IN 1943—as in 1942—

WOR IS CARRYING MORE
SPOT BUSINESS MONTH AFTER
MONTH THAN ANY STATION IN
GREATER-NEW YORK*

Digging under the more obvious reasons for WOR's popularity with America's smart timebuyers, our sleuths conveniently boil the facts down to these: (a) WOR conscientiously drives your message deep into the minds of hundreds of thousands of men, women and children in 16 of America's most war-active, industrial cities of more than 100,000 people each. (b) WOR is today—and has been for months—attracting 10 to 15% more listeners than it did in 1942. (c) The spending power of the people in the great area covered by WOR has increased 19% in the past 12 to 15 months.

—that power-full station

WOR

*according to an analysis of National Radio Records
Fertile Fields, Busy Factories—
The Wealthy Midwest America Market

"DULL STUFF?"...IT BRISTLES WITH

An Optician a Grocer and a Radio Station

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

E. HALE BONDURANT
SALES MANAGER, WHO, DES MOINES

Gen. Food Serials Use Full Hookups
Five Programs to Be Carried
On Entire CBS Network

Post-War Planning for Radio
Heads Chicago RMA Meeting

Extravagant Claims for Fantastic Models Draw

GENERAL MOTORS MAY BUY NBC TIME
GENERAL MOTORS Corp., Detroit, which has not used network radio since last year when it sponsored Cheers from the Camps on the full CBS network, is reported to...
Dual-Affiliates Plan Option Discussions

Conflicts Arise As 3-Hour Limit Is Applied

TO CLEAR up the special problems of stations with dual network affiliation arising from the new FCC ruling and CBS' refusal to recognize any meetings of those of its affiliates who are also affiliated with another national network: Eastern stations to meet in New York on June 22 and western in Chicago on June 29. There are 49 such stations: four affiliated with both MBS and CBS; 10 affiliated with both MBS and NBC; and 35 affiliated with both MBS and the BLUE. Otherwise, network affiliates are generally accepting the revisions in their network contracts necessitated by the new rules, according to network station relations executives. Late last week CBS reported that more than 90% of its affiliates had acknowledged acceptance of the revised contracts, although the network retained the right to alter its letter offering the contract changes to stations required no answer, a number of NBC affiliates have written to voice their continued allegiance to MBS. The BLUE, many of whose affiliates have met last week in district sessions called by their representatives on the BLUE's station advisory and planning committee to give the stations a chance to ask questions and to eliminate any remaining misunderstandings of the effects of the rules, described the meetings as a very friendly and reported that contract acceptances were coming in at a rapid rate.

Midwest Problem

Arthur Church, member of the CBS affiliate advisory board for the midwestern district, called a special meeting of his group in Omaha last Tuesday to discuss changes in the relationship of these station with CBS following the application of the new rules. Chief problem was that of the noon hour which CBS has asked the stations to option for network programs. A number of midwestern broadcasters, especially those catering to the farm audience, were unwilling to option this time, which is at present largely devoted to market reports, news and other farm service features. J. G. Gude, CBS station relations manager, attended the meeting, following which it was reported that most of the difficulties were ironed out on an individual basis, the same as they had been handled under the old contracts in which all station time was optioned to CBS.

The peculiar problems of the dual affiliates also arise mainly from the limitations on network option time set by the Commission, which prohibit an affiliate from optionning more than three hours of time in each of four segments of the 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. All times those of the location of the station. "Such options," the regulation states, "may not be exclusive as against other network organizations and may not prevent or hinder the station from optionning or selling any or all of the time covered by the option, or other time, to other network organizations."

This means that a station may give options for only three hours in any of the four periods for network programs, whether of one, two, or three or four networks. Hence, a station with dual network affiliation cannot option more than three hours in each period altogether, and although he may option all three hours to both networks he cannot option three hours to each network unless the option times are identical.

In other words, a station affiliated with both the BLUE and MBS might option 7 to 10 p.m. to the BLUE, as requested by that network. If MBS asked for a different evening option period, say 8 to 11 p.m., the station could grant Mutual an option only for 8 to 10 p.m. without violating the terms of the regulations.

The following stations currently have dual affiliations:

MBS-NBC: WGBF Evansville, Ind.; WRDO Augusta, Ga; WFFA Manchester, Vt; WLBZ Bangor, Me; WISE Asheville, N. C; WKBQ Harrisburg, Pa.; WGAL Lancaster, Pa; WORK York, Pa; KRIS Corpus Christi; KRGV Weslaco, Tex.

MBS-CBS: WAAC Ft. Lauderdale, Fla; WMT Cedar Rapids, Iowa; WNBF Binghamton, N. Y and KILO Grand Forks, N. D.

MBS-WGTN: WSGN Birmingham, Ala.; WPMO Mobile, Ala; KGHI Little Rock, Ark; WATR Waterbury, Conn; WPWG Palm Beach; WROI Rockford, Ill; KSD Des Moines and KMA, Shenandoah, Iowa; KGGF Coffeyville, Ks; KFBI Wichita, Kan; WXYZ Detroit and WLAV Grand Rapids, Mich; KFOR Lincoln, Neb; WAGE Syracuse, N. Y; WAYS Charlotte, N. C; WAIR Winston-Salem, N. C; WJW Akron, Ohio; KOME Tulsa; WARM Scanton; WCOB Columbia and WMBC Greenville, S. C; WDEF Chattanooga; WIBR Knoxville, WMP Memphis and WSIX Nashville, Tenn; KFDA Amarillo, KNOX Austin, KXYZ Houston, KABC San Antonio, KTEM Temple, WACO Waco, Texas; WBMT Danville, VLWA Lynchburg, WRNL Richmond and WSLS Roanoke, Va.

Harry Wismer Named Maxon Radio Director

HARRY WISMER, sports commentator and advertising man, has been named manager of the radio department of Maxon Inc., Detroit, by Lou R. Maxon. In addition to assisting clients in the development and production of programs, he will continue to be active as a sports and special events commentator.

Wismer served as secretary to athletics director Charles Hackman while a student at Michigan State College. After graduation he joined WJR, Detroit, as a member of the production staff and sports director.

Blue Meeting

NEW BLUE affiliates' contracts, drawn up in accordance with the FCC monopoly rules, were explained to 26 midwestern affiliates which met last Tuesday in Chicago at the Drake Hotel. Keith Kiggins, BLUE vice-president in charge of station relations, discussed with the affiliates the new contracts which were mailed out recently. The regional meeting, presided over by Earl May, KMA, Shenandoah, Ia., included BLUE affiliates in the states of Wisconsin, Iowa, Illinois, Michigan, Missouri, Indiana.

Tax Bond Copy

WITH 18 BILLION DOLLARS still to be raised through the purchase of Government securities by individuals, the Treasury War Savings Staff Radio Section is preparing spot announcements based directly on the relation of pay-as-you-go taxation to planned bond buying. The announcements will go out over the air the last week in June, the announcements will be put in final form as soon as a simple explanation of the tax law can be worked out.

BROADCASTING • Broadcast Advertising

June 14, 1943 • Page 13
Tube Plan Would Expedite Set Repairs

Rigid Control Studied To Break Jam of Orders

MORE RIGID control over production of vacuum receiver tubes, including maintenance and repair tubes for civilians, will probably be started by the WPB before July 1, it was learned last week. The new control is designed to break a jam of highly-rated military orders that threatens to choke out civilian receivers for the remainder of the year and complicates prompt fulfillment of urgent war orders.

A study of the military orders is now being made by Capt. William A. Gray, chief of the Electronic Tube Section of WPB, in an effort to determine how many of the military tubes are urgently needed. In recent months, tube manufacturers have reported large numbers of new military orders which apparently would tie up the entire industry for many months.

Situation is Unsatisfactory

The situation is unsatisfactory to both military and civilian representatives, since the huge backlog of orders means urgent needed types may not be delivered on time. Anxious to insure against "too little and too late" of the right kinds of tubes, Captain Gray plans to determine the monthly-monthly military tube needs and to prepare monthly production schedules which will include civilian needs.

Since consideration of the schedule has only begun, there is as yet no indication of the number of tubes civilians may get. Only certainty is that under the old preference rating system, civilians almost certainly would have been left out entirely, while under the over-all scheduling proposal, there is hope that some tubes may still be made for civilians.

In adopting such a scheduling plan, WPB would abandon the old system of preference ratings under which military orders, with their high ratings assuring precedence over civilians, were handled in turn by manufacturers. The new scheduling system will insure that most urgent needs are met first, Captain Gray explains.

McIntosh, Whiteside Watch

A crisis in tube production apparently came to a head within the last two weeks. For several days WPB buzzed with rumors that civilian production was "out." Finally, it was reported that Arthur Whiteside, president of WPB's Tube Division, had begun Civilian Requirements, had taken a hand in the situation, and was considering a directive to insure some tubes for civilians.

Frank H. McIntosh, chief of the WPB Domestic & Foreign Broadcast Branch, is the representative of non-military tube users in all scheduling discussions. It is understood that Mr. Whiteside's office will back up his efforts to insure maintenance of home radio on a workable basis.

Some sources feel, however, that under the proposed scheduling system no such directive is needed. The decision to reschedule production, probably allowing civilian tubes at least a share of the facilities has been advanced as a long-term answer to the problem. Civilian tube production until now has been fitted into manufacturing capacity not used to fill military orders. As the situation shaped up at the Vacuum Tube Advisory Committee meeting in Washington last month, there would have been none of that margin available.

In describing his scheduling idea, Captain Gray explained that it was closely linked with recent steps WPB has taken to insure efficient distribution of tubes. Officials of the Radio & Radar Division recently issued an order L-265, to insure that tubes intended for civilians reached only civilians [BROADCASTING, June 7]. With L-265 in effect, tubes scheduled for civilians in the future would be marked "MR." Since L-265 makes it illegal for distributors to use "MR" tubes to fill rated orders, whatever tubes are made for civilians are almost certain to reach their proper destination.

While officials are enthusiastic about L-265 as civilians, reports indicate. High Army and Navy officers strongly oppose sale of tubes to military agents in the field by distributors. This point that regular channels insure ample tubes for military use. By purchasing from distributors, they hold, the services pay much more for the merchandise, may get military rejects, and at the same time deprive civilians of tubes they should have.

Despite dire predictions for civilian tube production, Captain Gray indicated that the situation would not be permitted to get out of hand. He pointed to figures showing that production ran from two to three and a half million tubes monthly in recent months. He said it was probable that certain types now reported scarce would be produced, and that most of the 117 types recommended by Mr. McIntosh would be available if over-all scheduling is adopted.

In addition, he said, many commercially acceptable military rejects would be given civilians.

Tube manufacturers have reported that the chief obstacle to vastly increased production of receiving tubes is the manpower shortage. WPB surveys show that the industry is running at only about 50% of capacity, since manufacturers have found it impossible to recruit women for night shifts. One way of overcoming this, officials said, would be for firms to follow the lead of at least one company that has many of its components assembled in "booster" plants, erected outside tight labor markets.

Spier Recuperating

WILLIAM SPIER, CBS producer, who has been on the West Coast for additional new programs, last week from overwork and is recuperating in the Cedars of Lebanon Hospital in Hollywood.

GLASCOCK NAMED WRC SALES CHIEF

APPOINTMENT of Mahlon A. Glascock as sales manager of WRC, Washington, effective June 16, has been announced by Carleton D. Smith, WRC general manager. Mr. Glascock succeeds John H. Dodge who is now on duty with the Navy.

The new sales manager came with WRC in November, 1942. He was formerly executive and radio director with the Lewis Edwin Ryan Advertising Agency, Washington. Previously he was connected with Wyle Agency and the Robert N. Taylor Agency. He graduated from Yale in 1930.

Mr. Glascock is a member of the Washington Sales Representatives Assn., and the Washington Ad Club. He is married and has two children.

COMMITTEE STUDIES FCC RADIO FORMS

MEETING in Washington last week, the broadcast subcommittee of the Advisory Committee of Government Questionnaires named as chairman J. Harold Ryan of WSPD, Toledo, and present assistant Director Chairmen for broadcasting. NAB President Neville Miller and others discussed the military needs of the subcommittee and the need for information derived from questionnaires.

This report dealt with current forms and questionnaires, with the engineering form approved as recommended by the NAB engineering executive committee. Named to discuss in the FCC license renewal form with the July 15, was Bennett Larson of WWDC, Washington; Herbert Pethey of WNYN, New York, and NAB Research Director Peter. Others in the radio field attending the meeting were Robert Cripp, WFIL, Philadelphia; Edward Evans, WJZ, New York; John C. McCormack, KTB-S, WKH; Shreveport; Barry T. Rumpole, NBC; Jack Williams, WATX, Wacrosa, Ga., and John Church, CBS, representing Frank Stanton.

Asks WAPO Transfer

JODA PATTERSON, executrix of the estate of W. A. Patterson, deceased owner of WAPO, Chattanooga, last week filed an application with the FCC for involuntary assignment of the license to herself as executrix. At the same time she filed a second application for voluntary assignment of the license to herself and to Ramon G. Patterson, her son, and Louise Patterson Puraile, her daughter, as WAPO Broadcasting Service. No money is involved.

THE BLUE has started using girls as messengers, the first regular woman member of the staff being Frances Gaisser, a former model.
Here's something about Chicago that should be put down in **BLACK and WHITE**!

You can reach the people of Chicago and the Middle West most effectively thru the station which carries more retail and more national spot business that any other major Chicago station.

That station is WGN!

**A Clear Channel Station**

CHICAGO

50,000 WATTS

WGN

ILLINOIS

720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
Network Rules Attacked in New Book

Practical Phases Were Ignored, Robinson Points Out

SOMEWHAT anti-dramatic because it does not cover the momentous Supreme Court decision of last month in the network cases, Thomas Porter Robinson's book, Radio Networks and the Federal Government, published last week condemns the FCC's network-monopoly regulations as failing to meet the problem in a "realistic and far-sighted manner consistent with the public interest."

The 278-page volume [Columbia University Press, $3.50] in comprehensive fashion covers network broadcasting and its relationship to the Government regulation of the networks' operating time of the network appeals to the Supreme Court, decided in favor of the FCC. The author, while concluding that Government regulation of broadcasting is necessary and that some degree of Federal regulation of the social and economic aspects of broadcasting is desirable in the public interest, nevertheless holds that the Commission is too far.

Practicalities Ignored

Aside from failing to meet the problem, the writer concludes that the regulations were "discussed and weighed in an atmosphere of acrimony and intense partisanship—an atmosphere alien to an intelligent and only deliberately planned." By outlawing exclusive option time as against another network and by drastically curbing network ownership of key outlets, Mr. Robinson tells, "regard the practical requirement that a network organization under our present system must be verified and to realize with much certainty as possible the willingness of the individual sovereign stations to broadcast the same program at the same time."

Moreover, that the intent to promote greater competition in the broadcast field is in the public interest, the regulations as a means of accomplishing this "are ill-advised because they foster the wrong type of competition and will result in a chaotic condition of economic rivalry between networks for the same stations, which is destined to limit the use thereof."

The regulations, he contends, tend to freeze a technical situation which is dynamic and do not give sufficient weight to the potential possibilities of the radio spectrum. In this regard, the author suggests that synchronization of networks on two or three 1-A channels is a post-war prospect and a challenge.

"In conducting the investigation and in formulating the regulations, the Commission failed to explore the possibilities of making a greater supply of frequencies available for network broadcasting in the standard broadcast band through a reorientation of its allocation and licensing policies."

Synchronous System

Discussing possibility of synchronization on a common frequency, Mr. Robinson drew upon previous experimentation dealing with synchronous or common frequency operation. Delving into the future, he sets up a hypothetical situation in which a national network is licensed on two or three clear channel unlimited time frequencies. Network stations operated synchronously on one of these frequencies at a particular time would broadcast an identical program. The great majority of transmitters would be simply relay transmitters, operated at low cost.

Pointing out that the Communications Act states that the Commission shall "study new uses for radio, provide for experimental uses of frequencies and generally encourage the larger and more effective use of radio in the public interest," Mr. Robinson said that when the war is over "broadcasting will stand on the threshold of a dynamic future. Only through opening our minds and exploring the challenge of this expanding science can the possibilities of that future be fulfilled."

While attacking the extreme nature of the regulations, the book does not support in their entirety the contentions of NBC and CBS. Although the "dire results predicted" by these networks with respect to the option time regulations "are undoubtedly exaggerated," he said, "some form of exclusive option time as against other networks is, in the writer's opinion, a practical requirement in our present system of chain broadcasting."

Sees Domination

Mr. Robinson reaches the "inseparable" conclusion that the broadcasting industry in the United States is dominated by NBC and CBS. Breaking up of this domination, promoting what the Commission believes to be the most desirable type of competition in the broadcast field, abolishing present contractual restraints in the network-station market, and speedily opening the door of opportunity to Mutual and to new networks were the principal reasons behind the Commission's recent action," he states.

"Asserting there is no question that more competition of the right type in network broadcasting is desirable, Mr. Robinson, however, holds that the FCC's regulations are destructive to chain broadcasting itself. The real answer to the competitive problem, he writes, is "a greater available supply of frequencies for commercial broadcasting, which in turn would result in a greater number of national networks."

Refuting the FCC's assumption that there is a severe lack of frequencies for commercial broadcasting, he declares scientific research has increasingly enlarged the number of usable radio frequencies and the process will continue. He points to FM and television and their use of the microwaves as signs in this direction and cites statements of leading engineers. In his concluding chapter, titled "Looking Forward," Mr. Robinson says if there were no broadcasting industry in this country today the accepted first principles would include the development of new means of financing broadcasting; maintenance of both individual stations and networks; Government assignment of frequencies and power; Government regulation of networks, and exploration of the feasibility of synchronous operation of networks on common frequencies.

Lauds Transcriptions

Transcriptions are given a boost by the author. Declaring they are highly developed today and are utilized to live talent programs, he says the national networks tend to insist that this is not the case, that the public demands live talent and would turn away from a so-called "dead program" on a transcription. In some respects, he holds, transcriptions are actually superior to live broadcasts. The best time for the performance can be chosen and the finest performances can be selected for presentation. The artists can be entirely fresh and at their peak; acoustical conditions are better controlled and the difference in time as one proceeds across the country presents no difficulty because simultaneous broadcasting is not required. Finally, with the development of the Miller film, a method of transcription using a narrow strip of film rather than a disc and operating on the principle of a moving mirror, editing is made possible before the broadcast.

Because they can now compete on equal terms with the "live" show and because they represent the form of competition most greatly feared by a chain organization, Mr. Robinson declares the use of transcriptions is "generally discouraged."

Mr. Robinson, urging network restrictions in this connection, mentioning NBC's refusal to allow outside concerns to make off-the-line recordings of commercial programs.

The author, in the Petroli ban on transcriptions and recordings, in force since last August. "If this ban is permanently maintained," Mr. Robinson concludes, "the damage that will be done to the broadcasting industry and the impairment of public service to the people that will result will be very substantial. In the writer's judgment, the ban is so contrary to the public interest that Congress, if necessary, should step in and see that this dictum is rescinded."

