An analysis of 1942 national advertising expenditures in Iowa newspapers has just been completed. Results are so startling we knew you'd be interested. During 1942, WHO carried about a half-million dollars more national business (network and national spot) than the total national business of Iowa's largest morning paper and Iowa's largest evening paper combined—and even when Iowa's largest Sunday paper was thrown in, the scale still tipped in favor of WHO!

Every penny invested with WHO was spent willingly—no forced combinations, or anything like that. What we do have is Iowa's best advertising medium—and the customers know it!

Write or wire for availabilities—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
TO ADVERTISERS who have used WLS, that's "foolish question Number 1." Returns on a WLS offer start pouring in from the very first broadcast and keep coming. Consider the results obtained for this cereal advertiser:

They received 20,640 proof-of-purchase letters from 35 broadcasts in seven weeks! The program was heard at 7:45 a.m. Various one- and two-week contests and offers, all requiring boxtops, brought the 20,640 letters.

That's a typical response from WLS advertising. We have scores of other examples that WLS Gets Results. Just ask us... or ask any John Blair man.
Continues to Be
America's Number 1 Arsenal
The Reason Why!

MORE WORKERS
(New Ones—Thousands+)
MORE PRODUCTION
(Topping '42's All-Time High)
MORE MONEY
(Payrolls at Peak—120% Above 1940)

A war-working, war-spending Metropolitan area—that is Philadelphia in '43.

Philadelphia is BUYING—Let "the Station that Sells," do your SELLING!

5000 WATTS
950 ON THE DIAL

Affiliated station of the
Atlantic Coast Network.
Petrillo Names Disc Negotiating Committee
FCC Don Lee Denial Cites Net Rates
Temporary Licensing Probed by Cox Questions
Cox Outlines Scope of Hearing Aims
Support Seen for OWI as Hearings Open
Hoyt Takes Over OWI Domestic Branch
Radio Aid During Detroit Race Riots
NAB Plans Industry Publicity Campaign
Gen. Ingles New Head of Signal Corps
Senate Blocks House Ouster of FCC Officials
PA, UP to Speed Radio News Wires
CBS Affiliates Fight Hitch-Hikes
Irwin Urges Radio Fight for Greater Freedom
Shouse Asks Press Aid for New Radio Law
Goodyear Develops 'Static Eliminator'
Phillies 'Benched' When Club Buys Single Outlet
Geil Foresees Civilian Radio Armistice
WGST Taken Over by Georgia Tech
WTOP Off Air 5 Hours as Technicians Strike
WJZ to Move Transmitter
Hollywood Committee Schedules Deferments

DEPARTMENTS
Agencies
Agency Appointments
Behind the Mike
Classified Advertisements
Control
Editorials
FCC Actions
Hix Cartoon

FORMULA FOR SUCCESS
1. Apple Honey
2. Latakia
3. WOL...

Peoples Drug Stores, Washington's largest drug chain, and the 2,000 vending machines show that sales of Old Gold Cigarettes have increased more than 25% since last year and credit WOL and the baseball broadcasts of Arch McDonald and Russ Hodges with the upswing. Represented by Spot Sales, Inc.

New York, Chicago, San Francisco
The impartial radio research paid for cooperatively by all major stations in this area proves conclusively that WAAT (America's 2nd oldest station) delivers most listeners per dollar in North Jersey.

No wonder leading agencies and advertisers are getting “on the beam” — are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

National Representatives (Outside New York Area) Spot Sales, Inc.

“DOLLAR FOR DOLLAR NORTH JERSEY’S BEST RADIO BUY”

*Do you realize this market contains over 3½ million people; more than these 14 cities combined: — Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
All America is hopping on the mystery band-wagon. Books, movies, plays, radio shows—if they've got mystery and suspense—they've got a ready-made audience!

Here is a new radio mystery program that fits the trend, fills a need, satisfies a sponsor's fondest dream!

"The Weird Circle," produced by the NBC Radio-Recording Division, is a half-hour series of eerie, weird, suspense-filled adventures! Stories by the greatest writers of all time—Poe, de Maupassant, Balzac, Wilkie Collins, and others. Superbly adapted for radio, acted by some of radio's finest talent, perfectly produced at NBC to draw every moment of suspense from these great mystery tales—"The Weird Circle" is a sure-fire audience-builder, a certain success for every type of sponsor.

A special "Weird Circle" theme establishes continuity for the series and atmosphere for each broadcast. Maximum time allowed for commercial announcements. Recorded advance announcements and complete publicity and promotion material help you create interest and anticipation.

Get in touch with NBC Radio-Recording Division today for complete details and audition records of this magnificent series of 26 half-hour broadcasts. "The Weird Circle" is mystery at its best, radio at its peak of effectiveness!
Here’s Proof of Amarillo Listening Habits!

PERIOD: FALL, 1942. HOOVER STATION LISTENING INDEX  
CITY: AMARILLO, TEXAS

**Total Coincidental Calls - This Period 6,187**

<table>
<thead>
<tr>
<th>INDEX</th>
<th>&quot;A&quot;</th>
<th>KGNC</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
<th>&quot;E&quot;</th>
<th>&quot;F&quot;</th>
<th>OTHERS HOMES CALLED</th>
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<tr>
<td>9:00 AM-10:00 AM Mon. thru Fri.</td>
<td>21.7</td>
<td>74.0</td>
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<td>0.0</td>
<td>0.0</td>
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<td>2.2 1290</td>
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<tr>
<td>10:00 AM-11:00 AM Mon. thru Fri.</td>
<td>12.6</td>
<td>91.1</td>
<td>0.0</td>
<td>0.0</td>
<td>1.1</td>
<td>1.1</td>
<td>0.0</td>
<td>1.1 1299</td>
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<td>11:00 AM-12:00 NOON Mon. thru Fri.</td>
<td>17.7</td>
<td>78.4</td>
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<td>1.4</td>
<td>0.7</td>
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<td>12:00 NOON-1:00 PM Mon. thru Fri.</td>
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<td>73.1</td>
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<td>2.7</td>
<td>0.0</td>
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<td>1.1 9297</td>
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<td>1:00 PM-6:00 PM Mon. thru Fri.</td>
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<td>0.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.0 9599</td>
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<tr>
<td>6:00 PM-11:00 PM Mon. thru Fri.</td>
<td>20.5</td>
<td>75.5</td>
<td>0.3</td>
<td>0.0</td>
<td>2.0</td>
<td>0.0</td>
<td>0.0</td>
<td>0.7 1916</td>
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<tr>
<td>6:00 PM-11:00 PM Sun. thru Sat.</td>
<td>18.3</td>
<td>81.7</td>
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<td>0.0 881</td>
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<td>7:00 PM-10:30 PM Sun. thru Sat.</td>
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<td>1.0</td>
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</table>

The Hooper "STATION LISTENING INDEX" is compiled from the "Total Station Mentions" recorded from the coincidental questions "Do what program were you listening, please?" and "Tell what station is that program coming?" asked of persons found to be listening to the radio.

Excluded from this base ("Total Station Mentions") are those who are "Yes at home," those who are "Not Listening" and those who--although they may have reported listening to the radio--are unable to identify the station to which they are listening.

In above Hooper Index, "A" is a 250-watts local Amarillo station: "B" is 50,000-watts at Albuquerque; "C" is 50,000-watts at Dallas; "D" is 5,000-watts at Wichita Falls, Texas; "E" is 50,000-watts at Dallas; and "F" is 50,000-watts at Nashville, Tenn.

And of all homes in Amarillo, 91.3% have radios: the highest radio homes percent in Texas!

**KGNC**

AMARILLO, TEXAS

5000 WATTS DAY—1000 WATTS NIGHT


Broadcast Advertising

June 28, 1943 • Page 7
Frank Kesler
Commercial Manager, WDBJ, Roanoke

With all due respect to the many ways any individual can learn the power of advertising, there’s nothing like a personal experience in retailing. Then you know... Well, that was Frank Kesler’s background when he became a radio announcer. Being sold, and being also a steady plugger, Frank has done a grand job at WDBJ—for himself, his station and his station’s advertisers...

Often it’s been said that advertising people themselves, as a rule, are not really sold on advertising. Maybe they’re not. But we are—and prove it, we believe, by the fact that F&P uses more space to tell you what we offer than any other firm of representatives in America.

Okay, but what does this mean to you? It means that we have the essential primary attitude to be of real value to you. It means that we have no hidden inner cynicism that might tempt us to be careless about what we "sell" you. It means that we are always under a sincere compunction to do everything we can to help you make your spot broadcasting really successful, here in this pioneer group of radio-station representatives.
AFM Names Three-Man Negotiating Group

Thursday Meeting With Disc, U. S. Arranged

EMULATING the John L. Lewis course in miniature, AFM President James C. Petrillo appeared headed for a collision with the War Labor Board, even though he condescended last week to meet with a Government conciliator and representatives of the transcription companies Thursday to talk over settlement of the 10-month recording strike.

Following a session last Thursday night with John W. Fitzpatrick, Labor Dept. conciliator, the AFM head announced Friday he had contacted his international board and a three-man committee was named which would be able to enter conversations this Thursday. Other members besides himself are Leo Clusenmam secretary and Thomas F. Gamble treasurer of AFM, presumably Joseph A. Padway AFL and AFM general counsel and Henry A. Friedman AFM attorney, who participated in last Thursday's session, will be on hand, too.

Just in Time

After evidently eluding Mr. Fitzpatrick for a fortnight, Mr. Petrillo suddenly turned up in his New York office last Wednesday and staved off certification of the strike by the Labor Dept. to WLB by a few hours. The new conversations mean another delay but little hope was held for any amicable settlement without Labor Board action, unless the AFM czar reverses his position and eats crow.

After his arrival in New York, Mr. Petrillo, in grandiose fashion, at a press conference, announced his attorneys had been instructed to arrange an appointment with the Dept. of Labor conciliator. That happened the following day, with this Thursday's session the result.

The Petrillo run-around of the preceding two weeks, it was reported that Dr. John R. Steelman, director of the Conciliation Service, was prepared to request Secretary of Labor Perkins to refer the 10-month-old strike case to WLB. It is expected now that no action will be taken until Mr. Fitzpatrick's report is received after the Thursday conference.

At his press conference Wednesday, the AFM czar ridiculed John L. Lewis as "a guy" who calls strikes "every two weeks" but has nothing to show for it. "We don't pull any John Lewis stuff here," he said. "When we call a strike, we call a strike."

Socolow's Letter

Both Mr. Petrillo and A. Walter Socolow, attorney for the seven major transcription companies who petitioned the Government to settle the union's 10-month-old strike against them, held news conferences on Wednesday. Mr. Socolow released copies of a letter he had sent June 15 to Dr. Steelman, charging the AFM "has manifested its intention to avoid a joint conference and to thwart the efforts of the United States Conciliation Service in mediating the dispute," and asking that the dispute be certified to the National War Labor Board for action.

Terming the letter a "pure publicity move," Mr. Petrillo said: "It's hard to understand why Mr. Socolow, after delaysim for 10 months before going to the Government, should now be worried over a few day's additional delay," adding, "He has the right to ask, but I don't think his request will be granted." The union chief then announced that his attorneys had been instructed to call Mr. Fitzpatrick on Saturday to arrange an appointment to discuss the transcription situation.

Vain Effort

The Socolow letter stated that Mr. Fitzpatrick "made prompt arrangements to meet with my clients and, to my knowledge, has vainly telephoned and wired Mr. Petrillo repeatedly in an effort to arrange a joint conference between the employers and the union. Mr. Fitzpatrick has advised me that he has received a telegram today from Mr. Petrillo advising that he can not meet with the Conciliator and my clients without the executive board of the AFM."

All-Day Meeting

"This executive board," the letter continued, "was in session all day Friday, June 11, 1943, after having received Mr. Fitzpatrick's wire requesting the joint conference. The board appears to have suddenly disbanded on Friday night despite the fact that it had been previously announced that the board would meet for two or three weeks, since their session was in lieu of the regular 1943 annual convention of the AFM which was dispensed with by action of the board."

Admitting that he had received Mr. Fitzpatrick's first wire while the AFM board was in session and that he had read it to the board, (Continued on page 52)

FCC Denies Lee Denial cites Net Rates

First Decision Under New Rules Refers To Advertising

WHAT APPEARS to be the first foray of the FCC into the sphere of broadcast rate regulation since the Frankfurter opinion of May 10 and the enforcement under it of the network rules, came to light last week with denial by the Commission of the petition of the Don Lee Broadcasting System for modification of the regulations to relieve the burden upon regional networks.

Though there was no formal opinion, the FCC's denial came after its Law Department is reported to have found no justification for the exceptions, citing the rate structure of Don Lee as a factor in its conclusion. Don Lee, through its Washington counsel, Dempsey & Koplovitz, petitioned the Commission to permit regional networks to exercise time options on 14 days' rather than 56 days' notice. It was the first formal decision of the Commission under the network rules since they became effective.

In citing reasons for the denial, it is understood the Commission's Law Department brought out that Don Lee charges more for Pacific Coast time than the larger networks—bringing in the rate factor. It also observed the regional networks' rates to show that it appeals to advertisers as large as those using the big networks.

Forbidden Field

While this view of "rate regulation" may be brushed aside as without foundation, it nevertheless was regarded by observers familiar with the FCC's impinging upon that field— forbidden to the FCC in broadcast matters, unless the Frankfurter opinion is construed as giving it that authority. Rather than regulating rates per se by establishing the actual schedules, it was pointed out, the FCC can attempt to exercise that power through its licensing function—which it appears to have done in the Don Lee case.

In acting on the Don Lee petition, the Commission did so "without prejudice". While no public statement was made, it is understood the Commission felt it should not close the door to future requests for modification of the regulations in the event, under practical operating conditions, they work a hardship on regional networks or stations.

It was held that on the basis of available information the modification requested should not be granted. Don Lee position raised three points:

(1) Exercise of option, in 14 rather than 56 days' notice; (2) conditional stay or suspension of the effective date of the 56-day provision; (3) suggested, though did not request, territorial exclusivity with respect to regional network operation.

The position of the FCC, recom-

(Continued on page 50)
Cox Outlines Scope of Hearing Aims

Says the Proceedings Are Likely to Start This Week

BROAD regulatory policies of the FCC covering such explosive questions as newspaper ownership, network regulations, multiple ownership, and program censorship will be covered by the House Select Committee inquiry into the FCC, Chairman E. E. Cox (D-Ga.), of the five-man panel, last Friday on the eve of opening public hearings. While no definite date has been set, the public proceedings are likely to get under way this week, according to Judge Cox.

After four months of intensive preparation directed by Eugene L. Garey, prominent New York attorney, Chairman Cox said the committee was prepared now to get under way with the inquiry, aimed at alleged abuses by the FCC of its regulatory powers, with Chairman James Lawrence Fly and Commissioner C. J. Durr the primary targets. Tentative agenda already has been devised by the committee, Judge Cox said.

Disclaiming reports by the committee proposed to devote its primary attention to individual cases of purported favoritism by the FCC, and to "ancient history," Judge Cox, in his first interview on the scope of the investigation, declared that despite efforts of certain FCC members to "smear" the committee, it proposed to conduct an impartial fact-finding inquiry.

Agreed on Procedure

The committee membership, Judge Cox said, is agreed on the tentative procedure, outlined following investigations that have covered practice in the country by members of the committee staff. Committee members, in addition to Judge Cox, are Edward J. Hart (D-N.J.), Warren G. Magnuson (D-Wash.), Richard B. Wigglesworth (R-Mass.) and Louis E. Miller (R-Mo.).

With a view toward making legislative recommendations, Judge Cox said, the committee proposes to cover, passionately but without pulling its punches, the FCC's activities and the stewardship of its personnel since its formation in 1934. The concept of the Communications Act and how it has been applied, as well as the philosophies of individual members of the Committee will be developed.

While emphasis will be placed on broadcasting and related fields, such as television, FM, newspaper ownership and the regulation of networks, the committee will go into common carrier phases, including telephone and telegraph regulatory operations. No little attention, he said, will be given the FCC's "assumption of power in fields never contemplated by Congress."

Legislation the Aim

Propos reports that individual cases would highlight the hearings, involving purported use of pressures and showing of favor by the Commission or its majority, Judge Cox said. These matters are of secondary importance but, he pointed out, they tie into the overall inquiry directed by the House in adopting his resolution last Jan. 19. The concentration of power in the Chairman of the FCC, who, along with Mr. Durr, has engaged in a running fight with the committee since its formation, will be an important aspect of the inquiry. War-time operations of the FCC, including the development of Foreign Broadcast Intelligence Service and the Radio Intelligence Division, both set up at the instance of the Chairman, likewise will be covered comprehensively, according to Judge Cox.

In inquiring into FCC procedures and policies, the committee will seek a determine what constitutes "due process," Judge Cox said. Also embraced in this is the question of revocation powers held by the FCC, while it is proposed that this authority should not be confirmed in the courts rather than the Commission. Charges have been made, Judge Cox said, that the FCC is in cahoots with the industry and to "coerce" and "intimidate" licensees by virtue of its revocation authority.

He cited, for example, the fact that the first half of the 900-odd broadcast stations license are being issued on a temporary basis. He said he had been advised there was no authority in the statute to the Commission to issue temporary licenses—that it must either grant or revoke. This, he declared, may serve another instance of improper use of power by direction, as a means of keeping the industry "under wraps."

The committee hopes, after its comprehensive inquiry, to make legislative recommendations designed to prevent bureaucracy in the FCC from running rampant and to protect the freedom of radio, he declared.

"The real benefits to be derived from the Committee's labors," Judge Cox asserted, "will be in the form of legislative recommendation, which can be instituted through remedial legislation. Decisions of the courts are being carefully scrutinized to determine whether the courts have followed the Congressional intent, and to cure judicial misconceptions where such instances are found."

"The Committee seeks to have Congress bring the courts as well as an administrative authority in conformance with Congressional policy," Judge Cox concluded.

Cox Committee Questionnaire Probes Temporary Licensing

Stations Asked Full Details on Each Case Of Temporary License Operation in Last Two Years

WHYS and wherefores of FCC "temporary licensing," whereby stations are given 30 to 90-day licenses in lieu of regular two-year tenures, are being sought by the House Select Committee to investigate the FCC, it was revealed last week when numerous stations received questionnaires from the committee.

The two-page letter, signed by Eugene L. Garey, New York attorney serving as chief counsel of the committee, sought detailed facts and circumstances surrounding issuance of the temporary permits to each station. Questioned by Broadcasting, it was stated at the committee that all stations which have held temporary licenses during the past two years were contacted. The total is understood to be about half of the 900-odd licensed stations on the air.

Chairman E. E. Cox (D-Ga.), of the committee, stated last week (see interview on this page) that he had been advised there was no authority in the statute to the Commission to issue temporary licenses, and that it must either grant or revoke.

In addition to data on reasons for the temporary licenses, the committee asked the stations about investigations made by representatives of the FCC, along with all pertinent information as to the individuals, times and places. Stations were asked whether in their opinion the Commission had been "factually justified."

Follow the full text of the identical questionnaire sent the stations:

The Committee has been informed that the time (Continued on page 55)
4 Net Chiefs Urge Continuation of Radio Bureau

A BELIEF that the Senate might undo at least in part the action of the House in striking the 1944 appropriation for the Domestic Branch of the OWI developed in Washington last week as the Senate Appropriation Committee opened extensive hearings on the Civilian War Agencies Appropriation Bill.

The death sentence of the House June 18 was formally pronounced from belief that OWI would promote its fourth term for President Roosevelt, the House vote showed Republicans voting 160-5 against the agency, while two of every three Democrats supported it.

Hearings on OWI were set for 10:30 a.m. last Saturday, with industry leaders scheduled to appear. For the House, Y. Neville Miller, president of NAB, notified Sen. McKellar of NAB’s belief that program coordination and clearance should be continued. It was understood that a representative of the War Advertising Council, probably Chester J. LaRoche, WAC chairman would testify.

While many of the aroused friends of OWI demanded complete restoration of all its activities, presidents of the major networks confined their testimonials to the OWI radio branch, which was generally described as doing a fine job in clearing and coordinating Government radio activities. Commonly heard sentiment in trade circles was that OWI clearance machinery would have to be continued even if the industry were forced to finance the operation on its own.

Hoyt to Expand Use of Existing Media

To Drop Pamphlets and Propaganda in OWI Branch

INCREASED reliance on established media and abandonment of pamphleteering and propaganda are the objectives of E. Philip Hoyt, editor and publisher of the Portland Oregonian (KGW-KEX), who arrived in Washington last Monday in OWI’s daring new take over direction of the domestic branch.

As Mr. Hoyt appeared, he told reporters he was in the position of a man finding a job for which he arrives to take”, for the previous Saturday the House had killed the domestic branch appropriation for 1944 [Broadcasting, June 19].

Mr. Hoyt, who succeeds Gardner Cowles Jr., president of the Iowa Broadcasting Co., and publisher of the Des Moines Register & Tribune [Broadcasting, March 17], promptly took up the fight for continuation of OWI. A critic of the

The following are the texts of telegrams sent by heads of the OWI radio networks up the fight for continuation of the Domestic Branch, acting chairman of the Senate Appropriations Committee, to urge continuation of the radio bureau of OWI, which had been cut from the War Appropriation Bill by the House June 18:

William S. Paley, president of CBS:

The coordinating activities of the radio division of the OWI have been of inestimable value to the radio broadcasting industry in its determination to make the medium of broadcasting an effective instrument in furthering the objectives of our country at war. In acting as a clearing house for the needs of all government agencies and in scheduling the important information which must continue to the attention of the American people, the OWI has made it possible for us, by radio, to avoid the many conflicts that would occur between governmental agencies if no machinery were provided.

