E is picking up 56 new scenes picked up from CBS correspondents all over the world. G-E agency is Maxon Inc., New York.

BROADCASTING • Broadcast Advertising
RETAIL advertising has always been an acknowledged barometer of the effectiveness of a medium. Its appeal is direct . . . and in order to be successful, the response must likewise be direct. No buyer ever met his figures with intangibles. So, when Jordan Marsh Company, New England's largest store, selects WORL as one of its advertising media, and stays with it consistently, you can put it down in your little black book that this station is reaching the right people in sufficient numbers to make it pay. For a low cost station, WORL occupies a surprisingly important position in Boston. Jordan Marsh knows it . . . so do scores of other local and national advertisers.
Birthday of Radar Idea in Navy Is Traced to Two Scientists

Dr. A. Hoyt Taylor and Leo C. Young Are Named As Conceivees of Electronic Detection Art

A DETAILED history of radar that named names and listed significant dates was released by the Navy last week. Unveiling this scenario, the electronic weapon was first conceived by scientists of the U. S. Naval Aircraft Laboratory and copied abroad from articles these men contributed to scientific journals.

According to the Navy statement, Dr. A. Hoyt Taylor and Leo C. Young, now superintendent and assistant superintendent respectively of the Radio Division of the Naval Research Laboratory, observed in late September 1922 that certain radio signals were reflected from steel buildings and metal objects. They also observed that ships passing between a transmitter and receiver gave a definite interference pattern.

Upper Air Measured

The two men have been intimately connected with the development of radar since that time, the Navy said. Between 1925-1930 the reflection phenomena were studied by Dr. Taylor and Mr. Young to measure the height of the Kennelly-Heaviside layer, an atmospheric phenomenon, as a reflector of certain beams.

Our Navy learned in September 1940 that articles in technical magazines reporting this work had tipped off research workers in Britain, Russia, and that quite independently, the British had developed a radar system with frequencies and circuits quite similar to our own. So far as is known to the Navy, it was said, during the Battle of Britain, when the British aircraft detecting system went into operation back in World War II.

Representatives of the British Technical Mission held conferences with U. S. Navy officials and the Naval Research Laboratory, at which time much technical information on radar was exchanged.

Radar, for about 17 years, was strictly a Naval Research Laboratory project, the report said. By October 1939, it had been thoroughly tested, and the Navy decided to go into production.

On a bid basis, contracts for six sets of aircraft detection equipment were placed, originally, with Bendix, but after considerable work and an inspection party. Dr. Taylor directed, who head of the GE Radio Division, now a GE vice-president, successfully arranged to sell to the company's radio engineers to radar work. Additional manufacturing facilities were installed, and the Navy was awarded a large contract for radar equipment for naval vessels.

In October 1940, Admiral Bowen invited Westinghouse to participate in the radar program. Through an invitation to A. W. Robertson, chairman of the board, and George Burcher, president, representatives of the firm visited the Naval laboratory and subsequently organized a radar division that was awarded a large Navy contract.

By the beginning of 1941, GE, Westinghouse, RCA and Bell Telephone Labs. were carrying out research and production. Although production is now substantial, the Navy has ordered that procurement of material must not interfere with the progress of the development.

Research Continues

Research is continuing, the Navy said, and new developments are constantly being made by the Government and industry. Every manufacturer of any size in the electronics industry is participating.

After the original discovery of the radar principle in 1922, the Navy explained, research emphasis was placed on the study of radio reflections in the Kennelly-Heaviside layer from 1925-1930. The Navy had the cooperation of Dr. Taylor, and Dr. Merle A. Tuve of the Carnegie Institute in the work, as well as L. A. Gebhard and M. H. Schrenke.

An important associate in this work was L. A. Hyland, now with Bendix Corp, Mr. Hyland, on June 24, 1930, while working under Dr. Taylor, observed that aircraft crossing between a transmitter and receiver, operating directionally, gave a definite interference pattern. In January 1931, the Navy's Bureau of Engineering, radio division, accepted Dr. Taylor's recommendation that this type of echo signals should be studied further, suggesting that the research laboratory investigate their use to determine characteristics of ships and aircraft. It was revealed that the Navy used the ill-fated airship Akron in some of the experiments.

The work was brought to the attention of the War Dept. a year later when the Secretary of the Navy wrote the Secretary of War, describing the experiments and suggesting that certain phases of the problem appeared to be more the Army's concern than the Navy's.

By 1932, the Navy said, the chief problem was to develop instruments for the collection, automatic recording and correlation of data to show the position, angle and speed of approach of objects in the air. The first such instruments were developed by Robert M. Page of the Naval Laboratory, assisted by Robert C. Guthrie. Both Mr. Page and Mr. Guthrie have been constantly active in radar research, the Navy reported, and many radar developments have been credited to them.

The House Appropriations Committee, headed by Rep. Scrugham, now Sen. Scrugham (D. Nev.), a former engineer, took an intense interest in radar, the Navy said, allotting $100,000 on its own initiative to the work, and making repeated inspection trips. The Bureau of Standards and the War Dept. maintained constant liaison.

On Feb. 17, 1937, the first radar set developed in this country was demonstrated to Adm. William D. Leahy and Undersecretary of Navy Charles Edison. In March 1939, this equipment, installed in the USS New York, was given intensive tests at sea.

Institute Lecturers

SIX GUEST lecturers, who will address the second annual NBC-Northwestern U. Summer Radio Institute in a series of Tuesday night seminars to be held from June 21 through July 31, were announced by Harry Kopf, manager of the NBC Central Division, as follows:

- Clarence L. Mow, NBC vice-president in charge of programs
- Philip H. Cohen, chief of government liaison division of OWI
- John J. Louis, vice-president of Needham, Louis & Brorby, Chicago
- Herbert Hollister, owner of KANS, Wichita
- Wynn Wright, production director of NBC Eastern Division
- Clifton Utley, news commentator

This institute, which will be held at the Northwestern campus in Evanston, will open the seminar lectures to the public.

BRITAIN names Sir Robert A. Watson-Watt, the Air Ministry’s scientific advisor for telecommunications, as the first man to make radiolocation (or radar) a practical operational science, according to Jew's Times, this application is being carried out for the British Information Service by the Joint Liaison Committee of the British Broadcasting Corporation.

The British account said the principle of radar was known long before World War II.

When it seemed probable, Watson-Watt, who had been one of the pioneers in fundamental research, was asked by the Government to work out detectors using reflected radio waves.

By September 1939, radiolocators were in action and the necessary organization was in being, the British claim. (The U.S. Navy said last week that contracts for production of radar equipment were let in this country in October, 1939). The British account continued, saying that while radar was beating the Luftwaffe in the Battle of Britain for control of the United Kingdom, it was the benefit of her radio location developments, "and American developments were invited to take over these projects and bring them to the production stage."

"With such success," the British declared, "that if the story can ever be told, it will constitute one of the most brilliant and important examples of Anglo-American collaboration."

"No one country, in wartime, could simply know and exploit all its potential developments to the full," the British commented. At any moment, then, it is probably true that any country is temporarily ahead of others on the type or technique on which it is concentrating, they concluded.

Standard's Plans

STANDARD Oil Co. of California, San Francisco, with broadcast station KFI, will originate its weekly Standard Symphony Hour for 10 weeks from Hollywood (Cal.) Universal studios. Performers include orchestras (KFI KPG KOMO KHQ), Sunday, 8:30-9:30 p.m.

The musical director, will be guest conductor of the initial summer broadcast. Mr. Quigley, assistant director, is temporarily titled Standard Show Time, to supplement its weekly symphony series agency is BBDO, San Francisco.

Quartz Crystals Needed

Q'AIHTZ CRYSTALS are so badly needed for the manufacture of oscillator plates in radio equipment for the Pacific war zone that, in press all over the country, anyone who knows the location of such crystals is asked to return the information to the United States Military Division, Tem- porary "R" Blgk, Washington, Al-

hambra. Area men are being asked for this purpose comes from Brazil, Milky, rose or purple quartz is useless, but cit- rine, amethyst, and smoky quartz crystals, weighing at least half a pound, at least three inches long and an inch in diameter, on the inside, are asked to send samples.
The Blue Network Commissions
The Sixth Symphony by Roy Harris
For Broadcast Presentation by
THE BOSTON SYMPHONY ORCHESTRA

THREE MEN MEET—Serge Koussevitzky, Conductor of The Boston Symphony; Mark Woods, President of The Blue Network (right); and Roy Harris, America's leading symphonic composer (at the piano).

And as a result of the meeting, the three men have set up another major milestone in American musical history. The Blue Network has commissioned Roy Harris to write his next—his Sixth—Symphony. The new work will be broadcast coast-to-coast next Spring, by The Boston Symphony Orchestra, over The Blue Network.

“In offering this commission to Mr. Harris,” said President Woods, “I have made no demands. Nor any suggestions, beyond the hope that Harris, an American of the soil, would dedicate his Sixth to America's fighting forces—and that it would symbolize our nation's struggle for the freedom of mankind.”

Of Harris, as man and musician, Dr. Koussevitzky thus expresses himself, “I think that nobody has captured in music the essence of American life—its vitality, its greatness, its strength—so well as Roy Harris. I feel the genius of his art—which is great because it so colorfully portrays the life of our people.”

Speaking of his new work, Harris said that he would compose a major choral symphony, dwelling upon the Lincoln era—which being an era of war and high purpose is particularly significant for the America of today.
MUSIC FOR WORKERS
Aired on W51R to Raise
Rochester Production

MUSIC is speeding Rochester production. Last week several major industries in the upstate New York industrial area began piping two programs daily to their workers. The half-hour programs are expected to go on for 30 days. During May 9:45 a.m. and 2:45 p.m., picked up by FM receivers at the factories, and then sent through plant public address systems.

Credit for the idea and the research goes to George Driscoll, FM engineer for the station, W2XW. Mr. Driscoll, who is president of the Rochester Public Address Division, was inspired when representatives of industry in Rochester were called together by Mr. Cuff, general manager of W51R, after a number of industrialists had expressed interest in having music at their plants. Now that the plan is in operation, many other concerns expect to equip their factories for the telecasts.

Experiments with music in war plants both in England and the U.S. have shown that it increases production through its psychological effect on workers. Possibilities of boredom and fatigue are reduced. Music claimed to be used will be familiar and soothing, waltzes, semi-classics and soft rhythm varieties. Brass, sax, wood brass and “jive” are distorting these, types will not be played.

Tube Repair Rule Defined by WPB

Unlimited Number of Rebuilt Tubes Permitted by Order

BROADCASTING may have on hand an unlimited number of repaired transmitter tubes without violating WPB’s maintenance and repair order, P-133, Glenn C. Henry, chief of the Radar & Radio Division’s Methods & Procedure Section ruled last week.

Mr. Henry’s interpretation of P-133, one of the most liberal yet brought out by WPB, has it that the order in no way limits the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. In addition, Mr. Henry said, it is not necessary under either P-133, or L-285 to return to manufacturers burnt out tubes which can be repaired for one’s own use. Return of tubes to manufacturers, for turn-in credit, is not limited.

This official explanation of the limitation orders was brought out in a letter to Freeland & Olscher, tube repair experts in New Orleans, which had asked an interpretation of the P-133 limitation prohibiting operators from applying a preference rating when they have a spare and productive tube on hand.

Two spares possible

According to Mr. Henry’s letter, a station may now have on hand as many repaired tubes as it wishes. This is automatically limited however by the number of tubes available, since repair firms have no stock on hand, and merely take in jobs to order.

Moreover, the new interpretation makes it possible for stations with one spare at present, to obtain a second one at no charge. For a tube failure. When a tube burns out, the operator inserts his spare, and then finding himself with no other spare, applies for a preference rating for the new replacement. He may, however, retain his burnt out tube for repairs if he wishes, soon finding himself legally in possession of two spares.

Since the broadcaster will have two spares when the next failure occurs, this process cannot be repeated under P-133. Mr. Henry warns however, that should he again have a spoiled tube repaired, and thus restore his inventory of two spares.

Human Symphony

BODY SOUNDS ranging from 40 to 4,000 cycles, never before audible to the human ear, have been introduced through RCA’s new acoustic stethoscope, which opens to physicians the unheard tones of the organs of the hand. So many new sounds can be detected with this instrument that a filter has been got into it to enable the user to limit the range by turning a knob.
North Carolina is the South's Greatest State

In Agriculture:
- Cash income and gross payments: $211,768,000
- Value of manufactured products: $13,256,000

In Industry:
- North Carolina: $142,000,000
- Average of nine other Southern States: $35,478,000

WPTF, with 50,000 watts in Raleigh, is North Carolina's No. 1 Salesman

National Representatives: Free & Peters, Inc.
Army’s Sponsorship Policy Consistent, Says Col. Kirby

War Dept. Radio Chief Cites Individual Cases; Navy Policy Was Established Last October

IN ANSWER to cries from many quarters for definite Army and Navy policy in regard to the appearance of military personnel on sponsored shows, Col. Edwin H. Kirby, chief of the Radio Branch of the War Dept.’s Bureau of Public Relations has now stated that Army regulations have been applied consistently from the outset.

The recent AFRA ban on commercial broadcast of This Is The Army by the original Army cast has brought this whole question back into the limelight.

Col. Kirby indicated that within set regulations, Army policy is keeping pace with the public temper. At the present time the War Dept. frowns on presentation of soldiers on programs where they appear as stooges or freaks or in any role which discredits the uniform and the seriousness of their job. With the several events of the past week, it is evident that many home folks are seeking to bring the Army men closer to the people through casualities, parents, wives and sweethearts see their own serviceman reflected in every man in uniform.

Regulations Follow ‘Guide’

This does not mean that a soldier on the air must be innocuous or unnatural, Col. Kirby explained, but no exploitation of the uniform in a cheap or tawdry manner will be permitted. In general, the regulations follow those promulgated in the “Radio Guide for Public Relations Officers,” revised Jan. 1, 1943, and available through Army public relations officers [Broadcasting, Jan. 18].

Col. Kirby described these regulations in a few brief paragraphs. First, soldiers are permitted to appear individually or in groups, usually on network and local programs, sustaining or sponsored, originating on Army property, if the program meets with the approval of the commanding officer, does not interfere with training, involves no cost to the Government and is accompanied by an advertising disclaimer.

Off the reservation in their free time, soldiers may appear in a radio studio in quiz and audience participation shows and may compete for prizes on the same basis as civilians. Soldiers may be interviewed on script clearance by the Radio Branch in the case of network shows. When casualities or men returning from combat areas are interviewed, whether on local or network programs, scripts must be cleared with the Radio Branch.

One rule is in force in any approval of any radio program, said Col. Kirby. Under an agreement which dates back to 1914, military personnel cannot be used to dispense civilian employment. Clearance with AFRA, however, is not the War Dept.’s problem, since it is assumed that before any show is presented for War Dept. clearance, AFRA approval will have been arranged by sponsor and producer.

In the case of This Is The Army, the department understood that all arrangements with AFRA and AFM had been made. The Army had no objection to the appearance of military personnel on the program, which would have netted the Army Emergency Relief fund approximately $40,000.

Cases Discussed

In answer to allegations that it was unfair that “Ezra Stone be ruled off The Aldrich Family, while Rudy Vallee, in the Coast Guard; Gene Autry, in the Army; and Eddie Peabody in the Navy, continue on commercial programs,” Col. Kirby explained that the circumstances of Ezra Stone’s broadcast differed materially from those of the Army show. Under a regulation allowing men inducted into the Army to carry out the provisions of existing contracts, Ezra Stone continued to play the part of Henry Aldrich for General Foods for one season after he was inducted. When he signed another contract to continue on the show, Army permission was refused because as a soldier he is subject to 24-hour service and therefore may not make commitments to appear anywhere at a stipulated time for a definite period.

Gene Autry, on the other hand, is heard on the Army’s behalf. As a soldier he is assigned to the Air Force for recruiting purposes, Col. Kirby explained. The money he earns goes to the Air Forces AER. The Wrigley Co. pays for the show but gets only a credit line, not a commercial. Sgt. Autry is known to reach thousands of high school boys, the Air Forces personnel of tomorrow, stimulating their interest in the service, and also evoking interest within the Army for this branch of the service which requires men of particularly high caliber.