WGCN Is 140th NBC

WGCN, Gulfport, Miss., on June 6 became an NBC affiliate, bringing the network's total to 140 outlets. Owned by WGCN Inc., the station operates on 1240 kc, 250 watts.
GREAT SHIPBUILDING CENTER

Whether the "ships" of the future sail the seas or fly the air, Baltimore is in a position to build those ships better, faster, and cheaper--because of the accessibility of raw materials and the availability of a pool of skilled and trained workmen.

Baltimore has the greatest tide water steel plant in the world. Coal, power, and fuel are easily accessible. There are established lumber and plastic industries in or near the city.

Inevitably there will be a post war demand for new and faster ships. Inevitably there will be a demand for great transport and cargo planes such as are already being planned by Baltimore's Glenn L. Martin Company.

Baltimore's present leadership in this field will continue--and continue to grow.

Number Four of a Series
For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.
Joint War Effort By Entertainment Groups Projected

Conference Board to Insure Cooperation Is Planned

IN A MOVE to bring about a closer cooperation between various branches of the entertainment industry engaged in war work, plans were advancing last week towards the formation of a Conference Board of the Entertainment Industry for War Activities. Idea for the group, which would serve as a clearing house for the war activities of various agencies including BMI, ASCAP, RIAA, etc., to serve guilds and other organizations in the amusement field, grew out of a two-day meeting of representatives who convened in New York June 3 to discuss the Entertainment Industry for War Activities.

'Pool of Resources'

One of the proposed functions of the board, as presented by Ilka Chase, actress, to the National Conference, would be the creation of a "pool of resources," through voluntary enlistment of all members of the entertainment industry, who would agree to be drafted into any kind of participation in the war effort requested by an authorized entertainment agency.

War services would be subject to contractual obligations, would be limited to period of time specified by the individual, and would be paid for by the entertainment agency according to standards mutually established by agency and trade union. Plan would not preclude services on a free and voluntary basis, however. Enlisted personnel would include members of all professional fields of the four major groups—motion pictures, radio, stage and music.

First step was the approval by Conference members of a Continuations Committee to proceed with the organization of the Conference Board. Radio figures native to serve on that Committee were: Neville Miller, (or designee), NAB; George Heller, AFRA; William Frick, Assn. of Advertising Agencies; Anita Grannis, AFRA; Virginia Payne, AFRA, and Lawrence Tibbett, AFRA president. Committee named a special group to draw up a statement of purpose to be submitted to organizations which might participate in the Board. Members of the subcommittee included Walt Dennis, chief of the news bureau, NAB.

NAB is the first agency officially to carry out its intention of participating in the conference board of the entertainment industry for war activities.

DIRECTIVES of Western Electric Co. have decreed that all of 50 cents per share on its common stock, payable June 30, to stock of record at close of business June 25, 1943.

NBC Defaults Hearing, Allowing WJW And WHDH to Break Down 850 kc. Wave

OPERATION of WHDH, Boston, and WJW, Akron (now moving to Cleveland) on the 850 kc. clear channel of KOA, Denver, practically by default, was made possible last Friday when NBC, as licensee of the Denver station, stated it did not desire to participate in hearings scheduled by the FCC following the Supreme Court decision in favor of NBC-KOA.

This action followed denial by the FCC the preceding Tuesday of a petition by NBC to postpone the hearing involving the breakdown of the channel until six months after the exchange of hostilities. The Supreme Court had held KOA had not been accorded a proper hearing and the FCC had scheduled hearings for June 30.

In its next petition last Friday, NBC said it believed the public interest would have been served by granting its postponement petition. For the reasons it had set forth, NBC added that "it does not desire to participate in the hearings" but that it "fully reserves all rights to participate in any hearing pertaining to operation by the applicants in any application other than that specified" in the applications.

NBC, in its petition filed following the Supreme Court's ruling, asked the Commission to postpone until five months after the war the consolidated hearing involving the Boston and Cleveland stations and stated that until the Commission's final decision after the postponed hearing, NBC would continue to the unlimited time operation of WHDH and WJW as proposed in their applications.

NBC pointed out that the May 10 Supreme Court decision in the network cases gave the FCC authority to promulgate the chain-broadcasting regulations. As a network company and the licensee of individual stations, including the petition said NBC is placed in an equivocal position regarding further proceedings in the KOA case. WJW, it pointed out, is an applicant for use of 850 kc. Cleveland, while NBC is licensee of WTMJ, Cleveland. Under Section 3.106 of the regulations, Cleveland, which now has only three full-time stations, may be considered a "locality where the existing standard broadcast stations are so few" as to justify the Commission in refusing NBC further licenses for WTMJ unless an additional station is assigned to the Cleveland area.

Affects Rural Listeners

"It thus appears that though NBC's interests in the Denver station would be adversely affected by a grant of the WJW application, NBC's interests in its Cleveland station would be protected by the same grant. NBC is further placed in an equivocal position by the fact that both WHDH and WJW will be affiliated with the BLUE Network, which, like NBC, is a subsidiary of RCA."

"NBC does not wish to be put in the position of causing strategic construction to lie idle during war-time while it lingers the broad and continuing question of national service from clear channel stations," the petition added.

Finally, NBC said important technical developments will occur in broadcasting when the war is over. These developments, the petition held, would offer the people of Boston and Cleveland additional service without the necessity of depriving any rural listeners of service from KOA. By the same token, under peacetime conditions, the 850 kc. clear channel may be used to bring to rural listeners improved service through the use of higher power. Neither the Boston-Cleveland need for service nor present wartime restrictions upon the full development of KOA's potentialities "should be allowed to work a permanent distortion in the broadcasting allocation structure," said the petition.

PENN TOBACCO Co., Wilkes-Barre, has purchased two half-hour news periods weekly for 52 weeks on WENR, Chicago, Agency is Kiesewetter Adv., New York.

Newspaper Group Plans Retail Study

NAEASTORES to the Name Committee to Standardize Promotion

DOUBTBLES inspired by the successful development of the radio promotion campaign, members of the Newspaper Advertising Executive Assn. attended a group's wartime conference at the Hotel Pennsylvania, New York, last week, authorized the appointment of a committee to explore the retail field and set up a standardization plan for use by newspapers.

H. H. MacLean, manager of retail sales for Scripps-Howard Newspapers, was named chairman of the committee, whose other members had not been appointed at the conclusion of the three-day meeting. Although most details of the plan are still to be worked out, it was understood that the proposed study will cover the entire retail field, including chain stores as well as department stores and specialty shops. Neither Mr. Mac- Lean nor the secretary and treasurer of the NAEA, were willing to estimate the amount of money that carrying out this plan will entail or whether it will lead to more that being raised by the radio retail promotion committee headed by Paul W. Morency, WTIC, Hartford.

May Ration Ads

A discussion of the probable effects of further restrictions in newsreel at one of the NAEA session disclosed the general feeling among larger newspapers that in such an event they would have to begin rationing their advertising space, while the smaller papers felt that in their case another cut of 10% in newprint would be followed by an increase in advertising rates. Of the papers represented at the meeting, none reported that they have already instituted rationing of advertising space or made any plans for doing so. Rate increases reported were also relatively few.

The need for more creative selling on the part of newspapers was stressed by Ray H McKinney, president, American Assn. of Newspaper Representatives, who cited radio as an example of successful idea selling.

Church Discs on 23

CHURCH OF CHRIST, Glendale, Cal., in a tie-in with local churches, on June 6 started sponsoring a weekly half-hour transcribed religious feature during the summer. Valentine, evangelist, on 23 Pacific Coast stations. Contracts are for three weeks. Stations that includes KDB KFAX KPMC KGA KTKK KHSN KLS KFMB KXUB KSRQ KTRB KVEC KYTV KODL, KFQK KEO, KTOP KRTK KXWJW KELA. Dean L. Simons Adv., Hollywood, has the account.
MAINTAINS MUSIC CENTER FOR ENLISTED MEN!

In keeping with "morale-maintenance" activities—KOA makes available an outlet for the Music Center for Enlisted Men. It is scheduled to furnish members of the armed forces in Denver an outlet from their regimented duties. Men may listen to recordings or programs, and participate in classes and broadcasts.

Wives of Commanding Generals and Post Commanders in Denver, with the Governor's wife, and civil and state leaders, contribute liberally of their time to make the Music Center highly effective.

A weekly half-hour program, under the auspices of the KOA Music Center for Enlisted Men, is broadcast every Friday evening. Members of the armed forces who cannot attend the program while others take part in dramatizing activities of military posts here—all for the entertainment and information of soldiers and their families alike.

Highlights of several recent broadcasts are pictured.

ROOPS IN DESERT RECALL DENVER AS SOLDIER'S PARADISE

By a group of nostalgia soldiers stationed at an army air force base in the desert near Maricopa, Calif., Denver is "the people's heaven" where "the people's heaven" is the desert.

That information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.

The information was contained in a letter from the former, formerly of Denver, who described life in the desert, a place of beauty and solace.
CBS Issues Booklet to Explain New FCC Rules to Advertisers

Affiliates’ Right of First Call on Net Shows Held To Maintain Usual Buying Method

IN A BOOKLET explicitly titled "Questions and Answers for Advertisers Concerning the New FCC Network Rules," issued last week by CBS, the network gives a layman’s summary of the rules followed by 12 questions and answers springing from those rules. Advertisers are told:

(1) The new rules will not jeopardize their present network programs.

(2) The rules do not “cut loose” network stations from their network affiliation; despite the stations’ right to give non-exclusive options to other networks, each CBS affiliate “continues to depend on CBS for between 40 and 65 hours each week of non-commercial programs which are vital to its broadcasting schedule.”

First Call Policy

(3) As permitted by the rules, stations now give first-call on all of their programs to each of their affiliates. Labeling this policy “important,” CBS states that “as long as it is maintained by all networks it means that there should be no change from your usual method of buying network facilities. It provides a protection against the ill effects of non-exclusivity rule which we had feared.”

“The first-call policy,” CBS continues, “protects the great majority of network clients from any handful of advertisers who might otherwise compel the inclusion, in their network hookups, of the most powerful stations of other networks, thus leaving available to other network advertisers inferior networks and individual stations. It likewise protects the smaller station on one network from loss of business to the more powerful station in the same market.

Advertiser Protected

“It further protects a new advertiser on one network from finding himself blocked out of numerous key markets during choice time periods because important stations on the network of his choice had been offered and were broadcasting the programs of another network.”

(4) Showing the time CBS has put under option with its affiliates [BROADCASTING, June 7], the network explains (5) that the option hours were chosen on the basis of previous demand by advertisers and (6) that while the option gives the network a right to take over time held by a local or spot advertiser, which belongs to the station, not the network, In non-driving markets, “in practice the operation may be the same [since] many of our stations have expressed the desire to continue to carry as much CBS network commercial business as possible.”

(7) Advertisers will have to order time for new programs 56 days in advance of the starting dates “only if you want a guarantee that every single station on your hook-up can start with the first broadcast. Otherwise no,” says CBS.

(8) Advertisers can theoretically create their own “private networks” under the new rules in time not occupied by sponsored network programs, but, says CBS, “only if both the advertisers and the stations are blind to their own interests—and neither group seems at all inclined toward such blindness.

...This process of making strong stations stronger and weak stations weaker would so impair the structure of American radio that we doubt whether the FCC, under the broad powers which it has, could allow it to proceed unchecked.”

(9) Guaranteed time periods, local programs can be purchased from stations outside of the network’s option time, if the stations will sell it on that basis.

Special Services

(10) Stations not affiliated with CBS may be added to CBS networks for clients only “provided all of the CBS affiliates which serve the area in which the non-CBS station lies are also included in the advertiser’s hookup.”

(11) CBS states that it expects no greater rate of turnover of station affiliations as a result of the limitation of contracts to two years.

(12) CBS emphatically declares its intention to continue its public program operations and its service to advertisers through program and

NEWEST APPROACH to the roundtable quiz is heard on WOL, Washington. It is based on a finding of a New York Times survey disclosing that few Americans know American history. Hugh Russell Fraser, historian who conducted the survey, and Walter Compton, WOL-MBS commentator, evolved the public program formula. Titled "A Date With Time," it features two U. S. Senators and two Representatives on each program. Two “regular” experts are Representatives Coffee (D-Wash.) and Vorys (R-O.) Show is to go on Mutual soon. Around the table are (1) r: Senator Peterson (D-Minn.), guest: Mr. Fraser; Mr. Eastland (D-Miss.), guest; Rep. Coffee; Rep. Vorys. Announcer Bill Jeffery is in background.

Ready

GABRIEL HEATHER, Mutual commentator scheduled to start his two-week vacation from the air June 15, has decided to forego a holiday to be on hand to cover the region’s only invasion. Frank Singiser was to have substituted for Mr. Heather. Sponsors are Zinfandel Products, Barbacoa Sol Co., and R. B. Semler Inc.

RADIO DRAMA TOPS CROSSELY SURVEY

DRAMATIC PROGRAMS are now the most popular, according to a study of the competitive standing of four types of programs on four major New York stations, released last week by the William Crossley Corp., explained that “WLW is making this direct effort to aid the pharmacy schools within its primary area as an inducement to many physicians to enter pharmacy as a career, especially those who might not otherwise have considered this career.”

Goring the need for pharmacists, particularly in smaller drug stores, Mr. Dunville pointed out that proprietors cannot do the merchandising job that would be helped by additional competent assistants. This situation, he said, may have contributed as much as any other factor to the divergence of dramatic sales to other fields.

WLW offers a plan that will provide sufficient study and aid given the problem, pharmacy will become more attractive as a profession as it becomes possible for it to proceed without the drug store.

Quiz for Conti

A QUESTION-and-answer program of international events, featuring Charles Hodges and Alois Havilla, news commentators of World Jour. New York, has replaced the "Treasure Hour of Song" on MBS under sponsorship of Conti Products Corp., New York. Titled "Memo for Tomorrow," the program started June 13, in the Sunday, 10:45-11 a.m. period. Conti, the program’s sponsor, a Thursday half-hour at 9:30 p.m., went off the air June 3. Agency is Bemingham, Castlemain & Pierce, New York.

Radio Rated A-1

RADIO in the eastern gas shortage area was given an A-1 preference rating, highest non-military civilian rating, according to the revision of list of industries entitled to supplemental gasoline, ODT announced last week.

Dunville added that the list is made to give the fullest extent possible [BROADCASTING June 7].
ITS NAME is radio advertising. Its most fertile field is Detroit. Its most effective carrier is WWJ.

If you are fortunate in having something to sell today, it is easy, over WWJ, to offer it to the largest and most responsive portion of Detroit's teeming, thriving population.

If you have "nothing to sell for the duration," it is similarly easy—and comparatively inexpensive—to keep the name and merit of your product memory-fresh...toward the day when the bars again are down, and Detroit's peacetime greatness promises to exceed anything you have ever before witnessed.

There are more than two million people in this compact area. There are more than 550,000 factory workers here—with an estimated average weekly earning of $58.63. The per capita purchases of War Savings Bonds (backlog for tomorrow's buying era) are larger than in any other city.

And, WWJ is, by actual survey, the most listened-to radio station in this great market. Tell your story in Detroit now—over WWJ.
IRE Takes Stand Against K-P Bills
Plan to Mobilize Engineers Regarded as Unnecessary

OPPOSITION to the enactment of the Kilgore-Patman bills (S-702 and HR-3410) to establish an Office of Scientific and Technical Mobilization was expressed in a resolution adopted at the June meeting of the board of directors of the Institute of Radio Engineers. The IRE took the position that the technical resources and particularly the radio facilities of the nation are now working efficiently in war, and the lure of high wages and other advantages offered to trained personnel are not a cause for concern.

The resolution follows in full text:

Whereas, the board of directors of The Institute of Radio Engineers is of the opinion that the scientific and technical resources of the nation are mobilized to a high degree and are working efficiently in the war effort; and

Whereas, it appears that enactment of the above bills (S-702 and HR-3410) to establish an Office of Scientific and Technical Mobilization, under the authorization for other purposes, would actually endanger the war effort by a reorganization of these resources along untold lines; and

Whereas, it is the opinion of the board of directors that the best interests of the nation are best served by the declaration of policy of S-702 are unsound and not representative of the facts; and

Resolved, That the board of directors of The Institute of Radio Engineers expresses its general opposition to the passage of these bills, and that the effect of placing the scientific and technical personnel and facilities of the nation under government supervision and control.

BLUE Names Tomlinson
EDWARD TOMLINSON, radio communications, has been appointed by the board of directors of the American Broadcasting Corporation of New York. In an announcement made by Mark Woods, president, Mr. Tomlinson, whose analyses are heard thrice weekly on June 12 established permanent headquarters in Washington to be closer to our own State Dept. as well as to White House and to American diplomats and representatives. "The reported pro-Allied role in Argentina," Mr. Woods said, in announcing the creation of the new post, "brings into sharper focus the vital role which the 'other Americas' in the United States and allied war efforts."-

Weiner Quis WPB
RESIGNATION of Joseph L. Weiner, formerly chief of the WPB's office of Civilian Supply, was announced by Donald Nelson last week (New York). Mr. Weiner, who was a former chief of the "Rock Bottom Economy Plan" (BROADCASTING, March 14), was succeeded April 15 by Arthur Witte, who headed the Office of Civilian Requirements.

SPEARHEAD of U. S. Army IV Fighter Command's recent campaign against Japanese aircraft in the Pacific, the station-armed quartet delivered the recruiting message from KOJO, Seattle, one stop in a two-week Pacific Coast drive. Flown by Army bomber, Sam Haynes, network commentator on vacation from his six-weekly-quarter-hour newsast, sponsored by Sperry Flour Co. on NBC Pacific stations, visited every coastal filter center city during the radio and personal appearance tour. Trip was made at invitation of IV Fighter Command. Traveling companions (10 x 2) were Harold J. Bock, western press relations manager of NBC; Dick Keplinger, special events director of KOJO; Mr. Haynes; Capt. William Gerken, Army Signal Corps.

40 FM Applicants Seek Reinstatement
To Keep Files Pending Before the FCC

ALL EXCEPT about 10% of the pre-war applicants for FM stations whose applications were approved, February 27, 1942, under the blanket memorandum opinion, but who were precluded from filing for reinstatement last February, have taken advantage of the FCC's action.

FM Broadcasters Inc. last week said that FCC records showed that 40 pre-war FM applicants had sought reinstatement of their applications under the automatic procedure. The applications, under the FCC's ruling of last February, are still held in the pending file until after the war and then will be acted upon, eliminating the need for filing of new detailed forms.