Mark Woods, president of the Blue:

The domestic branch of the OWI formed in 1942, has been the solution of a practical problem in the scheduling of radio programs pertaining to the multi-governmental agencies. It has brought order out of confusion and coordination and proper allocation of radio time, to the satisfaction of numerous government agencies.

Niles Trammell, president of NBC:

I am deeply distressed over possible elimination of Domestic Branch of OWI. This bureau has been of inestimable value to us in making available radio time to groups of information to our people, and has brought order out of chaos in war-time national life.

Niles Trammell, president of NBC, declaring that he did not wish to enter any controversy between Congress and OWI but that OWI has given fine cooperation and rendered helpful service to the executive branch of the government, domestic branch particularly has been most helpful. Without such central agency in Government work it would be extremely difficult for us to properly service between and lend aid to many Government departments requiring time on air.

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NAB Plans Industry Publicity Drive

Radio News Committee Urged at Meeting

In Chicago

AN INDUSTRY-WIDE public relations policy was outlined in a two-day meeting of the NAB Public Relations Committee, which met last Wednesday and Thursday at the Palmer House in Chicago.

A plan to assist and encourage an aggressive public relations attack on the part of local management was adopted by the committee, which was presided over by Edgar Bill, chairman, WMBD, Peoria. At the Wednesday luncheon, James W. Irwin, assistant to the president of Monsanto Chemical Co., St. Louis, addressed the group on "Public Relations and the Broadcasting Industry."

Functions Explained

The committee, recognizing the value of news programming, recommended to the NAB board the establishment of a radio news committee made up of radio news editors and station managers to insure proper handling of all phases of news presentation.

The committee adopted a resolution that any station will utilize a total of more than 600 transcribed one-minute and chain break announcements weekly on 112 stations in 51 cities. Agency is Ralph H. Jones Co.

Big Sunkist Drive

CALIFORNIA FRUIT GROWERS' Exchange, Los Angeles (Sunkist lemons), in a four-week campaign began July 1, utilizing a total of more than 600 transcribed one-minute and chain break announcements weekly on 112 stations in 51 cities. Agency is Arthur Cone & Belding, Los Angeles.

J. W. Ty, Janestown, N. Y., has appointed William G. Rambeau as exclusive national representative, effective July 1.

Gen. Ingles Heads The Signal Corps

Gen. Olmstead Getting Post on Telecommunications Board

MAJ. GEN. Harry C. Ingles has been nominated Chief Signal Officer of the Army to succeed Maj. Gen. Dawson Olmstead, who retires June 30 at his own request, according to a War Dept. announcement. As head of the Armistice Signal Corps, Gen. Ingles automatically replaces Gen. Olmstead on the five-man, policy-making Board of War Communications.

Gen. Olmstead recently returned from another extended inspection of Signal Corps installations in Alaska, South America, England, Africa, India and China. He appeared before the House Appropriations Committee this month on the Signal Corps appropriation. Congressmen praised the general for progress under his command.

Gen. Ingles has been a Signal Corps officer and member of the War Dept. general staff, G-3 of the Carribean Defense Command, and later chief of staff of that command. From duty as commander of the mobile ground forces in the Panama Canal Dept., he went to London with Gen. Andrews and became deputy commander of the European theatre.

Grade Labeling Out for Present

ENFORCEMENT of grade labeling appeared unlikely last week—perhaps for the duration—unless the Senate overturned the summary action of the House in withholding funds from the FAA for this purpose or for standardization of food, clothing or other commodities.

While it was generally believed that the House would be more lenient than the House with OPA, as well as OWI, grade labeling was viewed as on the decline, with very little support in Congress.

Hudson to WAC

BUELL W. HUDSON, publisher of the Woonsocket (R. I.) Call, has been elected a director of the War Advertising Council, joining Edwin S. Friendly, general manager of the New York Sun, as a representative newspaper.

Radio played an important role during recent Detroit race riots. By presenting the public with the facts it helped prevent possible hysteria and contributed toward keeping war production on a fairly even keel.

In a communication last week to BROADCASTING, Harry Bannister, general manager of WWJ, told how Detroit stations handled the riots.

Outbreak of violence found Detroit radio stations ready to offer their facilities. A complete hookup of stations was set up by WWJ, as well as CKLW of Windsor, Ont., and WEXL of Royal Oak, a suburb of Detroit, was arranged by Mr. Bannister for a broadcast by Mayor Edward J. Jefferies Jr. It took him only 30 minutes to obtain the hook-up. Facilities of WWJ were used for the announcement by Governor Kelly of "qualified martial law". "Detroit radio was under command," Mr. Ban- nister said, "helped greatly in keep- ing war production on a fairly even keel by instantly broadcasting changes in the routing of street cars and buses and by strenuous efforts to keep down hysteria, pre- vent wild rumors and present only the facts."

WWXZ played down sensational material and emphasized efforts to restore order. On the morning of the 21st it broadcast statements from prominent white and colored leaders pointing out that the riots were organized by elements prev- aling upon war production efficiency. In the afternoon of the same day it stressed mobilizing of military forces to quell the disorder.

To discourage the spread of riot- ing rumors to another, bulletins issued by WWXZ omitted ex- act street locations of mob violence. The only editorial matter used dealt with warnings to listeners to stay off the streets, to refrain from spreading rumors, and to believe only the facts presented by the newspapers and the newscasts. WJR felt that to give special bulletin time to feature the riots in any way would only incite further disturbance and probably spread mob violence. Therefore although WJR handled the situation fully, it confined coverage to straight news periods with unemotional copy.
Here's a wide midwestern area inseparably linked with Chicago in the WGN “community”. The same factors which make WGN “Chicago’s outstanding station” make WGN the first choice among Chicago stations in this greater territory. Because of its Chicago origin and viewpoint, WGN is first among Chicago stations. Because this viewpoint is also midwestern, preference for WGN as a station is apparent throughout the five states.

- When you buy WGN, you get not only Chicago, but the whole WGN community. • It's all under the same tent.

A Clear Channel Station

<table>
<thead>
<tr>
<th>CHICAGO</th>
<th>ILLINOIS</th>
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<tr>
<td>50,000 WATTS</td>
<td>720 KILOCYCLES</td>
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MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.
"In the Blackness of a Jap Battleship"

RADAR principles were first applied to aviation by RCA through equipment built and installed in its own plane in 1937, in connection with a study of collision prevention.

In 1938, RCA built an experimental Radar installation for the U. S. Navy. As the result of tests, in October, 1939 the Navy placed with RCA its first order for service Radar equipment. Since then, vast strides in the development of Radar in RCA Labora-

RADIO
tories have been made available to all branches of the industry producing Radar.

Radar is another achievement of the radio-electron tube and the use of ultra-high frequency waves, pioneered by RCA Laboratories. RCA looks forward to the time when its services as world headquarters for radio-electronic research can again be devoted to making the peacetime world a better place in which to live.

HOW RADAR WORKS—Traveling with the speed of light—186,000 miles per second—ultra-high frequency waves strike the invisible enemy vessel, bounce back, automatically establish range and distance of the target.

For the full, fascinating story of Radar, write today for free booklet, "Radar—Wartime Miracle of Radio." Address: Department AP, Radio Corporation of America, 30 Rockefeller Plaza, New York.

CORPORATION OF AMERICA
RCA BUILDING • NEW YORK CITY
Senate Again Opposes House's Action on Ousting of Officials

Determines Deficiency Bill to Conference Committee After Spirited Debate on Report

The House lost no time in expressing its determination to insist on the amendment, voting unanimously that the bill be sent back to committee for the third time to send the measure back to committee.

Sen. McKellar's report was rejected by a 52-17 vote in the conference committee. Previously the measure had been rejected 69-0 [Broadcasting, June 7]. As Broadcasting went to press the conference was scheduled to meet again in an effort to break the deadlock.

Gould Asks Home Disc Exemption From L-265

An appeal for a review of limitation order L-265 insofar as it affects production of home recording discs has been submitted to Ray Ellis, director of the Radio & Radar Division of the War Production Board by Sidney S. Gould, president of the Recording Corp., which claims to produce 90% of the nation's home recording blanks.

Mr. Gould claims home discs should be exempted by the WPB because "not a single item required for the manufacture of home recording discs needs a priority" and that "neither priority steel nor priority machinery is required to produce these discs."

Protest Rights to Home Discs

Mr. Gould's appeal follows a report by Sen. Maloney that the War Production Board has ordered under high priority the manufacture of home recording discs.

TO CONSERVE equipment and manpower all Canadian Broadcasting Corp. stations started Sunday schedule at 6 a.m. EDT, commencing June 27.

House Action Attacked


Characterizing the House action as a "chamber procedure," Sen. Clark declared "there is no possible justification under any theory of Anglo-Saxon law or under any theory of Anglo-Saxon justice which possibly could warrant such a procedure."

Sen. Downey commented "I cannot condone the evil because of the hope that our courts might at some time undo the wrong."

The debate reviewed previous arguments over legality of the action, Sen. Overton (D-Ga.) maintaining that Congress had the right to deny funds to whomever it pleased. A spirited exchange between Sen. Overton and Sen. Connally (D-Tex.) centered around the legality issue, with Sen. Connally supporting the House action.

"Must Respect House"

"The House conducted an investigation through one of its committees," Sen. Connally said. "I do not know what they developed, but they must have developed something. We must respect the House," he declared.

Sen. Clark and Sen. LaFollette (Wisc.) pointed out that no record of the investigation, which was conducted by the Kerr Committee of the House under Rep. Kerr (D-N.C.), was available either to the House or Senate. Sen. Miliken (R-Col.) remarked "this is to me a smell of ancient tombs in which liberty has been buried."

Atlantic Coast Network Drops Expansion Plans

Atlantic Coast Network has abandoned for the duration its plans for expanded activities, Edward Codel, General Manager, said last week. Plans had included the construction of new network studios to facilitate ACN's program service to Atlantic seaboard stations, but the shortages of material and manpower make such a venture extremely difficult, if not impossible, until after the end of the war, Mr. Codel stated.

ACN, he said, would continue operations on a curtailed basis for present programming on its regional network of 10 stations located along the Atlantic seaboard from New York to Florida in five groups of which are the Bulova-LaFount group of stations. Harold A. LaFount, general manager of the Bulova-LaFount group, is also president of this regional network.
So last January the ambitious presser of pants went in business for himself. His rent was paid. His fixtures were installed. Everything including charter-customers—except a pressing iron.

But he did have a radio. It was on, tuned of course to WTOP. The hour was 9:45 in the morning. Elinor Lee was on WTOP with her "Home Service Daily."

Part of her unusual program is an electrical appliance "swap-shop." The pants presser pricked up his ears. A listener (said Elinor) needed an electric bottle warmer. Tag line: mother gets bottle warmer; tailor gets iron.

"Home Service Daily" is a lot more than a swap-shop; it's recipes and ration news and market reports and conservation hints. It's Washington's answer to household problems, solved in capsule form! Hundreds of women phone in to the program every week. And more people listen to Elinor Lee—on WTOP—than to any other women's service program in Washington.

"Home Service Daily"—sponsored by Potomac Electric Power Co. — is typical of the kind of thinking and doing that makes WTOP the choice of listeners in one of the nation's BIG markets. That's why WTOP is the advertisers' favorite, too.
Radio Should Fight for Greater Freedom

I HAVE the positive feeling in my own mind, and have had this feeling for the past several years, that radio has compromised its conscience and has not fought back against the efforts of the bureaucrats and the do-gooders to regiment and rule the industry for fear of reprisal in the revocation of station licenses. I have not admired this attitude on the part of radio. Without referring to any name, I sincerely believe that a certain newspaper, the owner of which I know, supported a campaign in return for increased power and fulltime operation. Over a period of years the radio industry has lived in fear and trembling of the FCC as a stick and stone to commissioners making it up. For example, I know you are worried over the Frankfurter decision. I believe that the fact that all three networks give Eleanor Roosevelt once a week impugns the confidence of the public in other commentators who have freedom of action uninfluenced by any apology from a back-run administration. I don't disagree with the policy that the air should be available at any time to give top officials the opportunity to disseminate to the public messages which are the way in which the people are paying for.

Should Demand Freedom

Still it appears to me that we are getting entirely too near the Goebbels Nazi technique when we have an ordained minister of propaganda who takes every station in the country and shoes every other program off the air, saying in effect: "You will listen to me or else." A broadcasting station or network in my humble opinion has been given the same freedom as newspapers to interpret the news to the public. Davis and the OWI and other departments should be placed in the position of giving a memorandum to the press and radio on a particular subject that they want to put across and leave the treatment and interpretation of such memorandum to the experienced editors and commentators who are on your private payrolls and not on the Government payroll.

I sincerely feel that the radio industry is approaching the point that has been reached by labor, namely, that you have turned to Government and surrendered some of your prerogative of freedom and action, and now and then you have put handicaps on yourself.

Edgar M. Queeny, Chairman of the Board of Monsanto Chemical Co., takes a realistic viewpoint of broadcasting when he wrote in the book, The Spirit of Enterprise, which will be off the presses next month:

"Without advertising revenue, broadcasting stations would fall into the lap of the state. Competition between chains and stations would cease. A bureaucrat would provide the music, or tell the people what to hear, and place before the microphone personalities whose views he thought would be good for the people, which incidentally would also serve his own vested interests. The American mind would lose its freedom of determining its own music and entertainment. The political, economic, and spiritual thought. We would lose one of our organs of freedom of speech."

Public Would Act

If I were a radio property owner or an administrative executive for one of the networks, I think I would cease compromising with my conscience, buckle on my armor, and at the risk of losing my job and my property, give the administration and the FCC the damnedest fight I ever had. In organizations for that fight I would take some very positive steps because I believe most emphatically that if the radio listening public is given the true facts about the hamstringing and censorship and regulation of the radio industry by the administration for selfish gain, it will get up on its hind legs and scream to the high heavens. Certainly that has happened on a great many occasions when there have been attempts to throttle the freedom of action of the press and silence editors.

The radio industry and the press of the nation have so much in common and are in such a dangerous position that now is the time to forget all petty disagreements between the two great industries. Both need to recognize that they are the only two major channels for the dissemination of information to the people and that therefore they should bury whatever little hatchets they still use and form a united front.

Employ Outsider

I believe each of the networks and the industry as a whole should retain outside public relations counsel to give it a broader and more objective viewpoint. I believe that each of the networks should select for election to its board of directors a man who is chief public relations officer of some American industrial organization and pay him a salary as a working director. Then the man retained on each network board should serve on an advisory committee on public relations to the NAB, thus bringing into the picture additional minds who can think a little bit more independently than can those who are so close to your operating problems. On this line some of the more successful railroads have gone to outside directors, and the A.T. & T. has persuaded the policy for a number of years and found it very successful.

Radio should seriously consider a national advertising campaign in which it would use radio as a medium and also use daily and weekly newspapers and national magazines telling the listener public its story and reasons why it must not be throttled. I believe such a campaign in each locality should form an advisory board the members of which have no formal contact with the radio industry. Such a board would sit with the members of the local radio stations regularly at luncheon or dinner to discuss problems of public relations affecting radio.

Such groups should be made up of representatives who are leaders in the educational, business, civic and religious life of the area. They should represent not only the business mind but the labor mind, the educational mind, and the civic activity mind and should have a common and offensive public policy and thinking. Still you would have a working group that could go out carrying your spear.

'Go to Hell!'

Your American industrial worker, farmer, business, and professional man still prides himself on the fact that he can tell his boss to go to hell. He can tell his politician to go to hell by voting against them at the polls. He has support and he does not like or a paper he hates if an attempt is made by politicians or some pressure group to gag that editor or suppress that publication. He is not so well acquainted with radio although it probably occupies a stronger position in his household than his newspaper. As a matter of fact, it is well known that there are more people who have radios who never see a newspaper. Radio should tell its story to the American people.

Hooper Shows Network Evening Shows Gaining

NETWORK EVENING programs, nationally sponsored, have increased some 34% in a year ago, the June 15 Hooper "National" Program Ratings Report reveals. Survey shows 124 such programs survived the first year and now average 112 programs, as compared to 112 programs, representing 64% hours, a year ago.

Bob Hope, Fibber McGee & Molly, Radio Theatre and Walter Winchell, hold first four top places in the list of "First 15" programs, followed by Mr. District Attorney, Screen Guild Players, Aldrich Family, Take It or Leave It, Frank Morgan-Penny Brice, Paul White- man Presents, Great Gildersleeve, Burns and Allen, Rudy Vallee, Fred Allen, and Blondie. Red Skelton continues to top the group of programs broadcast after 10:30 p.m. (EWT) and is measured in the Eastern Time Zone.

Pennzoil on Don Lee

PENNZOIL Co., Los Angeles (lubricants), to promote services of its independent dealers, on June 30 starts sponsoring the quarter-hour commentary, Faces and Places in the News, on 33 Don Lee Pacific stations, Wednesdays, Wednesday, 6:15-5:30 p.m. (PWT). An extensive merchandising tie-in campaign is planned. Among is the Mayers Co., Los Angeles. Edward G. Neale is agency account executive.
In Ohio's First Three!

People make markets. And in Ohio, working people make Youngstown the state's third largest Metropolitan District.* In the top bracket with Cleveland and Cincinnati!

Here in one of America's largest steel centers, over 65 thousand men and women are earning high wages in a steel industry geared to capacity speed. Additional thousands are hard at work in allied industries.

It takes a powerful radio station to serve this important segment of wartime America. It takes a station

* U.S. Dept. Commerce

that has wave-length (like WKBN's "570") a station that has wattage (like WKBN's "5000") it takes a station that knows its people—and how to program to them.

WKBN isn't just the CBS station for Youngstown. WKBN, now broadcasting on 5000 watts day and night, commands a wide Primary influence-power among a million and half people in Northeastern Ohio and Northwestern Pennsylvania... people in a Boom Market Area.

This powerful Ohio-Pennsylvania station can mean more sales, more influence for you now, and in important postwar years.

WKBN
Youngstown, O.
5000 watts
570 kc

Represented by:
Paul H. Raymer Company
Shouse Urges Press to Help In Drive for New Radio Law

Points to Danger of Use of News and Cites Effects

AID OF THE PRESS in securing a new communications law was asked of 500 of the nation's leading editors by James D. Shouse, vice-president of the Crosley Corp., and directing head of WLW-WSAI, in an address at the annual banquet of the National Editorial Assn. in Cincinnati. Shouse is a director of the NAB and a member of its Legislative Steering Committee.

Disclaiming any desire to be an alarmist, Mr. Shouse asked the editors: what value their freedom of the press would have if readers were subjected constantly to Government controlled news over the radio—or any other medium—then administration might be in power. He added "conceivably would be quite difficult to effect a change in administration, and the Supreme Court, after the hearing of the case, may well declare the Four Freedoms of the Atlantic Charter, basic to all the freedoms of body and mind that we can enumerate, freedom of speech.

In what he called "misuse," he said that if we retain freedom of speech in public assembly, in the printed word and over the air we can retain the free economic system on which the course of 150 years has grown to world leadership. Given freedom to tell its story, industry is confident that it indeed which will win the approval and support of a vast majority of the American people.

Editor Warned Of Press License
Crawford Sees Precedent in Supreme Court Opinion

A WARNING to newspaper editors to watch out for an extension of the Governmental licensing system for newspapers as well was issued by Frederick C. Crawford, president of the National Assn. of Manufacturers, in an address before the Wartime Conference of the National Editorial Assn., held recently in Cincinnati.

"The greatest monopoly which can exist," he stated, "is a monopoly of power of the press by any other. Our freedoms of the Atlantic charter, basic to all the freedoms of body and mind that we can enumerate, freedom of speech.

Newspapers are at the end," he said, "not for our own selfish good, but for the good of the country.

Acknowledging that there is a fundamental difference between the press and radio—the fact that the use of a frequency is a public franchise, Mr. Shouse said that no thinking broadcaster would abuse that franchise by allowing his station to take an editorial stand upon controversial public issues. He explained that the rules which the Communications Commission had set up to regulate the network broadcasters from being too powerful are only operative by the express warning that failure to observe them would be followed by loss of the station's license. Because there was an honest difference of opinion as to whether the Communications Act granted the Commission the power to use its licensing function to arrive at an editorial stand, Mr. Shouse continued, "two of the largest networks took the issue to court."

"On May 10 the Supreme Court in order to uphold the right of the Commission to do what the Commission had done evidently felt it necessary to go the whole way, and said, in substance to the Commission, 'What did you have a right to do, to interfere with public issues.'" He explained the procedure of the court, the eventual decision, that it was necessary to go the whole way in controlling, through threat to deny a license, the contents of programs as well as the manner in which they are presented. Then he added, "one station from one station to another, you have that right, too."

Mr. Shouse told the editors that there are many in radio who feel that Congress can and may give relief by way of a new radio law. He said Senator Wheeler (D. Mont.), chairman of the Interstate Commerce Committee, has assured the industry that hearings on such a law will begin immediately after Labor Day.

"With the greatest possible earnestness," he said, "I ask for your study of this matter as it develops, and if you feel that, as a kindred industry, our position merits your support, I believe that as newspaper people you can contribute immeasurably to our cause, which after all as citizens, is your cause. I believe that such an industry law because we, as an industry appear to need it, but we want a new law because it would not appear to be the best interests of the Nation for radio during these times to be forced to operate under the cloud of direct government control. I do not mean by this," he added, "that the Commission, as presently constituted, has evinced any desire or intent to expand the scope of its regulation, but rather that an industry we may find in our day-to-day operations is endangering to restrict our freedom of operation through fear of what might happen. Thus, a self-imposed censorship, growing out of fear of what will happen, is often times a more real and virulent type of censorship than I am sure either the Commission or the Congress desires to see."