Victory—Yardstick

The Army uses established programs with established audiences to reach the public with its message. Commercial shows, just as sustaining shows, are used only for one purpose—to benefit the Army, to help win the war. This is the yardstick, added Col. Kirby, and any benefit accruing to the advertiser is incidental.

“Past professional exploits don’t give a man the right to speak for the Army,” he said, with reference to hero interviews. A request for an interview with Joe Louis and Billy Conn, keyed to the fact that two fighters had entered the service and laid down arms to fight a common enemy, was turned down. But the appearance of Capt. Gene Raymond on the Stage Door Canteen was approved because he has seen action as a gunner in the European war theatre and “earned the right to talk for the Army.”

We have requests for the soldier with the biggest feet, or the greatest weight, to appear on the air,” the Colonel continued. “These requests are refused, because such appearances benefit nobody,” he stated.

The Bureau of Public Relations is preparing a study “to establish the soldier’s right to expression this side of the border,” covering the participation, paid or otherwise, of service men in art, drama, radio and allied fields, the study is expected to be released soon.

Navy Policy

Navy policy was set down in a directive last October, according to J. Harrison Hartley, Chief of the Radio Section, Navy Office of Public Relations. This directive states that the Navy will not cooperate in arranging the appearance of Navy personnel purely for the entertainment of audiences. Basic criterion is whether the program is of value to the Navy. Presenting Navy men as comedians and stooges in any way which might discredit the service is banned. The directive states that the Navy personnel may appear on radio shows when material, news and information helpful to the war effort is included, or when the shows promote Navy property. Individuals asked to appear personally may do so when there is no interference with duties and no possible detriment to the individual or the service.

Lt. Com. Eddie Peabody, USNR, who is band and recreation officer of the Naval Training Station, Great Lakes, Ill., was granted permission to continue on the air for Alka-Seltzer before Pearl Harbor, according to best available sources. He plays one banjo number weekly on the Navy’s Dance program, giving plugs frequently for the women’s services of the Navy.

Permission was granted Rudy Vallee to continue on the air for National Products Corp. last year before policy in regard to radio appearances was set, it is understood. Chief Petty Officer Vallee has been assigned by the Coast Guard to build up a Coast Guard band. From time to time his radio show carries Navy messages, with recent plugs given to SPAR recruiting. His earnings on the programs are turned over to the Coast Guard Welfare Fund.

Kobak on Tour

EDGAR KOBAK, executive vice-president of the BLUE, last week left New York for a 10-day trip to confer with BLUE affiliates and agencies. He will visit Philadelphia, Chicago and Minneapolis to address a meeting of the local advertising club. On June 4 he will go to New York City with Mark Woods, president of the BLUE, and William Hillman, Washington correspondent of the BLUE, to attend a meeting of the Marketing Executives Society.

RECEIVING BIRTHDAY cake from Jack Weldon, program director of WDBJ, Roanoke, Va., in celebration of the first anniversary of the WAAC on May 14 is Sgt. Alice Daggett of the local WAAC Recruiting Office. Others (1 to 7) are: Cpl. Catherine Blans, Lt. Helen Herron, Wendel Siler, WDBJ announcer, Lt. Alta Joffee, Commanding Officer of Roanoke Recruiting Office and Cpl. Beatrice Gabrizaski. Members of the local office took part in a special program during which they received the one-candle cake for the WAAC’s birthday.
A recent survey based on actual national spot business placed with Chattanooga radio stations showed WOOD the overwhelming preference of time buyers throughout the nation. 76.9% of all national spot business placed in Chattanooga is awarded WDOD, with 18.3% going to Station "B", and 4.8% going to Station "C".
Home Front Aided By Question-Answer 'Mailbag'

PROVIDING the public with war information directly requested by listeners is the keynote of the Regional OWI Mailbag program now in its second year on WSB in Atlanta. The southeast regional OWI produces the show, sponsored twice weekly by Rich's department store, one of the South's largest advertisers.

The program is now in its second year. Literally hundreds of questions have been answered over the air on problems ranging from delayed allotment checks of soldiers' dependents to priorities for unseasoned lumber. Other hundreds of questions not suitable for broadcast are answered by direct mail.

To lend authenticity, WSB asked the regional OWI to voice the show. The station auditioned OWI staff members and selected Marvin Cox, Regional Director, and Edith Ford, administrative assistant, to present the Mailbag. They have prepared the scripts and presented the show since it began.

The type of questions received follows closely the changing pattern of war on the home front. When gasoline rationing was first instituted in the Atlantic Seaboard states, scores of questions poured in from Florida tourists who wanted to know if they would be allowed gas to drive home. More recently questions on war jobs, essential occupations and procedure for obtaining discharges for draftees over 38 years old have predominated.

The value of the Mailbag in getting bad conditions corrected is illustrated in the handling of the fats salvage campaign. Listeners reported that the collection system was not operating satisfactorily in certain rural areas. This information was immediately passed on to the salvage people, who then knew precisely where the collection system needed to be improved.

Soon after the program was started on WSB, the regional OWI queried other stations in the Southeast about their interest in the script. Response was favorable, and some 23 other stations are now using the Mailbag script in the Southeast. This brings questions from the entire region and enables the regional OWI to know the specific problems which are concerning the people of the Deep South.

Among stations using the regional OWI Mailbag script are WSB, Huntsville; WJBY, Gadsden; WALA, Mobile; and WCOV, Montgomery, all in Alabama; WFLA, Tampa; WCOA, Pensacola; WDBO, Orlando; WRUF, Gainesville; WDP, Panama City; WJAX, Jacksonville; Florida; WTOC, Savannah; WGAA, Cedar Rapids; WLB, Albany, Georgia; WAML, Laurel; WCOG, Gulfport; WCOC, Meridian; WSLI, Jackson; WJFR, Greenville; WCOA, Atlanta; WJHL, Johnson City; WSM, Nashville, Tenn.

Wide Query Range

Queries come in on all sorts of stationery — on embossed paper from the president of a chain of clothing stores who wants to know what to do with wool accumulated in taking cuffs off trousers, and on ruled tablet paper from a tenant farmer who wants to know if he must pay the Victory Tax.

Problems vary from the sublime to the ridiculous. The Mailbag helped solve the dilemma of a war mother who could not locate safety pins to clip her baby's boot. And on the same program was query of a legless man who wanted to use his hands and eyes in furthering the war effort because he could not walk as could his four brothers in the service.

One letter highly prized by the regional OWI as testimony to confidence in the program was forwarded by WSLI in Jackson. The text follows:

I want to tell you how much we appreciate the program that you have now called The Mail Bag. We feel we get correct information. We do not depend on the papers any more at all. We just wait til Tuesdays and Thursdays and listen to The Mail Bag.

MAYME W. WILLIAMSON, Canton, Miss.

United Artists Did Not Buy Hartford Broadcasts

UNITED ARTISTS Corp., New York, in promoting "Lady of Burgundy" in Hartford, home town of Michael O'Shea, star of the picture, arranged special broadcasts in his honor on the four stations in that city, but did not buy the time, as mistakenly expressed in Broadcasting, May 10. WTIC on May 11, prior to the premiere, broadcast a special program, written and produced by Martin Starr of the radio division of UA. Special shows in connection with the opening were also done by WDBC, WFHT and WNBC. United Artists did purchase time in several other cities for spot announcements to run two days prior to the film's opening.

Dorsey for Dorsey

WHILE Tommy Dorsey and his orchestra took a two-week vacation in June from their Wednesday night series on NBC, Brown & Williamson Tobacco Corp., Louisville, will present Tommy's brother, Jimmy Dorsey, from Philadelphia June 2 and from Cleveland June 9 in the 8-10 p.m. spot. Series promotes Raleigh cigarettes and tobacco with Russel M. Seeds Co., Chicago, the agency.
Georgia Tech Gets Control of WGST; Board of Regents to Operate Station

CONTROL OF WGST, Atlanta, now rests in the hands of its licensee, the Georgia School of Technology, as the result of its purchase of all the outstanding stock of the operating company, Southern Broadcasting Stations Inc., attorneys for the station announced last week.

Payment is to be 15% of the station's net profits to January, 1950, the date to which the management contract of Southern Broadcasting Stations was to run. The contract, signed April 14, ends the control of the Pickard-Calhoun interests over the actual operations of WGST "to the least probable exclusion of the station licensee," as found by the FCC [Broadcasting, March 29].

Control Under Regents

Southern Broadcasting Stations is to be dissolved upon the completion of the necessary legal steps in transferring all operating contracts and assets of the corporation to the school. This is expected to be accomplished within a few weeks and the Board of Regents is to keep the FCC informed of progress.

Direct control of the station and its operations is now vested in a radio committee of the Board of Regents consisting of Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellor S. V. Sanford and President M. L. Brittain as ex-officio members. They comprise a continuing committee with power to make contracts, appoint officers of the station, supervise the operation and perform other management functions.

It is understood that Clarence H. Calhoun, general manager, and associated with Sam Pickard in Southern Broadcasting Stations, is to continue as manager and that there will be no other changes in station personnel.

When final data on the changes now being effected is presented to the Commission, the way will be open for Commission consideration on renewal of WGST's license. The station is now operating under a temporary license which expires next June 31.

Nine New Areas Added To Acute Labor Markets

NINE new areas were added to the list of areas of acute labor shortages last week, while two others were removed by the War Manpower Commission. Under the most recent listing 42 labor markets are considered critical and therefore subject to local regulations requiring a 48-hour work week.

The nine new "critical areas" are: Akron; Chambersburg, Pa.; Pine Bluff, Ark.; Salt Lake City; San Francisco; Sturgeon Bay, Wis.; Trenton; Wilmington; Jacksonvill. Two areas removed from the critical list, but still subject to 48 hours unless other instructions appear locally, are Des Moines and Mantine, Wis.

New York City Council Ponders WNYC Future

FATE of WNYC, New York City's municipally owned station, is in doubt, following the action of the city council in eliminating the $106,915 appropriation requested for the operation of WNYC during the coming year from the city budget.

If the Mayor exercises his veto power, as he is expected to do before the June 1 deadline, the council will have to secure two votes to override the veto, an accomplishment viewed as extremely improbable by political observers. WNYC appropriation was only one minor item in a list of budget slashes that would reduce the city's 1943-44 budget by $10,864,905 to a total of $742,216,118.

BOB MARKO, writer on the weekly CBS "Al Jolson-Monty Woolley Show," sponsored by Colgate-Palmolive-Peet Co., has been signed by Columbia Pictures to work on the film story based on the life of Jolson.

Broadcasting Advertising

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THE PROGR/
WENT TO EUROPE 1933 TO "WATCH"
FIRST TO STYLIZE BROADCASTING
COVERED 1937 OHIO-MISSISSIPPI VALI
SINGLE-HANDED BROADCASTS 1940 RE
SCOOPED RADIO WITH WENDELL WII

NOW ANOTHER /

WCI
THE S.B.WILCOX
CINCINNATI
NETWORK ACE...
WCKY's NEWS EDITOR!

d Thomas NEWS-WRITER WHO WROTE AND STYLED S OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY...

FLOOD BY PLANE FOR NETWORK BROADCASTS
LIBERAN AND DEMOCRATIC NATIONAL CONVENTIONS
E INTERVIEW

PRAISE FROM THE PRESS

SECOND THOUGHTS
by Nixson Denton
SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud tid Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely un honored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouthpieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorites on this and that in no tide.

N POWER: CBS
Fact Against Talk

THERE appears to be a lot of confusion in the industry over the Supreme Court decision in the network cases. This is understandable, because thought has been focused upon network contractual aspects in relation to the FCC’s regulations which have been in controversy since 1938. Actually the court opinion goes far beyond mere network-affiliate relations. Conjure up the worst in the way of Government regulation of radio, short of actual Government operation, and you have the full potential impact of the Frankfurter opinion of May 10. It isn’t a wartime measure either. It holds for all time—unless invalidated by Congress.

If the ruling had been confined to the network situation alone, it would have been sufficiently sweeping and important to warrant Congressional action. But when the court majority went all out, covering by implication and word such matters as multiple ownership, newspaper ownership, program control, over-all business operations, as well as jurisdiction over allocations, the whole industry, it seems to us, should have been galvanized into action. The ability of radio to serve the public is at stake.

This is not a matter of networks against the FCC. The networks, after all, are primarily program and sales agents, save for their owned and operated stations. They are not licensed by the FCC. It is a matter of gravest possible consequence to every broadcaster, irrespective of whether he feels he stands to benefit immediately from the changes to be wrought by the network regulations effective June 14 (as things now stand).

From Government proponents of the court’s opinion come shouts of derision against those who foster remedial legislation. We are told the whole fuss kicked up by the industry is just another effort by dominant interests to avoid reasonable regulation, which will restore to stations their “freedom.” We’ve yet to hear stations complain about any lack of freedom save that imposed by the FCC itself through its efforts to assume more and more power, through intimidation, coercion, and worse. Lots of empty, meaningless words have flown from the FCC. Broadcasters, as Al Smith used to say, have only to look at the record to determine whether radio is freer today than it was before that new kind of philosophy, now blessed by the Supreme Court, was infused in broadcast regulation.

Broadcasters should read and re-read the Frankfurter opinion. They should talk to their representatives in Congress about it. They should forget about any possible reprisals in Washington, for it is their duty, as citizens as well as broadcasters, to safeguard the best interests of Democracy.

Chairman Wheeler, after a couple of postponements, now announces that hearings on new legislation will begin in late June before his full Interstate Commerce Committee. His interest, and that of every member of the Committee and of Congress, should not be permitted to wane. The broadcasting industry needs aggressive leadership in this fight. If it doesn’t get that sort of guidance, the industry may be fighting its last legislative battle as a free entity. The NAB board meets in Washington June 3-4. At that time the whole campaign should be laid out. Directing personnel should be named.

Unless an unremitting fight for safeguarding legislation is made, the industry will have sacrificed its freedom by default.

Wanted: Facts

NO MORE difficult problem has faced sellers of time in the past decade than the failure of retailers to follow other service and sales groups in adoption of radio as a primary advertising medium. Action and agitation aplenty have marked industry efforts to interest retailers, especially department stores, in the efficacy of the air medium.

Through the years the problem has been discussed intermittently with great vehemence. Sporadic and serious efforts have been made to interest retailers in radio. These efforts have been handicapped by the fact that many of the key advertising men in retailing have been reared in the white-space advertising field.

At the heart of the problem are two obvious issues—retailers must be educated in radio and radio must be educated in retailing.

To achieve this the Retail Promotion Committee of the NAB under the able leadership of Paul W. Movern, of WTWG, Hartford, is going after all the retailing information it can get from broadcasters. As part of its extensive Retail Promotion Plan, the committee is sending out two questionnaires. The first seeks statistical data, which also will be made available to the Harvard University Business School in its study of retail radio advertising. The second is a heart-and-soul document—a list of penetrating questions about radio retailing experiences.

Lack of information has hampered past efforts to develop radio’s retail clientele. Here at last is a serious effort to get a fund of facts about why stores don’t use more radio. The questions are straight and hard. They ask what and why. If all stations provide complete answers, the NAB will have information that should provide a radio retailing encyclopedia.

That Coal Buy

FACED with a selling job—to induce Americans to store next winter’s coal now—Mr. Ike’s Office of the Solid Fuels Administrator last week sent to coal dealers throughout the country recorded radio programs for local sponsorship. Accompanying the discs was a reminder that radio has contributed heavily to the “Buy Coal Now” campaign and that this cooperation cannot be asked indefinitely.

This tangible act of appreciation on the part of a Government agency will be appreciated by station operators, many of whom feel that they are given entirely too little consideration by Government campaign planners. Going beyond words of praise—which will never meet a payroll—Mr. Ike’s awards, they believe stations should get a square deal.