Following is the list of companies, which have standard broadcast station identity, if any, shown on the FCC records as having filed for reinstatement:

American Broadcasting Corp., KFJ, Lexington, Ky. (46.1 mc.) (WLAP).
Anchorage & New Bedford, Mass. (45.7 mc.) (WBNH).
Aber C. Anthony, Los Angeles (45.7 mc.) (KFJ-KECA).
Aschland Broadcasting Co., Ashland, Ky. (45.1 mc.) (WOMD).
The Baltimore Radio Show, Baltimore (45.7 mc.) (WFBT).
Central New York Broadcasting Co., Syracuse (46.3 mc.) (WNYR).
Condor Broadcasting, Boston, Mass. (45.3 mc.) (WEEI).
Courtier-Journal & Louisville Times Co., Louisville (45.7 mc.) (WHAS).-
Della Memorial Radio Fund, New York (45.7 mc.) (WEVD).
Frequency Broadcasting Corp., New York (46.7 mc.) (FBC).
Globe-Democrat Publishing Co., St. Louis (46.7 mc.) (Globe).
Harlow Broadcasting, Racine, Wis. (46.5 mc.) (WJHK).
James F. Hopkins, Detroit (46.5 mc.) (WJHK).
Keith Broadcasting Co., Houston, Texas (46.5 mc.) (KFBC).
Kilgore Broadcasting, Indianapolis (45.5 mc.) (Kil).
King-Trendle Broadcasting Corp., Grand Rapids (46.9 mc.) (WOOD).
Don Lee Broadcasting System, San Francisco, Calif. (46.5 mc.) (KFCO).
Mayer Broadcasting Co. (New York) (45.7 mc.) (WJFB).
National Broadcasting Co., New York (46.5 mc.) (WJAF).
New Jersey Broadcasting Co., Newark (45.1 mc.) (WHOM).
Parking Lot & Amusement Co., Chicago (47.9 mc.) (WJF).
Queen's Office Providence (45.3 mc.) (WJAR).
Radio Broadcasting Co., Lagos, Mass. (47.9 mc.) (WJAF).
The Pulitor Publishing Co., St. Louis (46.3 mc.) (WJIT).
St. Louis University, St. Louis, Mo. (46.1 mc.) (WJRL).
Storrs-Times Publishing Co., St. Louis (46.7 mc.) (KXOE).
The Sun Company of San Bernardino, San Bernardino, Calif. (46.1 mc.) (KXOE).
United Broadcasting Co., Cleveland, Ohio (46.5 mc.) (WBMI-WCLR).
WBNX Broadcasting Co., New York (45.6 mc.) (WBNX).-WDEF.
WDAS Broadcasting Station, Philadelphia, Pa. (76.7 mc.) (WDAS).
WJJU, Inc., Chicago (44.7 mc.) (WJH-JU).
WJBR, The Goodwill Station, Detroit (46.5 mc.) (WJBR).
WOR, Inc., Albany, N. Y. (45.1 mc.) (WOR).-WOKO.

Other construction permit authorities, outstanding for FM stations not yet on the air are: W73I, Indianapolis; W95NJ, Jersey City (WAT); W55NY, New York City; W61LA, Los Angeles; KS73I, Salt Lake City (KSL); and W83C, Chicago (WHFC).-Applications for FM licenses also have been filed by Dr. Edwin H. Armstrong, FM inventor, and Westinghouse Radio Stations, to use equipment formerly licensed to high frequency experimental stations Co. W2XMN, Alpine, N. J., and W1XSN, East Spring field, Mass. Call letters requested are W31NY for the Arm strong station and W81SP for the Westinghouse outlet.

HEALTH MESSAGES AIDED BYLYSOL

REPEATING its timely radio health warnings in the Midwest's recurring flood area for the past week, E. B. Fink Products Co., New York, placed 100-word announcements on stations in the states of Ohio and Indiana urging the use of Lysol disinfectant. The company placed a similar campaign in June 1942 in Eastern Pennsylvania, Michigan, Len- nen & Mitchell, New York, preparing the copy and rushing through the program. The company leased the studio and half an hour after it received the "go-ahead" from Leh & Fink (Broadcasting, June 1, 1942).

In the recent flood emergency, Lysol announcements were broadcast at frequent intervals during the day, warning householders to destroy bacteria as the receding flood waters left germ-breeding mulch. Stations covered were WMBD, Peoria; KFPW, Ft. Smith, Ark.; WKMO, Kokomo, Ind.; WBC, WYB, WAYO; WJWWW, Wayne; KMOX, St. Louis; KFVS, Cape Girardeau, Mo.; WKRO, Cairo, Ill.; W0VO, Tulsa, and KXKO, Kuala Lumpur. All stations, in the area also distributed handbills warning of epidemics and made sure medical personnel were well supplied with Lysol disinfectant.

Stations Assist

With floods waters almost reseeded in the Midwest area, reports have been received about the part played as flood information center by two stations in Missouri and Illinois.

KXOK, St. Louis, recently completed its comprehensive coverage of the flood in a joint effort with the Missouri Journal-Press and World, and with Engineer Al Gordon, using recorded and remote equipment to broadcast the news to help in the evacuation of families. News commentator Virginia Davis flew over the flood to broadcast a pilot plane to broadcast her impressions of the flood on KXOK.

At Jacksonville, Ill., WILS, at the request of the Illinois Civil Defense and local Red Cross disaster committee, gave hourly river stage announcements and announced the procedure for orderly withdrawal from flood-threatened Beardstown and later return to the city. The station helped find homes for evacuated persons and helped to reunite separated families. To report the arrival of Army trucks, Korsmeyer and Edgar Parsons toured the flood area and the station arranged a series of interviews with levee workers and evacuees.

Freed Hails FM

CITING the growth of FM as a "perfect example of the free enterprise that is part of the foundation of the United States," Arthur Freed, vice-president of Freed Enterprises, Inc., in a recent letter to radio dealers, urged them to "carry on the FM consumer education job for the duration" while they are concentrating exclusively on war production.
WNEW Sells Radio a la Carte*

WNEW has a program menu that's 24 hours long, and as varied as pot-luck at the Colony. We're well aware, as some one said, that "One man's meat is another man's poisson." So, whatever the product, we have a program that will sell it — made right here on the premises.

We're experts in New York taste — its purse and its palate — and our menu is printed in plain New Yorkese . . . That's why WNEW's audience is larger than some New York stations all of the time and all New York stations some of the time — network and local.

Recommended to advertisers and agencies this month: The No. 1 all-night show, "The Milkman's Matinee," 1:00 to 7:00 A.M. — and "The Swing-Billies", 9:00 to 10:00 A.M.

* At table d'hote prices.

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

Serving New York and New Jersey Twenty-Four Hours a Day

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
Baseball to Latinos

INSISTENT demand for baseball scores from Latin American sports fans has prompted NBC's international division to start a nightly quarter-hour in Spanish, during which Eli (Buck) Canel reads the latest scores and remarks some of the day's outstanding plays. Program is broadcast 7:45-8 p.m. on WNBC, WBOB, WGEA, WGBA, and WRLL. Canel also devotes a minute to baseball news in English for troops in the Caribbean area.

link operation already established, he pointed out, all that remains is to extend present facilities to additional areas.

Describing Philco's contributions to television, Mr. Grimes cited the emphasis on a greater number of lines in television pictures to provide greater sharpness and clarity and the development of alternate carrier synchronization as among the most important.

GRIMES SEES FAST GROWTH OF VIDEO

ALREADY as advanced as radio was in 1927, television will develop into one of the great industries of the post-war period, it was predicted by David Grimes, vice-president in charge of engineering for Philco Corp., in an address June 7 before the New York Institute of Finance.

Mr. Grimes foresees rapid expansion of existing facilities immediately after the war and development of television networks to make programs available over wide areas. Growth will be facilitated by research speeded to meet emergency war needs, he said.

"The next big job," Mr. Grimes declared, "will be to develop radio links so that television programs can be 'beamed' through the air from city to city and thus make the nation's outstanding entertainment and news events available for people to see in their own homes." With the principles of successful

PROVING that advertisers consider WSIX an outstanding buy in radio, this station has increased its sale of program time 161 per cent within the past ten months.

Advertisers, both local and national, are taking advantage of the opportunity presented by WSIX to cover adequately, at reasonable cost, the booming Nashville trade area.

For rates and availabilities, contact the station or Spot Sales, Inc., National Representatives.

Member Station, the Blue Network and Mutual Broadcasting System

NAB Gives Views On Congress Bills

White-Wheeler Plan Favored; Federal Subsidy Opposed

TWO RESOLUTIONS—one endorsing legislation at this session of Congress along the lines of the White-Wheeler bill to safeguard freedom of radio and the other expressing opposition to any form of Government subsidy for advertising, but urging no discrimination between the press and radio—were adopted by the NAB board of directors June 2-4 at its extraordinary session in Washington.

The industry small station committee was instructed by the board to determine what class or classes of stations should receive advertising under the Bankhead bill (S-1073), now pending, which provides for Government expenditure of 25-30 million dollars for advertising in newspapers, not less than half of which would be in small publications.

The full texts of the resolutions follow:

White-Wheeler Bill

The Board of Directors of the NAB unanimously endorses the statement in the following form, approved by the board of directors of the NAB, which was transmitted to Washington, D. C., May 19, 1943, in furtherance of the resolution therein stated that the Supreme Court decision of May 10 gravely jeopardizes the maintenance of a free radio in America.

In furtherance of its position, the board of directors further specifies that any broadcasting station has depended upon the degree to which it served the ideas and wishes of its listening public in the character and content of its programming. Mr. Grimes has stated that the audience has been extremely sensitive to the expressed wishes of its public.

This power to determine what shall be the character and content of radio programs, by its mere existence and not necessarily by its exercise, constitutes an abridgement of the right of free speech guaranteed under the First Amendment.

It is obviously the responsibility of the Congress to review the present law in the light of the Supreme Court decision and to enact legislation under which the necessary and powers of the Government regulatory agency are delimited and clear; and the right of the American people to collaborate with stations in determining the broadcast needs of their community, state and nation is restored.

Bankhead Bill

Whereas, the broadcasting industry through the NAB has opposed the acceptance of Government funds for advertising or the acceptance of Government loans or subsidy in any form, and

Whereas, there is before Congress today proposed legislation which provides for the expenditure of Government funds for advertising in newspapers,

Now, therefore, be it resolved, that the board of directors of the NAB reaffirms its former actions but does now take the position that Congress contemplates such legislation every effort should be made to see that there be no discrimination between the press and radio or any other media of communications and

Be it further resolved that the board of directors direct its small stations committee to determine what class or classes of stations should receive such advertising and take such other action as may be necessary to carry out the provisions of this resolution.

Omega Continues

OMEGA CHEMICAL Co., Jersey City, is continuing its advertising through the summer for the first time in a number of years. Omega Oil is ordinarily promoted in the fall and winter, as in the past season, when four stations were used in the October to April period. The summer campaign emphasizes the liniment for war workers unused to manual labor, and for sore muscles resulting from strenuous week-ends. Summer schedule, which continues till mid-October, started June 7 on KMBC, Kansas City, and may extend to other stations. Agency is Cecil & Presbrey, New York.

Page 24 • June 14, 1943
He knew too much about the Japs!

For fourteen years, W. R. Wills was Tokyo correspondent for CBS and editor of the anti-Axis paper, “Japan News’ Week.” Came Pearl Harbor and Wills was arrested, falsely charged with espionage, thrown into jail. He knew too much!

When prisoners were exchanged, Wills came home on the Gripsholm...home to St. Louis and, of course, to KMOX. Now Mid-America listens to KMOX every morning at eight to hear Wills report, digest and analyze the news (sponsored six days a week by Ward Baking, through J. Walter Thompson).

Such service is the part of the KMOX tradition. The KMOX news room is one of the most complete in radio. The KMOX Downtown News Post is always a popular center for news-hungry St. Louisans. Pouring into the news room and to this News Post are the world-wide news reports from CBS (which TIME calls, “the most adult news gathering organization in radio”), the complete services of both the major news associations and the 'phoned-in reports of a local staff of top-flight reporters.

The way KMOX handles news is the way KMOX handles music. And drama. And comedy. It's polished, sure-footed, professional KMOX-radio, 24 hours a day. It's what has made KMOX The Voice of St. Louis and of over 800,000 radio families throughout Mid-America.
'Info' Honored

IN RECOGNITION of its "high standards of good taste," and for its entertainment and educational qualities, NBC's Information, Please has been selected to receive the 1943 Father's Day Radio Award by the National Father's Day Committee. Medal to be presented to Dan Golenpaul, owner and producer of the show, during the June 14 broadcast. Program is also cited for its War Bond sales records, and because its principals, Clifton Fadiman, Franklin P. Adams, John Kieran and Oscar Levant are "exemplary American fathers." H. J. Heinz Co., Pittsburgh, is the sponsor.

VARITY is format for a weekly program on WMCA, New York, for the purpose of recruiting volunteers for the New York City Auxiliary Aircraft Warning Service. Series starts with a mass induction of recruits from the studio audience. Volunteers will be solicited by phone and mail, with guest stars handling the requests. Program title is Wings for Women.

WORKED OUT by Paul Elliott, account executive of KSO, Des Moines, and Joseph Chamberlain of Chamberlain-Kirk & Co., Des Moines real estate firm, Radio House Market is a program based on the previous day's visit of the narrator to a selected house where a salesman "sales" it to him. The show, interspersed with modern music, is at 8:45-9 a.m. Monday, Wednesday and Friday.

Where From?

WOW, New York, will expand its six hours of English language programs, 6 p.m. to midnight, with the addition of an early morning program of recorded music, with Peggy Lloyd as M.C., 7-8 a.m., Monday through Saturday. Employes of the station are participating in a contest for the best title for the program, which starts June 14. Another new series, Names Mean Something, invites listeners to submit letters giving the derivations of names. Cash prizes go to those whose entries are read on the air.

Stamp Man

PROMPTED by Life's description of stamp collecting as "the most widespread hobby of all," and by the disclosure of New York welfare officials that it is the favorite pastime of school children, WLIB, Brooklyn, has started a weekly series titled Walter Kaner—The Stamp Man. Mr. Kaner, publicity director of the station, presents the stories behind the pictures on stamps, interviews famous collectors, and airs the latest stamp news.

Artists' Recitals

AMBITIOUS artists who hitherto have not received recognition in the field of music, will be given an opportunity to display talents during a series of recitals on WTMJ and WWSM, Milwaukee. Staged in cooperation with the Wisconsin Federation of Music Clubs, series of 26 concerts is scheduled starting in early December. Warren E. Mead, production manager of the stations, is cooperating with the WFMC steering committee in completing details.

Home Front Morale

FOR OUTSTANDING contribution to the war effort on the home front, Z-Bar Network in Montana awards a "Radio Badge of Merit" daily to a candidate nominated by listeners. Nominees, selected on basis of war work outside their regular employment, are given silver medals and interviewed on program. A $5 award is also given listener sending in letter of nomination.

Peep Show

A PEEP at its talent and personnel is given WLW listeners through a new program titled Let's Visit, a regular Sunday feature written by Douglas Mussinon. Frazer Thomas takes listeners behind the scenes at the studio for an informal question and answer session with one of the WLW performers.

This Is How

LISTENERS are invited to send in tips on wartime housekeeping and conservation to This Is How, on WLIB, Brooklyn. The sponsor pays $2 to each housewife whose suggestion is used on the program. Sponsor is Michaels & Co., Brooklyn furniture store.

For Bravery

DRAMATIZING the event in the lives of Americans which won them decorations, a new Sunday night quarter-hour series, Decoration for Bravery, has been started on KMTK, Hollywood. Mort Wright handles production.
We Have The Biggest ASPIDISTRA In The World!

For Proof See TIME MAGAZINE May 31st-Page 82

5000 on 580 WCHS CBS Affiliate
John A. Kennedy, President Howard L. Chernoff, Managing Director
Charleston, West Virginia represented by the BRANHAM COMPANY
The Service Area of

WIS

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.
gives you

MORE

RADIO HOMES

than

LOUISVILLE  (127,000 against 79,000)
or

ATLANTA  (127,000 against 63,000)
or

MEMPHIS  (127,000 against 67,000)
or

BIRMINGHAM  (127,000 against 58,000)
or

RICHMOND  (127,000 against 85,000)
or

NEW ORLEANS  (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (91,000),
so far as that’s concerned!

GET ALL THE FACTS! WRITE WIS
OR ASK
FREE & PETERS, INC.
Exclusive National Representatives

War Aid Rated
In OWI’s Guide
Program Priorities Suggested
By Philadelphia Office

A REGIONAL RADIO Priority
Guide, covering radio placements
longer than spot announcements by
all Federal agencies, the American
Red Cross and Council of Defense,
is being tested in the Philadelphia
Region by the Office of War Infor-
mation.

For the purpose of investigation,
the new plan is being tested by the
radio stations in Philadelphia ter-
ritory, and if successful may be
made available to OWI regional
offices throughout the country.

Programs Rated

Howard Browning, regional di-
rector of the OWI in Philadelphia,
and Stanley Broughton Tall, re-
gional radio director, in announc-
ing the Guide, said that since many
stations wish to devote time over
and above that consumed by the
basic OWI plan, the stations
“might like to know our opinion of
the relative importance of the vari-
ous government campaigns being
carried on at the moment.

“We have tackled the problem
very much as we tackled our first
experiments with the spot an-
nouncement packet,” said Mr.
Browning and Mr. Tall. “Every
government agency has been con-
sulted and asked to submit for rat-
ing all campaigns for which it de-
sired radio time during June. Each
campaign has been weighed in
terms of its importance to the war,
the resistance it faces, the number
of persons it affects, the sup-
port previously given it, and its
timeliness.”

While there is nothing manda-
tory about the Guide, the OWI feels
that best contributions can be made
by the stations by following the
Guide as closely as possible—first
care being given to those programs
classified as “Essential,” then al-
lowing time for the “Important”
programs, and finally to the “Use-
ful” ones.

Many subjects are recommended
only for certain districts. A hand-
ful of subjects are refused clear-
ance. This has been done after con-
sultation with the War Manpower
Commission, whose duty it is to
balance the many demands for man
and womanpower. Some important
subjects which can be adequately
handled in the spot announcement
packet are omitted from this list.
However, some subjects covered by
the Guide will also be handled in the
Regional Spot Announcement
Packet.

The Guide, which is wholly vol-
utary, also has the approval of
Dr. Leon Levy, president of WCAU,
Philadelphia, who is the regional
radio consultant for the industry
in the Philadelphia area. In a sup-
plementary memorandum to all
stations in the district, Dr. Levy
urged that they adopt the Priority

Livinia Schwartz Gets
OWI Post in Chicago

LIVINIA S. SCHWARTZ, direc-
tor of public service programs for
WBBM, Chicago, and CBS in the
midwest, has been appointed as-

distant de 

owice

d the OWI

Radio Bureau, Chicago regional
office, Don Stauffer, OWI Radio
Chief, announced last week.

In making the ap-
pointment, Mr.
Stauffer said Miss Schwartz
had been doing effective work for OWI in her CBS
job.

Miss Schwartz had been with
WBBM since 1936, and is known
for her accomplishments in social
welfare groups and the School
Broadcast Conference. She has
been public service consultant for
the OCD 6th Civilian Defense
Region.