Salute to 'Stage Door'

RADIO SALUTE to the United Artists film "Stage Door Canteen" was made at the premiere June 24 at the Capitol theatre, New York, and in 15 other cities. The magazine is a feature of the CBS broadcast that night of Stage Door Canteen, program sponsored by Corn Products Refining Co., New York, Gypsy Rose Lee, Monty Woolley, Bert Lytell and Raymond Paige's Orchestra were heard from New York, as well as stars of radio, stage and screen from the lobby of the Capitol theatre after the performance. Major Ben Lyon was also heard via cut-in from London as he introduced soldiers from North Dakota, California and Texas who had seen the picture.

Cook Book Test

FARRAR & RINEHART, New York, last week started a test of "The Good Housekeeping Cook Book." Using radio for the first time for this publication, the sponsor signed for three participations weekly on Adela Haylow's Woman's Page of the day and in the daytime news and entertainment to the Latin America seven hours a day.

\[\text{THESE THREE} \]

\[\text{READY FOR JOBS} \]

\[\text{NAMES of 58 first- and second-class radio-telephone licensees who have reported themselves available for immediate employment in essential communications jobs were mailed on June 21 to the War Manpower Commission, the NAB and other interested groups in the industry by the FCC. The list was compiled from replies to the Commission's postcard survey of a 1,000 sample of 20,000 licensees in these classifications.} \]

\[\text{BROADCASTING, June 7} \]


eveillance had done itself duty. "Mr. Shouse said—"Our industry needs your help—we ask for it, not for our own selfish good, but for the good of the country."

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Mr. Shouse told the editors that
Nineteen years young!

**the time-buyers' station**

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

**TODAY**, a radio station must be young in ideas. It must have the alertness, the programming and merchandising knowledge of 1943... active, energetic... resultful!

WDOD has youthful energy... and the "know-how" of years of experience. For 19 years WDOD has served the Chattanooga market, combining the wisdom of age plus the activity of a modern radio station.

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

**time to buy on WDOD**

CBS FOR CHATTANOOGA, TENN.

5,000 WATTS DAY AND NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER CO.
Bob Hope Heads 'Star of Stars' Poll And His Show Leads Program Contest

BOB HOPE scores first on three counts in the 1943 annual "Star of Stars Poll" of radio listeners, conducted by Movie-Radio Guide and reported in its column this week. Hope's victory, which heads the list of "Radio's Star of Stars," and is rated the "Best Comedian," while his NBC program for Pepsodent Co. holds top rank in the "Favorite Program" group.

Nelson Eddy, formerly CBS, is runner up in the "Star of Stars" classification, followed by Bing Crosby, Don McNeill, Jessica Dragonne, Jack Benny, Kate Smith, Fred Skelton, and Jack Benny, NBC, follow Bob Hope in the list of 10 top comedians.

Half of the leaders in this year's rating of 17 categories also ranked first last year—including Lux Radio Theatre, CBS dramatic program; Vic and Sade, CBS daytime serial; Pledge, NBC quiz program; Bill Stern, NBC sports announcer, and Don Wilson, NBC announcer.

Appearing in exactly the same position as last year, the contest's commentators Lowell Thomas, BLUE, H. V. Kaltenborn, NBC, and Walter Winchell, BLUE, while Eimer Davis drops from fourth place as CBS commentator in last year's poll, to ninth place. New listing is that of "Best USO Program," the leaders being Stage Door Canteen, CBS, and the Morris, CBS and Bob Hope, NBC.

List of winners is as follows:

RADIO'S STAR OF STARS—Bob Hope, NBC; Fred Astaire, Dick Powell, NBC; Don McNeill, Jessica Dragonne, Jack Benny, Kate Smith, Fred Skelton, Jack Benny, Don Ameche.

MY FAVORITE PROGRAM—The Pepsodent Program, Lux Radio Theatre, Blue Network, Fred Astaire, Jessica Dragonne, Jack Benny, Kate Smith, Fred Skelton, Joh elk觐ke, Bob Hope, NBC.

BEST COMEDIAN—Bob Hope, Red Skelton, Fred Allen, Joe E. Brown, George Burns, Red Skelton, Jack Benny, Don Ameche.

FAVORITE USO PROGRAM—Stage Door Canteen, CBS; Stage Door Canteen, Blue Network, Fred Astaire, Dick Powell, NBC; Don McNeill, Jessica Dragonne, Jack Benny, Kate Smith, Fred Skelton, Jack Benny, Don Ameche.


PRODUCTION OF CASTORIA Is Resumed by Centaur PRODUCTION of Fletcher's Castoria has been resumed and will go on sale again about Sept. 15, it was announced last week by Harold B. Thomas, vice-president of Sterling Drug Inc. Manufacture was interrupted nearly two months ago when the presence of a nauseating irritant was discovered in certain batches of the product and the company issued a nation-wide warning to the public and used radio and other media to discontinue sales temporarily.

Research conducted by the company has solved the mystery of the foreign ingredient which found its way into the product, Mr. Thomas stated. He explained that the use of lower sugar content necessitated by wartime restrictions interfered with normal aging processes and contributed to the formation of the irritant. Methods for mass producing a substitute which would enable a return to the company, he said.

For Teachers WESTINGHOUSE Radio Stations Inc. headquarters in Philadelphia, and K W Y, member station in the city, will cooperate with Philadelphia Public Schools this summer to provide a series of lectures on radio which will be given throughout July. Gordon Hawkins, program supervisor of WBS Inc., will have charge of the course designed to acquaint teachers with all phases of broadcasting. Mr. Hawkins will specialize in lectures on script writing and will invite other executives of the headquarters group and of K W Y to talk on subjects in their particular field.

WHEELING STEEL Corp., Wheeling, W. Va., which on June 27 plans to start a summer vacation for its Musical Steelmakers program on the BLUE, will return the employe family show Sept. 26 to its current Sunday evening period, 8-9:30. Lineup of stations will be increased from the present 78 to 92. Plans for next season's series will be announced at a later date.

Production of Castoria is resumed by Centaur

Miller's Labor Code

DECISIONS of the NLRB that affect radio broadcasting have been compiled into a book by Joseph L. Miller, NAB director of labor relations, which is now being mailed to stations by the NAB. The book, condensed from 40 volumes of NLRB decisions, contains texts of nearly 100 labor representations decisions on unfair labor practice decisions. In an accompanying letter, President Neville Miller points out that on the evenly divided board, the NLRB's interpretations of the NLRA is of the greatest importance and comments that the author "wants to be a resource for the industry.

Gillin Reminded of WLS Coverage Map of 1942

EDITOR, BROADCASTING: Our good friend John Gillin of WOW ran into an Irish snag by the name of Gene O'Fallon not long ago, and he real-\n
Gillin Reminded of WLS Coverage Map of 1942

ounced WOW was the first radio station to use the foreign News Service of the Chicago Daily News. Gillin is an authority on the capabilities of this service and had bought it. John was very sorry about it, but I believe Dan fax went on record as such.

Now, far be it from me to cause John to have to do anything that he wouldn't like to point out at this time that WLS issued a coverage map in July of 1942 that was pur-

posefully compiled to incorporate all suggested features proposed by the four A's and the NAB. The WLS coverage map was based on over a million letters received by WLS in 1941 as well as our million contest. We've seen the same map (and over a year old) meets all standards laid down by the various agencies of the industry, a standardization of radio coverage.

I repeat, John has had enough trouble lately, so we'll just stay good friends.

Glenn Snyder, Manager, WLS

Gillin Reminded of WLS Coverage Map of 1942

Chicago, June 11, 1943

W. S. GRANT Co represents.

continue to represent KTKC, Visalia.

Call W. S. Grant in Pan Pacific Coast area, while Homer Griffith Co. represents KTKC in the Los Angeles area rather than to be repeated.

W. S. GRANT Co., representatives.

continue to represent KTKC, Visalia.
NORTH CAROLINA is the South's Greatest State

IN AGRICULTURE

NORTH CAROLINA

$221,768,000

AVERAGE OF NINE OTHER SOUTHERN STATES

$133,256,000

CASH INCOME AND GOV'T PAYMENTS Source: Department of Agriculture, 1939

VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufacture, 1939

IN INDUSTRY

NORTH CAROLINA

$142.6 million

AVERAGE OF NINE OTHER SOUTHERN STATES

$538.5 million

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALES MAN

NBC 680 KC

FREE & PETERS, INC. National Representatives
FINIS was written to the battle of the 850 kc. channel breakdown last Tuesday with the FCC announcement that it had adopted its decision and order permitting WIDH, Boston, and WJW, Akron, now being moved to Cleveland, to operate on that channel with 5,000 watts fulltime. The frequency, on which KOA, Denver, is the dominant station, heretofore has been a 1-A clear channel and has been embroiled in litigation for several years, which wound up in the Supreme Court last month with a defeat for the Commission.

Despite the court victory of NBC, licensee of KOA, entitling it to a full hearing on the proposed transfer, the network, after seeking unsuccessfully to have the Commission postpone the hearing until after the war, defaulted on its hearing request [Broadcasting, June 14]. As a consequence, the FCC at its last meeting formally approved the order breaking down the clear channel and giving the two stations fulltime on the wave. WIDH is the BLUE outlet in Boston, while WJW will become a BLUE outlet in Cleveland when finally moved, probably by Aug. 1.

With the breakdown of the wave, it is expected other applications shortly will be filed for operation on the frequency, consistent with the FCC's recent Federal Communications Commission's freeze order of April 27, 1942, however, no new authorizations can be made unless no critical equipment or manpower is required.

RADAR IN AUTOS Foreseen as Postwar Use—By Rep. Starnes—

RADAR equipment, widely used by the Army Signal Corps, may find civilian use in automobile equipment after the war, according to a statement before the House of Representa tives' Committee on Radio (Ala.) in which he highlighted the "achievements, military and civil, of United States in the war of 1942." Radar safety devices in medium-priced cars will indicate danger from vehicles approaching at intersections, show stop lights some distance ahead, or signal that a car wants to pass on either side by means of lights on the instrument panel, he said.

"Other developments in the field of communication, which will be useful after the war, include the Walkie-Talkie short range radio sets, improved teletypewriter service transmitted by radio, and improved ship-to-shore radio telephone service," said Rep. Starnes. Development in radio meteorological equipment will provide better weather reporting in the future than we have ever known, he added.

heads KINY, Juneau

PERRY HILLIARY, has been appointed manager of KINY, Juneau, succeeding Walter Carl. He was formerly assistant manager of KTKN, Ketchikan, coming to Alaskan last fall from KOMO, Seattle. Both Alaskan stations are owned by Edwin A. Kraft, president of Northwest Radio Adv. Co., Seattle.

VAST ELECTRONIC USES FORESEEN BY MONTIEHT

APPLICATIONS of radar and other electronic devices to civilian industries were set to be discussed by Mr. Monteith, manager of the industry engineering department of Westinghouse Electric Mfg. Co., in a talk to the New York Institute of Finance.

"Tubes are the focal point of the electronic industry and the development of small tubes in the last small part of it," Mr. Monteith said. "The circuits necessary to apply might run from 10 to 20 times the price of the tubes themselves. The latter range in size from tiny photo cells to the large metal cans of ignitron rectifiers, he said. The ignitron converts alternating to direct current for the making of aluminum, magnesium by electro-chemical means. It is also used to control high rate welding.

Another helpful partner to industry, the Westinghouse engineer said, is the Precipitron, which traps particles on steel plates which carry positive and negative charges. One application is the protection of electronic devices in mills and other dusty locations. Another is the cleansing of machine shop air from oil mist.

The Mot-O-Trio is an electronic partner of the Ignitron when used to regulate starting and speed of direct current motors.

Application of electronics to industry, Mr. Monteith said, is moving at a rate of "half a dozen" or "even particular use depends on whether it "does a job better than a tried and proven mechanical method," he said.

TO HELP recruit aircraft spotter for the Air Force, "First Fighter Combatant," CBS, in cooperation with this division of the armed forces, on July 3 will broadcast a program featuring pick-ups from spotter units throughout the country. John Dierker will direct Report will be written by Joseph Ruscell.

First Inside Look at a Radar Production Line is Revealed in this Photo Approved by the Navy Department. These women workers, formerly employed in making civilian radio equipment, now assemble radar devices at a General Electric plant for the Navy.

"Static Eliminator" for PostWar Market Devised by Goodyear

Device Expected to Find Immediate Military Use; Requires Critical Materials for Production

AN INVENTION which largely neutralizes both man-made and atmospheric static in all portions of the spectrum and which will be applied to home receiver production after the war was disclosed last Tuesday by the Goodyear Tire & Rubber Co., Akron, at the dedication of its new research laboratory.

Development of a "static eliminator" has been a primary goal in radio since the beginning of the art, and innumerable devices have been reported, none of which has been found effective. Goodyear announced that the new, simple device, which will be retailed at a few dollars following the war, can be applied effectively to any radar, tune modulation and FM uses. FM is not subject to interferences from atmospheric static.

Utilizes Static

Goodyear told those who attended the research laboratory dedication that the new device, known as the "radio static neutralizer," is the discovery of Gilbert J. C. Ander son, research physicist, who worked on it independently for a number of years and completed it recently in Akron for Goodyear. It was stated the device not only subdues static to the point where it no longer interferes with reception, but for the first time converts the electrical energy of the static into useful work.

The development work on the static eliminator started last August, Goodyear aid Broadcasting. The present device was said to be the newest and the only one developed, so far as the company knows.

"The device is unequal to FM," Goodyear stated, "but can reduce or eliminate some kinds of static which baffle FM."
Ever since its formation by the Continental Congress on November 10, 1775, the United States Marine Corps has served our nation with breath-taking courage and unswerving devotion. To their motto, Semper Fidelis (Always Faithful), might well be added the words “And Always First.” It was the Marine Corps that went into the steaming, sniper-infested jungle of Guadalcanal, and drove the enemy back into the sea. “The Marines have landed and the situation is well in hand” is more than an empty catch-phrase. Our enemies are finding that out to their sorrow.

Ever since its formation in 1925, WTIC has adhered to the same watchword that has been a guide and inspiration to the Marines. By being faithful to its audience, WTIC has gained the loyalty and respect of a vast number of people. That loyalty and respect pays rich dividends for the advertisers who use WTIC’s facilities. Ask them about WTIC. They’ll tell you that

THERE’S NOT ANOTHER LIKE IT!
SCHEDULED for six weeks, seven times a week on WEBR, Buffalo, starting at 3:15, 60 Niagara Frontier Industries are cooperating with WEBR in a program to curb absenteeism and promote safety. The program consists of live dramas, animated music and safety jingles, interviews with cooperative firms, questions from plant personnel department and union representatives, is to be broadcast at various hours to give a greater and more varied audience an opportunity of hearing it. Each week on the bulletin boards of cooperating firms, large printed posters will be displayed, a new story relating to absenteeism and safety and give information about the 10-man plan for promoting safety and for curbing absenteeism. Eleven prizes totaling $500 for both employees and officers are offered. Following the series, best suggestions will be printed in pamphlet form and presented to the cooperating firms.

* * *

RCAF Sub Program

WHAT to do when enemy submarines are seen is the basis for a semi - instructional quarter - hour English and French language broadcast program, which is being telecast on all French language stations along the St. Lawrence River and Gulf of St. Lawrence. The program, broadcast during telecast and carries a dramatization of enemy "activity" and explanation of what to do when enemy submarines, or other enemy activity, is noticed in the locality. The program is also to be recorded for use in the Maritime provinces on English language stations. The French program has 26 episodes, the English, 15. Program shows out a week. The broadcast Corp. French network and on independent stations as a public service broadcast. Recordings are made by the Compeau Co., Montreal.

* * *

Peeks Out

COMPANION to Mutual's Nick Carter series starts on that network July 5 on sustaining basis, with "Chick Carter, Jr." A new series of Nick Carter, detective, as principal character. "Chick Carter - Boy Detective," will be tied in with the adult edition, "father" and "son" visiting each other's programs from time to time. Fritz Blocki, a director of Kenyon & Eckhardt, will direct the series as a free-lance. Scripts are being prepared by Charles Michelsohn, S & S copyright agent.

Right on Time

THE VITAL importance of "getting the right man with the right equipment to the right place at the right time" is the message conveyed in the BLUE weekly series entitled And On Time, presented in conjunction with the administrative and technical divisions of the Army Service Forces of the War Department, a talk of facts and figures informative, the program features an orchestra conducted by Capt. Frank Hunt. The program is directed by Col. William Slater as narrator.

Saludos Amigos

PRODUCING better understanding between Latin America and North America, BLUE has started a weekly 25-minute program of popular music of both countries, titled Saludos Amigos. Music is supplied by Paul LaValle and his orchestra, with Victoria Cordova, singer and actress, the Andrini Continentals, and Jose Ferrer as m.c. Series is presented in cooperation with the Coordinator of Inter-American Affairs.

* * *

Johnston Speech

BROADSIDE copies, 10,000 of them, with a reprint order already in, have been mailed of a speech by U.S. Chamber of Commerce President Eric Johnston on KYW, Denver. The occasion was the 59th annual meeting of the Denver Chamber of Commerce on May 7, broadcast by KYW. The subject was "Forward to a Dynamic America." Copies were mailed to local and national accounts and agencies.

* * *

Visiting Mike

GOING into homes and clubs for interviews, KXEL, Waterloo, ia. is presenting a new feature, Let's Visit. Portables, subscribing to the program, are used and broadcast. Consists of playback. Idea is to acquaint listeners with the many parties active in the community, directed by various organizations and to foster worthy causes on the home front, making it informative as well as entertaining.

AMICABLE RELATIONS between war industry and armed forces is goal of Parnsworth Company and WGL, of Ft. Wayne, in new party game show aired from downtown Servicemen's Center. Parnsworth Piping Line contestant scores his points on dart board; gets double if he answers questions correctly. 1st prize is 12 silver dollars. Turnout is good, and growing, with 300 joining in at a recent session.

Students Write

HIGH SCHOOL students Robert Marion and Louis Garfinkle are writing radio dramas for the Front Reporter, five-minute Friday afternoon program on KIRO, Seattle, giving reports on recruitment of pupils for farm work, including anecdotes and personality sketches on youths participating. Other public service shows concerning food production are Your Work Is A Weapon and Battle For Food, strong promotional, which does not have the formal emphasizing the need for women volunteers; Green Hands, dealing with the youth farm aid program is written and dramatized by Seattle high school pupils. Bill Meshier, agriculture and public affairs director of KIRO, produces the programs.

* * *

WPB Spokesman

GUEST talks on salvage and other WPB campaigns are given on women's programs by Alice Pentilarge of the WPB Division of Information. Loraine and Miss Pentilarge, formerly with WMCA, New York, gives eye witness accounts of how salvages materials play in winning the war. She is available for local broadcasts, and has appeared on several network shows.

* * *

Ball Club Pays

A BASEBALL club sponsoring baseball news is the something different in a broadcast being offered by WGL, Ft. Wayne. Aiming to increase local interest in hard ball, the WGL baseball fans have taken the 5:45-6 p.m. spot Thursday and Friday featuring Tom Carney, a local radio play-by-play expert. The program is giving away valuable prizes to those showing up.

* * *

Income Rises, CBC Now Out of Debt

MUST OVERHAUL ENTIRE PLANT

Afier War, Report Says

REVENUE of the Canadian Broadcasting Corp. increased slightly in the fiscal year ending March 31, 1943, Dr. J. S. Thomson, CBC general manager, told the Parlin Committee on Broadcasting sitting at Ottawa on June 17. Income from commercial operations was increased by $186,000 to $1,250,000, and income from annual listeners' license, which had been raised to $5 to $3,600,000. The CBC now is entirely free of indebtedness and able to present a "satisfactory" balance sheet, Dr. Thomson said.

Expansion of equipment is now limited, but when the war ends CBC will have to overhaul its entire plant and take advantage of wartime radio developments, the Commission was told.

The 1942-43 fiscal year saw expenditure of $2,330,000 for programs, actually exceeding income received from licenses. The revenue from commercial operations enabled the CBC to pay for various public service and semi-public services, among them the CBC Overseas Unit, on which $124,000 was expended. Operations for the year will result in a surplus of $299,261. On March 31, 1943, the CBC had 726 employees, and staff problems were acute.

* * *

Engineering Report

Reviewing technical problems and French language programs, Dr. Augustine Frigon, CBC assistant general manager, told the Committee that experience gained in designing the Fighting French short-wave station at Brazzaville, Equatorial Africa, was extremely valuable in planning the installation of low-powered repeater stations in British Columbia and New Brunswick, and said others would be installed at WBNX, Quebec, and Prince George in British Columbia, and at Sioux Lookout, Ont. These are 250 watt transmitters to carry programs from CBC stations to isolated communities where there is poor reception of regular nearby broadcasting stations. He also reported on extension of the CBC network to Prince George, B.C., and Rouyn and Val d'Or in Quebec. He anticipated extensive changes in transmitters after the war, and adapters developed to apply to present equipment.

French language programs are being expanded with emphasis on the war effort and national unity. Efforts have been made to locate new talent and engagement given to those showing talent. Dr. Thomson told the Committee the CBC has to shoulder the entire responsibility of serving the French minority outside Quebec, since private station owners on the prairies, with whom he had discussed French language programs, had told him they did not want them.