Government prepared programs for local sponsorship are nothing new. They were a proven success in 1935 when George T. (now Lt. Col.) Van Der Hoeuf of the Marines introduced them as chief of public information of the FIA. When OWI tried this with Uncle Sam, they were so enthusiastically received that a united radio industry, in Chicago last month, asked for more. The fact that OWI since has cancelled this series for local sponsorship is another story, and one that still needs further explanation.

Sponsor or no sponsor, radio would back up the “Buy Coal Now” campaign and be the line to hit the market. But stations are going to get particular pleasure out of doing this job—the sustaining as well as the commercial—because, for once, the Government presents proof of its faith in the medium, the kind of proof businessmen understand best. Uncle Sam is telling coal dealers and sponsors at large that radio time is a good buy.

Awards of Merit

CITATIONS of merit for the dissemination of war information through advertising by OWI—comparable to the Army-Navy E Awards in war production—are the timely suggestion of Miller McClintock, Mutual president. The awards would be made to advertisers and advertising agencies and would take official cognizance of advertising’s achievements in the war effort.

The job advertising has done is evident. Every program carrying a war message and every white space or billboard display geared toward victory constitutes a badge of merit. Mr. McClintock’s suggestion is sound because it provides tangible recognition of outstanding contributions. And, as has been experienced in the war production field, it would provide new incentive for even greater achievements in war advertising.
We Pay Our Respects To —

**Personal Notes**

RALPH R. BEAL, research director of RCA Laboratories, will speak on "Research and Electronics," at a meeting of New York Trade Press Association on June 1. His address is one of a series of electronics presented for members of the Exchange under auspices of the New York Institute of Finance.

H. C. McCrane, general manager of WCRB, Columbus, Miss., has returned to his office after being out for a week with bronchial pneumonia.

P. J. Searles, account executive of KYA, San Francisco, has resigned to join the U. S. Ferry Commission.

EDWARD E. WILLIAMS, known as Broadway Bill, has joined KPAC, Los Angeles.

ETHEL DAVIS, personnel director of WIXX, Washington, has been elected vice-president of the WIXX Broadcasting Co., according to Lawrence J. Heller, president.

ARTHUR B. CHURCH, president of KMCO, Chicago, has been elected president of the American Advertising Federation. Sales, has joined the sales department of MWT, New York.

J. FRANK JOHNS joined the sales department of WCCO-May 17 as assistant to Harvey Strutters. He was for years connected with midwest stations.

G. E. CARB, assistant to J. Harold Ryerson, assistant director of public relations, has been transferred to Hollywood for broadcasting.

Lt. Bailey Honored

AN AWARD of merit for excellent work in recruiting enlistment of Seabees, the Navy's newest branch of the armed forces, has been conferred upon Lt. William J. Bailey, now assigned to the Navy's Industrial Division in Washington. Lt. Bailey was recently transferred from the Radio Section of the Navy Department's Public Relations division. In his new post he will coordinate and supervise all radio activities for the incentive division and will work with L.T. Robert Taplinger, formerly publicity head of CBS. Lt. Bailey was for seven years on the NBC staff in New York.

WOR Sales Shifts

DEWITT C. MOWER, recently associated with RCA, will be in charge of the WOR sales department, assigned to the Chicago office. Clarence Van Auker replaces Mr. Maxwell as sales representative of WOR offices in Chicago, Boston, and San Francisco, and will also serve as WOR account executive.

EXECUTIVES HEARD AT BMI MEETING

BMI held its seventh program managers meeting at the New York headquarters of the industry on May last Monday and Tuesday, with program managers of 25 stations in attendance. Sydney Fay, executive vice-president and general counsel; Merritt E. Tompkins, vice-president and general manager, and other BMI executives addressed the group during the two-day session. New BMI tunes were previewed.

Station program executives attending the meeting were: W. G. McBride, KIO; Ezra McIntosh, WWNC, Asheville; H. W. Koster, WPRO, Providence; H. L. Hageman, WADC, Akron; E. C. Oribi, WFL, Philadelphia; Maurice Thompson, WJDX, Jackson, Miss.; KFOM, Tulsa; H. W. Metzger, WTAM, Cleveland; D. H. Harris, WTAG, Worcester; Clifford Rian, WTCN, Minneapolis; Carter W. Roy; F. W. Werner, WXYZ, Detroit; H. G. Tempelton, WLS, Chicago; E. C. Kingdon, KUTA, Salt Lake City; Roy Thompson, WPB, Altoona; Bob Leonard, WKF, Portland; W. B. Frey, KFRE, Fresno; Pete Teddie, WRR, Dallas; Jay Heilin, WHYN, Troy; E. Reed, KFP, Winfield; G. M. Jackson, WBOW, Terre Haute; Cody Noble, WDN, Denville, Ill.; Winslow Bettinson, WHER, Mansfield, N. H.; Charles Stone, WMBR, Jacksonville, Fla.; Robert Mackall, WFYM, Youngstown.

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WARREN ANDERSON has taken over the night new duties at WKZO, Kalan- nanzo-Grand Rapids, formerly handled by Wayne Robinson, now in the Army. Marion States has been appointed to the junior announcing staff.

JACK THOMPSON, Mutual reporter who covered the entry of U. S. forces into Tunis, has returned to this country on furlough. After a brief stay in New York, Mr. Thompson went to Chicago. He will return to a fighting front after he completes an assignment for the Chicago Tribune, for which he is correspondent.

NEWSPAPER, announcer of WOR, New York, is the father of a boy.

STEPHEN JAMES has left WEAN, Providence to join WEBI, Boston, as announcer.

MISS HOWARD, Promoter

APPOINTMENT of Hazel B. Howard as promotion director of WBAI, Cincinnati, has been announced by Walter A. Callahan, general manager. Miss Howard originated one of the first fashion programs sold to a department store, Helen Hoyl's Fashion Flashes, heard over WMC, Memphis, in the early days of radio. Later she directed promotion for the Memphis baseball club, and southern tours of leading musical organizations and theater road shows.

JOHN MURPHY, NBC supervisor of commercial traffic, has been transferred to the station relations department. Replacing Mr. Warren Anderson is the assistant traffic manager.

BRUCE MATTCHES has been appointed by WAAT, Jersey City, to assist Earl Harper in broadcasting the Newark Bears baseball games of the International League. Matthews is a former announcer of WOV, New York.

MRS. MARY NELL KLING, director of women's activities of WSB, York, Pa., is resigning to give full time to her chicken farm and is being replaced by Annette Hain. Frances McConnell has joined the WSBA as boxgirl.

LLOYD WEBB, former announcer of FM station W50C, Chicago, and William Brook, formerly of WEMP, Milwaukee, have joined WNYD, Chicago.

MARIO SILVEIRA, active in Spanish language broadcasts to Latin Americans on NBC's international stations, has entered the Army.

ROLLIE THOMAS, former announcer of KF-KECA, Los Angeles, and now with Army Air Forces Perry Command, is stationed at Terminal Island, Cal.

CHARLEY STOKEY, of KMOX, St. Louis, on May 20 entered his 15th year as radio farm editor. The CBS Country Journal broadcast of May 22 featured him in a description of the Mississippi Valley flood disaster, which he viewed from the air.

MRS. MARY EATON has joined the production and news analysis department of WHER, Portsmouth, N. H., Frances Bovin, from WPFA, Manchester, has joined the staff as announcer.

SALES

ZERO-ZERO

IN

EIGHTY-EIGHT

(Ky.)?

When it comes to sales opportunities, Eighty Eight (Ky.) ain't exactly a hot number. But the Louisville Trading Area is! With 57.5% of Kentucky's buying power, the Louisville Trading Area does 17.1% more retail buying than the rest of the State combined! . . . WAVE's a hot number, too—gives you complete coverage of this market at one (1) low cost—makes your success an almost mathematical certainty! Speaking of that, how's your arithmetic in the Louisville market?
ALINE MOSHY, daughter of A. J. Mosby, general manager of KGVO, Missoula, Mont., and Laura Mary Tufo, a student of KSTP, St. Paul, has been appointed one of the two guest editors for the college issue of "Mademoiselle".

BROOKS HENDRICKSON, newscaster of KSTP, St. Paul, has been invited to join Sigma Delta Chi, national professional journalism society.

CHICK MAUTHER, Cincinnati orchestra leader, has joined the cast of "Mademoiselle" and will be the guest editor for the college issue of "Mademoiselle".

JACK STEVENS, former Mutual and Atlantic Coast Network sports editor, has been named newswriter of WORL, Boston, and will also air a Sports Digest of the Air.

FRANCES JONES has joined the program department of WICC, Bridgeport, Conn., replacing Josephine Miller, who resigned two weeks ago.

GEORGE CALANGIS, former CBS, has joined the continuity department of WICC, Bridgeport, Conn., replacing Josephine Miller, who resigned two weeks ago.

RICHARD D'XHAM, announcer, in New York, left the latter department May 20 to enter the Navy. Joe King, CBS announcer, replaces Jay Sims on the 9 a.m. news period. Mr. Sims having joined the Army.

ED KING, of Los Angeles, has joined KSAI, Salina, Kan., having received a medical discharge from the Navy where he spent four years.

D. O. MITCHELL, formerly of WWSG, has transferred from the band to Turner Field, Atlanta, Ga., to the public relations office where he broadcasts three times a week a 15-minute Turner Field news period in addition to handling press relations. McClellan Van de Veer, WWSG news analyst and public relations representative, has been promoted from Assistant Editor of the Birmingham Age Herald to chief editorial writer of the Birmingham Age Herald. Both papers and the station are owned by the News.

MARY LICCIE CARTER has left WIOD, Miami, Fla., as chief of the continuity department. Mrs. Carter came from WAGA, Atlanta, where she was director of women's activities, wrote, produced and broadcast commercial programs.

EARL STEELE, announcer of WTAG, Worcester, is now announcer with CBS.

OREN MATTISON, a sales representative of KJIP, Beverly Hills, Calif., has been inducted into the Army. Joe Towner, formerly traffic manager, takes his place.

A Look Ahead

FIRST ORDER FOR A HELICOPTER to come off the assembly line when the war is over has been placed by WCB, Columbus, Miss., through Col. Birney James, owner of the station. The machine's ability to hover in the air, rise vertically off the ground, fly sidewise, backward, forward, and land on earth or water will be put to use for WCB and The Commercial Dispatch in covering special events and news gathering. WCB engineers plan to equip the ship with two-way radio.

EUNICE BYLUND at one time with Paul H. Johnson Adm. Agency, Worcester, has joined the continuity staff at WTAG, Worcester, replacing Olive Merril, who is now announcing on WXTG, WTAG's FM affiliate.

BROADCASTING • Broadcast Advertising

May 31, 1943 • Page 33
Union Officer Expelled

No—WDBJ’s 27-county primary area (day time) doesn’t boast as many radio homes as New York or Chicago. Or even Minneapolis.

But it does give you 120,348 radio homes in the rich, responsive Roanoke-Southwest Virginia market. And that’s more radio homes than you’ll find in the whole state of New Hampshire. Or Delaware. Or Arizona. In fact, it’s 28.6% of all the radio homes in Virginia.

Besides, the only way you can reach all of these 120,348 radio homes is with WDBJ. You see, it’s the only station that has a strong, clear signal at all times all over the entire area.

So—if you haven’t been using WDBJ, better write for availabilities. Quick!

Union Officer Expelled

CHARGED with shortage in accounts, Eddie B. Love, on leave from his post as secretary of San Francisco Local 6, Musicians Mutual Protective Assn., to serve as aide to James C. Petrillo, AFM president, has been relieved of his duties, expelled from the local union and fined $3,000. Shortage is from the local union’s revolving fund of “standby” money contributed to by radio stations when amateur talent replaces musicians on programs.

A. Rex Riccardi, secretary of the Philadelphia Musicians’ Union, Local 77, AFM, has been named as special assistant to Mr. Petrillo.

Stores Can Make Radio Pay

(Continued from page 11)

Departments carefully plan series of advertisements, sometimes stressing price promotion, sometimes quality or prestige, sometimes intangibles such as fashion significance, sometimes inherent value, but invariably offering an item or items that have selling appeal. And there are a great many departments all of which in at least some season must have their items covered daily or weekly.

Now when a store employs newspaper space, this is a relatively simple job; a daily section or sections can be planned with image allotted according to the value of each promotion. Important or seasonally important departments can be readily covered and, most important, a customer can read at leisure and re-read even the smallest section at will.

Customers have been educated for half-a-century to look for and read department store copy, and tests show that department store sections have exceptional, constant readership. The newspaper “audience” does not have to be built up—it’s a daily show with a relatively constant public.

Choosing a Show

Radio offers a more difficult merchandising picture. A show must be chosen as a vehicle, and several commercial insertions will be permitted depending upon the length of the program. Here is where trouble starts, for although most retail people attempt to merchandise a radio show, just as they merchandise a newspaper section with a diversity of items seldom repeated, it cannot be done. If you toss three or more unconnected items into any given news period, sports period or any other type of program at 40 seconds per impression, you can’t expect results that will compete with the newspapers even if you have a built-up audience.

Forty seconds’ worth of commercial a month would not sell Jello either.

Educational Job

Granted that few if any stores have done the tremendous educational job in radio that they have done in newspapers, and granted that expenditures on radio in the beginning naturally will be rather limited, how can this merchandising obstacle be surmounted, permitting the store to advertise items (as it must if across-the-counter results are to be obtained) and still employ radio’s normal programming and production techniques?

Radio, to compete with the newspaper in this field, must bring desired results at from 3 to 4½% expenditure, and immediate results are normally limited to 24 or 48 hours. Obviously, only a small percentage of total daily sales can be traced to advertised items, but a medium must induce strong sales results for the advertised merchandise if it is to prove its salt. The seven-million-dollar store’s individual departments will do from only a few dollars in volume for the smallest to a thousand or so for the largest in a given day. Four per cent of these volume figures permits very little expenditure, even when absorbed by a week’s or a month’s business.

It is my belief that stores can beat get around this situation by doing careful merchandising dissection jobs when employing radio. That is, choose merchandise divisions such as the men’s, home fur-
nishments, fashion, or large departments such as furniture, or important seasonal departments such as furs. Programs can be built around these divisions which can be directed readily to a specific customer audience.

Thus, a store might use a baseball scores' program or sportscast, or a news program for the men's division. It might use a fashion information program, a Hollywood gossip program, or some other suitable vehicle for the fashion division. It might use a consumer program cooperating with various women's clubs or the PTA, or a homemaker's program of some kind for the home division or furniture department.

The problem will be simpler from the standpoint of results in the beginning if we choose good staple items, either private or nationally branded items, backed by enough stock and with sufficient sales expectancy to permit considerable repetition. If possible, it will help results if items of sufficient unit value are employed so that total sales of even a few of these items will pay the way. As examples: men's suits, fur coats, heavy appliances (when we are fortunate enough to have them again).

Simplifying Practice

By this method of selection a store will be able to reduce the advertising job to the simple practice of allowing for plenty of repetition of a basic selling story that will sell both the merchandise and the division. If we were to choose men's clothing, as an example where our 7-million-dollar store would probably do from 200 to 300 thousand dollars a year, we could constantly hammer home a few branded lines, and merchandise our broadcast with $20 to $50 unit sale items. (Perhaps under present conditions the men's clothing example is unfortunate, but it demonstrates the point).

The writer believes emphatically that if radio is to have an important place in the department store advertising picture it must sell goods across the board. It may be a good institutional medium, but

WINN Woman Newscaster

WITH 12 years of Far Eastern experience, Mrs. Margaret Froeter Smith has begun a series of commentaries on WINN, Louisville, called The Facts Behind the News. Mrs. Smith revealed plans for Japanese conquest in 1927, four years before the invasion of China. But in those palmy days, her story came before skeptical eyes. Now J. B. Powell, newspaperman who lost both feet in a Japanese prison camp, has invited her to contribute to his new magazine, The Far Easterner. Mrs. Smith is a personal friend of Chiang-Kai-Shek. Heard during the winter early Saturday morning on WGR, she will now be presented at a better hour on WINN.