WLB Issues Suggestions
On Wage Determinations

SUGGESTIONS for determining
area wage rate brackets, and ap-
plying them in adjusting wages “to
the minimum of the going wage
bracket” were sent by the War
Labor Board to its regional offices
last week. The bracket will be
the range of wages, from minimum
to maximum for a given occupation
in a given market.

According to WLB instructions,
raises in so-called “substandard
cases” are not to exceed the mini-

dum figure in a bracket, and in
correcting gross inequalities ad-
justments above the minimum will
be made only in rare cases. In
voluntary wage adjustment cases,
regional boards may give approval
up to the minimum rate. Firms
will be expected to produce evi-
dence that they comply with War
Manpower Commission regulations
governing recruitment and
utilization of labor and work the
minimum wartime work-week.

Guide, stating: “If you are going
to give time for the war, you want
to give it where it will do the most
good—certainly not where it will
be wasted or do harm.”

UNEXPECTED REUNION of visit-
ing KSL Salt Lake City, executive
together, now serving with
U.
Army, occurred at CBS
hauquarters recently, with the network
West Coast sta-

tions relations executive appropri-
ately enough engineering the

event. Trio (l to r) are Corp. Keith
Glade; Ed Buckalew, CBS Western
field manager of stations relations,
and Earle Glade Jr., continuity edi-
tor of KSL, who was conferring
with network officials.
The entire Pacific Coast is less than 25 miles away

The Pacific Coast is more than 1,100 miles long; it's big ... sprawling ... mountainous. Over 2,886,330 radio homes are located in cities surrounded by mountains. If you want to reach all of these people by radio, you have to release your message close to the markets, for the mountains (5,000 to 15,000 feet high) make long-range broadcasting unreliable. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. Only Don Lee broadcasts from within the markets. Only Don Lee has enough stations (33) to completely cover the vast Pacific Coast. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job ... Don Lee.

Thomas S. Lee, President
Lewis Allen Weiss, Vice-Pres., General Mgr.
5515 Melrose Ave., Hollywood, Calif.
represented nationally by John Blair & Co.

The Nation's Greatest Regional Network
Not until THIS happens...

Not until your product moves across the counter has spot radio—or any other advertising—done its job.

Selling spot radio is—to us—far more than just quoting minute availabilities.

Our interest starts with the color of the label and the name on the package—and follows through until the goods roll over the counter.

During the last ten years this policy has won the confidence and trust of agency men and advertisers.

PAUL H. RAYMER COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES
First Easy Lesson

THIS WEEK (June 15) the FCC's network regulations become effective. The public won't notice the difference. Network schedules will remain about the same. Top-rated programs will be keyed from the same studios and heard over the same wavelengths. Advertisers will be paying the same rates; talent will draw those fancy figures.

So, people ask: "What's all the shooting about?"

It's hard for broadcasters to give a quick answer. Radio functions by split seconds. But the story of the Supreme Court's new radio philosophy and its effect upon the freedoms can't be told that fast. Till now radio didn't know how to tell it; the industry's public relations have been bad. June 15 deserves a spot on radio's calendar as a day for sackcloth and ashes, marking the loss of its freedom. The Supreme Court opinion gives the FCC the right to regulate network broadcasting in a manner never contemplated by Congress. But indefinitely important it gives the FCC control over the "composition of the traffic" over the air. That purely and simply means control over programs. The FCC hasn't yet invoked that authority. The network regulations are the first easy lesson.

Why has all this developed when there hasn't been a murmur of complaint from the people who, after all, are those to be served? What has been radio's failing? It has the loudest and most enticing voice ever devised by man. It has sold the war effort, culture, religion, entertainment, enlightenment, Government, politicians, bonds, fats, scrap metal, drives, peace and the whole range of commodities and services. But it has never sold itself.

Politicians with axes to grind and bureaucrats grabbing for control of this most powerful and effective of media shriek about the "radio monopolies" and about an industry rolling in wealth. One good-sized department store on Main Street in any good market will do more in turnover than any of the networks. Sears-Roebuck, or perhaps Macy's, will top the whole group combined.

The politicians howl in terms of Radio City, with its multi-stored studios, marble halls, escalators, rubber- neck tours and uniformed guides, as monuments to radio's suddenly acquired wealth. Untold is the fact that Radio City is a Rockefeller real estate development, that the networks simply are relatively small rent-paying tenants, who have sold Radio City, but not themselves. All down the line people are led to believe that a station license is a key to the mint. Even the FCC personnel believe and resent it.

What they don't realize is that radio didn't just develop fullblown overnight; that it took sweat and toil and plant investment and foresight and gamble and losses to start in business. Laterly, too, it may have taken some political pressure, but that's boomeranging.

They don't realize that radio is the most hazardous business extant; that stations hang on the slender thread of license renewal at two-year intervals; that they live by the whim and caprice of an agency of seven men, any four of whom exercise control. Under the Frankfurter opinion those four men can do anything at will, provided a hearing is accorded. They have but to say that "a larger and more effective use of radio" will accrue in the public interest in decapitating a station, whatever the reason.

All this has happened while Congress, charged with the responsibility of carrying out the will of the people, has stood by. For 16 years Congress hasn't acted on any substantive change in the radio law. Compare radio of 1927 with radio today!

Meanwhile, the executive and judicial branches have moved in. They have legislated where Congress has failed to act. The legislative power, under democratic precepts, belongs to Congress alone. So let those who seem to have an abiding faith in our administrative processes continue to take time by the forelock. They have but to look at a succession of broken promises to learn that nothing happens in Congress unless there is the incentive, the inspiration, and the will.

Radio must serve the national policy. It has the commando job at this stage, for all the media of expression. The newspapers, not yet directly attacked but next in line, should heed the warning. Control of "Composition of the traffic," by Government fiat, is not an idle phrase restricted to radio. Newspapers carry traffic, too. So do the other media.

Radio can't have its national policy until the legislative pattern is set. The time is now; the place Washington; the industry on the firing line—radio.

And More

UNMATCHED by any of our enemies or allies was the audience of 100 million citizens whom the Government could count on to turn to their radios—not just hope that they would.

This valuable weapon Uncle Sam didn't have to build, says Young & Rubicam in an institutional advertisement, for it had been built over the course of years by American business. Moreover, it could not be duplicated quickly, no matter how much money was spent.

Today, Young & Rubicam reminds, "the Government knows that 25 to 30 million people will listen to Fibber McGee & Molly—23 to 25 million to Lux Radio Theater—23 to 27 million to Jack Benny—and so down the list." After listing some of its own clients' efforts on behalf of Uncle Sam, Young & Rubicam says that sponsors, agencies, stations, and all connected with radio are ready to do whatever is required—and more.

That "one weapon" was built by a private, free, competitive broadcasting industry. War programs didn't have to get ratings or build audiences; they had them. So did it happen anywhere else in the world?

Clean Hands

HERE'S Jimmy Petrillo these days? Chicago's gift to the I-don't-give-a-damn-about-the-public brand of labor leadership lately hasn't been very much in the public eye. But his ukases against this and bans against that continue, with the 10-month-old strike against records and transcriptions still in force.

Though there hasn't been any fuss about it, Jimmy recently served notice that one Government agency won't be allowed to make public service transcriptions available for local sponsorship, that an educational program using music over an FM station is out, and that certain sustaining recordings for international shortwave stations to be beamed to troops overseas are taboo.

On the record, however, is a neat bit of handling by Dick Shafto, clear-thinking head of WIS, Columbia, S. C. The other day his station was invited to pitch in on the second coast of some record drive during July, as have all stations. A letter from Bob Hope, the comedian, as president of Records for Our Fighting Men Inc., may not seem so funny to Bob now.

Mr. Shafto noted that on the RFOFM campaign letterhead are listed some 80 show-business personalities, most of them bandleaders and record producers. The FM stations (27) have recorded a note since Jimmy waved his staristat baton last August. The RFOFM campaign is for collection of old phonograph records to be sold for cash, with the returns used for new records for our armed forces.

"It would be interesting to know," wrote the WIS manager to Mr. Hope, "whether any of these people, who haven't recorded a note against the recording ban edict of James Petrillo which is preventing our men overseas from getting 'many more new records.' Unless and until such protest is heard, I cannot regard your group as coming to the broadcasters with clean hands when you request our cooperation to relieve a deplorable situation of your own creation."

Dick, we think, has a point.
We Pay Our Respects To —

WARREN PYATT WILLIAMSON JR.

HENRY FORD never knew it, but in the creation of a horseless carriage for the average pocketbook, he was putting within easy reach of a dreamy-eyed boy not a fait accompli, but a spark. The boy, Warren P. Williamson Jr., now president and general manager of WKBN, CBS affiliate in his native Youngstown, O., took Mr. Ford's spark—the spark-coil from the Ford car, and with a conglomeration of junk, galena, catwhiskers, and rubber bands under the vibra-
tor, actually concocted a "wireless" transmitter that produced a musical tone.

The thrill of producing a mechanism that would send soundwaves through the skies was superseded in the mind of 13-year-old Warren only by the uncanny event which even today remains as the greatest thrill of his life. For, whether by design or accident, Warren contacted a fellow "ham" operator fiddling with another set clear at the last end of town! Back in 1910, that was quite an achievement, particularly for a 13-year-old youngster.

The urge to dabble with jollipies came natural to Bill, for his father was in the carriage business in Youngstown and in the early 00's developed a one-cylinder horseless model. Later he went into banking and real estate and Warren liked to recall how his father scoffed at his playing with coils and gadgets. The elder Williamson is treasurer of WKBN Broadcasting Corp., but acts only in an advisory capacity. Bill's great grandfather had settled in Youngstown in 1790, entering the town by ox-cart.

Of course, ever since that summer's experimentation, it was a foregone conclusion that young Bill was headed for a career in radio. The makeshift transmitter turned out to be the first step in the solidly-built career of a sincere and progressive broadcaster.

WMAL Staff Changes

AL BLAND, morning m. c. of WMAL, Washington, has returned to WCKY, Cincinnati, where he will host a morning series and serve as director of publicity and promotion. Inability to find a house led him to give up his WMAL post, according to WMAL's Norman Brokenshire, veteran announcer.

Leaves the station after six weeks of conferences with executives of WJR, Detroit, and WGBR, Cleveland, which he also headed. BLAIR PARR, sales manager of CKK, Prince Albert, Sask., has left the station to go into aviation work.

BROADCASTING • Broadcast Advertising

June 14, 1943 • Page 33
BEULAH KARNEY, nationally-known home economist, helps homemakers solve many wartime problems. Her new, informative program is aired daily over WENR and has a great and loyal following in Chicago and the Midwest. It is available on a participating sponsorship basis at a low cost.

UESDR, 50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES

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

Page 34 • June 14, 1943

BROADCASTING • Broadcast Advertising
"WOW HAS MORE QUARTER-HOUR ‘FIRSTS’ AFTER 8 P.M. THAN ANY OTHER INDEPENDENT NEW YORK STATION” . . . SAYS HOOPER

"ALMOST” . . . says the Pulse

TAKE your pick of New York’s radio surveys . . . put your own caliper to the Metropolitan market if you like . . . and over and over again you'll find that WOW is one of the two leading “indies” between 8 and 12 P. M.*

Then take out a pencil and a WOW rate card and prove to yourself that on the basis of actually-delivered listeners WOW has the lowest cost in town. (If you're not so hot at arithmetic, one of our salesmen will be glad to call and help you with the calculation.)

We've listed the station batting-averages as reported by Hooper and the Pulse of New York in a simple and understandable manner so that you can see the whole story yourself.

MONDAY THROUGH FRIDAY RANKINGS OF NEW YORK INDEPENDENT STATIONS BY QUARTER-HOURS

| 8:00-8:15 P.M. | 2nd | 3rd | 1st |
| 8:15-8:30 | 2nd | 3rd | 1st |
| 8:30-8:45 | 2nd | 3rd | 1st |
| 8:45-9:00 | 2nd | 3rd | 1st |
| 9:00-9:15 | 2nd | 3rd | 1st |
| 9:15-9:30 | 2nd | 3rd | 1st |
| 9:30-9:45 | 2nd | 3rd | 1st |
| 9:45-10:00 | 2nd | 3rd | 1st |
| 10:00-10:15 | 2nd | 3rd | 1st |
| 10:15-10:30 | 2nd | 3rd | 1st |

*It’s “no contest” during the daytime hours when WOW completely dominates its Italian-language market.

PULSE OF NEW YORK, APRIL 1943

JoeSeph HersheY Mc GillVra, NAtional representAtives . . . ralph n. weil, generAl manager

broadcasting • Broadcast Advertising
June 14, 1943 • Page 35
Joe E. Brown Is M. C.

JOE E. BROWN, Hollywood radio-film comedian, replaced Ken Murray as m.c. on the weekly Step and Go, quiz program sponsored by Grayson Shops (women's apparel), when series shifted on June 15 from CBS to NBC Pacific stations, Sunday, 9-10 p.m. (PST). Bill Krauch, producer of Milton Weinberg Adv., agency servicing the account, continues in that capacity, with Ben Pearson as writer. Herb Allen announces.

Lee Gillette has left the announcing staff of WAAF, Chicago, to join WIPJ, Chicago.

Norman Kraeert, formerly announcer of WJJD, Chicago, has joined the announcing staff of WENR, Chicago.

Gilbert Martyn, staff announcer of the Blue, and instructor in the network's training school for announcers, is recovering in Mercy Hospital, Denver, from an abdominal ailment. He was on his way to Denver for treatment when the attack occurred.

William Anderson, assistant in the presentation division of the CBS promotion department, on June 11 joined the Army and is assigned to the statistical control and management section of the Air Corps.

Larry Berns, a former director of the CBS program department, has been named a producer.

PETER STURSBERG, newscaster and reporter attached to the Canadian Broadcasting Corp., Overseas Unit, formerly of OBR, Vancouver, was injured recently in England during Canadian Army maneuvers when he was hit on the back by a two-inch mortar smoke shell, a dud.

Don Dunphy, Mutual sportscaster, is the father of a boy.

H. I. CUNNINGHAM, from WKBW, Buffalo, N.Y., has joined WPAT, Paterson, N.J., as announcer.

Erez Hart has resigned from the advertising and sales promotion staff of WOR, New York, and has been replaced by Valentine Diskoff.

Lt. Robert Button, former assistant program manager of the Blue, who entered the Army as a private in 1941, has been advanced to captain.

Jean Davies of CKLW, Windsor-Detroit, has been promoted to Wing Commander in the Royal Canadian Air Force in which he has been serving as chaplain. His CKLW Quiet Sanctuary programs are still aired regularly Monday thru Friday afternoon, by transcription.

Three French-language announcers have been transferred from the Montreal newsroom of the Canadian Broadcasting Corp., to its Overseas Unit in London. Marcel Ouimet, senior Montreal newsroom editor is being placed in charge of the French section in London, with René Lafleur and Paul Maze as assistants.

Charles A. Kelly, associate supervisor of NBC night traffic, reported to the Marines June 2.

Jerry Walker, educational director of WLS, Chicago, is the father of a girl.

Ed Shave, out-door editor of the Minneapolis Morning Tribune, has joined KGNY, Minneapolis, to assist Stu Mann, sports editor, with Fish for Food and Fun.

John McKnight, from WQAR, Cleveland, has joined WTOP, Washington, as announcer.

Kansas War Industry

Covers 23 Million Acres

Farmers—the richest, buyin'est folks in Kansas open a new war production drive on a 23 million acre front. Inspired by last year's bumper crops and profits, they go "all out" in '43 to seriously challenge the acreage of any state in the Union.

Farmers in Kansas (and all surrounding states) are unsparing friends of WIBW—depending on us for news, markets, helpful service and relaxing entertainment. And they show their appreciation by buying the goods and services of WIBW advertisers in volume that leaves sales managers walking on air. Investigate this amazing market and "natural" sales medium.

WIBW in Topeka "The Voice of Kansas"

COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

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

From a thousand feet up
The burning airfield
Looks like
A "pushover"...

But
When you get
Right down to earth
It turns out to be
Anything but.

Suddenly the trees
To the right
Start throwing lead—
And your men
Are still hanging
Like clay pigeons
In their harnesses.

* * *

What a break
That you're equipped
With a Two-way Radio.

What a break
That you can tell your trouble
To a friendly Fighter plane.

* * *

Today, communication equipment
Designed and manufactured
By I.T. & T.'s associate companies
Is helping Uncle Sam's fighting forces
Work together
On land, sea and in the air...

Tomorrow, the broad experience
Of I.T. & T.
In the field of communications
Will help build a better world
For every man.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad St., New York, N. Y.
GEORGE REEVES has left WSAV, Savannah, where he was director of sports, to join WAKR, Akron.

CHARLES (Chuck) SHORTRIDGE, former production manager for General Records Co., New York, has joined KROW, Oakland, Cal., as announcer. Donn Radom, one-time special events announcer of WDW, Akron, has joined the staff. Scott Weakley, special events commentator, recently celebrated his 29th anniversary in radio, nine of which have been spent with KROW.

W. E. (Chuck) ALLISON, head of the WLW promotion department has been elected vice-president of the Cincinnati Advertising Club.

TOM FLETCHER, announcer of WHK-WCLE, Cleveland, has enlisted in the Communications Division of the Army Air Forces and is to be stationed somewhere in Florida. Joe Hollett, a pupil of the announcing class of Carl Mark, chief announcer, has joined the regular staff.

MARGY LYN TEPPE has given up school teaching to train as an announcer and director of women's programs at WMAZ, Macon, Ga. Gordon Price, high school part-time announcer, has taken over a full schedule for the summer.

ROSS FOWLKE, who is the "Al Ross" of Around the Breakfast Table on WHL, Baltimore, is to enter the Army June 21.

WILLIAM O. ALDRIDGE is the new program director at WMZ, Huntington, W. Va. He has a newspaper and radio writing and programming background. Other recent additions to the staff include Bert Shimp, news and sports announcer who takes over for Bob Drecker, now in military service, and Betty Jane Long, new to radio, as traffic manager.

JOE LEONARD, former instructor in the English department of Colorado State A & M and South Dakota State College, has joined KFZ, Denver, as announcer.

SUNDAY NEWSCASTS, in addition to previous six-day schedule, will be given on KSO, Des Moines, by Youngkern, department store.

Newscasts feature Stanley Dixon, with Sunday program also carried on Mutual network.

LOWELL THOMAS, on June 11 observed the 12th anniversary of his Monday through Friday commentary on KLIF, 6-6:30 p.m. Since 1932, Mr. Thomas has broadcast in this period under sponsorship of Sun Oil Co. The commentator occupied the same spot for almost two years previously under auspices of the Old Literary Digest.

MIKE JAMEOS, publicity and operations director of WXYC, New York's municipal station, will leave toward the end of June to join the Army. No replacement has been found. Bert Dixon resigns as announcer June 15 to become photographic technician supervisor in the OWI's Overseas Personnel Division. He has been with the station for 11 years. No successor has been named.