Page 26 • June 28, 1943
Almost 2 1/2 times bigger than the city of Nashville

"Wnoxville"

Sales Management's newest figures show the "Wnoxville" trading area is "TOPS"

1942 Retail Sales

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<thead>
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<td>&quot;Wnoxville&quot;</td>
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(Digital sales figures used herein with permission of SALES MANAGEMENT'S 1942 Survey of Buying Power. Retail sales figures for cities other than "Wnoxville" are City, not trade area, estimates.)

WNOX

10,000 WATTS on 990 KC.

KNOXVILLE, TENNESSEE
**PROMOTION** for the New York Philharmonic concert series by Margaret Dotson, promotion manager of WCKY, Cincinnati, includes the following items: bulletins to key officers of the PTA in 229 greater Cincinnati schools; contacts with selected history, English, music and drama professors at the U. of Cincinnati; brochures; cooperation of the Cincinnati Symphony Assoc., "Friends of the Cincinnati Symphony Orchestra", and school boards in the Cincinnati area. A tieup has been made with the Cincinnati public library and also with bookstores for displays featuring Carl Van Doren, series commentator. New York Philharmonic Orchestra pictures are being sent with captions.

**Merchandising & Promotion**

**Housewives League—Homemakers Booths**

**Last Train—Radio Column**

Radio Column

WMRN, Marion, O., is using a weekly radio column printed in the Marion County Review to promote their advertisers. Announcer Todd Branson writes the weekly feature, which reaches 40,000 readers each issue with material slanted for entertainment as well as information about the station's sponsors. A "Puzzler" feature is a report on doings of persons and organizations throughout the County.

Housewives' League

IN A THREE-color 48-page brochure titled "Foresight and hindsight," WBBM, Chicago, summarizes the first six-months' progress of Housewives Protective League, a six-a-week participating program. The 4x5 booklet comprises testimonials from advertisers who purchased time on the show, and when reversed the mailing-piece offers a thumb-flip movie.

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**WSPR**

63 CHESTNUT STREET · SPRINGFIELD · MASS.

500 WATTS 1270 KC · REGIONAL CHANNEL

**WSPR-**

June, 1943

**New Member**

HERALDING its affiliation with the Blue network, WROK, Rockford, Ill., sent 1,000 local business firms "Radio-Grams," and time-buyers throughout the nation received a new market data sheet. Governor Dwight H. Green participated in a special dedication broadcast. Advertisements spotlighting Blue shows were placed in Rockford dailies for a week previous to the affiliation, and ads and stories appeared in the Camp Grant Sentinel and in Broadcasting.

**Guessing Game**

SIX pure-bred English Suffolk horses, of the breed used in days of yore to haul beer wagons, together with a heavy show wagon were paraded through the streets of Troy, N. Y., under auspices of WTRY to sell War Bonds, with a P. A. system and remote broadcast equipment to attract attention. Bond buyers were allowed to guess weight of the teams and cargo, with five best guessers getting free Bonds.

**To Schools**

TO REMIND teachers and students of the broadcast times of *Lands of the Free*, and *Music of the New World*, 1500 two-color postcards, calling attention to these programs of NBC's Inter-American University of the Air, have been mailed to New York City's elementary and high schools. Series is presented in cooperation with the Board of Superintendents of the city.

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To Advertisers, Agencies

BELEIVING the "widest possible circulation" should be given the six-page brochure, a 4x5 special edition of the network has released a special booklet, directed to "leaders of American industry, to executives, copywriters and artists of American advertising agencies and members of the Advertising Council.

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**Last Train**

CBS and 20th Century-Fox have made a tie-up for radio exploitation of the film, "Last Train From Berlin". Harry W. Flannery, Hollywood commentator and former Berlin correspondent, will portray himself in the film and has been signed as technical advisor for its production. CBS, it is understood, will be used exclusively for release of exploitation inasmuch as 20th Century-Fox ultimatums forbidding its contract players to appear on NBC and Blue network shows remains in force.

**Homemakers' Booths**

ADVERTISERS on the Food Fair program of WEEI, Boston, are given further promotion by the station through displays set up in different markets for three days a week. At least 250,000 women visitors have obtained first-hand information at these booths on brands advertised on the program and given advice on wartime food shortages. Peggy Kiley, marketing expert on the program, invites listeners to meet her at the booth and is warmly welcomed.

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Radio has captured American ears and made them one. When the President is “on the air,” all America listens. The same voice—the same words—that enter your ears, enter the ears of everyone else.

Every listener hears the same expressions—the same ideas—at the same instant. All of us get the same facts—apply them to our individual needs and aspirations—draw our conclusions—arrive quickly at National opinion.

Americans on prairie farms, in New York apartments, in mining communities, in factory towns—east, west, north, south—laugh together at radio comics; listen together as radio news reporters describe flood in the mid-west, battle on Attu, bombing over Berlin, holocaust in Boston, gossip in Washington, starvation in Greece, victory in Tunisia.

The Broadcasting stations are carrying a vast responsibility. We of RCA share that responsibility—are deeply anxious to do everything in our power to assist broadcasters to maintain the continuity and quality of their service. To the utmost of our ability under war conditions RCA engineers will respond promptly to the call of any broadcasting company or station needing technical assistance, or equipment for maintenance, repair and operating supplies.
NOW
CARROLL D. ALCC
Japs for years and
ten... who is know
as a fighting journa
written "MY WAR W

* - "When he opened his mouth Tokio cle:

* - "I consider Alcott America’s greatest r
   Randall Gould, Editor Shanghai Ev

* - "Am advising everybody to listen to
   East makes his news comment the m
   J. B. Powell, Editor of China Weekly

* - "Here’s to your station and to Alcott.
   carried the ball for Americans in Far East
   America’s authority on Chinese Law.

* - "In presenting Carroll Alcott, long time
to American listeners, you are doing
   Judge U. S. Court for China.

* - and hundreds of other similar comm

UNITED PRESS...ASSOCIATED PRE

F I F T Y  G R A N D I
...T... who defied the
outwitted their gun-
around the world
... who has just
"H JAPAN"

...it's fist" — Time Magazine.

... interpreter of Far Eastern affairs"
ning Post and Mercury.

...ott whose familiarity with the Far
valuable in these critical times" —
view.

... was outstanding broadcaster and
3 years" — Judge Norwood Allman,

...umber one broadcaster of all Asia,
useful service" — Milton J. Helmick,

...ts from experts and lay listeners.

S... CBS WORLD NEWS
OWI—With or Without

ELMER DAVIS, like many before him who have ventured into public life because of the war, is ensnared in a fight with Congress. It's a partisan, political fight. The House majority, a fusion of Republicans and some Democrats, wants to cut off funds for the Domestic Branch of OWI, including its Radio Bureau. The Senate, usually more complacent and objective, probably won't be willing to go that far.

From our radio vantage point, we think it would be tragic to snuff out the Domestic Branch. Certainly some mistakes have been made. Mr. Davis, as the top man, is held responsible. We think some of the starry-eyed zealots, holdovers from the OFF regime, have on occasions led Mr. Davis astray. And the former radio news analyst himself has fluffed a few, including his recent Boston speech cracking Washington's newspaper corps. His combined network broadcast series, we thought from the first, was a serious blunder which would open him up to charges of the character now being heard.

Despite all that, the job done is certainly an improvement over that of the OFF, which went out of business a year ago, absorbed by OWI. We doubt whether even the most rabid anti-Davises will contend that no OWI at all is better than a half-efficient one. From the radio standpoint, OWI has performed an invaluable service. Before the formation of the Radio Bureau, program clearance was on a hit-and-miss, catch-as-catch-can basis. Stations and networks were plagued with demands for time; pressures were exerted everywhere. The stuff, in most cases, was badly processed, poorly contrived and repetitious.

Under the program channeling and allocations plans devised by the Radio Branch, a smooth-running operation has been effected. The Radio Bureau is clearing programs for 32 Government agencies. Broadcasters have only one Government source with which to deal. Before the plan was evolved stations were carrying an average of 44 Government spot or programs a day; now it runs a dozen for network affiliates and 16 for independents. Repetition has been eliminated. A professional job is being done, in tune to the public good and in the best interests of Government and industry alike.

We don't argue that Elmer Davis accomplished all this. The basic job was done, with his blessing, by such men as Gardner Cowles Jr., W. B. (Bill) Lewis and a host of others who started practically from scratch, and since have left. It is being carried on effectively by Don Stauffer, the present Radio Bureau chief. E. Palmer Hoyt, able publisher of the Portland Oregonian, which runs KGW and KEX, is on hand ready to step into Mike Cowles' large-sized shoes, if the Senate rectifies the mistake made by the House.

Should the temper of Congress be such that the Senate concurs in the House action, we think the industry itself should be prepared to carry on. Only chaos would result if the Government were forced to return to the pre-OWI system. The industry, probably through NAB, should be ready to take over the function of program clearance through some responsible Government agency, and foot the bill.

The broadcasting industry wants to see OWI's domestic operations retained on some basis, sans whatever partisan political activities may have been carried on. These certainly haven't had any bearing on the Radio Bureau's operation. We think we express preponderant industry sentiment when we advocate maintenance of the essential portions of that service at industry expense, rather than see it go to pot.

GOODYEAR claims invention of a really effective "static eliminator" which will make its bow after the war. Broadcast engineers are "from Missouri"—they want to be convinced. No less than 1,348 claims of static eliminator inventions have been made in the last score of years, we're told, but to return to F, M, which is practically statistic from the atmospheric end, not one has performed effectively. We hope Goodyear has done it.

Radiofacts of Life

IT'S ABOUT time lots of folks in official and political walks learned the facts of life—radiowise.

There's been great tumult since the Supreme Court handed down the network decision May 10 and turned over to the FCC limitless powers which, if their significance were generally understood, would bring the unavoidable conclusion that it just couldn't happen here. Newspapers now seem to recognize the threat to freedom of the press implicit in that re-markable Frankfurter document. Gradually our spokesmen and legislators are getting wiser.

The real trouble seems to be that our rank and file Congressmen, embroiled in more concrete matters and worried about fence-mending back home in the political year coming up, know radio only in the most superficial way and regard the "freedom" talk as the bomb-shelter to which all folks identified with molding of public opinion take refuge whenever a Governmental bombardment takes place.

Thus the average politician or candidate for office regards radio as one damn good campaigning medium, worth its weight in a thou-sand dollars' worth of campaign speeches. The technique has eliminated the need for windsocks, Prince Albert coats and William Jennings Bryan hair-trims. A microphone, a couple of campaign issues and an oily voice, fitting the jargon of his constituents, is about all he needs.

But does the political candidate realize that the Frankfurter opinion not only stifles freedom of the air but also destroys "freedom of politics." FCC disclaimers notwithstanding, that opinion gives the Commission the right to determine "the composition of the traffic" on the air, which means the type of programs which may be broadcast.

The fact that the power hasn't yet been exercised isn't the question. It can be. What chances have we now of getting a fighting chance to return to the airwaves in time to check the FCC's rulebook with a program content which was exercised in the extreme? Of course, the FCC network rules themselves, barring exclusive time options, will have a most depressing effect on such speeches anyway, since the networks will be in no position to guarantee sustaining time for any kind of program the public doesn't. The FCC, or whatever future licensing authority we may have, might well decide, for instance, that the "public interest" isn't served by political speeches unless directed to a given issue. Certainly that sounds ludicrous. Prohibition did too, once. The FCC could hold that the public doesn't care for political speeches. The cold fact is that the public can't. Congressmen, embroiled in all the world's affairs, seem to have the ratings. But even that small percentage who don't exercise their "push-button freedom" or who listen because they like it constitute enough to make radio the most potent political campaigning medium extant.

There's a large-sized educational job to be done by the industry. Senator Wheeler's Interstate Commerce Committee gets under way in September, as things stand now, to write some new law and, we hope, repeal the Supreme Court's fantastic decision of what "public interest," means. The House Select Committee to investigate the FCC gets under way any day, with fireworks promised. The NAB's newly-formed Legislative Committee resolved to do this job when it met last month. It was given broad authority to retain counsel for this basic job, in the best interest of the national welfare. Congress may quit soon for the summer, we hear. Whether it does or does not, time shouldn't be wasted. If Congress recesses, then the broadcasters should be prepared to tell the story to their legislators at home, with the material supplied from the Washington front. If Congress doesn't quit, then the whole job must be done in Washington. Every day counts. Remember, the opposition which surrounds the FCC majority isn't loaing.
Furniture Stores Spend 5.70-13.29% on Radio RETAIL FURNITURE STORES reporting more than $350,000 sales volume per year spent 5.88% of their advertising dollars for radio time, according to the 10th annual Retail Furniture Store Operating Experiences and Departmental Activities for 1942, published by the Control and Management Division of the National Retail Furniture Association. Medium stores, doing $125,000 to $350,000 sales volume, spent 5.70% for radio time, while small stores, under $125,000 sales volume, spent 13.29% of their advertising dollar on radio.

Radio ranked third as the medium selected by large and medium size retail furniture stores, preceded by newspaper space, direct mail and handbills. Small stores selected newspapers first, radio second and direct mail and handbills third.

Classified Ads on WMCA CLASSIFIED AD program started on WMCA, New York, last week under sponsorship of six companies tries to replenish depleted personnel. Strictly functional in character, the program is aired Monday through Saturday, 7:45-8 a.m., under the title Help Wanted. Advertisers can be expected to change from time to time. First sponsors are Liggett Drug Stores, Western Union, Horn & Hardart, Twin City Shellac, Western Disinfector and Acriol Burning Co. Station co-operates with the War Manpower Commission in inserting at no charge announcements calling for war workers.

LEAVING New York for a second War Bond tour, Information Please begin studio work from Chicago today (June 17). Program originates in the Civic Opera House, where 3,000 seats will be sold to purchasers of bonds ranging from $50 to $1,000.

WHEAT NUT DISTRIBUTING Co., Los Angeles (bottled water), is sponsoring a daily five-minute newscast on KNX, Hollywood, for 26 weeks. Started June 17. Dick Jett is newscaster. Other radio is being considered. Agency is McGee Co., Los Angeles.

AGENCY Appointments

MADISON RURAL, Sanitarium and Hospital, Lebanon College, Madison, Col., Tenn., to George C. Hoslin, Alex. Chicago. Principal media will be health journals. Radio plans are not yet set.


PHILADELPHIA, Philadelphia, for radio advertising in Philadelphia.

CLOVERDALE SPRING Co., Los Angeles, to Richard A. Foy, Chicago. Principal media will be newspapers.

CRAWFORD CLOTHES, Los Angeles, to Richard A. Foy, Chicago. Principal media will be newspapers.

CRAWFORD CLOTHES, Los Angeles, to Richard A. Foy, Chicago. Principal media will be newspapers.

CAUGHT IN THE SPOTLIGHT

WINCER OF PEARSON CITATION for Public Service to Foreign Language Groups.
JOE BRATTAIN, staff producer of Erwin-Wasey, New York, was recovering last week from the results of a dim-out accident which occurred when a taxi hit him while he was leaving his office in the late evening, June 16. Mr. Brattain had eight ribs fractured and suffered internal injuries.

FRED BETHEL, formerly a director for CBS, handling The Pause That Refreshes on the Air, has joined Foote, Cone & Belding, New York, as a director.

FRANK K. CAPERS, copy writer in the Philadelphia office of N. W. Ayer & Son, has been appointed associate art director of Ruthrauff & Ryan, Detroit.

FRANK QUAIL, who has been operating his own commercial art studio in Detroit for almost 20 years, has been appointed associate art director of Ruthrauff & Ryan, Detroit.

Lucas Heads Council

DARRELL B. LUCAS, professor of marketing of New York U., has been elected president of the Marketing Research Council, succeeding Eino Roper, marketing counsel. Other members of the group's recent annual election, are: Ray Robinson, research director, Crowell-Collier Publishing Co., vice-president; Edward Battey, research director, Compton Adv., secretary-treasurer; Dr. Frank Stanton, vice-president of CBS, and Mr. Roper, as members of the executive committee.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, we're not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with twice the number of income-tax payers found in the remaining 93 Kentucky counties combined—is so far away in Kentucky! You'll never see Woodrow Wilson, President of the United States, in the county.

Over a million people live there. They account for 75% of all Kentucky's sales. WAVE gives you complete coverage at lowest cost. Scratch where it'll do the most good, pardner—with WAVE!

AGENCY IN ATLANTA BEGIN BY COLEMAN

MAURICE C. COLEMAN, for 15 years with Atlanta stations in executive capacities, has announced formation of an advertising agency under the firm name of Maurice C. Coleman & Associates. Offices will be opened July 1 in the Citizens & Southern National Bank Bldg.

Mr. Coleman started with WGST in 1928, when the only other station in Atlanta was WSB. Several years later he joined the old WJTL, afterward acquired by the Woodruff interests with the call WATL. He was general manager until Jan. 1, 1941, when he left to assume the commercial management of WAGA, retaining this position until this month, when he resigned to establish the new agency.

One of the charter members of the original sales managers division of the NAB, Mr. Coleman served as chairman of the fifth district in 1938-39. He is a native Atlantan.

A. V. Echternach

A. V. ECHTERNACH, 55, account executive of Raymond R. Morgan Co., Hollywood advertising agency, died following a heart attack on June 19. Surviving are his widow, Margarette, and three children.

JACK HILL, producer of NBC, Chicago, has been transferred to NBC, New York.

H. S. GARDNER Jr., of Gardner Adv. Co., St. Louis, has been commissioned lieutenant (j.g.) in the Naval Reserve and is now stationed at Fort Schuyler, N.Y.

EDMUND L. CASHMAN, a senior radio executive of Foote, Cone & Belding, has been elected a vice-president of the agency.

JANE SCOTT, an executive of William Morris Agency, has resigned to join Foote, Cone & Belding, New York, effective July 15.


CAL KUHL, newly appointed executive producer of The Disc Co., Hollywood, is in New York for a month's conference with 15 NBC office executives on fall advertising plans.

RUTH HADDOCK, formerly of West-Marquis Inc., Los Angeles agency, has joined Mays & Bennett Adv., Los Angeles, as conv director.
NORTH CENTRAL U. S. TOPS SETS - IN - USE
NORTH CENTRAL AREA had the largest number of sets-in-use, and the highest "available audience" of any region, measured, according to the winter-spring edition of the "NATIONAL" and "TRADITIONAL" Hooper ratings. During the Monday night 9-9:30 p.m. period, 51.5 of the total homes called in this area were listening to the radio. Network programs at this period were Counterpart, BLUE; Lux Radio Theatre, CBS; Telephone Hour, NBC, and Gabriel Heatter (15 min.), MBS. This section received an "available audience" rating of 88.6, highest for any area.

Highest rating for the number of "National" sets-in-use was for the Tuesday night 9:30-10 p.m. (EWT) period. The figure reported is 47.2.

High point in-use ratings for other individual areas of the country included: East, Monday 9-9:30 p.m., 47.4; South, Tuesday, 9:30-10 p.m., 48.1; Mountain, Tuesday, 10-10:30 p.m., 46.5; and Pacific, Tuesday, 10-10:30 p.m., 47.6. Highest available audience in the East was 86.4 for the Tuesday, 6:30-7 p.m. period; Mountain area, 6:30-7 p.m., 11:55-12 Midnight; South, 85.0, Tuesday, 6:30-9 p.m. and Pacific, 84.9 for Tuesday, 9:30-10 p.m.

Quinn Chosen to Direct War Production Drive
THEODORE K. QUINN, president of Maxon Inc., New York, has been appointed Director General of the War Production Drive. WFB-Vice Chairman Charles E. Wilson announced last week. The agency was started in the spring of 1942 by WFB Chairman Donald M. Nelson to stimulate production in war plants through labor-management joint committees.

Mr. Quinn will be granted a leave of absence from Maxon, which he joined in 1936, and was president of General Electric for 22 years, starting as an auditor in 1914, and serving successively as credit manager, division manager and vice president in charge of sales. He organized and was first chairman of the General Electric Consumers Finance Co.

EXCLUSIVE representative in the U. S. for Mutual station WFAI, Port Arthur, Tex. is now Joseph Tereney McGillivra Inc. New York. WFAI is owned and operated by Port Arthur College. Carl Vaughan is president and Glen Hewitt, general manager.

"Since WDFD Flint Michigan stopped broadcasting the weather, I've had to rely on my newspaper."

Revised List Of Dual Affiliates
Corrected Data on Mutual Stations Presented
IN THE June 14 issue of BROADCASTING, there appeared a list of 49 stations, stated as being Mutual affiliates as well as affiliates of another nationwide network. This list has been found to be incorrect, the total number of dual-affiliates being 40 instead of 49, of which two are affiliated with both MBS and CBS; five with both MBS and NBC, and 33 with both MBS and the BLUE.

Correct list is as follows:


Included by mistake in the original MBS-CBS list were WAAC, Ft. Lauderdale, and KILO, Grand Forks, N. D., both of which are exclusive CBS affiliates. Errors in the MBS-NBC list were WGBF, Evansville, Ind.; WRDO, Augusta, Me., WFEA, Manchester, N. H.; WLBZ, Bangor, and KRGB, Westmoreland, all of which are NBC affiliates exclusively.

During the MBS-BLUE list, KGGF, Coffeyville, Kans.; WXZ, Detroit, and WJW, Akron, both are exclusive BLUE affiliates and should not have been included. The word "exclusive" in the aforementioned cases applies only to the four national networks and not to regional networks.