Second Department Store contract with KLZ, Denver, in recent weeks is received by Fred Mueller (K), head of the commercial dept. Covering six quarter-hour programs weekly for a musical show Maytime Is Your Time, arrangements were completed with Lou Waldman, advertising manager of the sponsor, the May Company.
WHAS, Louisville, has presented the U. of Kentucky with a financial gift to double the number of the university's mountain listening centers. Present total of 41 will be increased to almost 80 putting a center within three-mile reach of every hinterland resident of Leslie and Knotts Counties, where the new centers will be concentrated. Two more weeks of 41 gift of 29 radio sets by WHAS, the university modernized its listening center system, which extends through Brethart, Morgan, Magoffin, Floyd, Leslie, Letcher, Knott, Estill, Clay and Martin Counties.

More than ever, mountain people are depending on the listening centers for all contact with the outside world and news of the war. Gasoline rationing has almost stopped travel in these regions. Many individual set owners cannot get batteries to keep their radio operating. Because listening centers serve many families rather than one, they are receiving preference in obtaining batteries.

**RADIO ADVERTISING IS FOUND IMPROVED**

COOPERATION by the networks and local New York stations with the Better Business Bureau of New York in keeping advertising on a "high level of accuracy and frankness" is definitely increasing, according to the 21st annual report of the bureau made by H. J. Kenner, general manager.

"There have been occasions when local radio stations have accepted advertising which has not been truthful. But the tide of deceptive and misleading copy is definitely receding in the last few years, and the trend to accuracy is continuing. Over all, the business has been regulated and the public has been protected."
Fitch Starts News

F. W. Fitch Co., Des Moines (shampoo and No-Brush Shave Cream), on May 25 began sponsoring News of the World on 56 NBC stations Tuesdays and Thursdays, 7:15-7:30 p.m. Program is also sponsored by Miles Labs, Elkhart, Ind. (Alka-Seltzer and vitamins), on same evenings on 32 NBC stations and on Mondays, Wednesdays-Fridays on 125 stations. F. W. Fitch Co. also sponsors the Fitch Bandwagon Sundays 7:30-8 p.m. on the full NBC network. Agency for Fitch Co. is L. W. Ramsey Co., Davenport; for Miles Labs, Wade Adv. Agency, Chicago.

BROADCASTING • Broadcast Advertising

May 31, 1943 • Page 37
Wells Joins L & M

T. D. WELLS, former production director of Ted Bates Inc., New York, has joined Lennen & Mitchell, New York, as executive assistant and producer under direction of S. J. Anderson, director of the agency’s radio department.

Mr. Wells, who was formerly with Lord & Thomas (now Foote, Cone & Belding) as radio executive on the American Tobacco account, succeeds Blayne Butcher, who is joining Ward Wheelock Co., New York, as radio director.

RHODA BANDLER, former continuity director of WJHH, Washington, D.C., has joined the copy department of Hal Ad Agency, Washington.

GEORGE BUTTERLY has resigned as vice-president of S. D. Compton Inc., New York, to enter the Army.

CLIFFORD DILLON, formerly with Kenyon & Eberhardt, New York, has joined the copy department of J. Walter Thompson Co., New York.

TED GAILLERY, vice-president of Glass-Galley & Co., Los Angeles, has been transferred to New York and Chicago clients on full advertising plans, returns to his desk in late June.

PROCTOR MCGAUGH, formerly with Barton, Conant & Gardner, San Francisco, recently joined the Overseas Branch of the OWI in San Francisco.

LEE ROBERTS, freelance, has joined Buchanan & Co., Los Angeles, as copy director, succeeding Cole W. Tarr, transferred to the agency’s San Francisco office. Pauline Viers, account executive, has resigned to join her husband, Walter Johnson, who is on active Army service in Texas.

HENRY SCHAFTER, former sales promotion manager of KPI, San Francisco, has opened his own office, under the name of Henry Schaffer Enterprises, at 300 Montgomery St., San Francisco.

DON LAWTON, account executive of A. E. Nelson Co., San Francisco agency, was recently inducted into the Army.

BUCHANAN & Co. has moved its San Francisco office to 105 Montgomery St. and expanded facilities in service the Associated Division of Tide-Water Associated Oil Co., recently acquired.

WILLIAM WILSON, formerly of Ward Wheelock Co., has been appointed Hollywood manager of Compton Adv., recently established at 6253 Hollywood Blvd. Telephone is Hollywood 9301; Hollywood office of Ward Wheelock Co. has been discontinued.

YMPEE, WE MADE A MOVIE TRAILER FOR "GLOOM DODGERS"!

Radio’s biggest live morning program...

"GLOOM DODGERS"

4 hours of song and fun from 9:00 A. M. to 1:00

For listeners - who want to be happy!

For advertisers - it’s a great radio buy!

It’s real time, real fun!

It’s all true!

It’s a 15-minute of news, minutes before each hour.

NOW WE ARE TELLING 1,350,000 PEOPLE WEEKLY IN 70 LOEW’S THEATRES ABOUT "GLOOM DODGERS"!

Sold in 15-minute participating periods throughout the world.

It’s a great radio buy!

YIPPEE, WE MADE A MOVIE TRAILER FOR "GLOOM DODGERS"!

SMILING IN ANTICIPATION of Milwaukee Through the Years on WTMJ, Joseph Trecker, president Kearney & Trecker Corp., all-out local war industry, prepares to "sign dotted" Approving quartet (1 to r): Howard Landgraf, account executive of Klu-Val Pietersen-Dunlap Associates; L. W. Harvog, manager of WTMJ; Sid Cahane, advertising manager Kearney & Trecker; and Neal V. Bakke, Milwaukee Journal’s advertising salesman. Program portrays city’s history in song and story from 1898 (year of sponsor’s founding). is heard Saturdays 1 p.m.

ROBERT JOHNSTON MUNN, former supervisor of a radio copy group at Duluth & Ryan, New York, has been connected with the Navy in the war industry, prepares to “sign dotted.” Approving quartet (1 to r): Howard Landgraf, account executive of Klu-Val Pietersen-Dunlap Associates; L. W. Harvog, manager of WTMJ; Sid Cahane, advertising manager Kearney & Trecker; and Neal V. Bakke, Milwaukee Journal’s advertising salesman. Program portrays city’s history in song and story from 1898 (year of sponsor’s founding); is heard Saturdays 1 p.m.

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STORRISS HAYNES, radio director of Compton Adv., New York, left for the West Coast last weekend to confer on three agency programs originating there: I Love a Mystery, Truth or Consequences and Breakfast at Sardi's. His wife, Isabel Olmstead, Compton's talent buyer, left earlier in the week for California, preparing him there for the trip to the coast.

FRANKLIN C. TYSON, since 1941 on the copy staff of Erwin, Wasey & Co., Chicago, has been given new duties as copywriter of Charles Daniel Frey, Chicago.

VAWHILLA LAINAY, former announcement editor of the Chicago Sun, has joined the publicity firm of Neuhoff & Whitney, New York. Firm is now located at 502 Park Ave.


DAN C. MADDEN, former account executive of Erwin, Wasey & Co., Seattle, is now public relations and advertising manager of Pacific Car & Foundry Co., that city.

Woodell Joins Agency

SHIRLEY F. WOODELL, public relations manager of WEAF, New York outlet of NBC, and formerly sales manager of NBC's international division, on June 1 joins McCann-Erickson, New York, as account executive in the agency's foreign department. Mr. Woodell will assist George H. Smith, manager of that division, in conducting Latin American advertising campaigns for several major American advertisers.

Bell a Heinz Director

FRANKLIN BELL, advertising manager of the H. J. Heinz Co., Pittsburgh, and J. B. Holcomb, head of the restaurant and hotel sales division, have been elected directors. Two new vice-presidents are H. N. Riley, a director, in charge of research and quality control; and A. L. Schiel, also a director and assistant to President H. J. Heinz II. T. B. McCafferty has been named assistant secretary.

F-C-B Promotions

DON BOLDING, chairman of the board of Foote, Cone & Belding, has announced promotions and changes in the Los Angeles and Hollywood offices of the agency. Charles Porter, production manager, has been promoted to assistant director under Robert Freeman, vice-president and senior art director at Los Angeles. Ward Ritchie, formerly with the Ward Ritchie Press, designer and publisher of fine books, has been made production manager. Sam Mar, Chinese artist, has been appointed an art director, and Elizabeth Harrison, of the radio staff, has been promoted to business manager and timebuyer of the Hollywood office. She replaces Gene Duckwall, who remains on a consulting basis.

HELEN WILBUR, former assistant timebuyer of Pedlar & Ryan, New York, has been promoted to timebuyer, succeeding Howard Gardner, who has been inducted into the Army. Before joining P. & R., Miss Wilbur did classified display advertising at the N. Y. Times.

MURRAY GRABHORN
President of REC

MURRAY B. GRABHORN, national spot sales manager of the BLUE, has been elected president of the Radio Executives Club of New York for the 1943-44 season, succeeding Tom Lynch, timebuyer of Wm. Eddy & Co., New York. Announcement of his election was made May 26 at the club's last meeting of the season—the next session being scheduled for early October.

Elizabeth Black, timebuyer of Joseph Katz Co., New York, was elected vice-president of the REC, succeeding Linnea Nelson, timebuyer of W. Walter Thompson Co., New York, while Nettie Joseph Taranto, BBDO timebuyer, was named treasurer, taking over the duties of Peggy Stone, of Spot Sales Inc. Warren Jennings, manager of the New York office of W. L. W. Cincinnati, will be secretary next year, succeeding Bevo Middleton, sales manager of WABC, New York. Tribute was paid by the club to the outgoing president in the form of a silver loving cup, and Art Telchin of WHN, New York, who has been chairman of the REC entertainment committee, was cited for his cooperation during the past year. The club wound up the year with 237 paid members and 26 associate members. Nineteen members are in the armed forces.

C. J. LOOMIS, account executive of Lockwood-Shoakell Adv., Agence, Los Angeles, is in the Coast Guard.

Y & R 20th Birthday

TWENTIETH anniversary of Young & Rubicam, New York, was celebrated at a dinner Friday, May 21, attended by 500 employees including 21 new in the armed forces. Principal speaker was Raymond Rubicam, chairman of the executive committee. He was introduced by Chester J. LaRoche, chairman of the board of Y & R, on leave of absence to serve as chairman of the Advertising Council. Sigurd S. Larnon, president, acted as M.C.
VITAMALT EXTENDS TO NATIONAL BASIS

E. L. WAY FOOD PRODUCTS Corp., New York, having completed a series of preliminary tests for Vitamalt [Broadcasting, Feb. 23, May 3], has entered into a national spot campaign which will extend to some 120 stations by the end of June. National radio advertising for this high-tone beverage is now under way on 60 stations, having started about ten days ago. Firm is buying five-minute, transcribed musical shows, spot announcements, and participations on women's interest programs on a five-times weekly basis. Campaign will cover about 75 cities, using from one to three stations in each market. Kraft Cheese Co. has become national distributor for Vitamalt. H. A. Saltman, Inc., New York, handles the product.

CAB to Offer Brief
PRESENTATION of a brief on the privately-owned Canadian broadcasting stations before the 1943 Parliametary Committee on Radio Broadcasting was decided upon at the meeting of the board of directors of the Canadian Assn. of Broadcasters at Toronto, May 24 and 25. The CAB has asked the committee for an appointment to bear the case of the independent broadcasters. No details as to when the committee will sit to hear the CAB delegates or particulars of the brief are available.

JUVENILE Group Foundation, educational division, has published a 64-page class-room work book on Super—series on which the Mutual series of the same name is based. Book is designed as an aid to English teachers.

Every List of Active Markets includes

THE TRI-CITIES
America's 40th Market

<table>
<thead>
<tr>
<th>City</th>
<th>250,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dayton</td>
<td>241,718</td>
</tr>
<tr>
<td>Columbus</td>
<td>205,967</td>
</tr>
<tr>
<td>Dayton</td>
<td>193,694</td>
</tr>
<tr>
<td>Richmond</td>
<td>193,042</td>
</tr>
</tbody>
</table>

Smart merchants realize this market not 3 separate major areas — Rock Island, Moline, Davenport (plus 8 urban communities) but, actually, a single unified city with 211,000 war-prosperous consumers.

TEAMWORK IS THEME as officials of WLW, Cincinnati, the George Wiedemann Brewing Co. and Strauchen & McKim get together to look over a new brochure for dealers, prepared by Ed Strauchen and produced by the station, to emphasize interplay of product and advertising. The get-together has been a yearly event since Wiedemann started its intensive schedule of nighttime chain breaks more than two years ago. Lookers-on are (1 to 1) William Robinson, WLW sales representative; Robert E. Duval, George Wiedemann Co. and assistant general manager, broadcasting division; H. H. Smith, WLW sales manager; H. Tracy Balcom, Jr., president of Wiedemann's; Roger Bean, Cincinnati sales manager for the company; Arden Heissel, radio director, Strauchen & McKim; James D. Shouse, Crosley vice-president in charge of broadcasting; Ed Strauchen, president, Strauchen & McKim; R. E. Wagner, secretary-treasurer, Wiedemann.

FCC Quickly Orders New Hearing Held
On WHDH and WJW 850 kc. Petitions

ACTING with almost unprecedented speed, the FCC last Wednesday ordered new hearings June 30 on the applications of WHDH, Boston, and WJW, Akron, for authority to operate on the KOA clear channel of 850 kc. Commissioner C. J. Durr was designated to preside.

The action followed the May 17 Supreme Court opinion deciding the clear-channel breakdown case against the FCC by reaffirming that the Commission grant full hearings to stations which may suffer electrical interference as a result of other station assignments.

Expect Reaffirmation

WHDH now is operating full-time on the frequency as a BLUE outlet. WJW is in the process of moving from Akron to Cleveland, where it would become a BLUE outlet. Each station had been authorized to use 5,000 watts full-time on the frequency.

It was purported, in the light of the court's opinion and of past FCC policy as well as other considerations, that the Commission, after an expedited hearing, by majority vote probably would reaffirm the grants on the channel to the two stations and for the breakdown of the 850 kc. clear channel. NBC, as licensee of KOA, has not sought a stay order, which would have the effect of forcing WHDH back to daytime operation. The highest tribunal, in its split vote, held that the FCC had not accrued KOA a proper hearing, but did not determine the merits of the WHDH assignment.

The FCC's order for the new hearing made no mention of the clear-channel matter as such. Evidently the Commission assumed that the court's opinion did not disturb its change in rule, eliminating 850 kc. as a class I-A channel. This view, however, is not held by other attorneys and, it is expected, will be contested.

By agreement among counsel for the FCC and the stations, a "preliminary" conference will be held with Commissioner Durr June 9, to stipulate uncontested aspects. Attorneys in the proceedings for the FCC are General Counsel Charles V. Denning, Jr. and Assistant General Counsel Rosel H. Hyde. Representing NBC and KOA have been Philip J. Hennessey Jr., who argued the case in the Supreme Court, and Karl A. Smith; for WHDH, George B. Porter; and for WJW, W. Theodore Pierson.

It was expected the Clear Channel Broadcasting Service would intervene in the proceedings, opposing breakdown of the KOA channel. It participated in the oral arguments in the original WHDH case.

In the order issued last Thursday, the FCC said the hearing was called to determine interference results from simultaneous operations of WHDH and KOA; to determine areas and populations which would be expected to lose primary or secondary service from KOA; to determine areas and populations expected to gain primary service from WJW; to determine interference from simultaneous operation of WJW and WHDH, as well as KOA; to determine areas and populations which may lose primary or secondary service from KOA with both WJW and WHDH on the frequency; and, finally, to determine whether public interest, convenience and necessity would be served by granting the applications.

HIT BY THE manpower shortage, WPHU, Princeton University's wired broadcasting station, has discontinued operations for the duration.
Barring of Drs. Watson and Dodd Now Up to Action by Conference Committee

THE FATE of Goodwin B. Watson, chief political analyst for the FCC's Foreign Broadcast Intelligence Service, and Dr. William E. Dodd Jr., FBIS editorial assistant, was left last week to the House-Senate Conference Committee on the Urgent Deficiency Bill when the Senate Appropriations Committee removed a House-approved rider that would have barred the two men from the public payroll for alleged "Communist Front" affiliations.