H. Y. KALTENBORN, NBC news analyst, on July 6 will take over Bill Stern's Sports Newsreel of the Air on XHR, while Stern who is also NBC director of sports, takes his two-weeks' summer vacation.

PAUL DORING, formerly of WMPE, Dayton, Ohio, has joined WJZ, New Haven, as announcer.

RAY McCOY, chief announcer and publicity director of WATL, Atlanta, has been in the armed forces for two months and is now taking basic training at Camp Lee, Virginia. He will assume his duties in September.

TRAVERS RATLIF, former chief announcer of KDAL, Duluth, has joined WHIO, Dayton.

BILL DAVISON, special events director of KFJ-KECA, Los Angeles, has been inducted into the Army and assigned to engineers corps.

Red Skelton, star of the weekly NBC Red Skelton & Co., sponsored by Brown & Williamson Tobacco Corp. (Raleigh Cigarettes), has received a plaque from Douglas Aircraft Corp., Santa Monica, Cal., in recognition of one-broadcast employ- ment campaign. Several hundred workers, it was reported, joined Doug- lins personnel at one of broadcasts at which audience comprised job applicants.

PAUL M. BRENING, program director of WAKR, Williamsport, Pa., has joined WMRF, Lewiston, as program manager. He takes over from Preston R. Rittenhouse, now with the NBC.

ROB LACEY, announcer of WDW-WMFL is to leave station for the Army. Ed C. Haundorf has joined the publicity department to handle local newspaper publicity and the WLW clip-service. His work has led to the Mac- folden Publications and on various newspapers.

FRED THOMAS, WCKY, Cincinnati, editorial page editor, has prepared an orientation address to guide new soldiers for the Army. Ed C. Haundorf has joined the publicity department to handle local newspaper publicity and the WLW clipping service. He has worked for Macfadden Publications and on various newspapers.

JACK MARTIN, announcer-newscaster at KRKE, Saginaw, Mich., has been inducted into the Army. Frank Weaver, formerly of KKL, Oakland, Cal., has taken over his duties.

TERRY O'SULLIVAN, former announcer of KPVB, Hollywood, has joined the staff of WABC, New York, in the summer vacation replacement.

MAHLON ALDRIDGE, former announcer in Jefferson City, Mo., has joined the staff of KNX, St. Louis, during the summer vacation shift.

BRUCE BARRINGTON, new editor at KNX, St. Louis, before entering military service, has been promoted to the rank of major. He is attached to the general staff in the Philadelphia area.

ART LOUIS, announcer, has joined the staff of WOWO-WGI, Fort Wayne, Ind. He was formerly with WKZQ, Kalama, Wash., and WCL, Joliet, Harold Clark, formerly with WIP, Kansas City, Mo., has joined the continuity staff.

PEGGY MURRAY, continuity editor of WOL, Washington, D. C., has resigned to become secretary to Thomas Carroll, chief liaison officer of the Foreign Outpost Division. OWI. She is currently edited by Mrs. Elaine Squibb, her assistant.

PAUL EBBERT has left WKBV, Richmond, Ind., to join the announcing staff of WDAY, Fargo, N. D.
"They give their lives you lend your dollars" B U Y U. S. W A R B O N D S

STANLEY G. BOYNTON
NATIONAL AND INTERNATIONAL RADIO ADVERTISING
423-424 NEW CENTER BLDG. • DETROIT, MICHIGAN
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

sp—studio programs

new—special announcements

t—transcriptions

so—spot announcements

Transcriptions

KFWC, San Francisco

Pepsi
Ex-Lax Inc., Brooklyn,
Standard Emmett,

Spaulding Bakeries Inc., Binghamton.

Y...

onl), weekly.

Park.

Detroit.

Bimbo's Bakeries Co., Baltimore.

Itoh

 đem...


LIE, ROBINSON has resigned as president of Radio Magazines Inc. to return to Caldwell-Clements Inc., New York, with whom he was previously associated. He has been appointed Eastern manager of the publishing firm's Radio Retailing Today.

IOWA MASTER BREEDERS and Lincoln-Hayway have signed for 62 weeks on WNAK, Yankton, S. D. Neither concern had previously contracted for more than 26 weeks.

CANADIAN PUR Corp, and Sachs Quality Store, New York, are jointly sponsoring a recorded half-hour music program on WNEW, New York, five times weekly, under the title, "I'll Take Romance," Program features a woman m.c. and is directed at women whose husbands and babies are at the fighting fronts or working in the factories swing shifts. William Warren agency handles the Sachs account.


MINNEQUA SPRINGS, Canton, Pa. for Minaqua mineral water, is signed to use radio and other media.

NORTHWESTERN BELL TELEPHONE Co, has placed a 22-week contract for nighttime station-breaks on KNX, Minneapolis-St. Paul, through BIRD.

MAJOR VITAMINS Inc, New York, which has concluded for the present a 20-station campaign for Major B vitamins, has announced its sponsorship of programs on Dr. Walter H. Eddy's Food and Home Forum on WOR, New York. Company's three-weekly participations started June 1, and continue for 15 weeks. Agency is Peck Adv., New York.


VOICE YOUR MESSAGE 16 stations in three of the most prosperous broadcast markets in the United States when it goes out over the PACIFIC NORTHWEST GROUP

KXL
KFFP
KPE
KAY
WRITE FOR BOOKLET

WYO
DEAN

WYO
DEAN

Page 40 • June 14, 1943

BROADCASTING • Broadcast Advertising
Wren’s Yen

A LADYSMITH, Wis., listener wrote to David Stone, m.c. of Sunrise Roundup, a wake-up show on KSTP, St. Paul, at 6 a.m. daily: “A wren perches outside our window each day just before your program comes on the air and stays until it’s over, singing with the music and listening attentively to the speaking. Haven’t missed a program in weeks.” Now the question is, what is the buying power of a wren?

Get E Awards

FOUR ARMY-NAVY E burgees were awarded simultaneously to the Raytheon Mfg. Co., Newton and Waltham, Mass. (radio equipment and radar), at recent presentation ceremonies in Waltham.

TURCO PRODUCTS Inc., Los Angeles (cleaners), on June 14 starts a 10-minute, daily spot schedule to sponsor daily participation in Art Baker’s Notebook on KFI. Contract is for 13 weeks. Firm also sponsors the three weekly quarter-hour programs, “This Land of Our Fathers” and “The Changing State.”

CONTEST for girls 16 years and over sponsored by Los Angeles Theatre, New York, with WIN, New York, and the Los Angeles Times, with KFI, Los Angeles, to offer girls the opportunity to win an audition plus one before executives of Loews Theatres and M-G-M. Final winner will be chosen by the listening audience. Contest is being presented in Loew’s 70 theaters in the New York area.

DUNCAN RECREATION Co., Vin- cennes, Ind., is now airing the daily re- sults of the major league baseball games on WAOW, Vincennes.

WPTF
carrys
50,000 Watts
in RALEIGH is
NORTH CAROLINA’S
No. 1 SALES MAN

NBC’s “TALE OF 412 CITIES”

Fresno, California: Percent of Radio Families Who Listen Most at Night:

<table>
<thead>
<tr>
<th>Network</th>
<th>“B”</th>
<th>“C”</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>71%</td>
<td>20%</td>
</tr>
<tr>
<td>KMJ</td>
<td>89%</td>
<td></td>
</tr>
</tbody>
</table>


North Carolina is the South’s No. 1 Industrial State

WPTF with 50,000 Watts in Raleigh is North Carolina’s No. 1 Salesman

NBC - 680 K.C.
P & G the Largest Advertiser in 1942, Says Newest List of All-Media Buyers

Sampling & Gamble Co., Cincinnati, tops the list of 1,207 advertisers who invested $35,000 or more during 1942 in a combination of the four major media, according to the fourth annual edition of the standard reference book Expenditures of National Advertisers in Newspapers, Magazines, Farm Journal and Radio. Published last week by the Bureau of Advertising of the American Newspaper Publishers Assn.

Others in the “Top Ten” in total expenditure in all four media include, in order, Lever Bros. Co.; General Foods Corp.; R. J. Reynolds Tobacco Co.; Sterling Drug Inc.; General Motors; Colgate-Palmolive-Perf. Co.; General Mills; Liggett & Myers Tobacco Co., and Philip Morris & Co. All of these companies excepting General Mills and Philip Morris were also in the “Top Ten” of 1941, reported last year by the Bureau.

As in previous editions of the book, compiled for the Bureau by Media Research Inc. in combination with reports from Publishers Information Bureau, the figures for all media represent gross expenditures computed by applying time rates to the space or time used, since complete data on discount arrangements between advertisers and media are not generally available, according to a release issued by the Bureau in conjunction with the publication.

Tie Discs

BEAU BRUMMEL TIES Inc., Cincinnati, has started a weekly quarter-hour transcription on WOR, New York, highlighting the exploits of AP’s war correspondents. John B. Kennedy, commentator of WNEW, New York, serves as narrator for the series, the first of which dramatized the adventures of Larry Allen, who reported on the bombing of the carrier Illustrious and the sinking of the Galatea. Program started June 8, in the Tuesday, 7:15 p.m. period. Agency is Key Adv., Cincinnati.

Seven Alaska Broadcasts Made Since Pearl Harbor

EDITOR, BROADCASTING:

Page 54 of your issue of May 10 reads as follows: “Bud Foster, speaking from KFAR, Fairbanks, Alaska, during the Alaska-Salters News Roundup on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor. Additional Alaska-Alaska broadcasts were also made on Sept. 29, 1942, and subsequent contributions were released Nov. 27, Dec. 22, Feb. 6, March 6, March 15, April 3, and April 25.

ALVIN O. BRAMSTEADT, Assistant Manager, KFAR, Fairbanks.

June 1

Songwriters Elect Officers

SONGWRITERS Protective Assn., at its annual election on June 4, re-elected four of its present officers for another term and named as the only new officer Paul Cunningham, to become chairman of the council, replacing Edgar Ledlitt. Vincent Rovendahl continues as president. Stanley Adams, vice-president, Abel Benz, treasurer, and Charles Tobian, secretary.

Buy LISTENERS Buy

WFMY covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER, Inc.

Blue Network

Headley-Reed, Rep.

FOOD CONSULTANT

WLW Starts New Service

For Merchants

APPOINTMENT of a nutrition expert to work with the retail food industry in serving the consumer has been announced by WLW, Cincinnati. She is Mrs. Vianna D. Bramblett, an experienced nutritionist with a commercial background. She joins the WLW staff, where she has been working under John E. Rudolph, director of WLW's food division.

Purpose of the Mrs. Bramblett appointment, according to R. E. Dunville, vice-president of Crosby Corp., is to render a service which will eliminate confusion on the part of merchant and consumers over food shortages and regulations concerning distribution. “Consumers have yet to be accustomed in the sale of foodstuff in the retail trade,” Mr. Dunville explained, "Many food retailers do not have the knowledge or the necessary training to deal with the intricacies of retailing.

Among the services to be offered by WLW’s new nutrition consultant will be monthly nutritional and commodity tips and related information on food tips for homemakers on the use of seasonal foods, and menus to conserve ration points and yet provide nutritious meals. Mrs. Bramblett will be available for the preparation of articles for the retail merchant groups, especially items which retailers can pass on to consumers—articles in line with the Government seven-point nutrition chart, according to Mr. Dunville.

Mrs. Bramblett has written for Pictorial Review and other women’s magazines. She has charge of the test kitchen of Eastern Cooperative Wholesale, Bellingham, and has done special work with Ball Brothers. She taught at Purdue University and Pratt Institute and studied at Kansas State College, University of Missouri, and Purdue. She is a member of the nutrition committee of the OCD.

U. S. MEN SLATED BY AD FEDERATION

ADDITIONAL information on the War Advertising Conference of the Advertising Federation of America, to be held June 28-30 in New York. [Broadcasting, April 26], reports that informal discussions held by leaders from various Government agencies will be held the afternoon of June 29. New projects will be outlined and new approaches to current campaigns developed, with participants including William B. Lewis, assistant director of Domestic Operations for Program Coordination and Production of the OWI; Chester J. Larochelle, chairman of the War Advertising Council, and Ralph Allum, associate director of the Council. There will also be a special discussion of the extension of the War Advertising Committee idea into communities without Advertising Clubs.
FRÉDÉRIC WAKE MAN, copy chief in New York office of Fuller & Smith & Ross, has joined Fostro, Cone & Belding, New York as account executive and copywriter. Mr. Wake man received a medical discharge last month after Navy service in the Pacific area.

L. M. CLARK Inc., advertising and market research firm, has moved its New York offices from 17 E. 45th St. to 441 Lexington Ave. Telephone remains Murray Hill 2-8125.

STORRS IAYNES, radio director of Compton Adv., has returned to New York after Hollywood conferences with Carlton E. Morse, writer-producer, on the CBS I Love a Mystery, sponsored by Procter & Gamble Co.

DAVE SHOWALTER, former advertising manager of Sears, Roebuck, Portland, Ore., has been appointed manager of Gerth-Pacific Adv. Agency, Los Angeles.

HARVEY C. SCOTT has been named a partner and first vice-president of the James Hoolihan Adv. Agency, Oakland, Cal.

ROBERT MORRISON has left J. M. Mathes Inc., New York, where he was assistant to the vice-president in charge of radio and motion pictures, to enter the Naval Reserve as ensign. Mrs. Lee Huffmon, of the radio department, has taken his place.

CARL BROWN, former account executive on the General Mills account for Blackett-Sample-Hummmert, Chicago, on June 14 joins Sherman & Marquette as vice-president in charge of the New York office, replacing J. Allen Barnett. Mr. Brown at one time owned and operated his own agency in Des Moines.

R. & R. Adds Cincinnati

OPENING of an office in Cincinnati has been announced by Ruthrauff & Ryan, agents. John L. Magro is in charge of the new branch, which is located in the Carew Tower. Previous to joining Ruthrauff & Ryan, Mr. Magro was manager of the Cincinnati office of the Ray S. Durstine advertising agency. A graduate of Harvard, he has 10 years' experience in the agency field. In addition to the new Cincinnati office, Ruthrauff & Ryan, one of the largest agencies in the country, maintains offices in New York, Chicago, Detroit, St. Louis, Houston, Hollywood, San Francisco and Seattle.

JOAN CHAMBERLAIN has joined the copy department of Benton & Bowles, New York, having previously worked with Blackett-Sample-Hummmert and other agencies.

HUB JACKSON, former manager of KTHS, Hot Springs, Ark., and sales manager of WCONS, Columbia, S. C., has joined Russell M. Seeds Co., Chicago, as traffic manager, succeeding Monte Radnall who has been inducted into the Army. Mr. Jackson is also broadcasting the news programs sponsored by Grove Labs., St. Louis, through the Seeds agency.

LARRY CROWLEY, copywriter of Routh & Ryan, Chicago, has joined the copy staff of Keuyen & Eckhardt, New York.

JACK M. RAYMOND has been appointed manager of the Montreal office of Keuyen & Eckhardt. Raymond was formerly with Young & Rubicam, Montreal, and N. W. Ayer of Canada.

Howard H. Imray Sr.

HOWARD H. IMRAY Sr., St., former advertising manager of Eastman Kodak Co. and previously with various agencies, died June 3 in Rochester, N. Y., after a month's illness. Mr. Imray directed the national Whippet campaign for Willys-Overland Co. while with the U. S. Adv. Agency in Toledo, and prior to that was with Frank Pressley's agency and N. W. Ayer & Son. He leaves a widow and two children.

WALTER SCHWIMMER, partner of Schwimmer & Scott, Chicago, is the composer of the song, "This Is What We're Fighting For," which has been recorded by Standard Radio, Chicago, and is to be published in sheet form shortly.

G E T Y O U R S H A R E O F 2 B I L L I O N
DOLLAR FARM INCOME IN
"GOLDEN ACRES"

Farm income last year in the NCBS area... "Golden Acres"... was $2,113,517 from wheat, dairy and livestock... fundamental foods most in wartime demand as always! Get your share of these 2 billion "bread and butter" dollars in one of the world's richest, most stable markets. To help you, NCBS has just completed a valuable survey on the manpower-distribution setup in "Golden Acres": leading food and drug jobbers, their branches and warehouses, number of salesmen, class A and B retailers, products stocked, turnover. Write or phone for this vitally needed survey.

IMPORTANT: You can buy the entire NCBS group or any combination of stations desired. Only one transcription needed for any broadcasting plan.

JOHN W. BOILER, President
St. Paul, Minnesota
Commodore Hotel
Chicago, Illinois
360 North Michigan Avenue
State 4214

NEW YORK KIDNO
8 East 41st Street
Lexington 2-6892

NEW YORK CITY


SHERPAN K. ELLIS & CO., Chicago, announced last week that it had resigned from the handling of advertising of E. J. Brach & Sons, Chicago candy manufacturer. Company has used spot radio for its product in the past.

CLARENCE G. DAVENPORT, senior account executive of the McCarty Co., Los Angeles, commissioned a lieutenant in the Field Artillery, has been on leave since June 1.

SHAPPE ADV. AGENCY, New York, is reported to have changed its name to Shappe & Wilkes.

LA PORTE & AUSTIN Inc., New York, is reported to have moved to 909 Lexington Ave. Telephone Murray Hill 5-5115.

BRITISH COLUMBIA
LAND OF OPPORTUNITY
Covering 70% of B. C.'s Population

NORTHERN TERRITORY

VANCOUVER CANADA
H.N. STEVEN (CANADA)
Now MORE THAN EVER

BROADCASTING • Broadcast Advertising
June 14, 1943 • Page 43
Nichols Named


ALAN REED (Prestaft Openhaus), of the weekly CBS Teens Star Theatre, has been signed for a role in the RKO film, "Revenge."

MOm SPOTS PLUG ARTIST, NOT FILM

DEPARTING from the usual radio promotion of films Republic Pictures Corp., New York, this week launches a spot radio campaign concentrating on the promotion of the film star rather than on the specific picture in which he appears. Roy Rogers, Republic cowboy singer, is featured in the new drive, which will entail the expenditure of well over $20,000 in spot announcements in the Chicago area and the South, starting June 15 and continuing for approximately one month.

By featuring the star, with little or no mention of specific pictures, the schedule is designed to serve as promotion for any one of Roy Rogers' films shown in the area covered. In addition, second and third runs will benefit from the promotion. Since Rogers averages about eight pictures a year, it is estimated that at least one of his films would be showing in the vicinity of the advertising. A special billboard campaign will be coordinated with the radio drive. Agency is Donahue & Coe, New York.

Ballantine Acquires

P. BALLANTINE & SONS, New-ark, has purchased a half interest in Christian Feigenspan Brewing Co., another Newark brewery, through the acquisition of Feigenspan stock owned by William E. Reilly, president. Feigenspan sponsors Three Ring Time on CBS, and Feigenspan presents Pay Off News 5 times weekly on WOR, New York.

"Herman! Turn off dot news broadcast on WFDF Flint Michigan!"