Commercial Dream
UNHEARD-OF claims are made for the products of A. Fodder & Sons, dairy farmers, I. Fodder & U. Shrinkit, cleaners and dyers, P. Treuial, gumoline dealer and Mark Kee, theatre owner, all participating sponsors on a program heard WWVA, Wheeling, W. Va. Originator of the show, titled Utepia, is Lew Clawson, program director. He originated the sponsors, too.

Houston; KABC, San Antonio; KTEM, Temple; WACO, Waco, Tex.; WBTM, Danville, Va.; WLV, Lynchburg, Va.; WRNL, Richmond; WSLS, Roanoke; WGAC, Augusta, Ga.

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"Since WDFD Flint Michigan stopped broadcasting the weather, I've had to rely on my newspaper."

For The John Shillito Company

For more than 100 years a department store leader...is the largest retail store in Greater Cincinnati

Having full knowledge of the relative values offered by all local Cincinnati radio stations, and having complete freedom of choice in their selection...it is particularly significant that this Cincinnati leader uses WSAI exclusively for all three of its daily radio programs.

WAGA

When the big Allied offensive gets under way, WAGA will bring its listeners in Dixie's First Market the fast, accurate and complete coverage they're seeking.

24 News Periods Daily

WAGA's revised and expanded news schedule now includes 24 news periods daily...outstanding Blue Network commentators, Associated Press news skillfully edited for Georgia listeners, special coverage of state news and frequent news headlines.

Our's is a FLEXIBLE schedule, apt for events...always vital and interesting.
The Business of Broadcasting

Station Accounts

AP—Studio programs
AS—News programs
TT—Transcriptions
AP—Announcements
TT—Announcements announcements

WDAY, Fargo, N. D.
Dr. Hess & Clark Co., Ashland, 0. 1 time weekly, 52 weeks, thru WDAY, N. D.
George Humes Co., New York (Norsman & Humes), 1 time weekly, 52 weeks, thru Frank Best Co., N. Y.
Procter & Gamble Co., Cincinnati (Ogden), 5 time weekly, 52 weeks, thru Blackett-Samplett-Hummert, Chicago.
Russell Miller Milling Co., Minneapolis (Enriched Carbonate Mills), 2 weeks, 52 weeks, thru Campbell-Mithun Inc., Minneapolis.
Nesslitt Fruit Products Co., Los Angeles, 10 time weekly, 13 weeks, thru M. H. Kelso Co., Los Angeles.
W. H. Schaeffer Co., Minneapolis (Yodel), 10 time weekly, 13 weeks, thru McCord, Minneapolis.
Rohm & Haas Co., Philadelphia (insecticides), 52 weeks, thru J. D. Tarcher Co., N. Y.
Mid-Continental Petroleum Corp., Tulsa, 3 time weekly, 52 weeks, thru R. J. Potts Adv., Kansas City.
McKesson & Robbins, Bridgeport (Skel), 52 weeks, thru J. D. Tarcher Co., N. Y.
General Foods Corp., N. Y. (Grape-nuts, 13 weeks, thru Young & Rubicam, N. Y.

WKZO, Kalamazoo
Altitude Insurance Co., Chicago, 25 time weekly, 4 weeks, thru Ruthrauff & Ryan, Chicago.
De Free Chemical Co., Holland, Mich. (Wetamine), 52 weeks, thru W. Co., 52 weeks, thru Roche, Williams & Cunynghime, Chicago.
Peter Fox Brewing Co., Chicago (Fox De-lux beer), 52 weeks, thru Schwimmer & Scott, Chicago.
Michigan Bell Telephone Co., Detroit, 14 weeks, thru M. W. Ayer & Son, N. Y.

WAAT, Jersey City
Ward Baking Co., New York, 8 week weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Telesene, New York, 7 weekly, 13 weeks, thru Joseph Katz Co., N. Y.
McKesson Publications (True Story Magazine), 6 week weekly, thru Raymond Spectr. Co., N. Y.

WHO, Des Moines
U. S. Rubber Co. (Ornament Plant), Des Moines (help wanted), 26 weeks, thru J. Walter Thompson Co., N. Y.
Armando Co., Des Moines (cosmetics), thru J. Walter Thompson Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (shampoo), 5000 per thru Young & Rubicam, N. Y.

WCBI, Columbus, Miss.
Swift & Co. refinery, Memphis, 100 weeks, thru.
Jas. Forbes Tea & Co., St. Louis, 500 weeks, thru.
Gulf, Mobile & Ohio Railroad Co., Mobile, 21 weeks, thru.

WMAG, Chicago
Martin Firearms Co., New Haven (Martin shave cream), 4 weeks, thru Craven & He rich, N. Y.
Paramount Pictures, New York ("Five Graves to Cairo"), 7 weeks, thru Buchanan Agency, N. Y.
Club Aluminum Products Co., Chicago (Aluminum coffee), 5 weeks, thru Blackett-Samplett-Hummert, Chicago.
Armand Co., Des Moines (Arm and leg makeup), 42 weeks, thru Young and Rubicam, Chicago.

WMAG, Chicago
Griffin Mfg. Co., Brooklyn (shoe polish), 3 weeks, thru Bringham, Castlemain & Pierce, N. Y.
Entire race, Chicago (Cockeye), 15 weeks, thru Schwimmer & Scott, Chicago.
Consolidated Rural Chemical Corp., Chicago (Krank's Shave Cream), 7 weeks, thru M. W. Ayer & Son, Chicago.

WGY, Schenectady
Lever Bros. Co., Cambridge (Rince), 48 weeks, thru Ruthrauff & Ryan, N. Y.
Elway Food Products Co., N. Y. (Vital-malt), 6 weeks, thru H. A. Salaman Assoc., N. Y.
Hinglering, Keck, Ia., (Quick elastic band), thru Ralph Moore Inc., St. Louis.
United Baking Co., Schenectady (Lady Hettie bread), thru M. W. Ayer & Son, Chicago.
Colgate-Palmoce-Feet Co., Jersey City (Palmoce soup), 16 weeks, thru Het Bates Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory flakes), 5 weeks, thru Compton Adv., N. Y.

WJZ, New York
Carter Products Co., New York (Arrid), 6 weeks, thru Young & Rubicam, N. Y.
B. Altman & Co., New York (department store), weekly, thru H. A. Salaman Assoc., N. Y.

WBTA, Batavia, N. Y.
General Baking Co., New York, daily, 92 weeks, thru Procter & Gamble, Cincinnati.

WHO, Des Moines
U. S. Rubber Co. (Ornament Plant), Des Moines (help wanted), 26 weeks, thru J. Walter Thompson Co., N. Y.

WCBJ, Columbus, Miss.
Swift & Co. refinery, Memphis, 100 weeks, thru.
Jas. Forbes Tea & Co., St. Louis, 500 weeks, thru.
Gulf, Mobile & Ohio Railroad Co., Mobile, 21 weeks, thru.

WFIL, Philadelphia
Bell Telephone Co. of Pa., Philadelphia, 6 weeks, thru Gury & Rogers, Philadelphia.
Lit Brothers, Philadelphia (department store), thru M. W. Ayer & Son, Philadelphia.

Boren Promises Fight for Brands

ENCROACHMENTS of bureau-

cracy on the American system of free enterprise have created the greatest issue, dominantly speak-

ing, our nation has faced since the Civil War. Rep. Lyle H. Boren, (D-Okla.), chairman of the

Committee to Investigate Restrictions on Brand Names and Newsprint, told the Sales Executives Club of

New York, Expressing opposition to "anything that smacks of regimentation of adver-

tising in any phase of American enterprise," he pledged his committee to continue their hear-

ings and their investigation of the WFB, OFA and other Government agencies with the goal of seeing

that nothing is done to hinder the war effort or to remain behind to hobble industrial progress after

the war.

Rep. Charles A. Hallick (R-Ind.), author of HR-98 which created the Boren committee, who also spoke at the luncheon meeting, at-

tributed to "building a sound prod-

uct and telling the world about it through advertising the genesis of modern mass production, and de-

clared that "anything that en-

danger the free uses of trade-

marks and brand names endangers the American way of life." Stating

that brand names and the adver-

tising of them "have served our people well," Rep. Hallick said that "although our system is not perfect, I prefer it to one of grade labeling and Government standardiz-

ation."
Phillies ‘Bench’ By Stations When Ball Club Buys Time on Single Outlet

THE PHILLIES, National League club in Philadelphia, by purchasing their own program on KYW, Philadelphia, have brought on an unofficial boycott by most other stations in the area. While the attitude of the stations is viewed as short-sighted by Wally Orr, account executive of N. W. Ayer & Son, Agency, the feeling of the station executives is that since they devoted so much free time and gave so much publicity to the Phillies in the past, they should have bought time on all the stations.

Commenting on the time purchase, one station executive said, "We cannot tell a sponsor how much money he should spend on our station but in view of the fact that we have all been extremely generous to the Phillies, we feel that they should have shown their appreciation since they were buying radio by purchasing some time on every station—even if it was only a token purchase of a single spot announcement."

Coverage Cut

Although the so-called boycott is entirely unofficial, and station participation of varying degree, the general idea seems to be that participation of the Phillies is being limited to giving the day's score as a regular news item. Sport commentators are reported to have been advised not to arrange interviews with players, nor to editorialize on the showing the team is making.

WIBG, which carries the play-by-play broadcasts for Atlantic Refining Co., is not a party to the unofficial boycott, nor are some of the smaller stations greatly concerned over the fact that the Phillies did not buy time.

The program on KYW, a ten-minute news period at 7 a.m., was originally placed by Seberhagen Inc., agency handling the account until now. Mr. Orr, Ayer account executive, said that the program was sold to the Phillies by the station, and that the ball club did not go out to buy radio on its own, adding that any other interested station would have found the door open.

Moreover, he said, the KYW program is only an experiment, since no local major club has ever used radio before in its own behalf. The Phillies are reported to be considering the addition of two or even three stations to the present schedule. However, he cautioned, if local radio is going to antagonize the ball club, it may kill any chance that the Phillies, or other baseball clubs, will use the medium in the future.

"Here is an industry that has never used radio before," said Mr. Orr, "the major league teams represent a new kind of advertiser. Now that one baseball team has shown an initial interest, instead of currying favor with the prospective sponsor, radio is putting a mad on because the sponsor is trying out the new medium on one station instead of experimenting on every station."

Mr. Orr recalled the short-sightedness of stations in another large city, which decided to boycott the department stores because they were trying radio on one or two stations and not on all. "As in this instance," he added, "radio, in taking such an attitude, was only biting off its nose to spite its face."

Mr. Orr said further that despite the fact the Phillies showed interest by buying the initial experimental program on KYW, only one other station in the city has approached him or the agency about buying additional time on their station. "If it were a national advertiser, the stations wouldn't let a minute go by in contacting the agency," he added.

Dave Driscoll to Make Discs of Coming Invasion

DAVE DRISCOLL, director of war services and news division of WOR, New York, will leave for North Africa within three or four weeks to carry out his previously reported assignment to record the activities of overseas forces. Using a 35-pound recording machine with which he has pioneered in documentary broadcasting, Mr. Driscoll will make on-the-scene recordings of the coming Allied invasion. His equipment can be operated by batteries in airplane, tank or jeep. Discs will be flown back to this country for broadcast in a series of special programs on WOR, New York. Recorded spot news may be broadcast from the nearest available Allied transmitters. Length of Mr. Driscoll's stay will hinge on developments overseas.

American Home Expands EXPANSION in the field of biological products by the American Home Products Corp., manufacturer of drugs, foods and household products, has been announced by Alvin G. Brush, chairman. A new affiliation of Reichel Laboratories Inc., American Home Products subsidiary, with E. F. Bartos Inc., Locust Valley, N. Y., is the third expansion made by American Home Products this year as part of a long-range diversification program, Ayerst, McKenna & Harrison Ltd., Canadian producer of biological and pharmaceutical products, and its American affiliate joined the corporation March 1, and last month the corporation acquired the G. Washington Coffee Refining Co., pioneer in instant coffee production.

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has donated a record library of the Naval Operating Base at Dutch Harbor, Alaska. Discs are used for broadcast as well as for regular Sunday evening concerts for personnel at the base.

ADVERTISER SHOULD KNOW!

WHAT EVERY RADIO ADVERTISER SHOULD KNOW!

The Scope of the Market

THERE'S more to coverage than power. The available audience within a station's coverage area is the true yard-stick of the market. For instance, WMC, with 5,000 watts power day and night, covers an audience of 3,092,108 people...an audience greater than the total population of the state of Tennessee.

You get to plenty people when you sell over WMC.

Member of South Central Quality Network WMC-Memphis WJDX—Jackson, Miss. KWMH-KTBS—Sherriport WMBH—Nashville KARK—Little Rock REPRESENTED BY THE BRANHAM COMPANY

BROADCASTING • Broadcast Advertising

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Coordinated Plan Of War Programs
WRVA Clinic Covers Issues Of Wartime Operation

COORDINATED plan for the extensive program of wartime broadcasts by WRVA, Richmond, Va., was the objective of a War Radio Clinic which the station held at its Hotel Richmond studios.


Among guests were Lt. Com. Langhorne Gibson, Chief of the Office of Naval Intelligence, Richmond; Lt. Com. Chas. L. Kessler, recruiting and induction officer for Virginia; Major Edward J. Caruthers, Chief of Military Intelligence Office, Richmond, and commissioned and non-commissioned officers in charge of radio arrangements at military and naval posts, as well as station personnel of WRVA.

Three stated purposes of the clinic were:

1. To bring into a more closely controlled plan the broadcasts originated by WRVA at military posts in Virginia and neighboring states;
2. To secure a clear understanding of the Code of wartime Practices administered by the Office of Censorship;
3. To secure a clarification of the current confusion surrounding the use of radio for recruitment purposes.

Programs now being aired by WRVA include: Okay America, entertainment program from military posts started in 1940; Letter to Dad, musical-dramatic show from Camp Pickett; Fort Eustis Open House, musical-interview program from Ft. Eustis; Conquer We Must, musical-dramatic from Camp Lee; Boots to Builders, musical-dramatic from Camp Peary; Navy Smoker, musical-dramatic from Norfolk Naval Training Station; Victory

SUCCESSFUL PROMOTION of Bexel Vitamin products through their news broadcasts over WQAM, Miami, brought Cloyd Head (seated) the Master Salesmanship Award which is being handed him by Hugh Pottersfield, vice-president and general manager of McKesson & Robbins' Miami branch. Looking on are R. T. Burton, McK-R assistant sales manager (left), and Bert Granfield, Bexel program announcer. Mr. Head is heard Monday-Friday at 12:30 p.m. J. D. Tarcher is agency.

Mothers, a letter program originating alternately at Richmond and Norfolk studios.

WRVA broadcasts one to three one-time programs weekly from the above-mentioned military points in the primary service area, as far down the coast as the Naval Air Station at Elizabeth City, N. C.

All of the programs except Okay America carry announcements in furtherance of government war objectives.

Mr. Huffington explained OWI channels essential war information into the 12-16 daily announcements and five weekly 15-minute programs which American stations are carrying. Into these go all of the information which the various agencies wish to convey to the public.

Mr. Abeloff suggested that an WRVA-OWI allocation plan be set up. Under this plan, names of contacts at camps broadcasting over WRVA will be placed on OWI's mailing list to receive the basic information on themes the OWI is publicizing. The station and OWI will confer regularly on the subjects to receive emphasis, and WRVA will inform camp personnel in advance of program preparation that the suggested basic information is to be found in "pamphlet XYZ" already mailed by OWI. Special Service will then prepare the script that is to be used and submit it to WRVA for final clearance and then broadcast the program on the assigned date. The proposed arrangements are on a voluntary basis; all camps remaining free to use their own subjects if they prefer them to those "assigned".

Talent Board to Meet

A TOTAL of 60 organizations in the entertainment industry have been invited to participate in a permanent Conference Board as recommended at the final session of the National Conference of Entertainment Industry for War Activities, held in New York early this month [Broadcasting, June 7, 14]. First meeting of the Board is scheduled for July 14-15. Entertainment groups have been asked to name an official delegate and alternate to serve on the board.

But Can't We Cover The Roanoke Market With Outside Stations?

If you pin us down, we'll admit that at night listeners in the Roanoke-Southwest Virginia area can pick up sky waves from a few 50 kw. clear channel stations. But you know the fading all sky waves are subjected to. And in the daytime a good radio can bring in two or three outside stations - if the volume is turned "way up. But you know what that does to clear reception.

So-o-o — if you want to stir up the buying power ($352,000,000, by the way) of the Roanoke-Southwest Virginia market, the only way you can do it is with WDBJ. It's the one station heard satisfactorily at all times in 120,348 radio homes hereabouts.

You just try WDBJ — and see for yourself.

Two-in-One
V. E. CARMICHAEL, general sales manager of WQAM, St. Louis, shot his second hole-in-one recently on the Sunset Hills Country Club course. The phenomenon took place at the second hole, a 125-yd. par three. Mike attributes it all to right living. He won the BROADCASTING Golf Trophy at the NAB convention in 1939.

FREE & PETERS, Inc., Nat. Representatives

Page 38 • June 28, 1943

.Broadcasting • Broadcast Advertising
Feltman & Curme, Chicago shoe chain, recently made an offer on their Jimmie Allen program over WENR... a children's “Battle Set” free with the purchase of a pair of Weather Bird shoes. Not more than 2,000 returns were expected.

Now let Mr. R. D. Feltman tell you what happened. “The first program announcing these Battle Sets started to bring the kids in and during the next three weeks we not only gave away the original two thousand, but twenty thousand more!”

Because of these amazing results, a second offer has been postponed until fall with the hope that stocks will be in shape to handle another deluge of orders!

Many other advertisers have had similar experiences with WENR. Ask a Blue Spot Sales representative to tell you about them.
.. or Spotting the Fish?

Fishing for spots may be alright for sons of Izaak Walton... but when it comes to radio, it pays to spot the spots. Just as the old-time fisherman knows what holes are dependable...holes that net him results—so does the alert advertiser know the dependable, result-getting radio spots.

Experienced advertisers keep right on using KFYR...year in...and year out. They know KFYR gets results.

A word to the wise...they say...is sufficient.

Ask any John Blair man.

William Spier, CBS producer, currently in Hollywood to audition new programs, has been ordered by physicians to take a six-week rest.

Eleanor Parmer, war program manager of WTAG, Worcester, is to leave June 29 for duties to be taken by David H. Harris, program-producer manager. Herb Edman, announcer, has returned after a long illness.

Arnie Burrows, gag writer for Duffy's Tavern on the Blue, has been named assistant producer of the show by Ed Gardner, program star. Mr. Gardner will leave for Hollywood following the June 29 broadcast, to make a movie based on the show. Film will be produced on the M-G-M lot and released through United Artists. Bristol-Mysor, sponsor, is taking the radio show off for the summer.

LT. Horwin R. Baird, assistant radio liaison officer in the public relations section of the Canadian Army, and formerly of CJOR, Vancouver, recently married Yvonne MacKenzie at Vancouver.

Hill Elliott, newly returned to civilian life, is to return to WICO, Bridgeport, Conn., as announcer for the summer.

Charles Nuzum, 17, just graduated from high school, is learning announcing at WWVA, Wheeling, and will soon be heard on a regular schedule.

Will H. Hembree, formerly of Time and Life magazines, has joined Blue Hollywood as assistant to Dorothy Brown, continuity editor.

John P. Tidman, formerly of WABC, Chicago, has joined WCIC, Memphis, as announcer.

Edward R. Pearson, announcer of WPIRO, Providence, R. I., has been named production director.

X. L. Royster, announcer and handler of special events for six years at WMXR, Parkway, W. Va., has been appointed program director of WRGR. Washington, D. C.

Rusell B. Wise has returned to radio as studio manager of WHW-CLE, Cleveland, taking over the duties of Carl Marx, resigned.

Stan Shaw, record man of WINS, New York, on June 20 married Jean Dodson.

Philip L. MacDonald has joined WEZT, Boston, as announcer of KIRO and KOOM, Seattle.
We Pay Our Respects To

JAMES ANDREWS, dynamic director of radio for Lennen & Mitchell, is not much of a hand at sitting back waiting for things to happen. He prefers to go out and make them happen, a philosophy he has practiced consistently since the day he fooled his parents and the family doctor by getting himself born ahead of schedule in New York City instead of waiting to arrive in the family home in Petersburg, Va., as had been planned. For the record, the date was Sept. 8, 1898.

Some years later, when his graduation from the University of Michigan was closely followed by the entry of the United States into the first world war, Andrews did not wait to be called but volunteered within 48 hours of the declaration of war, spending the next two and a half years overseas. At first he was assigned to the French and Belgian armies as part of a crew of shock mechanics whose duties were to keep in motion the trucks that carried munitions and supplies from railheads to the front lines.

Transferred to combat duty with the 37th Division, Andrews took part in five major engagements, was wounded twice, and returned home with seven stars on his service ribbon. By-passing New York, which was already filled with unemployed war veterans, he headed for Detroit, where he entered the advertising business with Campbell-Ewald Co. After a term as advertising manager of Federal Motor Truck Co., he joined Broome, Smith & French, and except for a couple of years as a staff writer for Liberty Magazine, he has remained in the agency field ever since.

Andrews’ first contact with radio was as a performer on the Red Apple Club program on WJR, Detroit. This was in 1924, when in addition to his agency duties he gave vent to his Thespian ambitions as a member of a stock company whose roster also included Katharine Cornell, Ann Harding, Frank Morgan, Guthrie McClintock and others who have become top-ranking stars. Radio was new and interesting and despite the fact that they were paid off in publicity and fan mail they were always willing to appear before the carbon microphones. Andrews was especially welcome at the studios as he could fill in as a piano player as well as act, having played his way through college as pianist and leader of a dance orchestra.