In reporting the bill to the Senate without the amendment aimed at the two FCC employees and Dr. Robert Morris Lovett, Government Secretary of the Virgin Islands, Sen. McKeller (D. Tenn.) said the committee was not necessarily endorsing the three men, and planned to force the controversy before the conference committee so that the Senate might learn the reasons for the House action.

At his news conference last week FCC Chairman James Lawrence Fly said Dr. Frederick L. Schuman, FBIS principle analyst, under fire before the Dies Committee, but absolved by the Kerr Committee, had submitted his resignation May 10. Dr. Schuman, Mr. Fly said, waited until he had been cleared, and then proceeded with plans he had previously made to return to his post as Woodrow Wilson Professor of Political Science at Williams College.

FCC Investigating

Mr. Fly also revealed that the FCC is investigating information submitted to the chairman by Mr. Dodd. Rep. C. Anderson (D.-N. M.) had told the House that Dodd had consistently misinformed Mr. Fly about his affiliations. The FCC Chairman said the Commission is concerned only with whether Dodd had submitted false information, and that FCC would not look further into his activities.

The case of Watson, Dodd and Lovett was apparently well on its way toward becoming a celebrated legal issue last week, with Attorney General Biddle speaking out against the measure as unconstitutional. Action against the men must originate in the Executive branch of the Government, Mr. Biddle said.

The issue of Constitutionality had been raised in the House by Rep. Hobbs (D.-Ala.) and others, who termed the action "a Bill of Attainder." Also entering the controversy was Mr. Fly, who remarked, "There is a serious question as to the validity of any such provision." He said he hoped Dr. Watson would remain with FCC, adding that he had talked with him, and was "quite sure he plans to stay on."

Most outspoken critic of the rider was Secretary of Interior Harold L. Ickes, who voluntarily appeared before the Senate Committee to defend Dr. Lovett, an Interior Dept. employee, and for 45 years a personal friend of the Secretary. Mr. Ickes lashed out at the evidence of the Dies Committee, and the procedures of the Kerr Committee, asserting that Dr. Lovett was being discharged on the basis of two statements, one by a woman under Federal indictment for sedition, and the other by a Fascist sympathizer. "Mr. Lovett is not accused of breaking any law, and he is not guilty of breaking any law," Mr. Ickes said. "He is accused at the most of just one thing—holding opinions which some members of the House of Representatives do not agree with."

O'Meara Returns

WALTER O'MEARA has returned to J. Walter Thompson Co., New York, as copy chief, after having concluded a leave of absence from the agency to serve with the Office of Strategic Services. Mr. O'Meara alternates on a six-months' basis as copy chief with James Young, who has left to spend the next half-year running his apple orchard and cattle ranch in Mexico.

Not only were North Dakota's income tax collections up over a hundred percent in the first quarter but—collections last year were 398.1 percent over the figure for 1941.

North Dakota's taxable income is eight times what it was two years ago! The figures are only slightly less spectacular in the other three states of the great KFYRea.

And the solid folks of North Dakota are looking to the future. They have purchased more War Bonds per capita, than the people of any other state. They're making certain that their incomes—and their nation—continue undiminished.

The one sure way to reach these bulging purses, is through KFYR, only medium capable of reaching them all at once.

Ask any John Blair man for the whole story.

First Quarter Income Tax Receipts

<table>
<thead>
<tr>
<th>Income Tax Collections in the First Quarter of 1943 and 1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Based Upon the First 20 Days of March</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>New York City</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Inc. Over 100%</td>
</tr>
<tr>
<td>Inc. 75%-100%</td>
</tr>
<tr>
<td>Inc. 50%-75%</td>
</tr>
<tr>
<td>Inc. 25%-50%</td>
</tr>
<tr>
<td>Inc. 0 to 25%</td>
</tr>
<tr>
<td>Decrease</td>
</tr>
</tbody>
</table>

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Ask any John Blair man for the whole story.

"It's that 4-F Quintet over WFDF Flint Michigan."

KFYR Bismarck
550 Kilocycles N. Dak. 5000 Watts

Meeting Canceled

A MEETING of the steering committee of the Newspaper-Radio Committee scheduled for New York, May 21, was canceled last Thursday by Harold V. Hough, chairman, because several members could not be present. Mr. Hough said the meeting probably would be rescheduled shortly in Chicago. The call was in connection with the projected hearings on the White-Wheeler bill to amend the Communications Act and in the light of the recent Supreme Court decision broadening the FCC powers. The steering committee will decide whether it will authorize a personal appearance before the Senate Interstate Commerce Committee or submit a written brief. [Broadcasting, May 24.

MRS KOJACHROME slide film, "This Is Mutual", prepared under the supervision of Robert Schmid, sales promotion director of the network, will be shown to the New York advertising trade press in the Mutual conference room next Thursday, June 3.
AS ANOTHER "service series" similar to its two-year-old Apartments on Parade, WQXR, New York, has started Decorators' Clinic, a weekly quarter-hour broadcast on home decorating under the participating sponsorship of a group of decorators offering advice to listeners by mail for a fee of $3.00. Under the auspices of the Decorators' Clinic, organization with headquarters at the Decorators' Club, New York, the program features guest speakers and is conducted by Charlotte Demarest, who built up WQXR's programs of advice on apartment hunting and other problems of living in New York.

The new series is heard once a week at 10 a.m. on Wednesdays. Economical buys in household furnishings, information on priorities and suggestions for tasteful decorating are offered.

The listener is invited to submit a problem for solution by the Clinic. One problem is analyzed free on each program, and the last broadcast of the series will feature diagnosis of the home-decorating scheme of some well-known personality. Agency for the account is Huber Hoge & Son, New York.

$5 Question

Calling up citizens of Hartford while on the air, Harvey Olson, n.c. of the new show Do You Know the Answer? on WDBO, asks a question a day. If the first one called knows the answer, he gets $5, and if he doesn't, he gets 50 cents, which is deducted each successive day the question is missed.

Bromo Guests

ELLERY QUEEN will revive his last year's policy of inviting majorors to serve as guest "armchair detectives" on his Saturday night NBC broadcasts for Emerson Drug Co. Each mayor will listen in over his local NBC station and submit his solution to the mystery by long distance telephone or teletype to New York, where the program originates. A member of the armed forces from the mayor's area will pick up the solution to the mystery of the day and bring it back to the studio. The program is handled by Ruthrauff & Ryan, New York.

Ahoy America

A NOVEL TYPE of quiz program, Ahoy America, has started on WGN, Chicago, broadcast from Navy Pier half-hour weekly. Participants in the quiz are sailors stationed at the Pier, and those answering questions correctly receive a free dinner extra of liberty, while those flunking retire to the scullery and polish pans until they find the correct answers. The producer, Mr. Wood, has permission of the commanding officer, Capt. E. A. Wollflese, to enforce the consequences of the quiz.

Listeners Choose

AS A REPLACEMENT for the Voice of Freedom broadcasts aired on WMCA, New York, under the auspices of Freedom House, for the past year, a series of discussions based on topics submitted by listeners is now heard. Program is titled What Do You Think? and invites listeners to send in opinions on issues of war and peace to the station and to Freedom House, an organization to promote the principles of democracy.

U. N. Reps Aired

JERRY BELCHER, WCKY, Cincinnati, public events director, has started a new series with a human interest angle, five times a week, midafternoon. Representatives of the United Nations who are in Cincinnati, or who are available as they pass through, are interviewed. Furloughed service men with stories of exploits and adventure, either their own or their comrades, are also handled.

For Hep Cats

HEP CATS and band enthusiasts are given a chance to revel in their favorite dance music in the early evening Jive Junction, weekly hour program heard on WAGT, Chicago. Recorded music of band leaders who have gone to war is featured, messages from the absent leaders are read, and members of the audience are interviewed for reactions. Transcriptions of the show are sent to the band leaders concerned.

News Hook

AT THE MOMENT news is featured during the novel type one-minute announcements utilized by WTAG, Worcester, Mass. Commercials occupy last few seconds when an audience is already assured.

You keep customers when you KEEP SPOTS BEFORE THEIR EARS!

* * *

JOHN BLAIR & COMPANY NATIONAL RADIO STATION REPRESENTATIVES

The Guiding LIGHT

Cloudy Weather it is the beacon that Guides.

Weed & Company

In business it is intelligence that guides safely through clouded situations

BROADCASTING • Broadcast Advertising
RCA, Western Electric Release Details
Of Industry’s Part in Radar Research

INDUSTRY’S version of the development of Radar began to come forward last week as two large equipment manufacturers — RCA and Western Electric — released accounts of the work done with military engineers toward perfecting the secret radio weapon for the nation’s defense [see other Radar stories on page 95].

RCA reported that its research on apparatus and techniques for the location of ships and planes by radio went back to 1932. The firm said it demonstrated its equipment in cooperative tests with the Signal Corps in 1934, but in view of military considerations, no publicity was given.

Delivery in ’37
As early as 1937, RCA delivered experimental radar equipment to the Army, and late in 1938, the firm said it installed a set of its equipment on the U.S.S. New York for the tests which resulted in the Navy’s decision to build radar sets. RCA was awarded the first Navy contract for six sets based on a Navy design.

Western Electric said that Bell Laboratories had worked on radar equipment for three years before Pearl Harbor. “Other industrial laboratories joined in this effort,” Western Electric said. “Through the National Defense Research Committee, an organized attack on radar problems was made by a group of leading scientists from the Universities. All told, some 2,000 scientists and engineers in Army, Navy, university and industrial laboratories joined hands in the development of Radar,” the firm said.

RCA likewise stressed that Radar could be attributed to no lone inventor. “Since it draws upon many radio devices and circuits, various men of science have contributed to its development,” RCA said, naming among leaders in the work, Dr. A. Hoyt Taylor, superintendent, and Dr. John H. Dellinger of the U. S. Bureau of Standards, for their studies of the Heaviside surface and radio echoes.

To these pioneers, RCA added its own Dr. Irving Wolff, “whose early experiments with radio reflection soon led into radar principles.” He has been intimately associated with radar research work, the firm said, with a staff of many engineers and researchers under his supervision. During 1938-1939 many tests were made, RCA said, which showed the effectiveness of the equipment in warning of collision between aircraft, or between planes and mountains or other objects to determine altitude accurately.

“Owing to the closeness between this apparatus and aircraft detection equipment, commercial announcement of these results was not possible,” RCA explained.

To SPEED up telephone traffic during hours when demand is heaviest, Bell Telephone Cos. are asking long distance telephone users to limit their conversations over heavily loaded lines to five minutes. At the start of conversation, the operator will say, “Please limit your call to five minutes—others are waiting.”

RCA Institutional
THREE of the advertising agencies named last April by RCA-Victor to handle various phases of its account have been asked by the company to submit possible programs for an institutional series which RCA is rumored to be placing on the BLUE. No details are available as yet from RCA or from the agencies involved, including Ruthrauff & Ryan (RCA-Victor radios, phonographs and television instruments); J. Walter Thompson Co. (Victor and Bluebird records, International division), and Kenyon & Eckhardt (radio tubes, electronic apparatus, and sound equipment).

Baseball Repeats
REBROADCAST of baseball broadcasts for the convenience of the war workers is planned by WIBG, Philadelphia, carrying major league baseball games for Atlantic Refining Co. N. W. Ayer & Co., Philadelphia, is agency.

A 250-watt local non-network station holds MORE DAYTIME LISTENERS than 3 NETWORK OUTLETS!

Where? KANSAS CITY! Station? KCKN! Proof? HOOPER*

KCKN is programmed entirely and exclusively for Kansas City’s 725,000 “city” listeners. No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low “local” rate. Write for Hooper rating on current availabilities.
Delay in Net Rules Refused
(Continued from page 9)
been brought before the Commis-
sion prior to the day Chairman Fly was represented as being chagrined over efforts of the industry to foster legislation be-
cause of the Supreme Court opin-
ion.

Changes Sought
While the major networks them-
selves made no formal pleas for
modification of the regulations, a number of stations, it is under-
stood, urged changes. One station operator is understood to have told the
commission that the regulations
would mean he would be “forced”
to take the full schedule of pro-
grams from his network because
he would not be disposed to reject
programs, even in station time, and
“build up” a competitive station
which then could take that net-
work’s features.

Several conferences were held
last week with Chairman Fly by
William S. Paley, CBS president;
Paul W. Kesten, CBS vice-presi-
dent and general manager; Joseph
H. Ream, CBS vice-president and
secretary; Earl H. Gammons, CBS
Washington director; Niles Tram-
me!t, NBC president, other execu-
tives of his organization, and
members of the advisory commit-
tee, which met in Washington
early in the week. The culmination
of these conversations was the an-
nouncement of the Commission last Friday.

The NBC advisory group and its
officials met with Chairman Fly
both last Tuesday and Wednesday
morning. The proposed letter of
contract modification was discussed
in detail but apparently was not
considered by the FCC at its Fri-
sday meeting. The same held true
for CBS’s proposed telegram to its
affiliates, submitted last Thursday.
Because of the local time versus
eastern time aspect, it was neces-
sary to withhold its telegram until
the FCC had cleared up that item.

First Refusal
In the conversations with Chair-
man Fly, there was discussion about
a modification which would re-
quire a network to give “first re-
usal” to its affiliate in a particu-
lar market. The regulations pro-
vide that the station has “first
call” on the time of a particular
network but not the reverse. Evi-
dently nothing came of this, since
no action was announced following
the Friday session.

Also discussed, it is understood
was the possibility of shifting of
time segments so that an additional
half hour might be optioned dur-
ing the evening for a total of three
and one-half hours. Under the
regulations, the broadcast day is
divided into four segments—8 a.m.
to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m.
to 11 p.m. and 11 p.m. to 8 a.m.
The network is not permitted to
option more than a total of three
hours in each segment. The sugges-
tion was that the 8 a.m. to 1 p.m.
t tant problem confronting the indus- 
try appeared to shift the burden to stan- 
ners themselves, probably through NAB.

White Studies Opinion
Senator Wallace H. White Jr. (R-Maine), co-author of the bill to 
reorganize the FCC, was under-
stood to be studying proposed modi-
fications of his bill, in the light of the 
Supreme Court decision. Since 
the handing down of the opinion 
May 10, Senator White has been 
notified by numerous members of 
the committee and of the Senate 
of their desire to support new legis-
lation. The Maine Senator, co-
author of the Radio Act of 1921, 
is regarded as the best-informed 
member of Congress on radio and 
communications legislation.

Meanwhile, President Miller 
called the NAB board to meet in 
Washington June 3 and 4, to con-
sider the whole legislative picture. 
Possibility of the appointment of Mr. 
Miller of special legal and legis-
lative counsel was foreseen. Mr. 
Miller is expected to present the 
industry case in testimony before 
the Interstate Commerce Com-
mittee.

"Hoody," Says Fly
Chairman Fly characterized as 
"hoody" statements that the regu-
lations would result in rigid Gov-
ernment control of broadcasting. 
Without mentioning names, he ap-
parently alluded to the statement 
by the NAB Legislative Com-
mittee, following its meeting in Wash-
ington May 19, that the decision 
placed "broad and fantastic powers 
in the hands of the FCC."

At his press conference, Mr. Fly 
said there had been a tendency on the 
part of the people that are used to 
spreading poison and crying 
havoc to effect a wholesale of a big 
scare, but this whole hullabaloo 
about the rules and the Supreme 
Court decision sustaining the rules 
is just another effort on the part of 
dominant interests to avoid 
reasonable regulation, and the 
suggestion that that sort of regu-
lation which restores a common 
range of freedom to the individual 
stations is a step toward Government 
control or is just a lot of 
hoody."