Church Discs to Latins

SIXTY radio outlets in Central and South America are now carry- ing the Voice of Prophecy program of the North American Radio Commission, radio organization for the General Conference of Seventh Day Adventists. The Pan American Broadcasting Co. of New York City is handling distribution of the transmitted programs in Spanish, Portuguese and English. In Cuba, 10 stations of the CBQ net carry the program in Spanish. Brazil has 12 stations using the Portuguese version, Spanish and English are both used in Panama, and English in British Guiana. Program is an extension of religious broadcasts carried in North America by MBS and other stations, totaling 235.

Radiotelegraph Circuits

FIRST DIRECT radio telegraph service between the United States and Acra, African Coast, and Rabul, Afghanistan, have been opened, Admiral Luke McNamara, president of Macay Radio and Telegraph Co., the W3XAT affiliate of TCITTA, said in a recent letter.

These are the eighteenth and nineteenth international radiotelegraph circuits to be opened by Macay Radio since the United States entered the war. Circuits now operate in Moscow, Khabarovsk and Khabarovsk, in the USSR; Chungking and Kunming, China; Lagos, Nigeria; Rio de Janeiro, Brazil; Tunis, Tunisia; Algiers, Algeria; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sydney and Melbourne, Australia; Great Britain, Bermuda and Algiers.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative: GEORGE P. HOLLINGBERY CO.
NEW IDEAS FOR METHODS IN MANAGEMENT

Experience has shown that all businesses are different—no two are alike. It has also demonstrated how information about the other man’s business, particularly with regard to advertising, management and sales has helped to sharpen these selling tools to their present keen-edged efficiency.

No small share in this sharpening process is attributable to the continuing efforts of Printers’ Ink to bring new ideas and detailed information of all important selling efforts to the attention of its readers.

Religious Plans

CBS executives and representatives of 10 religious denominations, all members of the Board of Consultants of the CBS Church of the Air, met at a luncheon at network headquarters June 10 to discuss future plans for the program. Representing CBS were Douglas Coulter, director of broadcasts; Lyman Bryson, director of education; George Cranfill, director of press information; Leon Levine, assistant director of education; Davidson Taylor, assistant director of broadcasts, and Elmore Inman, director of religious broadcasts.

- “Do you mean to tell me that a better analysis of Printers’ Ink would help me make my advertising profitable during these times?”
- “Certainly! Hundreds of its contributors have had the same problem—maybe not in the same business, but P. J. helped them and they in turn offer their experiences to you.”
- “But we have no product now—only a brand name, and the way things are going, that won’t last long.”
- “That’s because you haven’t understood the many immediate jobs your advertising can do.”
- “Printers’ Ink again, I suppose?”
- “Sure! In recent issues they have illustrated how advertising can help do everything from lifting production to selling bonds. They have shown how it can train help, prolong equipment life, relieve shortages, raise capital, reduce costs and fulfill hundreds of other functions to show immediate profitable results and maintain a brand name for the long pull as well.”
- “But the firms they talk about, haven’t our problems.”
- “Yes, I know, your business is different.”

Printers’ Ink

FOR METHODS IN MANAGEMENT... always read, often quoted, never ignored.

BROADCASTING • Broadcast Advertising

June 14, 1943 • Page 45
substitutes has solved the supply problem. There is a possibility, he said, of converting some of the machine tool manufacturers into subcontractors for radar equipment.

Through the proper channelizing and pooling of materials, through standardization, and through greater production and efficiency, the manufacturers have been able to turn out the tremendous quantity of communications equipment needed for the war effort, he added. The usage of tungsten, for example, of which the vacuum tube industry is the greatest consumer, has been reduced through a study of processing operation. Because of the tungsten conservation and salvage program, twice as many tubes will be produced during the last half of this year than could have been had the program not been in effect.

A problem which will become steadily more difficult, Mr. Ellis said, is that of maintaining adequate labor. In England, where a greater proportion of the men are in the armed services, the radio industry employment average is over 70% women. In this country, the proportion is about 60%.

Research on radar is going forward with expenditures of that all-important function estimated at $80,000,000 annually. A radio research has been organized and intensified in the interest of the war effort, avoiding duplication and expanding in its scope.

Through the remainder of this year and during the first half of 1944, some four billion dollars' worth of radar equipment must be produced.

Frank H. McIntosh, assistant director of WBP Radio & Radar Division in a closed session explained the amendment to the L-205 regulation covering the sale of tubes which will prevent the diversion of tubes into other than civilian hands [BROADCASTING, June 7]. Mr. McIntosh pointed to the manufacturers that although material had been allocated, the taxed plant facilities had to be considered.

Some of the manufacturers recommended that the batteries now being released through the efforts of the WBP Consumer Durables Division should likewise be marked MR for civilian use. Mr. McIntosh stated that the great problem of seeing to it that the tubes reached civilian hands was primarily one of distribution and not of manufacturing.

Dr. Frederick Latreille, trade conference office of the Board of Economic Warfare, discussed the operation of the Decentralization Plan A, set up by BEW to facilitate the granting of export licenses and at the same time to insure that American products do not fall into the hands of Latin American distributors unfriendly to America. The plan provides for certification by the American embassy in the country to which the goods are to be shipped. The importance of keeping the Latin American channels of distribution open was stressed at the meeting of the RMA export committee. Also participating in the discussion were Kenneth Campbell, BEW; Ralph D. Camp, in charge of exports, WBP Radio & Radar Division; and Franklin Johnston, president of American Exporter Magazine.

At the Board of Directors meeting held at the close of the day, Walter Evans, vice-president of Westinghouse, was elected chairman of the transmitter division succeeding G. W. Henyan, General Electric Co., Schenectady; Ray C. Coogroge was elected chairman of the set division succeeding G. W. Mason, Stromberg-Carlson Tel. Mfg. Co., Rochester; Thomas A. White, Jensen Radio Mfg. Co., Chicago, chairman of the amplifier and sound equipment division succeeding James P. Quam, Quan-Nichols Co., Chicago. All three along with W. P. Hilliard, Bendix Radio, were elected vice-presidents.


The total membership of RMA, which was announced, is now 166, highest in the association's history.

In his annual report to the RMA membership, Paul V. Galvin, RMA president for the past year, and head of the Galvin Mfg. Corp., Chicago, cautioned the manufacturers against advertising "fantastic post-war designs and models. I don't know whether there's excess profits or ants in the pants of some advertising men trying to keep busy while their boss is busy on war work. At any rate, this sort of thing should be tempered. If it is not, we will meet a confused buying public in the transition after the war."

Mr. Galvin predicted that although radar has learned many things during the accelerated war effort, these discoveries will not be immediately adopted in postwar receiving sets. Application of these new discoveries to receiving sets may take many years, he said. "I would like to counsel that we be more realistic in our representation to the trade and to the public. The postwar mass market will be a whale of a market if not messed up."

Industry's Aid to War

Reviewing the accomplishments of the radio manufacturing industry in its aid to the war effort, Mr. Galvin reported on RMA activities for the past year, with special reference to the job being done in cooperation with the WBP in regard to receiving tubes.

"Many of you who did a lot of griping back in civilian days about what a lousy business the radio industry was must now feel proud of radio. When we read the reports of the splendid synchronization between land, air and sea forces, we know it is radio communications which make this possible."
Cox Denies Garey FCC Probe Involves Political Implications

TO SET at rest repeatedly published charges that the House Select Committee inquiry into the FCC was politically inspired and that its chief counsel, Eugene L. Garey, is closely identified with James A. Farley, former chairman of the Democratic National Committee, Chairman E. E. Cox (D-Ga.) declared last Thursday that political factors had no bearing whatever upon the inquiry or the selection of counsel.

"The investigation is directed entirely against the FCC," Judge Cox asserted. "It neither has nor serves any collateral or other purpose. The charges made over the years against the activities and abuses of that Commission alone brought this inquiry about.

"There was no other motive or contributing cause that induced the House to order this inquiry to be made by a practically unanimous vote. There was no middle aisle.

"The committee exercised great care in the selection of counsel. Neither politics nor any politician had anything whatsoever to do with the choice of counsel. The exact contrary is true. The need was to find someone whose experience, background and standing would elicit public confidence and who would perform the task with the essential courage and integrity desired by the Congress of an inquiry into the administrative processes of the FCC.

"The entire country was combed; advice was sought from many sources, with the result that Eugene L. Garey was agreed upon as the man best suited for the job. He accepted the assignment as a public responsibility, and at great personal sacrifice. He is an outstanding lawyer, of unimpeachable character and great industry. He is particularly qualified for this public assignment by virtue of his long study of administrative law. He served as a member of the American Bar Assn. administrative law committee and has had wide practice before administrative agencies in the Government. He had never appeared before the FCC and therefore had no prejudice or bias against that Commission or its membership.

"Mr. Garey and his staff, whom he personally selected with the committee's approval, have the full confidence of the committee. The committee has a mandate from the House. It will fulfill its mission without bias, favor or fear."

NAB Research Group OK's Market Data Guide

HANDBOOK of market data was approved in final form at an NAB Research Committee meeting last week. According to Paul Peter, NAB research director, the "Market Data Handbook for Broadcast Stations" will be in the mails by the middle of July. Plans for research during the coming year were made, and future discussion leading to approval of the NAB recommendation, "How to Determine Station Coverage," by the AAA was arranged.

Committee members who met were J. Harold Ryan, WSPD, Toledo, chairman; Edward P. Evans, WJZ, New York; G. Bennett Larson, WWDC, Washington; John C. McCormack, KTBS - KWKH, Shreveport; Barry T. Rumple, NBC; Frank N. Stanton, CBS; Jack Williams, WAYX, Waycross, Ga., and Mr. Peter, secretary.

AT BROADCASTING STATIONS AND BATTLE STATIONS—GATES SERVES WELL!

From the pleasant task of supplying a peacetime industry, the men and women of Gates are now at the grim task of turning out communications equipment for our Armed Forces that will stand the gaff in the hour of supreme test. We are proud that Gates equipment is serving our country at the fighting fronts throughout the world with the same trouble-free performance it is serving industry at home.

Our entire resources are at Uncle Sam's command. They include the vast experience gained from over 21 years of serving the broadcasting industry. And while we are producing as never before, the Gates ideals of quality and efficiency are back of every ounce of effort we put forth.

These high standards and the unusual strides we are making in engineering developments will increase the efficiency and lower the costs of the Gates equipment you will want tomorrow.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.
LINE-UP for the WOR News Theater quarter-hour program set up by WOR, New York, in realizimg its news, music and women's interest broadcasts [BROADCASTING, May 31] consists of three five-minute segments presented by Arthur Van Horn, Frank Knight and Maurice Dreicer in that order. First segment is given over to factual reporting followed by short biographical sketches of "Names in the News." Concluding portion is given over to a comparison of the day's news with that of other years.

WBRW, Weth, W. Va., and KARK, Little Rock, Ark., have acquired the AP radio news wire from Press Assn.

CKSO, Sudbury, Ont., is expanding its offices and studios in the Sudbury Star Bldg. Three new business offices are being built and a new studio exclusively for handling news and delayed broadcasts. A laboratory for the station's engineering staff is being added.

WSGN, Birmingham, Ala., recently started a class in announcing with 216 attending. Bill Terry, program director, is instructor.

WHO, Dayton, has changed the times of the entire program schedule to conform with the City Commission's action in switching from slow time back to Eastern Time.

KOCY, Oklahoma City, owned by Plaza Court Broadcasting Co., has been elected a member of the Advertising Federation of America.

KSAL, Salina, Kan., is making regular broadcasts to help relieve the labor shortage in the area by explaining the availability of war workmen interested at Camp Phillips, who can be used for farm labor.

MARY HAMMAN, fashion authority, has started a five-week program on household problems on WLA, New York, titled "Frankly Feminine." KMYR, Denver, KGBO, Harting, and WSM, Nashville, have taken "Fancy Hanky Man," transmitted series produced by Allen A. Funt, New York.

WBT, Charlotte, N. C., has turned over three quarter-hour periods each week to Arthur Van Horn, Frank Knight and Maurice Dreicer for the presentation of "Surprise" programs in behalf of War Bond sales. Producer of the show doing the best selling job receives an award.

CKSO, Sudbury, Ont., has opened a sales office at 612 Main Blvd., Toronto, with W. J. Woodill, manager of CKSO, in charge.

KQAC, Amarillo, Tex., is broadcasting "Howdy, Soldier," half-hour show produced and enacted by the enlisted men of Amarillo Army Air Field, on Thursday evenings, and Your Victory Fund Parade, heard for a half-hour on Monday nights. Produced by Mrs. Bob McDonald, talent for the show is supplied by volunteers and war plant workers. Orchestra is made up of employees of the Pan-tex Ordinance plant near Amarillo.

WWL, New Orleans, has changed its radio pipe organ in its Roosevelt Hotel studios into a control room, expanding the expanded workshop and an office for Jefferson Davis Bloom Jr., chief engineer. Portable equipment and other operating parts were used, the expansion becoming necessary because of increased production of live programs.

WDRC, Hartford, is helping to raise funds for a Hartford $3,000,000 hospital building. The station is donating day and night spots for three weeks in addition to making a sizable cash contribution.

MARY HAMMAN, fashion authority, has started a five-week program on household problems on WLA, New York, titled "Frankly Feminine." KMYR, Denver, KGBO, Harting, and WSM, Nashville, have taken "Fancy Hanky Man," transmitted series produced by Allen A. Funt, New York.

accepting the second annual Radio Gold Medal Award for outstanding activities in the field of fire prevention is Carl E. George (1), director of operations for WGAR, Cleveland, with presentation made John M. Thomas, newly-elected president of the National Board of Fire Underwriters, sponsors of the award [BROADCASTING, May 31]. Station got a replica of the Gold Medal. Cash equivalent, $500, will be divided between Cleveland chapter of the American Red Cross and USO.

A USO center at the Cincinnati zoo, known as "The Cage Door," is being sponsored jointly by WCKY, the Cincinnati Post and the Rotary Club. Programs featuring interviews and telephone calls to and from servicemen and their parents will be broadcast daily from the center.

Talent provided mainly by staff artists of KLZ, Denver, is used to furnish entertainment for nearby army camps. The KLZ unit was organized by Pete Snythe, production manager, and plays an average of three times a week.

GILS, Yarmouth, N. S., has published a new rate card, effective July 1.

WMAC, Youngstown, O., covered the opening of the first government-approved community-owned alcohol plant, in Youngstown, entertaining visitors from 11 states and climaxing the event with a round table headed by M. Q. Shreve, Governor of South Dakota, and including notable farm figures.

NEW ENGLAND Hillbillies of WBIC, Hartford, will be heard on the BLUE starting June 34.

IN RESPONSE to an appeal made on an American-Hungarian program on WBYN, Brooklyn listeners have donated $1,327.50 towards purchase of an ambulance for the Army. Plaque on the ambulance reads: "Donated by WBYN's American Hungarian Victory Program listeners."
U. S. Free Time Set-up Discriminates,
Says KPRO Head, Citing Travel Copy

COMPLAINT of another instance of discrimination against radio resulting from the present free time set-up for war information, has been received from W. L. Gleeson, president of KPRO, Riverside, Cal.

Mr. Gleeson points to the fact that railroad and bus companies are spending money for newspaper and billboard space to discourage unnecessary travel, but get the radio job done free of charge through the efforts of the OWI. How this works to the disadvantage of the stations is revealed in his letter, sent both to Broadcasting and to Neville Miller, president of the NAB. To quote:

"We have been broadcasting a series of OWI transcriptions appealing to the public to avoid using railroad and bus lines. The copy ... is almost identical with extensive paid advertising appearing locally in newspapers throughout California and in national magazines. Yet the railroads and bus lines are not using radio, to my knowledge, anywhere in the United States to make this appeal. They are getting it free on the radio through OWI.

"Also the railroad and bus companies have an extensive billboard campaign throughout this state, pleading with the public to avoid using public transportation. Yet they have no budget for radio stations because they can get this same publicity free through the OWI."

Stating that it cost his station $28,300 last year in free time for government announcements, Mr. Gleeson said he did not know of any free service the railroads are performing for the government. Reporting a call he made with the object of securing a share in the business placed in other media, Mr. Gleeson said that a railroad spokesman did not hesitate to say he could see no reason for spending money for advertising when they could get it free through the government. The railroad man said that continuous advertising in publications was deemed to be necessary because they have an editorial policy which on occasion may cause an unfavorable public opinion of the railroads.

Asked if that was true of billboards, the railroad spokesman said it was not, but since they had always used billboards they did not want billboard companies to go out of business. When it was suggested that radio stations might be in a similar position, the smiling answer was: "It isn't necessary for us to advertise in radio. We get it for nothing."

Mr. Gleeson suggests industry action to correct this inequitable situation.

JOHN BLAIR & CO. will represent KNOX, St. Louis, after June 21.

From coast to coast—Blaw-Knox towers are serving America’s wartime radio industry—helping to deliver broad coverage, maximum dependability. Helping to maintain a great industry at a peak of public service!

BLAW-KNOX VERTICAL RADIATORS
FM & TELEVISION TOWERS

KGO's nine o'clock News is the only open time on KGO for sponsorship between 8 and 10:15 a.m. It is the only 9 o'clock news period on a network station in the San Francisco-Oakland area. See your Blue Spot Representative or wire us direct for details.
SPEECH BY REP. HEBERT

FOLLOWING is the full text of the address of Rep. F. H. Hebert (D-La.) before the House Wednesday, June 9.

It seems to me that when we entered this war, one of the major rights for which we were fighting was freedom of speech. Can it be that we are winning the war on foreign fronts but losing it right here at home? On May 10, 1942, the U.S. Supreme Court handed down a decision which seriously threatens the Constitutional rights of freedom of speech in the United States. That decision, with the majority opinion written by Justice Frankfurter, gave the FCC absolute authority to tell any radio station in the United States what it may and may not put on the air.

Unlimited Power

From now on, the FCC holds a power over the broadcasting stations of the United States equal to that of any totalitarian government. No bureau in Washington has ever been given such unlimited powers as prescribed in this decision. From now on the licensee of any broadcasting station, whether he operates a 100-watt or a 5000-watt, has to make sure that the Commission can find nothing about his operation, his personal life, or possibly even his wife's hats that they might criticize. In other words, the FCC is now in a position to deal with the licensing of radio stations. The purpose of the law, according to those who were instrumental in writing it, was to provide clear standards in the field of radio, and nothing else. In order that a standard of regulation might be established, Congress provided that licenses should be issued on the basis of "public interest, convenience and need."

In 1914 the Federal Communications Commission issued a set of rules generally known as "Chain Broadcasting Regulations," These rules went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks. Two of the networks asked for injunctions and the matter was argued in the lower courts and then taken to the Supreme Court.

Freedom Threatened

On May 10 the Supreme Court, by a 5-2 decision with Justice Frankfurter writing the majority decision, not only upheld the right of the Commission to put these rules into effect, but went so much further in outlining the Commission's power that the question of the rules themselves has become a very minor matter and instead today the entire right of freedom of speech is threatened on every radio station in this country, whether or not it is affiliated with any network.