When advertising discovered in radio a great new medium, Andrews’ vocation and avocation dovetailed to perfection and he soon found himself producing a program starring Rudolph Primo for the Florida Telegraph Delivery Assn. Since then the programs Andrews has handled read like a radio honor roll. Since 1940 he has guided Big Sister, Voice of Ellery Queen, Parker Family, Thin Man, and Musical Americans with an 102-piece orchestra, largest ever to appear regularly on a commercial series. Andrews says it’s lucky that the sponsor (Westinghouse) was in the electrical manufacturing industry, as the program required a special control panel with seven separate faders.

For Purity Bakers he directed a juvenile serial show which, through an offer of mystical symbol cards in exchange for seven bread wrappers, pulled 700,000 letters (accounting for 4,900,000 loaves of bread) in three weeks.

Currently under Andrews’ aegis are Walter Winchell’s Jergens Journal, The Chamber Music Society of Lower Basin Street and Mr. & Mrs. North, a combination guaranteed to keep any radio director from getting into a rut. The recent “censorship” disputes of Walter Winchell with his sponsor and network must have caused Andrews to recall a sentence from a story heard in Radio City in which radio he wrote a few years back: “My experience leads me to believe that the diplomatic representatives of this country might well be chosen from the ranks of advertising agency radio directors.”

KENNETH W. EDWARDS, publisher of the Jerysey Journal, and former president of the ANPA, was named chairman of the recently organized ANPA committee to stimulate industrial raw woods for use in the manufacture of munitions and newsprint.

WILLIAM R. SCHOBER, former manager of WZIB, Montgomery, Ala., has left for New York, where he is to become manager of WRVW, New York.

The New York Times reports that Mr. Schober was appointed general manager of WHV, Greenville, Miss.

JSTATE R. LARKER, son of George Larker, general manager of WOR-WLWO, Boston, is to graduate shortly from the Army pre-flight school at Maxwell Field, Ala.

CECIL CARMICHAEL, of NBC’s sales promotion division, has left for a vacation in the South, and his seat is being filled by Herbert Martines, who was formerly with WLW and WER.

PETER B. STEVENS, owner and manager of WLL, Port Huron, Mich., is father of a girl born June 16.

XAN HOWARD this year celebrates her 15th year of selling for WEEI, Boston, and her selling career as a candy saleswoman in Chicago where she was a second lieutenant in the Signal Corps, was a baby.

THOMAS D. CONNOLLY, CBS director of promotion program, discussed “Radio in the War Year, 1941” at a banquet held jointly by WJSN, Milwaukee CBS affiliate, and the Milwaukee County Pharmacists’ Assn. June 23.

SIDNEY P. DORAI, auditor of BUDG Hollywood, has been inducted into the Army. His duties have been taken over by Kenneth Rodman, former assistant auditor of the network’s Chicago offices.

ARTHUR SIMON, general manager of WDBZ, Philadelphia, recently resigned from his post June 21, after an operation.

BRUCE BARTINGTON, former WJZ news editor and director of special events, of Newark, N.J., has returned to St. Louis on leave from New York, where he is a major in the Coast Artillery.

MANNY MARTINES, salesman of WTAG, Worcester, has resigned to join National Transients as New England representative.

JACK HARRINGTON of Indianapolis is a new member of the sales staff of WCLF. Cleveland.

M. D. (Doc) MORRIS, hotel and restaurant manager of the New York St. Hotel, joined the staff of the New York Sun June 7 as account executive.

WILLIAM J. RAFFERTY, purchasing agent of WCAU, Philadelphia, and Nora Jennings were to be married on June 26, three days after his final Army physical examination.

ALVIN JOSEPHY Jr., who has reported for duty in the Marines, was assisted on the same occasion by Dr. D. R. Bessette, of the Newport News, Va., naval hospital.

BEFORE THE MIKE

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BEFORE THE MIKE
**RESULTS**

**BRING RENEWALS**

Loew's Theatre started WINNvertising in December 1940. They're still with us!

**SPOT SALES, INC.**

National Representatives

---

**WINN LOUISVILLE**

with

**WINN YOUR BLUE NETWORK STATION IN LOUISVILLE, KY.**

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

---

**Appreciation**

**PERFECT** fan is Mrs. Fred Hadley of Sioux City, who is the model for all listeners in Utopia—when it arrives. She not only enjoys radio programs but also listens to jazz and classical music.

**HARRISON WOOD**, writer-commentator of KMPC, Beverly Hills, Calif., is recuperating from an operation.

**HAL WAGNER**, assistant program director of WMB, Philadelphia, is the father of a girl.

**GRACE HICKOK**, former writer of the Chicago Journal of Commerce, has joined the publicity department of WPAT, ChicagMO.

**ANDRE BRUMMER**, announcer and conductor, has joined WLIR, Brooklyn. He has conducted a series of recorded programs for the BBC.

**WILLIAM FENDER**, former night manager and chief announcer of WJZ, New York, has joined WNEW, New York.

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**Lt. Hurlbut Advising Fox On Film on Guadalcanal**

**L. JAMES V. HURLBUT**, former news editor and publicity director of WTOP, Washington, and a veteran of the Battle of Guadalcanal, is serving, through cooperation of the Marine Corps, as technical advisor on the 20th-Century-Fox film, "Guadalcanal Diary." He now is in production. Carroll Nye, Hollywood publicity director of Young & Rubi
can, has major role in the documentary film, "Soldiers of the Soil," produced by Fine-Thomas Productions for NBC. E. D. Pont de Nemours & Co.

Jack Carson, star of the weekly CBS New York Special, will be featured in the Warner Bros. picture, "The Widow Wouldn't Weep," Victor Borge, pianist, sponsored on BLUE stations by Metro-Goldwyn-Mayer, joins the Army upon completion of his role in "Meet the People" being produced by that film studio. Colleen Townsend, 15-
year-old actress, featured in W6XACO, Don Lee television station productions, has been signed to a Paramount term contract. Studio will utilize talent in the Aldrich Family film series.

**G. A. M.**

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**Jerry Lawrence**, who conducted Moonlight Savings Time, and other record programs on WOR, New York, has recently joined WQMC, New York, to conduct a program of classical and semiclean music, ten-hour long, scheduled to start July 32.

**Steve Ellis**, record m.c. of WPAT, Paterson, N. J., last week took over WVOX, White Plains, N. Y., a new promotion announcer of CKLY, Windsor-Detroit, has joined the Canadian Army.

**Bill Hopkins**, announcer of CKLY, Windsor-Detroit, is recovering from an appendectomy.

**ANNOUNCERS** selected by Gillette Safety Razor Co. Boston, to handle the broadcast on July 33 of Mutual's all-star baseball game are Red Barber and Mel Allen to handle the play-by-play description and color, while Bill will give highlights and a summary of the game at its conclusion. Agency is Maxon Inc.

**ARCHIE McCORKINDELL,** novelist and aviation writer, has joined the production staff of CBRR, Vancouver.

**PFC. CARVER REYNOLDS**, announcer with WMAT, Cedar Rapids, Ia., became the third Army to sign with the 74th Airborne Squadron. Bushnell Air Base, Bushnell, Florida.

**Bob Tyrol**, announcer of WTIC, Hartford, Conn., who enlisted in the Coast Guard several months ago, is back on the air. He is a member of the U. S. Coast Guard Academy, originating point for NBC's U. S. Coast Guard Parade. Mr. Tyrol formerly announced the program.

**DON McNEILL**'s 10th year as m.c. of the BILLY's Breakfast Club was celebrated June 20 with a special broadcast birthday party.

**FRANK ERNEST HILL**, writer and producer of the C. B. S. of the Air programs, last week started a series of four talks on American currency. The series for English school children, "Titled School News Comment," the program, was shortwaved to England for the BBC.

**MAURICE HART**, m.c. of recorded music programs on WNEW, New York, has signed a three-year contract with that station. Mr. Bracken is the only other record m.c. to hold a contract with WNEW. After two years an announcer on that station, Roger Foy, accepted a transfer to KBOO, before his induction into the Army early in August.

**ALBERT MORGAN**, last week left WARC, New York, where he served as writer and producer, to join the Army. Mr. Morgan is a former member of Radio Group Protection, Richard Rehwald, who also entered the Armed Forces last week, as

**IRVING VENDIG**, freelance writer of Sarasota, Fla., is the new writer of NBC Network's "Aircheck," afternoon serial sponsored by Gillette Safety Razor Co. Mr. Vendig also writes Judy & June, transcribed dialogue serial sponsored by Remington Rand, Detroit. Both accounts are handled by Grant Adv., Chicago.

**ENID HAGER**, former radio promotion director of the KNX, Los Angeles, morning program, has joined the staff of WPAT, Philadelphia, as director of promotion. She succeeds Gil Rabbit, who took an extended leave of absence.

**PETTAW PETERSON** is back with WHK, Cleveland, after five months on the West Coast. He will re-juvenate m.c. of Michaelis Grand Hall, broadcast daily at 3:45 p.m. Carl Mark, who took over the program in Pettay's absence, has left for the coast.

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**WCHS**

Charleston, W. Va.
Cash Give-Aways Big in Chicago

Nine Are Running Currently, In Resurgence of Popularity

A TOTAL of approximately $5,200 is awarded weekly to Chicago listeners by seven Chicago stations in what appears to be a midwestern resurgence of cash-give-away programs. WBBM broadcasts three cash give-away programs: Sound-O, half-hourly sponsored by the Chicago Sun, which awards 55 prizes to listeners totaling $400 weekly, and Mr. Moneybags and Try and Stamp Us, which are quarter-hourly five-a-week sustaining shows. The former pays listeners one dollar each when studio talent fails to play songs requested by mail and the latter awards cash to listeners chosen at random from telephone books, who are asked to identify the song being sung on the program at the time they call.

The latest addition to jack-pot shows is the Times Quiz Time, on WIND, a five-minute program broadcast 30 times daily and sponsored by the Chicago Daily Times. The Times will worth a total of $6,000 during the next eight weeks. Mr. Moneyman, broadcast on WAIT for five minutes every half-hour throughout the day, awards five dollars to the listeners identifying the selection played when the telephone call is made. Other cash give-away programs are Wheel of Fortune, quarter-hourly program sponsored on WGN and WCFL six days by Hirsch Clothing Co., Chicago; quarter-hourly Rythym Tyme, featuring Eddie and Fannie Cavanaugh five days a week on WLS; Jackpot, half-hour five days a week on WAAF; and Do You Know the Answer? on WCFL thrice daily for five minutes five days a week. The latter program is syndicated under an arrangement owned by the W.E.Long Co., Chicago, and is sponsored on a participating basis by Ward Baking Co., New York (Tip Top Bread), Fijuil Shampoo, Chicago, and Dad's Root Beer Co., Chicago.

WJZ Transmitter Moving: OWI Asked Room for New Shortwave Equipment

THE BLUE was granted FCC permission last week to move the 50 kw. transmitter of WJZ, New York, and its 25 kw. auxiliary transmitter, from the NBC transmitter house at Bound Brook, N. J., to a separate WJZ transmitter house at Lodi, about 15 miles closer to New York.

The application, previously approved by the WBP, was part of an arrangement between OWI and the OWI on installation of four new shortwave transmitters at Bound Brook to participate in the war against the Axis.

Saving in Material

James O. Weldon, acting chief of the Bureau of Communications Facilities of the OWI Overseas Branch, explained that OWI had asked removal of the WJZ equipment when a study of Bound Brook facilities indicated that more than $100,000 worth of critical material could be saved if NBC could arrange to house the additional shortwave transmitters. He said the saving would be in both material and in manpower needed to serve transmitters grouped under one roof.

When OWI looked over the Bound Brook facilities, Mr. Weldon said, its engineers found two NBC shortwave transmitters already functioning at that location, while WJZ's two medium wave transmitters filled the remaining space. By removing the 50 kw. transmitter, and most of the auxiliary, it was found that four new shortwave transmitters could be accommodated.

Mr. Weldon said OWI would provide three of the new transmitters, and that NBC intended to build the fourth from components on hand. Part of that equipment it is believed will come from the WJZ auxiliary, which will be reduced to 10 kw. under an application approved by FCC at the same time permission to move was granted.

OWI has dealt only with NBC, Mr. Weldon said, although BLUE has a separate agreement to govern removal of the equipment. Under the arrangement, OWI agrees to dismantle the transmitters and remove them from the transmitter house. Purchase of land, construction of a new house and installation of the equipment will be carried on the BLUE.

According to the plan, WJZ's auxiliary transmitter and main tower will be moved first. When they are installed, transmitter and the auxiliary antenna will be transferred.

Arbiters to Rule

A DECISION is expected within the next two weeks in the dispute between WBBM, Chicago, and the AFRA Local on the fee paid to Paul Brenton, announcer, handling the news broad cast sponsored on WBBM by Sonyo-Vacuum Corp., New York. The case was submitted to a three-man arbitration board consisting of Harry D. Taft, assistant dean of law at DePaul U., Frank K. Bowser, attorney selected by WBBM, and Judge George L. Quiles of the Chicago Municipal Court, who was selected by the first two board members.

COMBINED Canadian Army, Navy and Air Force radio station KCHF, which broadcast a half-hour, five times a week to Chicago listeners, will feature birthday celebrations to mark Dominion Day, July 1, and Independence Day, July 4. Major Raydon Massey of the Canadian Forces, will present "Without Guns", by Major R. A. Dempster, Canadian army radio public relations officer.

NEW SUBSCRIBERS to the transcribed syndicated series "Imperial Leader", produced by Kasper-Gorovitch, Boston, are Richmond Dry Goods Co. on WJGB; HPSC, Panama City; W. G. Avery Body Co., Jackson, Miss., on WJSL. The series, which carry a dramatic life story of Winston Churchill, were made in Australia with a British cast and are considered an outstanding educational series.

Show HOME FORUM
New Time 230a Mon thru Fri

1395 returns from 5 announcements by Ann Holden

When Ann Holden shifted her popular Home Forum to an afternoon time five announcements on her first five days at the new time brought 1395 replies—an average of 279 per announcement. You can now buy Ann Holden's established audience on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

Mrs. Miniver on Air

HENRY SOUVAIN, New York, is preparing for production a radio program based on Jan Struther's book. Mrs. Miniver, with a broadcasting rights having been secured in cooperation with Clark H. Getts, Miss Struther's literary representative. Script is being written as a half-hour network show, and has been submitted to Procter & Gamble on a package program deal, through H. W. Kastor & Sons, agency for P & G's Drene shampoo, Pall Mail soap and other products. Miss Struther would serve as a collaborator, and possibly as narrator for the series.
AFM Names Group
(Continued from page 9)
Mr. Petrillo said that the following week, after the meeting had disbanded, he had received a second message from the conciliator offering to come to Chicago with representatives of the transcription companies, to which the union head had responded that he could not deal without his board and that he would discuss it with Mr. Fitzpatrick on his return to New York.

'Will Deal'—Petrillo
Declaring that "we will abide by whatever the Government wants us to do" and reinetering his previous pledge that "if the President requests it, the men will go back to work," Mr. Petrillo stated, "If we never make another record or transcription it's all right with us; but as long as the companies want to do so we'll sit down with them to try to work out a deal."

Following a remark by Mr. Padway that "it is hardly just or sensible" to separate transcriptions from phonograph records as transcriptions are only a small part of the overall problem," Mr. Petrillo said that the transcription industry is so small that "its entire take is only $4,000,000 a year and its net only $250,000 at best. If we got all the profits we'd still have nothing." He contrasted this with the phonograph record business, from which, he stated, the union, "with any kind of fee, could collect from $15,000,000 to $20,000,000 a year."

Repeating the statement he had made to Broadcasting at the conclusion of the Chicago board meeting [Broadcasting, June 14], he said that the AFM had withdrawn the fee plan as a measure for settling the transcription strike when they found how little money would be involved and instead asked for control of the use of transcriptions, with the right to stop service to any station against which the union was striking and had declared unfair. This offer was rejected, he said, on the grounds that if they complied the companies would be violating the Federal laws.

FTC's Jurisdiction Sustained by Court
FEDERAL courts cannot issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, the U. S. District Court for the District of Columbia held in dismissing the suit of Miles Labs., Elkhart, Ind., last Monday. Miles Labs., makers of Dr. Miles' Nervine, Dr. Miles' Nervine Tablets and Dr. Miles Anti-Pain Pills, with annual sales in excess of $900,000, had sought to have the Court pass upon jurisdiction of the FTC to issue a complaint charging the corporation with engaging in certain practices in violation of the Federal Trade Commission Act [Broadcasting, March 8, 1949].

MUSICIANS RETURN TO BURNS PROGRAM
SPIKE JONES and His City Slickers were back on the Bob Burns program last Thursday after the AFM had discovered that Lever Bros., sponsor of the program for Lifebuoy Soap, and NBC, on which the series is broadcast, were not violating any of the union's rules in permitting WMAQ, Chicago, to record it off the lines for a delayed broadcast. Belief that there was such a violation had led the union to pull the musicians from the broadcast of June 17.

James C. Petrillo, AFM president, told Broadcasting the union's rule against recorded repeat broadcasts had been enacted to prevent a double performance for which the network is paid twice but the musicians only once. When the AFM learned that union musicians were used, and paid on both the original broadcast of the Bob Burns program for the East and the repeat for the West, Mr. Petrillo said, the objections to the recorded repeat for Chicago were withdrawn. Burns, incidentally, goes off the air for the summer following the July broadcast with a comedy show That's Life With Fred Brady, filling in until fall.

Another Lever Bros. program, Mayor of the Town, broadcast for Rinso on CBS on Wednesdays, will be musicless for the summer according to Ruthrauff & Ryan, New York, agency handling both programs. AFM has asked for the employment of nine musicians, or the payment of stand-by fees for that number, if an organ or other musical instrument is used for theme and bridge music during the dramatic broadcasts.

ANNOUNCING
Appointment of
THE BRANHAM COMPANY
as National Advertising Representatives for

Radio Station
WSAZ
1,000 Watts • 930 Kc. • Blue, West Va. Networks
HUNTINGTON, W. VA.
CBS Sustainers
On Lighter Side
Summer Shows Announced to Fill Four Sponsored Periods
SUMMER SUSTAINERS lined up by CBS to replace four of its regular commercial programs taking summer hiatus periods are slanted toward the entertainment side, with comedy and music as the main features. Replacing Burns & Allen in the Tuesday 9-9:30 p.m. spot, July 6 to Aug. 31 will be The Colonel, a comedy program starring Col. Stoopnagle, who will be replaced in turn on his own Sunday quarter-hour for Schutter Candy Co.

Two programs, Romance and Broadway Bandbox, will serve as substitutes July 19 to Sept. 13 for the hour period Monday evenings currently filled by the Lux Radio Theatre. Romance dramatizes romantic happenings of the past, and the second show, a musical, stars Frank Sinatra and Raymond Scott's orchestra. American Comedy Theatre, starring Elliott Nugent, replaces Camel Comedy Caravan, July 9 to Oct. 8, during which time the last quarter-hour of the show will be discontinued and will not be picked up in the fall by R. J. Reynolds Tobacco Co., sponsor of the series. Program will be heard 10-10:30 p.m. Fridays instead of through 10:45 p.m.
The Kate Smith Hour, Fridays 8-8:30 p.m., will be replaced by a dramatic comedy program entitled Collies Archer, July 2 to Oct. 1.

Mrs. Julia Kiene Wins Josephine Snapp Award
PRESENTATION of the 1942 Josephine Snapp Award will be made today (June 28) at the APA convention in New York to Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Matusfield, Ohio. The award is made annually by the Women's Advertising Club of Chicago to the woman making the most outstanding contribution to advertising during the preceding year.

KENO Joins Blue
KENO, Las Vegas, Nev., on June 14 became a BLUE affiliate bringing the network's total to 158 outlets. Incorporated as Nevada Broadcasting Co., the station operates on 1400 kc., 250 watts.

LONE STAR CHAIN
with LIVE TALENT
gives you BIG TEXAS!

No need to tell you how difficult it is to obtain recordings. You know this already. But we wonder if you know the real solution to reaching BIG TEXAS without recordings. It's easy if you'll take this friendly tip:

Let us help you build a live talent show . . . designed to appeal to Texans . . . and then watch it click in a big way over the LONE STAR CHAIN. The ever increasing number of network advertisers using Lone Star Chain with splendid results is proof enough to make you a believer without hesitation.

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.
America’s Leading Independent Station

50.000 WATTS • CLEAR CHANNEL

HALIFAX, NOVA SCOTIA
Where more radio sets are located than in any other centre of the Maritimes.

CHNS
JOS. WEEDE & CO.
350 Madison Avenue, New York
Representatives

KWHK
CBS-50 KW
The Selling Power in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.
The Brokam Company

First on New York’s Dial...570 •

FCC Enters Rate Field
(Continued from page 9)

mended by its law department, was that while regional networks should be shown some special consideration, in view of their peculiar operating conditions, the major networks nonetheless also sell programs on a regional basis. Thus, it was concluded, the modifications asked by Don Lee would tend to give that network an advantage and also to disrupt on short notice non-network programs of stations and advertisers.

The Don Lee contention that small advertisers would be reluctant to advertise, however, according to the Commission view, is not at this time supported by specific evidence. Moreover, it was felt the contention that regional networks cannot sell unless programs can be put on within two to four weeks, is not borne out by specific evidence.