Asserting he could not believe 
that this "sort of argument would 
be put out by people who are 
wholly aware of the circumstances," 
Mr. Fly said he felt stations had 
nothing to fear and that they would 
have a greater degree of protection 
than they ever had before. Mr. Fly 
declared he had had "very agree-
able conversations" with network 
representatives, but that there had 
been no requests for postponement 
or modification.

Alluding to control of programs, 
Mr. Fly said that in the last analy-
sis this belongs to the individual 
broadcaster. Deciding public in-
terest by a long overall view of programs in relation to public good 
when there is occasion to do so, he 
added, "is the duty of the FCC. 
But the Government will not have

ANA Meeting Closed
WARTIME Conference of the 
Assn. of National Advertisers, to 
be held June 2-4 at the Hotel 
Waldorf Astoria, New York, will 
be closed to all but ANA members, 
the Association stated last week. 
Speakers will be made by members 
and no details of the three-day ses-
sion are expected to be released.

anything to say as to whether a 
station shall or shall not take a 
program."

The NAB last Tuesday released 
a five-page statement titled "What 
the May 10 Supreme Court De-
cision Means to American Broadcast-
ing: To the American People." 
Prepared at the request of many 
broadcasters and those in public 
life as to the import of the opinion, 
the statement cited sections of 
both the minority and majority 
options, set out what the decision 
depicts directly or indirectly, and 
quoted comments from numerous 
editors [see separate story in 
this issue].

'Administrative Absolutism'
Meanwhile, editorial criticism of 
the Supreme Court ruling continued 
unabated. David Lawrence, eminent 
Washington journalist, both in the 
lead editorial in the May 21 United 
States Press Assn., of which he is editor, 
and in his syndicated 
newspaper column of May 25, lashed out 
against the opinion and its effect 
not only upon freedom of radio 
but of the press. He urged an 
emendment to the Constitution to 
make explicit the guarantees which 
previously had been believed to be 
explicit in the Bill of Rights. Not 
only is radio but the press and 
every other medium of expression 
in danger of Federal control to-
day, by reason of the support 
given by "a New Deal majority on the 
Supreme Court to the idea of ad-
ministrative absolutism," he said. 
Mr. Lawrence suggested an amend-
ment to the first article of the Bill 
of Rights, namely the first amend-
ment to the Constitution, so that 
to this section would be added:

"The grant, sale or lease of any 
facilities by the United States to 
the press, to radio broadcasting, to 
television, or to any other medium 
of public expression shall not vest 
in the Congress or in any executive 
agency or in the several States the 
power to limit, restrict or regulate 
the contents of any printed publica-
tion, radio program or creative 
work emanating from any medium of 
public expression except as any of 
these media may offend against 
the common law governing fraud, 
obscenity, or libel or as they may 
silence military information in 
time of war in contravention of the 
laws passed by Congress."

Mr. Lawrence concluded that 
the Supreme Court opinion con-
stituted an abridgement of the 
freedom of public expression for 
all media and said the remedy 
must lie now in a Constitutional 
 amendment "protecting the press 
and the radio and all other media 
of public expression against the 
insidious and sinister doctrines of 
administrative absolutism."

Award Given Red Cross
WGAR, Cleveland, and The Paterson 
Morning Call have turned the 
work value of two $500 gold medals 
over to the local Red Cross chap-
ner and U.S.O. branch. The medals 
were awarded by the National 
Board of Fire Underwriters to the 
station and newspaper for out-
sational activity in the field of 
fire prevention. In order to donate 
the money to the local service units, 
WGAR and The Call will accept 
replicas of the original gold medals.

NEW HIGH!

The TEXAS RANGERS now
Selling Coffee on
WDOD
Chattanooga

... also selling many 
other products on many 
other stations.

George E. Holley
TEXAS RANGERS LIBRARY
PICKWICK HOTEL  KANSAS CITY, MO.

DETROIT AREA—For the first quarter of 1943, depart-
ment store sales were up 20%... and specialty shop 
sales were 74% in excess of the same period in 1942.

SKEWL
5,000 WATTS DAY and NIGHT • MUTUAL SYSTEM

DETROIT AREA—This live-wire station's retail time sales are 
up to a new high ... keeping pace with the booming business 
in this, America's Third Largest Market!

800 Kc.
Communications Commission. These constitute the special regulations applicable to radio stations engaged in chain broadcasting adopted by the FCC on May 2, 1941, and amended October 11, 1941, in so far as they are not considered applicable to any affiliation contract Mutual now has outstanding. In particular, for the time being the periods from 6:00 to 6:30 p.m. and 9:30 to 11:00 p.m., New York time, on Sunday evenings are hereby released from the option time provision in Mutual contracts. There may be a later change in the periods released from option time on Sunday evenings about which we shall communicate with you at a later date.

"Your agreement with Mutual is furthermore modified in that, for the period thereof, you shall have first call in your primary service area upon all programs of the Mutual Broadcasting System, Inc., which become available in your area permitted by the last sentence of Regulation 3.102.

"The effective date of the foregoing modification is to coincide with the date on which the regulations shall become effective which, according to the best current information, will be on or very shortly after June 14, 1943. Such modifications are subject to the further qualification that if and to the extent that the regulations are changed or amended in any respect, the modifications in your contract will be correspondingly changed or amended.

"As you know, the Commission rules allow for a total of 12 hours each day of option time on a non-exclusive basis for network broadcasting. Three hours of non-exclusive option time are permitted in each time bracket of morning, afternoon, and evening and also the period from 11 p.m. to 8 a.m. The selection of the hours is subject to agreement between affiliates and networks. The key stations of Mutual will consider and report to you shortly on the hours contemplated for option time for network broadcasting. Pending this, we ask that you delay commitment on the hours contracted for option time for network broadcasting from all sources.

"Asks Guarantee

"In advance of selection of the option hours for network broadcasting, may we ask confirmation from you that you have so called your primary service area upon all programs of the Mutual Broadcasting System, Inc., which become available in your area permitted by the last sentence of Regulation 3.102. As you know, this is entirely consistent with the Commission's regulations which prevent one network from forcing the movement of an earlier scheduled commercial of another network through its option time provisions such as herefore contained in other network contracts.

"One further point is submitted to you for consideration. While for the first hour of the time segments is the maximum permitted for network broadcasting under the Commission's regulations, nothing restricts or prevents a station from voluntarily accepting network programs outside of option time. Thus, there is no limitation in the Commission's regulations on the total number of hours of network and local programs which a station can broadcast if it so chooses.

"We await your response as well as any questions which you may have."

Ford Motor Co. Program Mourning Its President

THE FORD Watch the World Go By program on the BLUE 8-8:15 p.m., EWT, went into virtual mourning following the death of Edsel Ford, president of the motor company, last week.

From Wednesday to the funeral on Friday, all commercials were eliminated except for bare mention of the company name and all institutional announcements were dropped. Earl Godwin, commentator, delivered a straight 15-minute news commentary, eliminating customary anecdotage and concluding with a funny story of the day.

WFIL Honored

CERTIFICATE of Merit on Adult Education was awarded WFIL, Philadelphia, by the American Economic Foundation for distinguished service in the field of adult education. Dr. O. Glenn Saxon, chairman of the advisory committee of the foundation and Professor of Economics at Yale University made the presentation May 26 at ceremonies held in the studios of WFIL,上下游 the second station in the country to be so honored. Roger W. Clipp, vice-president and general manager of WFIL, accepted the award. Further recognition of the station's service was given on the Foundation's Wake Up, America program over the BLUE, May 30.

Storer Merges With GAC

DOUGLAS F. STORER, radio package producer and representative, will merge his New York firm with that of General Amusement Corp., New York, effective June 14. Mr. Storer will be in charge of radio sales of that company. He will replace Frank Cooper, who leaves in June to go into business for himself, or to become executive talent agent. Mr. Cooper has been with GAC's radio department for the past six years.

FOND FAREWELL to Ensign Walter Bowry Jr., assistant general manager of WMBG, Richmond, was expressed herewith by Wilbur M. Havens, president and general manager of the station. Ensign Bowry reports for active duty after several years at WMBG. He is 26 and a native of Richmond.

UNIVERSAL PLANS TO EXPAND RADIO

UNIVERSAL PICTURES, New York, has appropriated the largest advertising budget in its history for the balance of its 1942-43 release schedule, and for the productions to be launched by the 1943-44 selling season. Firm has allocated $650,000 for promotion of four coming major features.

Radio will receive a larger-than-usual share of the advertising. Special radio departments are being set up to handle the increased activity, according to a spokesman for Universal. No specific radio plans have been disclosed on the forthcoming pictures, which will include "We've Never Been Licked", Corvette, "Phantom of the Opera" and "Monsieur Beaucaire". Farnsworth will receive extensive promotion. J. Walter Thompson Co., New York, is agency.

WJZ Sales Still Gain

FOR THE 15th successive month, WJZ, New York outlet of the BLUE, has shown a gain over the same month of the previous year in local and national spot sales, according to John M. Hill, manager of WJZ. May, with a gain of 42% over the same month in 1942, was the second highest month in the history of the station, the highest having been April with a 62% gain over April, 1941. For the first five months of 1943, WJZ has shown an increase of 50%.
UNION ASKS VIEWS ON NBC CONTRACT

NEGOTIATIONS between the National Assn. of Broadcast Engineers & Technicians and NBC were suspended last Thursday, when the union delegates returned to their home cities to canvass NABET members on their willingness to accept the wage proposal made by NBC. Union had asked for cost-of-living increases. NBC also had rejected this and countered with an offer to allow a 5% increase, stating that on that figure despite NABET attempting to compromise on 7.5%.

J. H. Brown, Hollywood, NABET president and chairman of the union’s negotiating committee, left New York last Friday evening, planning to meet again in Chicago for a union meeting before proceeding to Hollywood. He said that the attitude of the union members would probably be known within the coming week, after which negotiations will probably either continue until a new contract is completed or be dropped until the expiration of the present contract Dec. 31.

It is understood that a complete new contract has been drafted and that if the NABET membership agrees to accept NBC’s wage increase offer, it can be wound up in short order. Union has already agreed to permit NBC to train a specified number of technicians in each city where NBC operates a station.

In addition to Mr. Brown, NABET delegates included F. C. Schneppe, vice-president and chairman of the union’s New York chapter. NBC was represented by O. B. Hanson, vice-president and chief engineer, and John J. Nolan, vice-president and assistant secretary.

IBEW Certified Agent in WWL Contract Talks

CERTIFICATION of local 1218, International Brotherhood of Electrical Workers (AFL) as the bargaining agent for the technical staffs of WWJ, W45D, Detroit, was announced by the regional director of the NLRB’s Region last week. Negotiations for a contract to cover conditions and rates of pay were reported by the Union last week, with L. Reig, IBEW representative in charge.

Meanwhile, IBEW said that Local 1212 had completed a standard contract with WKNY, Kingsport, N. Y., covering the technical staff of that station. Contract, arranged by Freeman L. Hurd for IBEW, and Norman Furman for WKNY, provides for union membership, seniority, leave of absence for military service, paid vacations and sick leave.

American Express Adds

AMERICAN Express Co., New York, in addition to its new program on WQB, New York, in behalf of travelers checks [BROADCASTING, May 24], on May 30 started two half-hour programs weekly on W2XZ, New York, and on WENB, Chicago, for a 17-week period. W2XZ program is heard Wednesday at 7:30 p.m. and the WENB series on the same days at 9:30 p.m. Caples Co., New York, is the agency.

Complete Industry Control Given FCC, Says NAB in Reviewing Court Opinion

IN RESPONSE to requests from stations and figures in public life as to the impact of the Supreme Court decision of May 10, the NAB last Tuesday released a five-page mimeograph titled “What the May 10 Supreme Court Decision Means to American Broadcasting; to the American People.”

The statement recited that the Frankfurter opinion handed to the FCC “complete control of radio broadcasting in the United States.” Abstracted were selected portions of both the majority and the minority opinions, and a recall of the powers given the FCC by the ruling. Also included were selected editorial excerpts from leading newspapers.

Extent of Control

A searching analysis of the decision it was stated, indicates that directly or indirectly:

The FCC can tell broadcasters what must be broadcast, whether it be news, public discussions, political speeches, music, drama or other entertainment.

The Commission can likewise enforce its edicts of what may not be broadcast in any one of these fields.

The Commission can regulate the business transactions in which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations.

NAB stated further:

The decision, which was expected to deal only with the Commission’s right to enforce eight disputed rules governing the contracts between stations and network, was far beyond the issue and conferred upon this government agency powers over radio broadcasting as complete as those existing in many foreign countries.

Thus overnight American radio, under the law as interpreted by the Court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American democracy.

Under the Radio Act of 1927, and under the amended Act of 1934, the Federal Communications Commission was given regulatory power over the technical aspects and physical allocations of radio frequencies. For ten years the Commission did not seek to stretch its powers into the field of program content or business operations of the broadcasters.

Five years ago the Commission began a gradual effort to encroach upon these other fields. The fight against this encroachment culminated in the surprising decision of the Court which, in one sweep, granted the Commission not only the specific powers it sought, but unlimited power over every aspect of this great medium of mass communication.

Lawyers for the radio industry, reading and re-reading the decision, can find no limits placed on the Commission’s power to control programs and business operations of the broadcasters.

Up to Congress

After quoting from the minority opinion, the statement declared that the control of what the American people shall hear, under the decision, “passed from the American public whose wishes have determined the programs broadcast daily by over 900 radio stations—into the hands of a single all-powerful Commission whose edicts are final and conclusive.”

The statement concluded:

“This is not the kind of radio that the country wants and needs. The remedy is squarely up to the Congress. Mr. Justice Frankfurter said in his opinion that the ‘responsibility belongs to the Congress for the grant of valid legislative authority.’ The question of the authority of the FCC is now before Congress in both the Senate and the House, through a bill introduced in the Senate by Senator Wallace H. White Jr., of Maine and Senator Burton K. Wheeler of Montana, and in the House by Representative Fire G. Holmes of Massachusetts.”

RADIO technicians school is being organized by M. J. Weiner, chief engineer of WNEW, New York, in cooperation with the station and the local branch of the American Communications Assn.

**BONUS!**

WOAI’s average rating* on network commercial programs, day and night, is 78% HIGHER than the NATIONAL average rating for network commercial programs!

This huge listener preference over the national average is a bonus which WOAI passes on to advertisers who use this powerful station to cover Central and South Texas.

That these advertisers "know a good buy when they see it" is shown by the fact that WOAI carries 92.3% of ALL NBC commercial programs.


50,000 WATTS
AFFILIATE NBC
CLEAR CHANNEL
MEMBER TQN

INTERESTED IN THE CAROLINAS?

INVESTIGATE WOAI AT SPARTANBURG
5000-10000 WATTS • CBS
REPRESENTED BY HOLLINGERBY

The Powerful Advertising Influence of the Southwest

[Represented Nationally by EDWARD PETTY & CO.]

WOAI
San Antonio

May 31, 1943 • Page 47
Coffee Supplies Better, Boscul Adds to Schedule
RESUMING its newspaper advertising this week on behalf of Boscul Coffee, William S. Scull Co., Camden, N. J., will augment its schedule of newscasts on Philadelphia and Dayton stations, with an additional news period on WPMJ, Youngstown, Ohio. Starting June 7, Scull will sponsor a six-time weekly five-minute program, and a Sunday quarter-hour on that station. Renewed activity is the result of increased supplies of coffee which has brought several other manufacturers back into spot radio recently, including General Foods, and S. C. Schoenbrunn. Agency for Scull, eastern distributors of Boscul, is Compton Adv., New York.

Virginia Dare Spots
VIRGINIA DARE Extract Co., Brooklyn, is entering radio to advertise its flavorings and other extracts. Firm has signed for participation on Dr. Walter H. Eddy’s Food & Home Forum heard on WOR, New York, Monday through Friday. Business is placed direct.

SOLID Facts
In the last two years, leading department stores in Cincinnati have bought three times as much time as WSAI on the three local radio stations combined.