In the decision Justice Frankfurter said: "But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic." In other words, the Administration, through the Commission, can tell any radio station what its programs shall or shall not be.

Further, in his opinion, Justice Frankfurter stated, in discussing the argument that the Commission is empowered to deal only with the technical and engineering impediments of the radio: "We cannot find in the Act any such restriction of the Commission's authority. And he added further: "In the control of the developing problems to which it was directed, the Act gave the Commission not negligibly but expansive powers."

Dangerous Precedent

One editorial states that the Supreme Court accepts Webster's unabridged dictionary as an authority on the definition of words, and in Webster the word "expansive" is defined as "unrestrained." I leave it to you, gentlemen, if this is not the most startling, shocking definition of the rights of our government to dictate to private industry and private life that has ever been granted in the history of this nation. Leading members of the bar who have studied the deci-
FOLIAGE of trees definitely influences the volume of FM signals, according to Yelle J. Damm, president of FM Broadcasters Inc. and manager of the Milwaukee Journal radio properties.

First indications of this phenomenon appeared last autumn, says Mr. Damm, when sudden increases in field intensity appeared in spotty locations. Around WSM, radio affiliate of WMJ, this was passively off on the suspicion that changes being made in the antenna were the cause.

During the winter, according to Mr. Damm, Phil Laesser, chief FM engineer, began a study of the cause and concluded that tree foliage may have been responsible. He noticed that in each case where a receiver was in a home completely surrounded by trees the effect was noticed, whereas in buildings clear of foliage the effect was not apparent. At Mr. Damm’s home, with an antenna on a level with the trees, the effect did not appear. At the corner of a home of Lou Herzog, WMJ manager, only a few miles away, however, the effect was quite prominent.

Mr. Laesser selected a number of locations this spring and found that within the 1 milliow line where there is heavy foliage a drop in signal averaged 15% due to trees. Outside the 1/4 milliow line the drop averages 50%. Mr. Laesser made checks periodically as the foliage was coming out on trees and feels he has definitely established this fact.

Navy Radio Shifts
LT. THEOYER CUMMINGS, with BBDO, New York, before entering the Navy, has been put in charge of the branch radio section of the Navy’s public relations office in New York, replacing Lt. Com. Morgan Reicher, now assigned to the radio section of the public relations office in Washington.

Navy Radio Shifts
LT. THEOYER CUMMINGS, with BBDO, New York, before entering the Navy, has been put in charge of the branch radio section of the Navy’s public relations office in New York, replacing Lt. Com. Morgan Reicher, now assigned to the radio section of the public relations office in Washington.
Philco’s ‘Radarettes’

SIXTY full scholarships with pay are being provided at Temple University for girls graduating from Philadelphia high schools by the engineering and production departments of Philco Corporation. On completion of course, girls will be known as “Radarettes” and serve as assistants to company’s junior and senior engineers. Classes begin June 15, and continue 50 weeks, 40 hours per week. College credit will be given for science and math courses. The announcement released by David Grimes, Philco vice-president in charge of engineering, stated that the training program will continue even if war terminates before courses are complete.

RULE ON TESTING AMENDED BY FCC

TO AID the careful adjustment of equipment and antenna, the FCC on June 8 amended its rules governing stations in the war emergency radio service to provide a two-hour test period on Mondays, Wednesdays and Sundays, and on Tuesday to eliminate the provision which restricts the Wednesday test period to the three month period following date of granting license. Licensees are permitted to make tests necessary to maintain equipment, make adjustments in apparatus that is in operation condition, train personnel and perfect methods of operating procedure. Tests are to be conducted only during certain periods on Mondays, Wednesdays and Sundays. Times on Eastern and Mountain time zones are to be in effect. The station will be in operation from 10 p.m. to 10 p.m. on Sunday, for the four zones respectively, 5-7 p.m.; 4-6 p.m.; 3-5 p.m.; 2-4 p.m. (all times local standard time).

Allis-Chalmers Games

ALLIS-CHALMERS Mfg. Co., Milwaukee will sponsor two baseball games on the full BLUE network in July, both from the Naval Training Station at Great Lakes, Ill. The first, between the New York Yankees and the Station’s team, will be played on July 9; the second, between the Brooklyn Dodgers and the Great Lakes team, will be played on July 27. Both will be broadcast at 2:15 p.m. (EWT), with Harry Warner announcing. Agency is Bert S. Gittins, Adv., Milwaukee.

WORKERS of the Farnsworth Television & Radio Corp., Fort Wayne, were denied last week a 3c per hour increase that had been awarded by a referee. The WRB in denying the raise, said the 3c increase would bring Farnsworth to the middle rather than the minimum of the wage bracket for the radio equipment industry in the Fort Wayne area, in conflict with the wage policy outlined in the “Hold-The-Line” order.

PHILADELPHIA Naval Hospital patients are benefiting from the installation of a new 250-watt Hammond electric organ purchased by WIP. Philadelphia, and placed in the recreation auditorium of the hospital for the Monday broadcasts of Dollars to Doughnuts 9-10 a.m., sponsored by American Shipbuilding and Drydock Co., Chester, Pa.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here’s how to get next to the billion-dollar dollar market! New, impartial, all-industry “Radarettes” radio survey covers all 50 states, discloses listener trends in listening habits and preferences as to stations and programs. Maps and facts on how listeners to various age groups and educational levels—men, women and girls—need to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

FOR OFFENSE OR DEFENSE Buy U.S. Bonds Today!

BROADCASTING  •  Broadcast Advertising
Amusement Tops Food as Sponsors, WOR Tabulation of Accounts Reveals

FINAL tabulation of WOR accounts, released by Sales Manager Eugene S. Thomas, reveals that advertisers in the entertainment field topped all others, including the food industry, usually a perennial leader. Amusement was the source of three times more new accounts on the New York station during the first five months of 1943 than during the same period last year, the report showed [Broadcasting, June 7]. Food accounts were also up, however, exceeding those of last year's first five months by 25%.

<table>
<thead>
<tr>
<th>Industry</th>
<th>1942 % of Total</th>
<th>1943 % of Total</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement</td>
<td>120.0</td>
<td>100.0</td>
<td>-20.0</td>
</tr>
<tr>
<td>Food</td>
<td>44.0</td>
<td>33.0</td>
<td>-11.0</td>
</tr>
<tr>
<td>Drugs</td>
<td>23.0</td>
<td>18.0</td>
<td>-5.0</td>
</tr>
<tr>
<td>Soap &amp; Cleansers</td>
<td>16.0</td>
<td>12.0</td>
<td>-4.0</td>
</tr>
<tr>
<td>Publications</td>
<td>5.0</td>
<td>4.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Household Supplies</td>
<td>4.0</td>
<td>3.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Clothes</td>
<td>4.0</td>
<td>3.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Beverages</td>
<td>4.0</td>
<td>3.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Retail Establishments</td>
<td>3.0</td>
<td>2.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Banks &amp; Financial</td>
<td>2.0</td>
<td>1.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Public Utilities</td>
<td>2.0</td>
<td>1.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Institutional</td>
<td>2.0</td>
<td>1.0</td>
<td>-1.0</td>
</tr>
<tr>
<td>Tobacco</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Hotels &amp; Restaurants</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Newspapers</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Specailties</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Confections</td>
<td>0.0</td>
<td>1.0</td>
<td>1.0</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>1.0</td>
<td>1.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

New accounts using WOR this year total 127, as compared to 99 last year, with 20.5% coming from amusements, and 19% from food, followed in order by drugs, soaps and cleansers, publications and household supplies in the list of some 19 classifications. Eight increases are noticeable in the number of new accounts in the clothing, beverage and drug groups, while the number of new advertisers in the tobacco, confectionary and hotel and restaurant industries has decreased somewhat. Following is a breakdown of WOR's new accounts according to industry:

KWJB Sale Sought

SIMS BROADCASTING Co., Bartley T. Sims, president, last week asked the FCC for permission to assign the license of KWJB, Globe, Ariz., voluntarily to the Gila Broadcasting Co. for $20,000, with $5,000 down and $15,000 to be paid when the transfer is granted. KWJB operates on 1240 kc. with 250 watts.

The Gila Broadcasting Co., headed by L. F. Long, theatre owner of Safford, Ariz., is the owner of KGLU, Safford. Mr. Long would have 100 shares, or 50%. Earl Hunt, vice-president of the Gila Co., would have 10 shares, or 5%; Spencer Kimball, secretary-treasurer, and Safford insurance and real estate man, would have 10 shares, or 10%; Jesse Udall, Safford attorney, 10 shares, or 5%; Grant Greenough, vice-president, also in the insurance and real estate business in Safford, 20 shares, or 10%; John Merino, a director of Gila, 40 shares, or 20%.

Three Station Licenses Extended Six Months

OUTSTANDING temporary licenses for WDSU, New Orleans, WMIS, Natchez, Miss., and WGRM, Greenwood, Miss., were extended last week by the FCC for six months from April 21, or until Oct. 21, 1943, by an order making final its proposed findings of April 21.

Proposed findings of the Commission resulted from consolidated hearings begun in August 1942 on applications by the three stations for renewals of their licenses, the hearings being ordered because of certain alleged violations of FCC engineering rules. The Commission concluded that if during the six-month period of the temporary licenses "no violations of the law or the rules and regulations of the Commission are disclosed, then licenses on a regular basis should then be issued to them."

The case would be opened for introduction of new evidence should new violations occur and the cases finally decided on the enlarged record. Application of WDSU to reinstate its construction permit for increased power and directional antenna, the equipment being already on hand, is to be granted if the regular license is granted next October.

WCBT Transfer

J. WINFIELD CREW Jr., owner of WCBT, Roanoke Rapids, N. C., has applied to the FCC for a voluntary transfer of his license to WCBT Inc., of which S. E. Crew is president, and W. Lunsford Long, vice-president and treasurer, each to hold 60 shares of stock or 20%. J. Winfield Crew, Jr., now in the Army, would receive $10 and 80 shares of stock. Mr. Long is a law partner of Mr. Crew, whose relationship with S. E. Crew was not stated in the application.
Senate Hearing Set for Autumn
(Continued from page 11)

set, pressure was being exerted from high places, it is understood, to block the proceedings. Chairman Cox, nevertheless, reiterated his intention of calling public hearings before the month is out.

A Congressional recess in July would not necessarily mean cessation of the Cox committee inquiry. The committee is empowered to hold sessions at all times and at any place. While committee members might not be disposed to remain in Washington during the sweltering summer, it is entirely possible that the proceedings, once under way, will continue for some time. Meanwhile, the committee staff, headed by Eugene L. Garey, has been examining witnesses from the FCC and the industry regarding the Commission’s operations and dealing with the stewardship of commission members and Commission employees, past and present.

Watson-Dodd Status

On another Washington radio front, the issue of whether the FCC should dismiss two officials of the Federal Broadcast Intelligence Service—Dr. Goodwin Watson and William E. Dodd Jr.—because of alleged affiliation with Communist front organizations, found Senate and House sticking to their original positions. The House conferees on the Deficiency Appropriation Bill, containing the rider to oust these two employees, rejected the Senate provision to reinstate them by a voice vote late Tuesday. The Senate, by a 69-to-0 vote, the following day instructed its conferees to adhere to the earlier refusal.

No action was taken last week on the petition of FCC Commissioner C. J. Durr, seeking to disqualify Chairman Cox as a member of the investigating committee on grounds of “bias.” The petition, submitted to Speaker Rayburn who had referred it to the Judiciary Committee, and followed up last week with an identical letter to members of the committee, still appeared pigeonholed. It was thought the almost unprecedented move would die with the Congressional recess.

In New Deal circles, the report was current that the FCC investigation might be dropped indefinitely because there was “too much dirt” on both sides. That got no confirmation, however, except in areas close to the FCC majority.

In an editorial last Friday, the New York Times attacked the Supreme Court opinion emphasizing the Frankfurter passage holding that Congress put upon the Commission “the burden of determining the composition of that traffic” in concluding that the act did not restrict the Commission merely to “supervision of the traffic.” Insisting that the act meant that the Commission has the power to decide what may and may not be broadcast by stations, the editorial said the question should be answered “and answered in the negative” by Congress itself, in its capacity as creator both of the Communications Act and the Communications Commission.

Laws relating to fraud, libel and obscenity and the disclosure of military information in wartime must be enforced, the editorial said. The possible implication of the Court’s decision with respect to the regulation of the contents of programs “deserves the attention of the Senate and the House, however, at the time of pending hearings,” the Times stated.

House Action Urged

The opening gun in the new Congressional uprising against the FCC and the drive toward new legislation came last Wednesday with an address on the floor of the House by Rep. F. Edward Hébert (D-La.), attacking the Supreme Court decision and striking at the FCC’s domination of radio as a “corruption to that of any totalitarian government.” (See text on page 50).

Promptly following Rep Hébert’s address, Rep. Pehr G. Holmes (R-Mass.), who reintroduced the Sanders bill this season, issued a statement urging remedial legislation at this session. In no uncertain terms, the Massachusetts Congressman, a member of the House Interstate and Foreign Commerce Committee, charged with radio legislation, strongly urged action at this session.

Rep. Hébert cited the FCC as having unlimited powers under the Supreme Court decision and held that the entire right of freedom of speech is threatened on every station in the country, whether independent or network affiliated. He called attention to the passage in the Frankfurter opinion putting upon the Commission the task of determining the composition of that traffic “over the air, asserting it gives the Commission program control.

Calling the opinion one of the "most dangerous precedents ever established in this country," Rep. Hébert, a former newspaper editor, attacked Chairman Fly’s stewardship and likened his methods to those of the dictators. Chairman Fly has said, he asserted, that if stations accept his "protection" they have nothing to fear. Rep. Hébert gave a very broad hint that if they don’t play his game they may have something to fear.

The industry’s fear of “imminent Government ownership control or domination of the industry” is real, not the ‘hooey’ Mr. Fly so lightly calls it,” said the Louisianna.

Mr. Hébert called for Congress to rewrite the radio act in such definite terms that it cannot be seized upon by the party in power, no matter what it may be, for the chief purpose of “directing its propaganda and maintaining itself in office.” Congress would be deterred in its duty “if we continued to let any bureau under the Government assume the powers of Congress—in fact, not only the powers of Congress but a supreme dictatorship in a matter which so closely affects the lives of every man, woman and child in the country.”

Rep. Holmes asserted he was thoroughly in accord with his Louisiana colleague’s comments and added “it is about time we took drastic steps to curb the Commission.”

“IT was never the intent of Congress to authorize the Commission to conduct the radio business.”

Declaring he would press for speedy action on his bill to curb the powers of the FCC, Mr. Holmes indicated the matter would be broached to the Interstate Commerce Committee shortly. A subcommittee for communications already has been authorized, but the membership has not yet been completed.

AP RADIO NEWS WIRE has been acquired to expand news coverage of the following stations: WBDR, Buffalo; WHDH, Boston; KOTN, Pine Bluff, Ark.
NAB Small Stations Committee Asks Group Selling, Sponsored OWI Shows

**STRIKING at discrimination against radio, the Small Market Stations Committee of the NAB, at a twoday session in Washington last Thursday and Friday, called upon OWI to consider plans for preparation of announcements and programs available for sale to advertisers. Canvasing the whole roster of problems confronting so-called “loser” stations in the smaller markets, the committee: (1) Authorized a study of possibility of group selling of all small market stations, in which communities of 50,000 or less population would be grouped. (2) Objected to the use of Government funds for paid advertising as proposed in the Bankhead bill, but concluded that if the bill passes, the $30 million dollars should be distributed among all media in proportion to use by private industry. (3) Urged appointment of an advisory committee by Secretary Morgenthau to look into the whole problem of Government subsidies and radio. Finally, the declaration stated: “The Declaration of War should be utilized in such a manner that the public will be in receipt of the necessary information. The Committee members, based on surveys prior to the meeting, said the manpower situation is more acute at small stations than at the larger ones. Mr. Smullin urged a resolution requesting War Manpower Commission to recognize the vital service of small stations to the war effort, so they shall be permitted to keep two or three key persons to continue operation without interruption. He said many small stations have had more than 100% turnover of personnel within the last year. FCC Chairman James Lawrence Fly last Monday, in commenting on the small station situation, said he agreed with the view that if a newspaper subsidy plan is approved, radio wants to be in on it, but radio in the first instance is against a subsidy. Declaring he hoped the subsidy plan would be kept in a secondary position he said that for the ultimate good of the industry, it must be kept free from Government control and Government Influence over programs.**

**Grocers Are Opposed To Grade Labeling Plan**

**OPPOSITION to grade labeling, Government subsidies and rationing of any but basic foods was registered by the Grocery Manufacturers of America in an eight-point food control program “declaration of principles” adopted at the closing session of the groups two-day ofthe-conference, held June 9-10 at the Waldorf-Astoria, New York. The GMA urged that all Government authority over food production and distribution be consolidated in the War Food Administrator. Finally, the declaration stated: “The Government should not propose or use any war legislation to make an unsound reform of food production and distribution, such as that involved in the required grade labeling of food.”**

**NAB’s Kittens**

**WHILE the NAB board, meeting in extraordinary session in Washington June 4 on the legislative picture, was “having kittens” in the boardroom, the real McCoy happened in the basement at NAB headquarters. A stray cat crawled in and had a litter of four—promptly named by the staff—”MBB, CBS, NBC and BLUE.” It happened on a pile of Lew Avery’s Bureau of Radio Advertising brochures. One wag observed that was anesthesia enough.**

**Funds Provided to Carry WNYC for Another Year**

**CONTINUED operation of WNYC as a municipal station by the City of New York for another year was assured May 10 when the City Council included the station’s budget of $106,000 in the city appropriation for 1943-44. The Council had previously eliminated this item from the budget in a general economy move which was vetoed by Mayor La Guardia, but although the Council overrode the veto to restore many of its budget slashes, the final measure includes the station appropriation. After the earlier action, numerous individuals and organizations, including Joseph Lang, General Manager, WHOM, Jersey City, and H. V. Kaltenborn protested.**

**REACH THE WOMEN OF THE OHIO VALLEY WITH...**

**Oliver Kaedy**

![Image of WCKY 50,000 Watts CBS]

**THE J.B. WILSON STATION**

Human...Entertaining...Intriguing, this special radio feature has been on WWSW, Pittsburgh, over six months for the Braun Baking Co. Hear it also over WOW, New York City.

**YES...YOU CAN BUY IT. Inquire of:**

**THE W.E. LONG CO. RADIO SHOW**

**ANOTHER W.E. LONG CO.**

**RADIO SHOW**

**155 North Clark Street... Chicago**

BROADCASTING • Broadcast Advertising

June 14, 1943 • Page 55
**In the CONTROL ROOM**

JOIN THARPE, formerly of WBLY, Galidston, Ala., has joined KGVO, Missoula, Mont., as program director.