Apropos the suggestion for territorial exclusivity, the Commission is said to have concluded that there is no reason the “first call” provisions of the rules should not suffice. Don Lee contended that a small station might turn down a commercial program to retain a network sustaining and prevent a competitor from getting the sustaining program. The Commission, however, is said to have concluded that there is no justification in treating regions differently in this matter.

It was held that the regulations do not actually prevent 14-day clearance, but retain the right of a station to the 56-day notice, which the Commission felt should be protected.

In countering the Don Lee contention that the larger outlets on the Coast are on the major networks, the view of the Commission was that recognition of these claims would require a different set of rules for each network.

Contracts Studied

Meanwhile, the FCC law department, under General Counsel Charles V. Denny and Assistant General Counsel Rosel Hyde, in charge of broadcasting, was busy examining new contracts and modifications designed to conform with the regulations. A number of questions regarding the applicability of the rules to particular stations have been received, but the only petition requiring formal action was that filed by Don Lee.

Chairman James Lawrence Fly, at a press conference last Monday, said the plan was “working splendidly”; that no complaints had been received, and that all remarks he had heard indicated the stations “have been very pleased.”

As to network reactions, Mr. Fly said some of them “are pleased” but he did not believe the two “big networks” were, although he was inclined to think that even they “will see it was better than they thought.” Then he said he was “a little bit regretful to see them heading up a campaign of political pressure” using the “ever available facilities of the NAB”. He said apparently they are “canvassing everybody in all precincts to listen on their pressure in Congress.”

Mystery Letter

Making it abundantly clear that he didn’t like this opposition, Chairman Fly said he imagined all of it would “come out in the open”. He alluded to “apparently inspired editorial comment sent out from Washington in an unidentified and unidentifiable envelope”. “Well,” he said, “the Black Committee public utility hearings brought such things to light and this will come to light eventually.”

Questioned about the content of the mysterious envelope, Mr. Fly said: “I am not going to give it more publicity,” but added it was “that oft-repeated argument that leaving the stations free to choose whatever programs they consider best in the public interest is in some way restricting freedom of speech.”

Asked about his appearance in executive session, before the House Select Committee to investigate the FCC the preceding week [BROADCASTING, June 21], Mr. Fly declined comment other than to say that he made a “very short visit” and that the matter was not of “great concern”. Three members of the five-man committee were present. Reports from the committee were that the appearance was uneventful and covered only one minor aspect of the inquiry on which public hearings are scheduled to begin shortly.

Mr. Fly alluded to the “erroneous information” in the press about the date of the start of the Cox inquiry. He said he had no further engagements scheduled with the Cox committee.

Southern Bell Spots

SOUTHERN BELL Telephone & Telegraph Co., Atlanta, is demonstrating the proper use of the telephone in wartime in a series of spot announcements produced by NBC Radio Recording Division, and aired on an undetermined number of outlets throughout the South. Agency is Tucker Wayland Co., Atlanta. Drive is part of a nationwide campaign on the part of subsidiaries of AT&T to promote conservation of telephone facilities [BROADCASTING, May 31].

Starr’s Appearances

(COINCIDENT with the premiere held June 24 in New York of United Artists’ new release, “Stage Door Cauter,” Martin Starr of the radio division of T.A. has been making a series of personal appearances on local radio stations to discuss highlights of the picture. Some of the programs on which he appeared were: Dawson on WJB; Dwayne’s series on WOR; Francis Scott on WBN; Other People’s Business, WQXR, and Art Green’s program on WMAA.)

TIME EQUALIZER
WOW Gadget Keeps Net.
Studio Clocks in Line

HEROLD WITH SYNCHRONIZER

A DEVICE to synchronize studio clocks, overcoming a problem arising from load variations on local power lines, has been developed by WOR, New York. A half-hour network program, featuring the conductor, a symphonic orchestra, and Lady Beecham, pianist, is being offered to agencies under the title, Presenting Sir Thomas Beecham. Sir Thomas has conducted a number of major American symphonies, and conducted his program for the air, including a series of broadcasts for the Ford Sunday Evening Hour on CBS. Currently touring Canada he will soon conduct concerts in the U. S. and Mexico.

AS CONTEST winner on the Graham Co.’s Redstone Amateur program WGN, Chicago, James Caputo has been awarded a 52-week scholarship for voice study. Runner-up in the contest received War Bonds. Aired in behalf of Redstone dried foods, the weekly half-hour program was discontinued for the summer with the June 19 broadcast.

THE BRIGHT SPOT
of Eastern New York

IRY

Only BLUE NETWORK
Station Covering this Area

Radio Station WWNY

Address: 396 Dewey Avenue

Page 50 • June 28, 1943

BROADCASTING • Broadcast Advertising
FCC CANCELS KSJB 'SPECIAL SERVICE'

IN AN ABOUT-FACE 10 days after an appeal in the case, the FCC last Wednesday cancelled the "special service authorization" for KSJB, Jamestown, N. D., to operate on 600 kc., and ordered its return to the 1400 kc. frequency with 250 watts. The action, in effect, gave the relief sought by WMT, Cedar Rapids, operating on 600 kc., which on June 11 filed in the U. S. Court of Appeals for the District of Columbia an appeal and a petition for a stay order against the FCC's action [BROADCASTING, June 21].

The FCC said it had cancelled the authorization to KSJB effective June 26, not because of the appeal, but because it found the station still had its crystals for the 1400 kc. frequency. It is expected that WMT, through its attorneys Segal, Smith and Hennessey, will now dismiss the appeal, which was regarded as a new test of FCC's authority to issue "special service authorizations" in lieu of station licenses.

The cancellation order stated the FCC had thought KSJB had already delivered its 1400 kc. crystals to a "well recognized manufacturer or distributor" in accordance with Commission "freeze" order of April 18, 1943, and that it now appears the station had not done so and at present retains both the 1400 and 600 kc. crystals.

"No public need would be served, therefore," said the FCC, "in continuing the special service authorization permitting KSJB's operation on 600 kc." The order further said that the Commission, on April 14, 1943, having found that KSJB possessed the 600 kc. crystals, had granted the Jamestown application, in lieu of its previous assignment, and ordered the station at that time to dispose of its 1400 kc. crystals.

EACH MEMBER of this quintet has been with NBC at least 10 years. They met at a recent get-together in the nation's capital. (I to r): Frank M. Russell, vice president; Harold Yates, engineer; Washington; Frank Mullen, vice president and general manager; Bob Terrell, operations supervisor in Washington; Carleton Green, WRG manager. Yates and Terrell joined NBC-Washington on the same day.

Puppets Foreseen In Video Serials

WHEN SOAP OPERAS go television, it will probably be through the puppet show technique. Robert E. Stone, general manager of WRGB, General Electric Co. television station in Schenectady, told a meeting of the American Television Society in New York last Wednesday. He explained that puppets don't have to memorize lines, saving hours of rehearsal time, which would make live actors too costly for a daily television serial.

The awards committee of ATS voted to give recognition to General Electric Co. for "the greatest contribution to television program development of the year" and to NBC for "the greatest contribution to the use of television as a public service." Plaques are now being prepared.

Norman D. Waters, New York agency head and founder of ATS, was re-elected president. Other officers elected include: Charles Kleinman, vice-president; C. Matthew Deanser, treasurer; Ray Rehnolds, secretary. Lela Swift, C. Elizabeth Ayers and A. B. Cohen also were elected to the board of directors.

Post-war developments were discussed by Willard J. Purell, GE chief engineer of broadcasting activities, who said networks are essential if television is to be successful.

Klaus Landsberg, chief engineer of W6XYJ, Hollywood station of Televison Productions Inc., a subsidiary of Paramount Pictures, described his station's operations, especially stressing educational programs.

CBC Shortwave Center

CANADA'S NEW short wave station at Saskville, N. B., will be ready for operation late in the summer. Dr. A. Frigon, assistant general manager, Canadian Broadcasting Corp., told the Parliamentary Broadcasting Committee at Ottawa on June 17. The completed center will broadcast in six different directions, with two programs going out simultaneously in different directions, or one program on two different frequencies in one direction, he told the committee.

It will provide world-wide shortwave coverage. To build the shortwave center, 124 acres of land had to be purchased at Saskville, and the CBC station there now, CBA, 50 kw. on 1070 kc., will be enlarged to three times its present physical size.

Vallee Leaves July 1

RUDY VALLEE, star of his own program on NBC under sponsorship of Sealtest Inc. (dairy products), is leaving the show for the duration. After the July 1st broadcast to complete his advanced training course in the U. S. Coast Guard, in which he is now a chief petty officer with a bandmaster's rating. In his place on the NBC program, Joan Davis and Jack Haley will handle the m.c. chores. Although Haley has been mentioned as Vallee's successor, James McNab, radio director of McKee & Albright, agency servicing the account, at press time said no decision would be made until after trial period. Hale is committed for six guest spots. With Vallee withdrawing, program title will be changed to Joan Davis-Jack Haley Show. Village store format is unchanged. Eddie Paul continues as musical director. Tom McAvity is agency producer.

SPECIAL Independence Day broadcast will be presented on CBS by the Writers Guild Board under the title of "One World," which is the title of Wendell Willkie's best-selling book. The time to be heard will probably deal with the theme rather than the contents of the Willkie book, and the actual broadcast with Frederic March, who will be featured. Dramatic portion will be authored by Ronald MacDougall and produced by William Nickolson, both of CBS.

EDGAR A. STEBBLE, partner and executive of L. M. Clark Inc., New York, research firm, has been appointed director of research and media of Mutual Inc., New York.
United Press is taking another great stride to improve its radio news service.

It has arranged to step up its sending pace from 40 to 60 words a minute.

This means both quicker news and more of it—getting news flashes priceless seconds sooner, having time-room on the 24-hour wire for half again as much news and news-feature material.

Installation of new high-speed equipment for United Press clients has been ordered completed as rapidly as possible.

United Press is foremost among news services because it offers most. Its new word-a-second wire is a fresh example of the unceasing betterment which keeps United Press foremost.

UNITED PRESS Radio News
WGST Taken Over By Georgia Tech

Regents Likely to Name New Manager Within Month

ALL ASSETS of Southern Broadcasting System Inc. have been acquired by the Board of Regents of Georgia School of Technology, licensee of WGST, Atlanta, and a petition for the dissolution of the corporation has been filed in the Fulton County, Ga., Superior Court. These steps, following purchase of all outstanding stock of the corporation last May, are in line with the demand of the FCC that the Pickard-Calhoun interests be withdrawn from any part in the management of the station before the Commission would consider the question of renewing the license [BROADCASTING, March 29, 1943].

Retain Employees

Supplementary information, including notice of these steps, has been filed with the FCC, and the Commission has granted a temporary extension of license to July 30 during which time Southern Broadcasting is expected to be dissolved. The Board of Regents, according to an attorney for WGST, is expected within this period to name a manager in place of Clarence H. Calhoun, associated with Sam Pickard in Southern Broadcasting. It is understood that all employees excepting those in executive positions in the former management set-up are to be retained.

Named as a committee to direct the station's activities, including power to make contracts, appoint officers and supervise general operation, are members of the Board of Regents: Sandy Beaver, chairman; Frank M. Spratlin, vice-chairman; William S. Morris, Pope F. Brock and Marion Smith, ex-officio; and Chancellors S. V. Sanford and President M. L. Brittain, ex-officio members.

This same group has also been appointed to act as directors of Southern Broadcasting Inc., for the interim until its dissolution, Mr. Beaver and Mr. Spratlin acting as president and vice-president, with L. R. Siebert and Pauline J. Wildi as secretary and treasurer.

Payment under a contract signed last April 14 is to be 15% of the station's net profits to January, 1950, date to which the management contract of Southern Broadcasting was to run. It is believed that dissolution of the corporation and presentation of final data before July 30 on management personnel and operating policies will open the way for consideration of WGST's application for renewal of its license.

VISITING delegates and members of the National Editorial Assn. were entertained by WCKX, Cincinnati. They broadcast over the L. B. Wilson station during their wartime conference held in Cincinnati June 12.

British to Manufacture Three-Tube Radio Sets

STANDARD low-cost three-tube radio sets, capable of receiving four or five BBC stations and some European broadcasts are expected to be on the market in England by Christmas as a result of British research for a receiver capable of mass production from a minimum of critical materials.

Aware that the radio in the home is a war necessity, the British decided to go into production on the standard U-model when it was found more economical to manufacture utility sets than to make unstandardized parts for pre-war receivers now going out of order in large numbers.

Carter Denial

CARTER Products Inc., New York, and Small & Seiffen, New York advertising agency, have denied a Federal Trade Commission complaint that they have disseminated advertisements misrepresenting the properties and effectiveness of a deodorant named "Arrid". The FTC charges that the product will not accomplish the results claimed and will irritate the skin of some individuals, if applied repeatedly. The Carter Co. admits making the alleged claims, but asserts that they are true.

STARS who appeared in its first telecast a day ago joined others June 27 in the First Anniversary Telecast of W2XW, owned and operated by DuMont Laboratories, N. Y.
PALL MALL SERIES
PLACED ON MUTUAL
WHEN Gracie Fields, comedienne
star of her own show on the BLUE
returns from England in the fall
she will be heard on Mutual five
times weekly one hour earlier than
her present quarter-hour on the
BLUE, 10:15-10:30 p.m.
Two weeks ago Mutual offered
her sponsor, American Cigarette
& Cigar Co., New York, the 9:15
p.m. spot, and since that time the
network has been clearing the sta-
tions in selected markets as design-
ated by the sponsor. The series
starts Oct. 11 on more than 160
Mutual stations for Pall Mall
cigarettes.
Miller McClintock, MBS presi-
dent, in a talk recorded before he
left for the Pacific Coast, thanked
the affiliates on a conference call
for their cooperation in getting
the series. "I doubt if any other
network could possibly have cleared
a quarter-hour strip in station
time," he said.

ADDITIONAL BLUE stations to re-
ceive certificates of merit for coopera-
tion in the adult education program
of the American Economic Foundation
[Broadcasting, June 7], as design-
ated by the organization's board of
directors, are: WEBC, WMBR, WMUR,
KCMO, XVI, WHMA, WSRK, WHDL, WAVY,
KOME, CFFC.

GREENVILLE'S QUOTA
IN THE SECOND WAR
LOAN DRIVE WAS . . . .
4 MILLIONS

GREENVILLE'S PURCHASE
OF WAR BONDS EX-
CEEDS
8½ MILLIONS!

GREENVILLE THEREFORE BOUGHT
ONE FIFTH
OF ALL THE BONDS
SOLD IN SOUTH
CAROLINA DURING
THE SECOND
WAR LOAN DRIVE!

WTOP Off Air 5 Hours As Technicians
Strike on Pay Issue; WL Mediator

WTOP, CBS outlet in Wash-
gton, was off the air 4 hours and
59 minutes June 19 when the en-
tire technical staff of 21 engineers
and supervisors walked out in a dis-
pute involving overtime wages for
two supervisors working the Dis-
trict of Columbia's newly insti-
tuted 46-hour time work week.
The technicians, members of the
International Brotherhood of Elec-
trical Workers, started an unan-
nounced strike at 12 o'clock noon
and did not return to their posts
until 4:59 p.m., when station rep-
resentatives, and Lawson Willy-
ber, international representative of
the union, signed an agreement to
refer the controversy to arbitra-
tion. CBS will deposit the over-
time, calculated at time-and-a-half,
in escrow pending the arbitrator's
decision.

Delay in Settlement
Settlement is not expected for
several weeks however, as Mr.
Wimberly is making a scheduled
trip west and date of the hearings
has not been set. According to
the report between the union
and CBS, each side will limit its
arguments in the case to three
hours at the hearing.
The strike followed several weeks
of negotiations over union conten-
tions that supervisors would be en-
titled to time-and-a-half for over-
time work. CBS attorneys held
that the CBS-IBEW contract
approved by the War Labor Board
May 5, classifying supervisors as
administrative personnel prevents
overtime pay under WLB regula-
tions.
CBS attorneys insisted that no
overtime could be paid without per-
mission of the WL. Kenneth
Yourd, CBS attorney, said the
company felt it could not legally
make these payments unless the
WL so interpreted the contract.
CBS had withheld payment for the
sixth day and had filed an appli-
cation with the Wage & Hours Di-
vision of the Labor Dept. for
permission to pay straight time for
the extra day.

Union representatives claimed
that in seeking the ruling for
straight time the company was
violating an understanding of May
14, which allegedly provided for
the application to ask for time-
and-a-half. CBS emphatically denied
the existence of any such under-
standing. In the agreement that ended
the five-hour strike, both parties
accepted WLB arbitration. The
amount of overtime pay will
therefore be decided by the WLB
representative.
The station reported that actual
revenue losses from the strike had
been relatively light. Among
the programs missed locally were Arm-
strong Theater, Stars Over Holl-
wood, Of Men and Books, and a
few others. Rep. Andrews (R-
Minn.) made a futile trip to the
studio, only to learn that the Wash-
"
Civilian Radio Armistice Is Foreseen
By Joseph Gerl; McDonald Disagrees

The possibility of a return to civilian production of radios before the end of the war was the topic of much pro and con discussion among leading radio manufacturers last week. A possible "merchandise armistice" before the end of the war is foreseen by Joseph Gerl, president of Sonora Radio and Television Corp., Chicago, who said in a letter to Broadcasting that "we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption."

"So that there will be no reason for misunderstanding," Mr. Gerl wrote, "I want to make it plain that this is no time to indulge in loose predictions or wishful thinking. Under no circumstances do we want to give the trade any false illusions, create any false optimism, or identify ourselves with any effort which may have a "boomerang" effect on the radio industry.

First Job Is War
"Our first job is to cooperate with the Government in winning this war and toward that end every manufacturer should be willing to set aside self-interests in behalf of the common cause. Therefore, we make no pretense of predicting exactly when our factory will again be delivering civilian merchandise.

"On the other hand, certain plainly visible trends seem to be pointing to a merchandise armistice before the war ends. Quite naturally," Mr. Gerl wrote, "the continuation of these trends will depend upon the further success of our fighting forces. But should they be borne out, then we believe war restrictions probably will be eased to provide materials and commodities for civilian consumption.

"Not long ago, Business Week reported that the War Production Board considered radios of high importance for the purpose of maintaining morale on the home front. With the possible obsolescence of 20,000,000 radio sets by July, 1943—approximately one-third of the radio sets in use in the United States at the time of Pearl Harbor—you may gain some slight idea of the growing need for replacement parts and new radio receivers among our civilian population."

As another indication of the possible resumption of civilian radio, Mr. Gerl quoted the statement of WPB Chief Donald M. Nelson in his testimony before a house subcommittee to the effect that production of automobiles and many other civilian goods may be resumed before the end of the war.

McDonald Disagrees

The discussion of such manufacture of radios for civilian use before victory drew adverse comment from Com. E. F. McDonald Jr., president of Zenith Radio Corp., who said:

"To think of civilian production at this time? Preposterous! Demands of the Government upon the radio industry are for even greater production, and for the greatest ingenuity of its engineers to produce new, novel, and different radionic devices for offense, destruction, and defense."

"Radiomics is the one new weapon of this war," Com. McDonald continued. "Fortunately the Germans, Italians, and Japs have never been outstanding for their production of radio or radionic devices of any type. Our supremacy in radionics can well be our margin of victory, so let's not think of civilian production until after the war is won."

With the unprecedented demand for radar equipment for the remainder of this year and the first six months of next year, other radio manufacturers queried felt that it would not be possible to resume civilian production until after the war.

Ray Ellis, director of WPB Radio & Radar Division, in an address before the Radio Manufacturers Assn. meeting in Chicago recently [Broadcasting, June 14], stated that all present plant facilities will be greatly taxed to produce radio and radar equipment for the armed forces for the coming year.

Mr. Ellis has repeatedly warned against emphasis on post-war planning now, maintaining that the industry must concentrate all its skill on doing its war job.

Vanderbie Sells Interest

H. S. VANDERBIE, of the advertising firm of Vanderbie and Rubens, Chicago, has sold his interest in the agency to his partner, Walter L. Rubens, now a lieutenant in the army stationed at Ft. Knox, Ky. Active manager of the company until Lt. Rubens returns will be Warren Seelye, who has represented Vanderbie and Rubens in Detroit for the past six years. Present staff will be retained.

Kelite on Coast

KELITE PRODUCTS Inc., Los Angeles (Kenu cleanser), on July 4 starts a weekly quarter-hour dramatic series on 8 CBS California and Arizona stations (KNX KQW KARM KGDM KROY KOY KTUC KSUN). Contract is for 52 weeks. Tentatively titled Agent V, program is scheduled to feature Frank Graham. Firm also sponsors a thrice-weekly five-minute program, Name in the News, on the Arizona network (KOY KTUC KSUN). Little & Co., Los Angeles, has the account.

NEWLY ELECTED member of the executive committee of the Radio Manufacturers Assn. is S. I. Cole, president of Aerovox Corp., New Bedford, Mass., manufacturers of radio and electronic components. Mr. Cole was elected at the recent RMA convention in Chicago.

THE SHORTEST DISTANCE

It's a geometric axiom that a straight line is the shortest distance between two points.

The same basic principle applies to radio advertising. To cover a given market most effectively, you use the station having the largest audience in that market.

All accredited surveys prove that WOAI is the shortcut between advertisers and consumers in Central and South Texas. Backed by the power of 50,000 watts, WOAI's clear-channel voice reaches the bulk of the listeners in this prosperous section—at the lowest cost per listener!