The Cincinnati Station of Assured Sales Action
Basic Blue Network . . . 5,000 Watts Day and Night
National Reps . . . SPOT SALES, INC. . . . New York . . . Chicago . . . San Francisco

WRSI

The WRSI plan is NOW in EFFECT.

The Cincinnati Station of Assured Sales Action

New Species
YOUNGER people have been hired by WNL, New Orleans, to fill certain jobs vacated by manpower shortage. As usual, a certain training period ensues for the newcomer, helping to sort mail, came upon a letter addressed, Attention — "Mr. Scull, the neophyte, 'Who's the Attention Manager?"

Wagg Is Named to Cover Mediterranean for NBC
ALFRED WAGG, formerly head of the Far East Bureau of Allied Newspapers, London, has joined NBC's staff of war reporters covering the Mediterranean area. Mr. Wagg is at sea with the British Royal Navy. When broadcast services are not available at sea, he will radio dispatches to New York for use on NBC's domestic newscasts.

With the Battle for North Africa now concluded, NBC is shifting its war correspondents. Grant Parr, who accompanied the British Eighth Army into Africa, is returning to Cairo. Ralph Howard, who arrived recently in North Africa, will stand by to cover developments there, working with Merrill Mueller, Newsweek magazine and NBC correspondent. John Macne has already been reported as returning to London for a rest.

Calmer for Sevareid
PARKER PEN CO., Janeville, Wis., which for the past year has been sponsoring Eric Sevareid and the News twice weekly on CBS, will replace him June 7 with Ned Willer, a member of the CBS news staff for the past three years, and formerly an editor and foreign correspondent. Mr. Sevareid, CBS Washington reporter, is slated to go overseas this summer as a correspondent for CBS, and his position will be filled for the network two years ago. Calmer will continue for Parker Pen units at 9 p.m. spot Saturdays and Sundays on the full CBS network. Agency is J. Walter Thompson Co., Chicago.

RCA to Pay Legal Fees
In Red Label Litigation
UNITED STATES District Court in New York, in denying the application of RCA for an injunction restraining Columbia Recording Corp. and Decca Records Inc. from using red labels on their phonograph records, has ordered RCA to pay to CRC some $2,500, and to Decca approximately $1,500, to cover legal costs in connection with the action.

In dismissing the RCA complaints, Judge John M. Woolsey stated that "records are not sold by color but for sound" and expressed himself "satisfied beyond any doubt that before buying a record between 50% and 60% of retail purchasers of records take them, put them on the turntable of a phonograph in the shop and play them before buying them." Day-by-day trial of the suit consumed almost four months.
HEADLINERS CLUB
CITES 3 IN RADIO

THREE RADIO news correspondents will receive awards next week from the National Headliners Club, according to a recent announce ment by Mall Dodson, president of the club. Awards will be presented June 5 in Atlantic City at the club’s annual frolic, under the auspices of the Atlantic City Press Club.

Charles Collingwood, CBS war correspondent, has been named for a station for radio reporting out of North Africa. Previously this year he received a Peabody Award for outstanding reporting from the African Front [BROADCASTING, March 29].

Merrill Mueller of NBC and Newsweek will receive a special war correspondent’s major medal, newly created by the club to honor the newsmen “who perform heroic deeds in pursuit of their assignments.” A posthumous valor medal will be awarded to Don Bell of NBC who was killed in Manila. The club has announced that their medals will be given every year for the duration to selected correspondents in any or all associated fields of newspaper, radio and newsreel.

For the first time, women have been admitted to the ranks of journalists cited for achievement, with two named among the 18 winners in 16 different classifications announced by Braden Gardner, journalism professor at Pennsylvania State College and chairman of the award committee. Fourteen valor medals, five of them posthumous, were awarded.

The Headliners’ Club also cited Bill Henry of the Los Angeles Times, as best columnist. Henry is a former CBS correspondent working out of London and Paris.

Gulf Hitch-Hiking

GULF OIL Corp., Pittsburgh, which each summer conducts a program for Gulf spots on radio, will, have to forego the annual drive of quarter-hour transcriptions because of the APM ban on non-musical recordings. Instead, Gulf plans to run hitch-hike announcements for the insecticides during the summer months on its CBS program We, the People at War. Agency is Young & Rubicam, New York.

Winchell Denies

EDITOR, BROADCASTING:
I have just seen the May 17th issue of your magazine.
What you say about my Jergens option is not true. My option was sent to me weeks ago. I haven’t signed it yet.
May 25 WALTER WINCHELL

EDITOR’S NOTE—Lennen & Mitchell notified Winchell ten days ago, but he has until June 30 to accept. If he accepts the option renewal, it is effective Jan. 1, 1944. If he refuses, he cannot broadcast for anyone else until after Dec. 31, 1944, date of Jergens contract termination.

Cy King Heads WEBR

CY KING, pioneer in news broadcasting, was appointed Director of WEBR, Buffalo, on May 18. Mr. King started newscasting in 1927, when he handled the nightly report for the former Pittsburgh Gazette Times. Later he went to KDKA in radio promotion and newscasts for the Pittsburgh Press, which he served as editorial writer and columnist. WEBR brought him to Buffalo in 1934 as newscaster and when the Buffalo Courier Express acquired WEBR Mr. King was put in charge of the news bureau. He still continues two daily programs, 12:30 and 6:30 p.m.

CITRUS SPOT TESTS

FLORIDA Citrus Commission on May 17 started a three-week test campaign on WYSY, Syracuse, and WPRO, Providence, to determine the effectiveness of spot radio in promoting the advantages of the low point value of canned grapefruit juice. A total of 78 live spot announcements are being used to offer listeners a booklet comparing the point value of grapefruit juice with that of other fruit and vegetable juices. If the initial test is successful, the commission may set up a spot radio schedule in the area east of the Mississippi, region in which the product is distributed.

LIVESTOCK RENEWED

KANSAS CITY livestock interests, including stock yards company, live stock exchange and traders exchange, have renewed for the fifth year an exclusive contract with KMBC, Kansas City, making it their official station for market reports in the area, Karl Koeper, managing director of KMBC, has announced.

ARON L. JACOBY, vice-president of WEAL, Brooklyn, has been named chief clerk of the Surrogates Court of Kings County, Brooklyn. Mr. Jacoby has served a term as sheriff, and also as registrar during his activities in Democratic party politics, which cover a period of 20 years.
Newscast Rulings Eased by Canada
Sponsorship Allowed in Some Cases on U. S. Broadcasts

SPONSORED newscasts and sponsored network news commentaries are permitted again in Canada under a new ruling by the Board of Governors of the Canadian Broadcasting Corp., which becomes effective July 1. Spot announcements before and after the news between 7:30 and 11 p.m. local time are still prohibited, but in its place sponsorship of news is to be allowed as a wartime measure in the case of newscasts of ten minutes or more.

Sponsorship announcement can only be made before and after the news, must follow a set form, giving name of sponsor, name of news service if desired, and advertising matter. The closing announcement only names sponsor and news service if desired.

U. S. News Programs
Sponsored American network news commentaries, which have been banned in Canada for some time, may now be brought in from American networks. This affects the CBC stations CBL and CBY, Toronto, CBF and CBM, Montreal, as NBC outlets; CKAC, Montreal, and CFBR, Toronto, as CBS outlets; CFPC, Montreal, BLUE outlet; CKDL, Toronto, and CKLW, Windsor-Detroit, as MBS outlets. The CBC announcement on this policy change states:

"Under special wartime conditions in consideration of our relationship to other people associated with us as united nations, the Corporation has relaxed its ruling concerning the sale of networks to individuals or commercial organizations for the broadcast of opinions, but only so far as to permit the entrance into Canada of news commentaries having their point of origin in other countries.

"Such broadcasts may be on a commercial or a sustaining basis. In each case permission for broadcasting of such news commentaries from other countries will only be granted on the basis of specific application to the general manager of the corporation when in his opinion their introduction will provide a useful service to Canadian listeners in helping them to understand the changing war situation. The commercial content and the format of all such broadcasts must conform to the policy and regulations of the Corporation."

WLS SCORES ON FOOD MEETINGS
Series of Interviews on Hot Springs
Conference Gives Listeners Break

PREPARED well in advance of the International Food Conference now being held at Hot Springs, Va., WLS is giving its listeners a series of 19 interviews with United Nations representatives at the Conference. The series is broadcast on the Dinnerbell program as part of Prairie Farmer's Food for Humanity campaign. Participants in one of the interviews were: L. A. H. Peters, agricultural attaché to the Netherlands, featured in one of the programs; John Strohm, managing editor of Prairie Farmer, interviewer; Betty Carter, OWI, who aided in the program; Harry Templeton, WLS war program director.

LISTENERS to WLS, Chicago, are getting their full share of news of the International Food Conference at Hot Springs, Va., thanks to a series of programs prepared far in advance by the station. WLS put on the first of 19 interviews on its Dinnerbell program on May 18, day the conference opened.

When the station started its 'Food for Humanity' campaign April 3, Burridge D. Butler, WLS president, explains, little was known about the coming food conference and prospects for direct coverage from the spot were dim. So John Strohm, managing editor of Prairie Farmer, and Harry Templeton, WLS war program director, were assigned to line up interviews with representatives of the United Nations who would attend the sessions.

Arranged Interviews
Working closely with OWI, Strohm and Templeton arranged the interviews, obtaining Dr. B. A. Liu, Chinese delegate, for the initial broadcast. Dr. Liu, a former Chinese industrialist and member of the United Nations Bureau, described food problems in his native country. Eighteen other nations were represented.

The interviews, featuring Strohm and a United Nations representative, were transmitted in Washington and New York and flown back to Chicago. WLS broadcasts one each day, Monday through Friday, on its Dinnerbell program for approximately four weeks.

Newspaper promotion of the series was handled through display ads in the Chicago Times and the Chicago Sun calling attention to the first week's schedule of programs. Smaller ads informing listeners of the personalities to be heard daily are being run in the same newspapers for the length of the series. Mail promotion was used to contact 4-H clubs, county agents and agricultural teachers in mid-western states. In addition pre-announcements were made on the station three days in advance of the opening broadcast and these are continued until the conclusion of the interview.

Permission to release the series to all other stations in the country following their use by WLS was given at request of OWI.
THE four major networks, as well as the hundreds of independent stations, have, according to the OWI, given more than $100,000,000 in time and talent to the war effort,” Mark Woods, president of the BLUE, stated May 25 on the anniversary broadcast of This Nation at War.

How radio has backed the war effort was the subject of a dialog on the BLUE program between Mr. Woods and Walter B. Weisenburger, executive vice-president of the National Assn. of Manufacturers, under whose auspices the series is heard.

Will Mean More Jobs

In reply to Mr. Weisenburger’s statement that American radio typifies our democratic ideals, with particular emphasis on the importance of free speech, Mr. Woods agreed that “we, in radio, are always against any encroachment of this freedom . . . for America has the only major broadcasting system in the world that isn’t under government control.”

Queried by Mr. Woods as to how industry feels about the post-war world, Mr. Weisenburger took radio as an example of a “business” to point out that “new developments in electronic devices, communications, frequency modulation, and television will mean plenty of new products, new companies, and new jobs in the post-war world, provided there are no major changes in our free enterprise system, for I believe the new products and developments coming from our factories and laboratories are the hope and the promise for the future . . .”

“Incidentally,” the NAM executive continued, “industry appreciates very much the opportunity that all radio . . . and, particularly the Blue Network, has given us to tell the American people just how we are producing for victory and planning for peace.”

To which Mr. Woods replied, “That’s part of our job under the system of free radio . . . we don’t claim that radio can solve the problems of the world, but we do feel that it can help create that atmosphere of understanding and tolerance without which these problems can never be solved . . .”

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Canadian Broadcasters

Cite Radio Aid to War

BROADCASTING in Canada and its relation to the war was discussed during the one-day Advertising and Sales Conference held at Toronto recently. Ted Campeau, manager of CRLW, Windsor-Detroit, outlined the current status of private stations to war service.

E. A. Weir, commercial manager of Canadian Broadcasting Corp., Toronto, cited the intensive radio advertising coverage given Victory Loan drives and War Savings Stamps campaigns.

W. E. Elliott of Elliott-Haynes, Toronto market research organization, reported that seven out of every ten homes in Canada has a radio, that summer listening has declined, and that Quebec French-Canadian families use their radios more than any other Canadian group.

C. W. Wright, of Stovin & Wright, station representatives, Toronto, asserted that radio was more adaptable to institutional advertising than any other medium. Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters and president of the Toronto Sales and Advertising Club, opened the conference. L. E. Phener, Canadian Cellucotton Products, Toronto, was chairman of the radio panel.

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7 Millions Donated To Last War Loan

Revised NAB Estimate Adds 15% to OWI Figures

REVISED NAB estimate of the cash value of radio’s contribution to the Second War Loan Campaign, described by the Secretary of the Treasury Morgenthau, as “the greatest advertising operation in the history of the world,” reveals that $7,096,500 in time and talent helped put the drive over between April 5 and May 1. Compiled by the OWI and the NAB, this figure issued last week represents time given in connection with OWI activity and commitments under allocation plans, plus 15% for talent and time donations over and above these commitments.

It was suggested that 33 1/3% be added for all the extra features which networks and stations keyed to the Second War Loan, but the NAB decided on the more conservative estimate of 15%. The seven million total does not include talent which was donated, that is, contributed by the artists. It includes paid talent, and time valued at the advertising rates.

According to OWI figures, time contributed to the drive under the Network Allocation Plan amounted to $6,880,000; National Spot Allocation Plan, $320,000, and Station Announcement Plan, $170,000. Station participation reports received by Treasury, OWI and NAB indicate that over three-fourths of OWI commitments were so far above scheduled commitments that even the 33 1/3% addition to the total, suggested by OWI was conservative.

In a recent Treasury release, Mr. Morgenthau stated that 118,000 radio announcements were made, and 8,000 radio programs of 15 minutes or more were devoted to the Second War Loan.

Value of Other Media

During the same period, outdoor advertising’s contribution was reported as 7,254 War Bond posters on panels at a space value of $181,259, and 5,998 War Loan posters valued at $302,225. About 84,000 car cards worth $100,000 were placed, and 4,000 three-sheets valued at $15,000 were used.

According to this same Treasury statement, daily and weekly newspapers published 73,939 Second War Loan ads totaling 72,633,802
Decisions . . .

MAY 25

WDLP, Paramus, N. J.—Granted Modified license to cover authorization for changes in DA, increase power.

Applications . . .

WKBG, Youngstown, O.—License cover CP as mod., for power increase, new transmitter, D.A.N., change bonds.

WKGX, Kalamazoo, Mich.—Voc. assign. license to John E. Petersen, 4th of Patera Broadcasting Co., 1505 East Michigan Ave., Michigan City, Ind.—Voc. assign. license to President, 324 West Monroe St., Chicago, Ill., for change of control.

WAXY, Yakima, Wash.—License cover for new FM station.

Gen. Richardson Named

MAJ. GEN. ROBERT C. RICHARDSON, former director of the Army’s Bureau of Public Relations, has been named commanding general of the Department of the Army, succeeding Lt. Gen. DeWitt C. Johnson, who has retired. Gen. Richardson in 1941 reorganized the Army’s Public Relations Bureau and created the Radio Branch, and named Col. E. M. Kirby, formerly NAB public relations director, as its chief. Col. Kirby then was a civilian on loan from the NAB. Now he is in the Army. Gen. Richardson will be nominated for promotion to three-star rank.

Tentative Calendar

KNGC, Amarillo, Tex.—Mod. license for 860 kc., 500 w. N., 5 kw. D., unlimited (June 31).

MARION J. STONER has joined the studio staff of WKO, Kalamaazoo, Great Rapids.

JOHN CAMPION, control operator of WDRC, Hartford, has been transferred to the Bloomfield, Conn., transmitter.

BOB OLSON and Paul Kebler, members of the engineering staff of KYIM, Mankato, Minn., have been called into the Air Forces and Marines, respectively. Annuities Bob Irving and Bill Faulkner have taken over the control room to handle their own shows. Dave Killbourne, of Minneapolis, new to radio, is now taking a turn at both the studio and transmitter.