CARL A. FRIESE has been named Chief Research Director of The Sherry Gyscope Co., succeeding Howard D. West, who was resigned by Central Sales manager of the company. Mr. Friesen has had full charge of research engineering and has taken charge of the firm's Garden City, L. I. laboratory.

JOHN E. DICKERSON, former radio field engineer with the Signal Corps, has joined the control staff of WCKY, Cincinnati. He is consulting radio engineer for Covington, Ky., whose hours, and is trained in aviation radar.

HARRY SANDERS, control room operator of KYW, Winnipeg, has joined the Canadian Air Force.

WILLIAM ERICKSON, engineer, and Jef Felser, audience mail department secretary of KPKI-KECA, Los Angeles, were married in Kingman, Ariz., on May 30.

FRANCIS (Jake) HIGGINS, former general manager of WIAN, Danville, Ill., has joined KFY, Phoenix, as chief engineer. He replaces Bob Thompson, now with Western Electric Co., New York.

GEORGE THOMPSON has replaced "Fick" Edmondson, recently inducted into the Navy, as engineer at WELI, New Haven.

HAI CUOPI, engineer of WHK- WCLE, Cleveland, is leaving to join the Fisher Bomber plant. Bert Berg, from Chicago has joined the engineering staff.

JIM SUMMERS, engineer of KPO, San Francisco, is the father of a girl.

PAUL HPIKILLA, studio operator of WPKV, Sudbury, Ont., has been appointed studio engineer.

LYLE POPE, transmitter engineer of CKBE, Prince Albert, Sask., married recently and is planning to take another position on the Pacific coast.

NEVILLE ROBINSON, formerly program engineer of Poinch Radio Co., Los Angeles, has joined Universal Microphone Co., Inglewood, Cal., in a similar capacity.

---

**New Business**

**PRINCE MATCHABELLI Perfumery Inc.**, New York (Stradivarius perfume), on June 10 joined the scheduling of the Stradivari orchestra on 117 CBS stations, Sun., 3:30-7 p.m. Agency: Mentor International, N. Y.

**CONTI PRODUCTS Corp., New York** (shampoo) on June 3 discontinued Treasure Hour of Song on 9 MBS stations. Thurs., 8:30-10 p.m. and on June 12 started Memo For Tomorrow, with Charles Hodges, Alice Havilla, on 9 MBS stations, Sun., 10:45-11:30 p.m. Agency: Bermaning, Castieman & Pierce, N. Y.

**CHEBROZI-AR-DEE Quality Foods, Mil- ton, Pa.** (spaghetti), on Tuesday, June 17, will sponsor a one-time broadcast of Army-Navy Award, 4:30-5:30 p.m. on 151 Blue stations. Agency: McGonvick Adv Co., N. Y.


**SEABOARD FINANCE Co., Los Angeles** (investments), on June 15 starts for 9 weeks. 9:30-10 p.m. on 93 CBS stations. Agency: Hexx & Co., Chicago.

**MILES LABS, Elk hart, Ind.** (Alka-Setter plus minerals), on June 19 starts 29 aida 35 Blue Sponsors to Quiz Kids, a total of 106 Blue stations, 7:30-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

**COLDSTRO-PALOMINO FEET Co., Jer- sey City, (Colgate toothpowder), on July 20 starts 40 CBS stations to Judy Canova’ Sponsors to Trench Choco- cado Casseus, making a total of 116 CBS stations, Tues., 8:30-8:55 p.m. Agency: Scherer, Sabin & Waddell, Chicago.

**WEIR LABORATORIES, Wisc.** (Miles- tone, 20 aida 35 Blue stations) to Quiz Kids, a total of 106 Blue stations, 7:30-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

**S. C. JOHNSON & SON. Racine, Wisc.** (Oxydol) on June 20 starts 32 MBS stations replaces McCabe & Molly with John Powell's Passing Parade on 140 NBC stations, Tues., 9-10:30 p.m. Agency: Need- ham, Louis & Brooklyn.

---

**Network Changes**

**COLGATE-PALOMINO FEET Co., Jersey City, (Colgate toothpowder), on July 20 starts 40 CBS stations to Judy Canova’ Sponsors to Trench Choco- cado Casseus, making a total of 116 CBS stations, Tues., 8:30-8:55 p.m. Agency: Scherer, Sabin & Waddell, Chicago.

**MILES LABS, Elk hart, Ind.** (Alka-Setter plus minerals), on June 19 starts 29 aida 35 Blue Sponsors to Quiz Kids, a total of 106 Blue stations, 7:30-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

**S. C. JOHNSON & SON. Racine, Wisc.** (Oxydol) on June 20 starts 32 MBS stations replaces McCabe & Molly with John Powell's Passing Parade on 140 NBC stations, Tues., 9-10:30 p.m. Agency: Need- ham, Louis & Brooklyn.
CBC Summer Season
MORE CANADIAN network and transcription shows are staying on the air this summer. Shows taking a holiday include the CBC commercial network shows: Alan Young’s Variety Program for Tucketts’ Tobacco, John & Judy for Lamont Corliss, Fighting Navy for British American Oil Co., Penny’s Diary, Share the Wealth, and The Happy Gang for Colgate-Palmolive-Peet, and a number of regional shows. American network programs cancelled for the summer in Canada include Charlie McCarthy for Standard Brands, Luc Radio Theatre for Lever Bros., Jack Benny & The Aldrich Family for General Foods, Fibber McGee & Molly for S. C. Johnson of Canada.

Looking for a Proven Commercial Manager?

I think I’m your man. 13 years in radio, 10 years in sales. Now employed for network station. Know network station operation. Thoroughly familiar with programming. Can do a real job for a network station in good market. Enjoy personal and pleasant relations with many top agencies and time buyers. Minimum salary $6,000. Prefer salary plus percentage of profits. Let’s talk it over.

Address Box 715, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BALEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

Selling Beer on WAKR

The TEXAS RANGERS

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg.  DI 1205
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODELY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

GEO GE C. DAVIS
Consulting Radio Engineer
Marysville Bldg. District 8456
Washington, D. C.

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Marysville Bldg. Republic 3247

HELP WANTED

Announcer—5 kw. basic network station. May be mid-west or eastern. Audition to be held at station. Requires announcer who wishes to specialize in sports. Prefer man now employed in small station seeking advancement. Excellent opportunity to grow with station. Salary and pleasant surroundings offered high grade, reliable man. Box 723, BROADCASTING.

Transmitter Operator Wanted—For 5 kw. station. $42.50 for 40 hours. Permanent. Send draft status, experience, picture with first letter. Box 723, BROADCASTING.

Announcer—Good voice and able to use typewriter. Must be of good character and willing to develop into all around man. 4F in draft. Previous experience unnecessary. WACO, North Texas. Box 111, Beverly Hills, Calif.

Transmitter Operator—Single 4F 1st or 2nd class license who wants good pay while he gains experience. WOLF, Syracuse, N. Y.

Technician—Permanent position for man with family. Network station. Write in for full details. Give your qualifications. Address Technical Manager, Radio Station WPDR, Plattsburgh, N. Y.

Experienced Announcer—Program Director—For 10,000-watt Southern station. Give full particulars. Box 723, BROADCASTING.

Draft Exempt Remote Studio Manager—City of 80,000, middle west. Sales and announcing. Box 723, BROADCASTING. Manager, KYAR, Alhambra, Los Angeles.

Experienced Salesman—For network affiliate. New station. Must have ability to make sale. Work with sales staff. Address Technical Manager, WPDR, Plattsburgh, N. Y.

Licensed First Class Operator—Minimum two years drafting and experience. United Pay scale and good working conditions. State full details, draft letter, WHBF, Rock Island, Illinois.

Announcer—No experience necessary. Give personal details, draft letter, WPDR, Plattsburgh, N. Y. Apply Box 737, BROADCASTING.

Station Manager—By regional network affiliate in southwest to replace present manager. Must have experience as draftsman. Write Box 737, BROADCASTING, giving experience, earnings, references, draft status, salary desired. Our organization knows about this advertisement.

EXPERIENCED CONTROL ENGINEER—Permanent position for man with family. Must have ability to handle telephone networks, recording real not cancel band remotes. Write in for full details. CHIEF ENGINEER—Welch & Van Wyck Co., 786 W. 14th St., New York, N. Y.

Draft Exempt—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 737, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 737, BROADCASTING.

Wanted at Once—First class engineer. Draft exempt. Tell all first communica-
tions, including minimum salary. WMLL, Decatur, Alabama.


EXECUTIVE—Managerial. $5,500 draft de-
ferred. Five years experience in advertising agency. Promoted present station—1 kw., highly competitive market—from $3900, (single) to $2,500 gross weekly billing in two years. Thoroughly experienced administration, personnel, sales, programming. Considers only pro-
gressive organization. Reply full details. Box 738, BROADCASTING.

Engineer—16 years’ experience, desires change. Now employed at $5,800 per year. 35 years old, married, draft exempt. Box 739, BROADCASTING.

First Class Operator—California, Washington only, Write J. D. Clowes, 125 So. Hill St., Los Angeles, Calif.


Deferred experienced man. Wide re-
notion in industry. Good manager con-

Two Announcers—Program Director 8 years Announcer. Both deferred. Network experience. News, newswriting, commercials, acting, play

Chief Engineer—Of midwest local desires change. Year’s experience at stations. B. in draft. Box 741, BROADCASTING.

Top-notch AdLib Announcer—Now employed major market station. AdLib comparable with best. Permanently draft exempt. Box 742, BROADCASTING.

Continuity Man—Top-flight writer, employed major market station. Ag
cency copy. Commercial copy and excellent production script. Prefer East Coast, deferred. Box 743, BROADCASTING.

Station or Sales Manager—Good background and training, capable executive, understands wide range of radio. 4-F, 31, seeks permanent position with future. Box 719, BROADCASTING.

Program Director-Newscaster—Fine Background—Announcing, Produc-
ing, Programming, Dramatics. Now employed at $2,594, 4-F. Box 718, BROADCASTING.


Young Man—4-F, College graduate in Business Administration. Announcing experience. Desires association with progressive station or advertising agency in Mid
twest, not a defense area. Box 716, BROADCASTING.

Announcer-Producer—Only Western Stations answer. Writing ability and dramatic background. Salary $4,500. Handle news and do commercials. Box 726, BROADCASTING.

Wanted to Buy

Qualified Party—Will purchase station in right market. Box 720, BROADCASTING.

Will Pay Cash—For local, regional station. Realize strictly confidential. Box 716, BROADCASTING.

Broadcast Station Equipment—Wanted at once. One 50kw. station complete with any and all other station equipment. Large radio equipment and 300 foot self-supporting vertical radi-
tor. Please give best price and describe fully. Box 725, BROADCASTING.
War Council Plans to Enlist All Advertisers in Campaign

Federal Copy to Be Provided for Those Buying $100,000 or More; Local Drive Still in Works

PLANS for an intensive drive to enlist every advertiser, both national and local, in the nation’s wartime information campaign to tell the public what it must do to help win the war, and how and why these things must be done, were discussed by Chester La Roche, chairman of the War Advertising Council, at a conference with the advertising press held at the Council’s headquarters in New York last Tuesday.

Stating that the advertising agencies have given their whole-heated cooperation in the preparation of copy and presentation of the various Government campaigns by print and radio, Mr. La Roche said that the Council’s job at the moment is to secure comparable cooperation from the country’s advertisers.

Radio’s Good Work

One part of the task he explained, is to get large advertisers to devote entire advertising schedules to Government campaigns; the other is to get every advertiser to devote a portion of every advertisement to a Government war message.

Letters will be sent to all advertisers with annual advertising appropriations of $100,000 or more, he said, together with campaign folders on womanpower, absenteeism, inflation, homes for war workers and other war projects. In addition to these folders, containing copy, art and layouts, which may be used as they are or adapted to individual requirements, Mr. La Roche said, the WAC will also send the advertisers books of brief messages for insertion into their regular product advertisements.

Expressing great satisfaction with the performance of radio and its allocation plans for the placing of Government copy in both commercial and sustaining programs on both local stations and nationwide networks, he said there is need of a similar allocation plan for newspapers and magazines. Outdoor advertising is currently operating under its own allocation plan, he added.

Local Campaigns

Mr. La Roche stressed the importance of the local advertiser as a disseminator of wartime information for two reasons: First, because he can tell the story in terms of local conditions and get across a more specific story than the national advertiser can do; next, because of the volume of local advertising, $700,000,000 of the annual $1,700,000,000 spend for advertising being placed at the local level.

Final details of the WAC campaign for mobilizing local advertising for the war effort [BROADCASTING, June 7] have not yet been completed, but Mr. La Roche described how in Houston the newspapers, radio stations and other media each assigned salesmen to solicit advertising, with notable success. Here and in other cities it has been found that drives for such advertising can secure an appreciable amount of business from firms which have never advertised before, he said.

It was also announced that the National Publishers Assn., comprising 440 magazines with a combined circulation of 8,600,000, will follow their previous campaign dramatizing the meaning of total war with a new drive emphasizing the need for holding down the cost of living, to begin in mid-summer. Nine advertising agencies prepared 78 advertisements which were reviewed by the Council copy committee and 14 were selected by the publishers, who will each contribute a page a month to the campaign.

Phillies on Air

BASEBALL fans in Philadelphia will hear ten minutes every morning except Sunday, about the Phillies, with the commencement on June 14 of the Phillies’ own sports program on KYW from 7 to 7:10 a.m. The program is handled by Le Roy Miller and directed by Bill Phillips, Phillies public relations director. Seberhagen Inc. is the agency, with Howard Seberhagen in charge of the account.

Cockeyed Quiz

“GIVE names, addresses, place of birth, color, race and creed of five citizens other than relatives who were present at your birth.” This choice bit of information is requested in a teaser questionnaire sent out by WCHS, Charleston, W. Va., as a promotional piece. Aimed as a takeoff on government questionnaires, the WCHS form is an ideal one because you don’t have to fill it out. The instructions suggest mailing it to the garbage department.

Hooper’s First 15

BOB HOPE, Fibber McGee & Molly, Charlie McCarthy and The Aldrich Family are in the top four positions, respectively, in the May 30 Hooper “National” Program Ratings Report. The remaining “First 15” programs in order are Walter Winchell, Radio Theatre, Jack Benny, Mr. District Attorney, Frank Morgan-Fanny Brice, Rudy Vallee, Screen Guild Players, Kay Kyser, Take It or Leave It, Bing Crosby, and Fred Allen. Of the programs broadcast after 10:30 p.m. and not measured in the Eastern Time Zone, Red Skelton continues to hold first place.

Signal Quiz Show

SIGNAL OIL Co., Los Angeles, out of radio eight months, on June 13 started a weekly half hour program Signal’s Question of the Week, on 10 CBS Pacific Coast and Arizona stations, Sunday, 4:30-5 p.m. (PWT). Contract is for 52 weeks. With Otto Kruger, actor, as moderator, program features commentators John B. Hughes, Dr. Wallace Sterling and Harry W. Flannery, with questions submitted by listeners. Leigh Crosby has been assistant producer for Bing, A. Stebbins Adv., Los Angeles agency.

CHURCH TO DIRECT GOP RADIO WORK

APPOINTMENT of Wells (Ted) Church as director of radio activities of the Republican National Committee, returning to the post he held during the 1940 campaign, was announced last week by James P. Wadsworth, assistant to the chairman in charge of publicity.

Mr. Selvage announced promotion of Robert L. Pritchard, former newsmen, to general assistant, in charge of press publicity. Mr. Pritchard has spent some 20 years in the newspaper, publicity and radio fields in Washington. He was Washington representative for RCA for six years, until he joined the committee last year. At one time he was manager of WJSV before its ownership by CBS.

Mr. Church left the office of the Coordinator of Inter-American Affairs to accept the committee assignment. A former Washington newspaper and radio man, he was for several years with CBS in Washington, handling publicity and special events.

Producers Shifted

IN REALIGNMENT of production duties, Boston & Balding shifts Arnold Maguire, Hollywood producer on the NBC College of Musical Knowledge, to June 15, and John Sterling, Mercer’s Music Shop, summer replacement show sponsored by Pepsodent Co. on that network. When the show returns in September, Maguire takes over production, succeeding Norman Morris, who is on leave. Maguire is also producer awaiting army induction. Maguire’s duties on the College of Musical Knowledge are assumed by Paul Phillips, New York agency producer. Assisting him will be Albert Capstaff, currently an NBC producer, who joins the agency within the next 10 days.

‘Caravan’ Subs

FULL LIST of substitute variety program lined up for the Caravan, which, until it goes off CBS July 2 for the summer, was released last week by Wm. Esty & Co., New York, agency for R. J. Reynolds Tobacco Co., Winston Salem, N. C. Bob Hope dedicating his program to the Army, and Jael Betsy saluting the Navy were the replacements shows June 4 and June 11, Friday, 10:10 45 p.m., while the remaining will be Rudy Vallee, devoting his variety program with guest stars to the Coast Guard and Navy and the Merchant Marines, June 25 and Fred Allen saluting the Marines, July 2.

W8XO Plea Denied

A PETITION for rehearing directed against the action of the Commission on May 4, denying the petition of the Crosley Corp. to dismiss without prejudice its application for renewal of the license of W8XO, developmental high-power subsidiary of WLW, Cincinnati, was denied by the FCC last Tuesday. The petition of denial paves the way for a court review of the Commission’s action

Page 58 • June 14, 1948
It's a happy kitchen, for the hearts of housewives—both in fashionable Kansas City homes and in friendly, well-kept farmhouses—belong to KMBC's Nancy Goode.

That this participation program is another KMBC success reflects the sound reasoning that programs in the "Heart of America" must take into account both sides of the story—that 51% of the population resides in cities, 49% on farms. Today, with copy themes of food shortages and marketing restrictions as added reasons for increased tune-in, the plus buy in any market is a good homemaker participating program—and one of the best, recognized as such for years, is the Happy Kitchen over KMBC.

Meet Kitty—Kitty from Kansas City! She speaks for the feminine thousands of that 51% urban population in the "Heart of America"—all "sweethearts" of KMBC.

Meet Aunt Polly—you'll find her on thousands of prosperous farms that depend upon KMBC for the only complete rural programming service in this area.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS
"KINDA REMINDS ME OF RADIO COVERAGE!"

A STATION'S coverage is only a skeleton... a naked framework for an audience body.

Without an audience... without listeners... a station is as lifeless, as useless to advertisers, as a bag of bones. Nor can a mouse-size audience cover a dinosaurian frame.

WKY's coverage frame is huge; considerably greater than that of any other Oklahoma City station. But enveloping this frame is a sleek, fat, vigorous body of listeners. In Oklahoma City, for instance, 46.3% of the morning audience, 55.1% of the afternoon audience, and 59.2% of the evening audience belongs to WKY (Winter-Spring Hooperatings).

Its greater coverage, together with its greater audience, gives WKY advertising mass weight, and vitality unmatched by any other Oklahoma City station. That's why WKY does things for advertisers so effectively, so economically, so profitably.