BERNARD J. RENK has been promoted to assistant to the chief engineer of WDGY, Minneapolis, and Arthur Dunke and Ralph Doggett have joined the staff as transmitter operators.

ROBERT GLENN, technician of KFAC, Los Angeles, has joined KHJ, Hollywood.

LORNE BALSLEY, formerly of the engineering department of WJDL, Chicago, and Wilbur W. Blair, former engineer of WBKO, Harrisburg, Pa., have joined NBC, Chicago.

HILL WELLS, department supervisor for radio production of Universal-International Microphone Co., Inglewood, Calif., is the father of a boy.

KENNETH J. MILLER, transmitter engineer of WHO, Dayton, has reported for induction into the Army. He has been in the Army Reserve.

MORRIS WILNER, control operator of WSB, Atlanta, resigned recently to enter training for the Merchant Marine.

EDWARD HESKY, engineer of WIND, Chicago, was inducted into the Navy recently.

New Business


KENDALL FOOD PRODUCTS Inc., Los Angeles (dog food), on May 18 started for 52 weeks’ participation in Andy & Virginia, 13 NBC Pacific stations, Tues., 10:30-10:45 a.m. (PWT). Agent: The Mayes Co., Los Angeles.

SIGNAL OIL, Co., Los Angeles on June 13 starts for 52 weeks a man direction and answer program on 10 CRE Pacific Coast and Arizona stations, 2:45-5:45 p.m. (PWT). Agency: Barton A. Stebbins Adv., Los Angeles.

Renewal Accounts

GENERAL MILLS, Minneapolis, on May 31 expanded to 125 NBC stations and one week Light of the World (Cheerioats), 2:45-5:15 p.m., Mon., thru Fri., June 4-8; The Test of Time (Wheaties), 2:25-5:20 p.m., Mon. thru Fri., Guiding Lights (Wheaties), 2:20-5:20 p.m., Mon. thru Fri. Company also renewed Hymns of America (Rembrandt), 2:45-5:30 p.m., Mon. thru Fri., for 52 weeks, pending renewal of present 28 stations. Agencies for Cheerioats, Kitchen Tested flour, and Softwatch cake flour; Blackett-Dampier-Hummert, Chicago for Wheaties, Knox Reeves Adv., Minneapolis.

CHLOE FINE SOLUTIONS Inc., Los Angeles (Her-Pro) on June 13 renew for 13 weeks participation in Breakfast at Berkeley on 21 NBC Western stations, Sat., 6:30-7:00 a.m. (PWT). Agency: Barton A. Stebbins, Los Angeles.

ASSOCIATED DENTAL SUPPLY CO., New York, on June 13 renew for 13 weeks participation in Breakfast at Berkeley on 21 NBC Western stations, Sat., 6:30-7:00 a.m. (PWT). Agency: Barton A. Stebbins, Los Angeles.

GENERAL CIGAR Co., New York (White Horse) on June 13 renewed for 4 weeks Raymond Clapper on 112 MBS stations, Mon.-Sat., 6:30-7:00 a.m. (PWT). Agency: J. Walter Thompson Co., Inc., N. Y.

EYERSHARP Inc., Chicago, pens, pencils, and other stationery, on June 13 renew for 13 weeks participation in Breakfast at Berkeley on 21 NBC Western stations, Sat., 6:30-7:00 a.m. (PWT). Agency: Bower, Chicago.


PARKER PEN Co., Janesville, Wisc. (Quill), on June 28 renews Eric Seversen with John Neblett’s The Passing Parade on 133 NBC stations, Sun., 11:30-12:00 p.m. Agency: Nedham, Long & Burpee, Chicago.

GILLETTE SAFETY RAZOR Corp., Bos., on June 4, 10 times, sponsors Bally Whip-Tail Terranova fight on 211 MBS stations, and on Thursday, June 10, 10 times, sponsors Jimmie Divens-Lord Marshall on 211 MBS stations. Agency: Maxon Inc., N. Y.

MacPherson Promoted

MALCOLM D. MACPHERSON has been appointed Director of Public Relations for Ralph H. Jones Co., Cincinnati, and New York, succeeding, according to Charles M. Robertson Jr., president. Mr. MacPherson has been assistant radio director of the agency for the past three Los Angeles stations. Since Pearl Harbor he has been especially active in patriotic programs. HisCeramic defense bonds and other government services.

Here’s How you Can Get ENGINEERS!

CREI Trains Replacements for Technical Positions

If you have limited license holders on your engineering staff . . .

If you are in need of qualified engineering personnel with technical ability . . .

If you are employing non-draftable men and women with limited technical experience . . .

then CREI’s spare-time training in Practical Radio Engineering helps solve your technical personnel problems . . . increases the efficiency and ability of your engineering staff. We offer a planned program of technical training that equips limited license holders for more important tasks . . . enables trainees others to pass license tests for dual work during the emergency.

WRITE FOR COMPLETE INFORMATION TODAY

Outline your technical manpower problems. We will furnish you complete data and outline of the CREI course of training which applies to your particular setup. No obligation, of course—write today.

E. H. Guilford, CAPITOL RADIO ENGINEERING INSTITUTE Dept. B-5, 3234 16th Street, N. W., Washington, D. C.
EXPERIENCED RADIO SALESMAN

WANTED—A GOOD PROGRAM PERSON—Who feels that he is experienced enough to contribute ideas, writing and production to successful and well-organized auto-dealership network stations. New York position. Excellent opportunity for the right person. Write Box 673, BROADCASTING, giving experience, draft status, samples of work if you wish, present salary and position.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle two networks, recording and set dance band remote. Write Box 675, BROADCASTING, for full details. CHIEF ENGINEER WAGE, SYRACUSE, N. Y.

Engineer—1st class, competent become chief, permanent position. Full details. First letter. Box 666, BROADCASTING.


Two Announcers Who are permanent. Salary $60 weekly. Ideal working conditions. KMLB, Monterey, Louisiana.

Progressive Station Needs Chief Engineer—The type of man needed must be an intelligent and productive draft-exempt salesman or engineer who lives and works around in selling, merchandising and copyrighting required. Send full details. Box 668, BROADCASTING.

EXPERIENCED SALESMAN—A 5,000 watt CBS job can use a salesman of proven ability who is more interested in his future than in his salary. If you are a live-wire who wants to invest and beautify the future, we have an excellent opportunity for you. Write WJKO, Inc., Kalamazoo, Michigan. Tell details about yourself, age, draft status, if any. Advance to a permanent position. Box 671, BROADCASTING.

Have 1,000,000 Responsive Listeners—To hand over to experienced "mail pull" announcer. Man who can speak the language of the masses and know direct radio response. Excellent opportunity for a man with the real opportunity for the man who has the ability with transmission and office and present service and promotion. Box 672, BROADCASTING.

Aggressive Draft Deferred Salesman—Wanted position with opportunities for advancement. Wanted by 6 k. regional network station. Box 680, BROADCASTING.

OPERATOR—First or Second Class License. Good pay, Non-Defense town, reasonable living costs. Draft exempt. WKB, Rutland, Vermont.

Wanted At Once—First class engineer. Draft exempt. Tell all first communication, including salary details. WMSL, Decatur, Alabama.

Announcer—Permanent position with 5 k. regional network station for draft deferred experienced man. Box 670, BROADCASTING.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing 90% of its business. Has thoroughly sold more for: NBC and Blue network with best news service. Has outstanding knowledge of noncompetitive radio market in northeastern Pennsylvania. High quality and good name war stability. Real deal for a producer. Give experience, draft status, etc. KTPF, Twin Falls, Idaho.

Announcer—Good salary, talent opportunities. Send samples of work. WJTN, Jamestown, New York.

LaRoche Addresses Council

CHESTER J. LAROCHE, chairman of the Advertising Council, discussed the council’s work in coordinating the contributions of the advertising industry to the war effort and in disseminating Government messages to the public, with particular emphasis on the role of radio, before a group of about 150 time salesmen from New York stations, networks and station representative organizations at a lunch given by the council at the Yale Club in New York last Thursday.

Merrill Petrie, chairman of the OWI Radio Bureau in New York, briefly described the operations of the OWI in preparing and allocating wartime messages of various Government departments.

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CONSULTING RADIO ENGINEERS
National Press Bldg. D. 1205
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer

Radio Engineering Consultants
Field Intensity Surveys
Station Location Surveys
Custom Built Equipment
SAINT PAUL, MINNESOTA

Paul F. Godley
CONSULTING RADIO ENGINEERS
Montclair, N. J.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RING & CLARK
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WASHINGTON, D. C.
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RKO to Use Regional and Key Station Tie-Up in Radio Promotion of Films

EVER SINCE the record-breaking attendance last January at midwestern theaters where the RKO picture "Hitler's Children" had its world premiere preceded by extensive radio promotion, RKO has been spreading the word and increasing its market share.

Recent evidence of this is the RKO arrangement with a group of key stations and regional networks extending from coast to coast, whereby three RKO pictures a year will be promoted on an exclusive sponsorship basis in the areas in- cluding New York, Los Angeles, Boston, Chicago, Cincinnati; WGN, Chicago; WCAU, Philadelphia; Texas Quality Network; Yankee Network, and others.

Effective Combination

According to S. Barrett McCormick, director of advertising and publicity for RKO, "the combination of radio and newspaper promotion for RKO pictures has proved the most effective method of reaching the most people," resulting in special radio bulletins, supplementary to the motion picture company's usual appropriations for newspapers, its chief advertise ment medium.

Idea for the regional network and key station tie-up was originated by Mr. McCormick and Terry Turner, exploitation manager for the RKO special division of RKO's Motion Picture Department. McCormick explained, while advertising the motion picture, "in view of the success of "Hitler's Children" during the summer of 1940, we will introduce new programs, including "Sophisticated Lady, with Maxine Redd Land Is Mine" during 1941.

This will increase our radio coverage through the duration, according to Mr. Meredith B. Burrill, director of the board."

PRONOUNCER

Heard. Of special value to announcers and commentators is an Interior Dept. release giving the approved pronunciation of ten geographical names in today's war headlines. Establishing official governmental pronunciation and spelling is part of the job of the U.S. Board on Geographical Names, under Interior, which has on its advisory committee the most outstanding geographers and linguistic authorities in the country.

The first ten places to be given are: Bizerre, Amchitka, Kharkov, Sevastopol, Novorossiak, Cap Bon, Trondheim, Tromsoe, Reykjavik and Guadalcanal. To give an example: how pronunciation is explained, Reykjavik is first spelled correctly, then "Ray-kea-veeke," for pronunciation, and followed by "Pronounce as a in father.

Fourth E to RCA

FOURTH Army-Navy E flag to be won by RCA has been awarded to RCA Laboratories in Princeton, N.J., radio-electronic research center, for its achievements in the war effort. The other E flags have been given to the RCA plants at Camden and Houston, N.J., and to RCA's marine service, Radio- marine Corps of America. In addition, RCA has been awarded the U.S. Maritime Commission M Pennant and Victory Fleet flag.

Hymns Honored

CITATION of merit was given to Hymns of All Churches, NBC program, on behalf of the International Council of Religious Education, during the May 26 broadcast. In conferring the honor Dr. Roy G. Ross, general secretary, said the program has "given expression to universal religious convictions which are basic to our American culture.

HILL COSTELLO, CBS Washington correspondent, has written an article on Japan's feudal military code of Bushido, to appear in an early issue of Esquire.

NINTH ANNIVERSARY of America's new Meeting of the Air was celebrated on the May 27 broadcast on BLUE. There have been 259 broadcasts since the program started, with George V. Deeny Jr., serving as moderator on all but eight.

HELP WANTED TIME GROWING ON COAST

MANPOWER shortage in San Francisco war industries, particularly among engineers, is proving the most effective method of recruiting. Even non-war industries are buying time in their search for additional manpower.

One of the largest timebuyers is the Bethesda-Alameda Shipyard, just north of Bushido, run by Mr. Ingram, Oakland, it is purchasing spots and five-minute programs on KQW and Sunday ball games of the Pacific Coast League winning the Pacific Coast League on KROW, Oakland.

Moore Drydock Co., Oakland, is sponsoring Ten O'Clock News by N. D. radio-electric research center, on KQW; spot announcements on KKL, Oakland; announcements on KAF, Oakland; and several local broadcasts.

Kaiser Shipyards, Richmond, Calif., is using six transcribed five-minute programs weekly on KKL, Oakland, with Listen to Linkletter, weekly half-hour program on KGO and a weekly five-minute program on KQW. Other war industries advertising include the following.


Among non-war industries seeking manpower is the New Process Laboratory, San Francisco, participating five times weekly in the Housewives Protective League and Katherine Kerry programs on KQW.

CBS Assigns 3 to Handle Joint Program With BBC

THRU HANDLES broadcasts of the ARRCBS series, Transauthentic Call: People to People, originating in the United States, CBS has assigned three correspondents, consisting of an Alan Lomax, who will write and edit material; John Becker, director; and Stanford Mirkin, who will produce the program. Those correspondents from which the program is to originate. In announcing the assignments, R. R. Dow, CBS vice president, said, "With this division of the program, indicated the series might be continued beyond the end of June, date originally set for the last broadcast."

WMRN 154th on Blue

WMRN, Marion, O., on June 1 becomes a BLUE affiliate, bringing the total to 154. WMRN will be a bonus station, available at no cost to those advertisers who purchase time on WCOL, Columbus. Owned by Marion Broadcasting Co., WMRN, will operate 24-hour, fulltime with 250 watts on 1,490 kc.

NIAA Meeting

NATIONAL Industrial Advertisers Association's annual membership meeting will be held in Cleveland June 30 in conjunction with the NIAA Central Region Luncheon at the Albert Hotel Statler, fourth of a series of regional meetings replacing the former national conference of the association.
There are Two Sides to Every Story...

PARTICULARLY THIS ONE!

Meet Casey (pronounced K.C.)—he's one of the most important "gents" in the "Heart of America." He represents 51% of the heart-beats in the Kansas City market—those persons living in cities, the urban population. But remember—Casey provides only one side of the story!

Meet Kansan—he's the other side of the story. He represents 49% of the heart-beats in the Kansas City market—those persons living on the farm. To "snub" him cuts the effectiveness of the media, or the advertising campaign, right in half!

For example—cover up either side of the following story (along the red line), and the message, although coherent, is still only 50% complete.

KMBC is FIRST* with urban audiences, and many times it has been proved that KMBC gives these listeners what they want—
a full-time news reporting staff,
the tops in a sports personality,
plus exclusive national name shows,
thus filling the "likes" of a 51% urban audience!

KMBC is FIRST* with rural audiences for listeners tune to personalities, not stations—KMBC's "personalized" news service with the only full-time farm division,
a complete home service department—
network personalities to warm the Heart of America, thus serving the needs of a 49% rural audience!

*Latest Conlan survey (No. 21—December, 1942) of Greater Kansas City again ranked KMBC first in all-over audience—more first-place quarter-hour periods, day and night, than any other station.

*Conlan survey at Missouri and Kansas State fairs (Summer, 1942) gave KMBC 350% more listeners than the nearest competing station—as many listeners as all other stations named, a total of twenty-five stations!
...BUT CAN YOU MAKE 'EM DRINK?

THE FACT that a station can cover the map with radio programs is no proof whatever that even a single listener is drinking them in. Yes, it's easy enough to lead people to programs, but quite another matter to get them to listen.

WKY happens to cover both a lot of territory AND a lot of listeners. No other Oklahoma City station does either nearly so well.

WKY, on 930 kilocycles, does the best job of any Oklahoma City station of covering Oklahoma. And WKY does by far the best job of delivering programs to people with their ears turned on. From December, 1942, through April, 1943, for instance, 46.3% of Oklahoma City's morning audience was listening to WKY; 55.1% of the afternoon audience; and 59.2% of the evening audience (Hooperatings).

Yes, WKY can make 'em drink. WKY leads programs to people and people to its programs. That's why you can lead more people to your program, and from there to your product or service, through WKY than through any other Oklahoma City station.