50,000 WATTS CLEAR CHANNEL
AFFILIATE NBC MEMBER TQN

The Powerful Advertising Influence of the Southwest
CLEVELAND OUTLET SEeks WJW CALL USE

FORMAL request to transfer the call letters WJW from Akron to Cleveland, along with the change in corporate name, was filed with the FCC last week by Bill O'Neil, president and general manager of WJW. The new Cleveland station, using the old call, expects to begin operation about Aug. 15 on 850 kc. with 5,000 watts fulltime.

The present WJW, operating on 1240 kc., would remain in Akron under the new requested call of WJVT, until such time as decision is reached regarding its disposition. The station, using 250 watts, carries MBS programs, though it is not now a contracted outlet. WJW, upon removal to Cleveland, will become a BLUE outlet.

The application requested modification of the WJW license in Akron to change the corporate name from WJW Inc. to Akron Broadcasting Co. A second application requested voluntary assignment of the construction permit for the 850 kc. station from the Akron Broadcasting Co. to the WJW Co. It was set forth by Mr. O'Neil, in the applications filed through the law offices of W. Theodore Pierson, that the purpose was to separate the construction permits for 850 kc. from the 1240 kc. license. The licensees proposes to accommodate itself to the FCC's ruling with respect to retention or sale of the Akron local.

Mr. O'Neil is the son of W. O'Neil, president of General Tire & Rubber Co., which recently purchased the Yankee Network. He is not identified with Yankee, however, and his father's company has no interest in WJW.

Royal Crown Spots

SUMMER campaign built around the "Taste-Test" theme will start July 1 for Royal Crown Cola in recorded announcements on more than 300 stations, comic strip ads in 500 newspapers, ads in 18 popular magazines, and poster displays in 775 cities. Nehi Corp., Columbus, Ga., maker of the beverage, is planning to run the drive through the end of September on a week-to-week basis. Agency is BBDO, New York.

FCC Cosmetic Action

LEHN & FINK Products Corp. and its subsidiary, Dorothy Gray Ltd., Bloomfield, N. J., have received a Federal Trade Commission cease and desist order in connection with the advertising of Dorothy Gray Cosmetics. The firms are ordered to discontinue representing that the vitamin D content in their cosmetic creams will improve the coloring of the skin, make it softer, smooth lines, or provide any beneficial effect whatsoever.

WGAC Joins Mutual

WGAC, Augusta, Ga., last week became a Mutual affiliate, bringing that network's total number of outlets to 210. Owned by Twin States Broadcasting Co., WGAC operates on 1240 kc., 250 watts.

Chester Slaybaugh, timerbuyer of BBDO, New York, on July 6 joins Moore International, New York, in a similar capacity.

BROADCASTING - Broadcast Advertising
NOTICE!

TO ALL AFFILIATED STATIONS

The special A P radio wire will go to 60 words per minute, as contrasted with the present 40 speed sending, just as soon as the necessary equipment can be installed.

There are both mechanical and technical difficulties involved—made doubly difficult because the A P service has been constantly expanding, thereby utilizing all available facilities—but the change will be made at the first possible moment.

This is a step that has been contemplated ever since the special A P radio wire, inaugurated in 1941, became a nationwide circuit last year.

Press Association, Inc.
Radio subsidiary of The Associated Press
50 Rockefeller Plaza, New York, N. Y.
CONGRESS’ BLOW AT OWI PROTESTED

BERT GEORGES, general manager of WHEB, Portsmouth, N. H., has written to New Hampshire Senators Charles Tobey and Styles Bridges, and to Rep. Chester E. Merrow, to protest the action of the House in withholding all funds from OWI’s Domestic Branch, with the intent of killing that agency.

“If Mr. George has, in a ‘feel with the facts in my possession,’ that the Office of War Information is a necessary domestic bureau. He suggested that “all members of Congress be completely informed on the policies and functions of OWI before any recommendation is made for the abolishment of this office in its handling of domestic war information.”

Objecting to the idea that some members of Congress reportedly entertain that newspapers can carry on the domestic war information job, Mr. Georges said, “We in radio rosent newspapers being set up or referred to as the public in- formant, whereas many surveys show that radio, by a great margin, is the dominant news source of the American public.”

 Loose-Wiles Campaign

LOOSE-WILES BISCUIT CO., Kansas City, will engage in an exten- sion of its “soda pop” into a variety of single serving library media in the fall. Firm is currently a participating sponsor in Ar- thur Godfrey’s program on WJW, Washington, and also uses Cedric Foster’s five-weekly news program on Yankee Network. Details of the fall plans have not been revealed. Agency is Newell-Emmett Co., New York.

Davie’s Target

Reason for the House decapita- tion of the Domestic Branch was ascribed largely to the “propaganda” and the purported “fourth term propaganda” in favor of President Roosevelt. But the wrath that fell upon the head of Mr. Davie covered a maze of activities of OWI and had much to do with Mr. Davie’s own political complexion and antecedents.

His now famous and ill-starred speech before the American Newspaper Guild convention in Boston, criticizing the handling of news by Washington’s newspaper reporters, appeared to have been the latest straw. But before that ill-advised speech, members of the Republican minority on both sides of Congress had vehemently attacked Mr. Davie from the industry, includes only 63 employees. However, certain other sections of the Domestic Branch, headed until last week by Gardner Cowles Jr., are coordinated with the radio bureau in handling of time clearance matters, campaigns and program developments.

The general view around Wash- ington was that the Senate would not be disposed to let the OWI do- mestic operations die. The same held true in connection with the $35,000,000 slash in OPA funds for the ensuing fiscal year, from the committee recommendation of $165,000,000.

It was thought that while both houses of Congress are in open re- bellion against the activities of these war agencies, that sufficient funds would be restored to permit certain of the operations to con- tinue, even if on a curtailed basis.

One thing appeared certain as a result of the OPA action, however. Great labor difficulties, summer and labor groups with Mrs. Roosevelt as an outspoken sup- porter, appears to be scuttled for the duration. It was doubted whether the Senate would seek to knock out the House action block- ing grade labeling or standardiza- tion of food or other products.

Handshake seals the contract signed by Mr. McClintock (left), Mrs. president, and Antonio Rojas Villalobos, president of Radio Mil, for exchange of programs between the 36-station Mexican net- work and Mutual [Broadcasting June 21].

Put Your HAT in 4 RINGS at Once!

Four rings combine to give you greater primary coverage of the rich South Texas area than any other station or group. All 4 stations with good local pro- grams, good merchandising de- partments working closely with wholesalers and retailers in each locality, good local cover- age of the entire territory at exceedingly low cost to you.

SOUTH TEXAS’ RADIO PACKAGE

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

BROADCASTING • Broadcast Advertising

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f ul assistance to us.” Miller Mc- Clintock, president of Mutual, told Sen. McKellar, was “deeply dis- tressed over possible elimination of the Domestic Branch.” He said “this bureau has been of immeasur- able value in systematizing war information to our people and has brought order out of chaos in war- time radio.”

Among the individuals who wired Sen. McKellar was William Allen White, Emporia, Kan. pub- lisher, and lifelong Republican Mr. White complimented Elmer Davis and insisted that OWI had made “no mistakes that had not been made in the war administra- tions of Lincoln, McKinley and Wilson.” The National Newspaper Guild, and the CIO also stated their support.

Taber Charges

Meanwhile, back in the House, Rep. Taber (R-N.Y.), who had supported OWI in the vote June 18, charged the Overseas Branch had illegally paid $400,000 to Shortwave Research Inc., New York, a firm which Rep. Taber asserted employed two persons listed by the Dies Committee as “subsversive.” Mr. Taber said he had asked members of the Senate Appropriations Committee to study the charges at hearings this week.

Officials of the Overseas Branch told Broadcasting that OWI’s contract with Overseas Research Inc., had expired last March. They said the organization had been es- tablished in the spring of 1942 at the suggestion of Brig. Gen. Wm. J. Donovan. It specialized in translating unusual languages, OWI as- sumed the contract obligations after they had been examined and approved by attorneys of the Office of Emergency Management, officials explained. Since the Over- seas Branch is now equipped to handle this work with its own staff, services of Overseas Research have been disposed of.

Promptly following the angry action of the House in abolishing OWI’s Domestic Branch, reports spread in radio circles that if the Senate sustained the action, the Administration would be inclined to turn over to the FCC, meaning Chairman Fly, the whole matter of radio program funneling and dis- tribution.

This, however, was regarded as unlikely for several reasons. First, the FCC, under the specific terms of the law, is prevented from as- suming any degree of control over programs, though the Frankfurter opinion of May 10 takes an oppo- sitive view. With that whole ques- tion in controversy and with dis- claimers by Chairman Fly that the Com- mission will handle programs, it was thought such a course would be unwise and unlikely, even if fostered in New Deal circles.

At a special press conference June 19, Mr. Davis said that should the Senate sustain the House ac- tion, “there would be no more OWI!” and that he would resign.

The House, by a two-to-one vote, eliminated the proposed $5,500,000 appropriation for the Domestic Branch altogether. The budget Bu- reau had requested $8,865,000 for the branch, but the Appropriations Committee had trimmed the figure to $5,600,000. Approximately 1,500 of OWI’s 4,000 employees would be cut off.

The Branch’s radio bureau, which has won unstinted praise

$5,028.60 PER FAMILY

The rich pearl inside WDRC's Primary Area in the Hartford Top 10, Trading on Effec- tive Buying Power at $5,028.60 Per Family-Average Greatest Daily Coverage Highest of Any Leading Great Station Broadcasts CBS for Connecticut.
Help Wanted

ANNOUNCER-SALESMAN—Live NBC outlet has permanent position for draft deferred announcer-writer. Must have minimum salary, WMSL. Write fully. Box 786, BROADCASTING.


RADIO SALES JOB WITH FUTURE—Dramatic sales opportunities to engineer man or woman qualified to take full charge of Radio Sales Production. Long established, financially sound, fully recognized network. Address Technical Manager, Radio Sales, 250 Main St., Savannah, Georgia.

WANTED: Immediately—Experienced announcer, settled family man not subject to immediate military service. First-class 75,000 watt station in south. Good living conditions; good salary. Write fully with salary previously earned and experience in first letter. Box 786, BROADCASTING.

Combination Engineer-Announcer—Give draft status, salary desired, all details. Also want writer. Write KDFW, Kearney, Nebraska.

COMBINATION ENG.—Engineering and announcing positions on progressive 95-watt station in south. Good living conditions; good salary. Write fully with salary previously earned and experience in first letter. Box 786, BROADCASTING.

Announcer-Asistant Program Director—Also announcer willing to learn engineering. Man or woman, Network station. Box 784, BROADCASTING.

WANTED at Once—First class engineer. Draft exempt. Must have minimum salary, WMSL. Decatur, Alabama. Write fully with salary previously earned and experience in first letter. Box 784, BROADCASTING.


Draft Deferred—Licensed first, second, or third class all 100 watts. Send your qualifications. Address Technical Manager, Radio Station WDFD, Flint, Michigan.

ANNOUNCER—Man or woman for modern 250 watt station in southern state. Salary and qualifications in first letter. Box 769, BROADCASTING.

Situations Wanted

Announcer—Draft exempt experienced showman. Five years radio, news, commercials, special events, go anywhere. M. Moore, Victory Theatre, Sioux City, Iowa.

Production-Man, Writer, Announcer—With network experience. 4-F. Now writing and producing ideas for sales department. Interested in future. Box 776, BROADCASTING.

Desired—Position as program or special features director. Over five years’ experience, special features, programming, public relations. Married. Draft deferred. Box 774, BROADCASTING.

Combination Announcer, Writer and Producer—Wishes position with Pacific Coast network. Eight years experience. Eight months deferred. Write Box 777, BROADCASTING.

Making Money—750 stations didn’t in 1942. I’ll prove I can put your station into the profit column. Case histories furnished. Like tough jobs. Experienced, capable, draft exempt, excellent health. Kiwanian, Protestant. Box 772, BROADCASTING.

Station Manager—Versatile radio man, 14 years’ radio-publication experience; sound knowledge of programs, traffic, personnel, selling and administrative work. Now employed manager network affiliate. Draft status 3-A. Excellent references. Box 770, BROADCASTING.

Chief Engineer—Married, child, 10 years’ radio experience. Complete background and experience will be given upon reply. Southern outlet, Minimum salary $65 week. Box 771, BROADCASTING.

First Class Technician—With years of broad experience available part-time Manhattan or vicinity. Box 777, BROADCASTING.

EXECUTIVE-GENERAL MANAGER-STATION MANAGER—17 years’ experience. Newspaper and radio. Broad knowledge all departments. Good organizer, knows merchandising. 45 years of age, veteran last war. Present income $10,000. Excellent salary, WMSL. Box 775, BROADCASTING.

Engineer, Announcer and Salesman—All experienced. Available soon for Middle West. All draft exempt. Make offer for one or all, Box 766, BROADCASTING.


College Graduate—With special training in speech and radio broadcasting wishes placement as announcer and copy writer in a small station. Long experience as piano accompanist. Four years’ experience as assistant. Program director for recreation center with occasional opportunities for script writing and production in this connection. Read and write French and Spanish and speaks French. Typewriter. Air Force experience. Box 776, BROADCASTING.

Announcer-Ambitious, experienced, referred. Good copy work. 4-F. Box 778, BROADCASTING.

A Clear Channel—Or outstanding regional station can get steady, permanent announcer. Draft exempt. Four years’ experience. Continuity and selling. College Box 750, BROADCASTING.

Wanted to Buy

311/2-78 RPM Professional Recorder with amplifier and two-tube Presto Model Y or equivalent. WCED, Duluth, Minn.

We Desire Fall or Controlling Interest—In local station channel, midwest preferred, must be clean cut, experienced. Please write. Box 771, BROADCASTING.

Radio Station—Local regional. Russell Bennett, Sweetwater, Texas.

For Sale

Portable Playback—60 cy. A.C. 16" 311/2 track recordings; with projector and two-tube Presto Model Y or equivalent. WCED, Duluth, Minn.

For Sale

INTERIOR COAL DISCS APPLAUDED BY NAB

The NAB has given its official thanks to the Interior Dept. for that agency's recognition of radio as an advertising and information medium, in a letter from Lewis H. Avery, director of broadcast advertising, to H. A. Gray, deputy solid foods administrator for war. The letter, which refers to the "Buy Coal Now" transmissions made available to coal dealers for membership on local stations, follows in part:

Let me assure you of the sincere appreciation of broadcasting stations throughout the nation for the material and funds given to the "Buy Coal Now" for the programs and announcements you recently sent to coal merchants, urging them to use radio broadcasting on a broad basis.

Long discriminated against by various government agencies and departments, broadcasting stations have, nevertheless, contributed freely and fully of their facilities to aid the various programs of war information. Your recognition of the medium as a further means of advertising is doubly welcome. We are planning special mailing to all radio stations, again urging them to get behind this campaign.

At the meeting of the Small Market Stations Committee in the Hotel Mayflower in Washington on June 9 and 10, we would like to express the passed unanimously expressing the appreciation of the small market stations (about 400 in number) of your cooperative construction with broadcasting generally. As soon as the minutes of that meeting are available, we will send you a copy of the formal resolution.

MURRAY VERNIK Adv. Agency, Philadelphia, has moved to larger quarters at 1524 Chestnut St. New telephone number is Rittenhouse 2222.
Deferment Plan for Radio Set Up by Hollywood Committee

Manning Replacement Table Utilized in Program Which Selective Service is Expected to Adopt

PROPOSING orderly withdrawal of essential California broadcasting industry personnel for military service, and defining deferment necessary to train replacements, Hollywood Radio Selective Service Committee today is rounding up last-minute manpower reserves from networks, stations and advertising agencies. Following submission of the lists to the War Manpower Commission and State Selective Service, during early July, a directive, it is anticipated, will be issued to local draft boards recommending suggested periods of deferment.

Hollywood committee has reportedly been notified that both government agencies that every consideration will be given to the submitted schedule. Although strictly a California project, it is supposed that other states will follow with similar requests utilizing the Manning Replacement Tables.

Employer organizations in the Southern California area have already received a prepared manual of job classifications which exist within the industry. Each job title is defined, with definition including a minimum and maximum training time for the job. Selective Service deferment period for workers employed in the various positions is also indicated. Deadline for return of the manual is June 30.

Deferment Periods

Job classifications listed for over 125 radio employment positions or station management, agency, radio executive or production assistant agency executive or station package shows, talent agent, chief radio engineer or supervisor, recording engineer, traffic manager, and assistant traffic manager, script writer, chief transcript writer, chief department head, editor or rewrite man, publicist. A special events director, news bureau managing director, program department manager, promotion department manager, production manager, director, music department head, musical clearance department head, manuscript, assistant music director, arranger, copyist and air conditioning superintendant.

For six to 12-month deferment: assistant station manager, station relaxation director, assistant agency executive and assistant producers, agency publicity department head, research writer, assistant rewrite writer, gager writer, assistant managing editor of news bureau, news editor, assistant manager of program department, sound effects technician, chief announcer, assistant musical director, head music librarian, chief transcript writer. Chief photographer, radio publicity department head. In the event there have been recent losses of tenon, carpenter, electrician and painter.

A rating is shown for four-months deferment, as are assistant music librarian and assistant chief photographer. In the three-month deferment class are agency radio publicity department assistant, program clerk, juvenile continuity writer, assistant production manager, assistant producer, announcer, newspaper, personnel director, purchasing agent, sales promotion manager and artist. In the two-month classification are assistant radio agent, announcer, announcer-sound effects technician, transcription operator, contactor, telephone operator, bookkeeper and general department head.

One month deferments are suggested for commercial writer, re-write news editor, editorial assistant, junior radio announcer, supporting actor or bit player, singer, musician, microphone department head, secretary, stenographer, general ledger clerk, payroll clerk, stock clerk, duplicating machine operator, production department operator clerk, telephone operator, receptionist, file clerk, mail clerk, Morgan, public service clerk, assistant sales manager, assistant sales promotion manager, radio sales promotion copy writer, radio publicity department assistant, salesmen, publicists, writers, photographic fashion editor, librarian, sales promotional, stage hands, ushers, maid or chambermaid, and hotel.

Hollywood Radio Selective Service Committee comprises 16 representatives from the networks, Southern California Broadcasters Assn., advertising agencies, talent agencies and Radio Writers Guild and AFRA.

Flag-Draped Beauty

THE CONTEST to determine Cincinnati’s candidate for “Miss America” of 1943 will be sponsored by WCRC, Cincinnati, and will be conducted as a war effort project. Contestants will make their first appearance in connection with the Smokes for Service Folks program July 5 at Crosley Field. The winner, to be selected late in August, will receive a complete war-time wardrobe and will be sent to Atlantic City the week of Sept. 6 to compete for the national title.

CHICAGO, ON WTZ, NOW HAS PROGRAM

CHELSEA CIGARETTES, which have been in the news since last fall as the brand which flooded the soldier market in England, and is now reported practically unobtainable there, will expand this week with a Monday through Friday program on WZJ, New York, titled Chelsea’s Band of the Week. Larus Bros., manufacturer, has limited its radio advertising for Chelsea, Edgeworth Tobacco, and other tobacco products, to one-minute spots Lancz announced up to the present. First five-minute program for the firm, the WZJ show will feature records made by the “band of the week,” and will be heard at 6:40 p.m., starting June 28, Edgeworth Tobacco as well as Chelsea will be advertised. Larus one-minute spots continue in an undetermined number of major markets. Agency is Warwick & Legler, New York.

Plaque for Servicemen

OHIO’S GOVERNOR John W. Bricker dedicated a plaque containing names of 68 former employees of Cincinnati stations WLV, WSQ and WLV, now in military service, during ceremonies in the lobby of Crosley Square. Frederic A. Williams, artist and sculptor, designed the plaque, assisted by station staff artists Rudolph Priho and John Haynes. Taking part in the dedication were James D. House, vice-president of the Crosley Corp.; WLV Announcer John Cornell; former WLV Newscaster Lt. Melvin Maginn, and a color guard from Ft. Thomas, Ky.

Outdoor Figures Octener

A. W. LEHMAN, manager of the Cooperative Analysis of Broadcasting, and technical director of the Advertising Research Foundation, has also been named head of the Traffic Audit Bureau. Offices of the bureau, which have been made by the Department of Commerce and Industry, have been moved from 60 E. 42d St. to 330 W. 42d St., New York. Beginning in August TAB will issue semi-annual circulation figures for outdoor plants operating in cities of 25,000 or more, replacing former audits every three years.

Jergens Expands Line-up on Blue

Adds Musical ‘Depreciation Period’ to Basin St. Show

ANDREW JERGENS Co., Cincinnati, sponsor of the Walter Winchell for Jergens lotion and Chamber Music Society of Lower Basin Street for Woodbury soap in the Sunday evening 9:30 p.m. on the BLUE radio network. Included in the station’s line-up for both programs on July 18, at the same time expanding Basin Street from a quarter-hour to a half-hour series.

The program on Basin Street, now on 117 stations, of which are NBC and 69 BLUE outlets, will be heard for the first time since Jergens placed him on the air Dec. 23. Jergens believes in 58 of exclusive BLUE stations. The increase calls for the full BLUE network of 149 stations available for evening programs, or an addition of 80 BLUE stations to the total.

The same total will carry Basin Street, currently on 120 BLUE stations, when it is expanded from 8:15-9:30 p.m. to 8:15-9:45 p.m. Will Jergens plans to add a “musical depreciation period” during which the vagaries of musicians and composers will be subject to ridicule, also given as “the idea of a group heard on the show when it was” on a sustaining basis. Lenne & Mitchell, New York, is in charge of both Jergens programs.

As a part of the Sunday night shift of programs on the BLUE, Carter Products, New York, on July 15 will shift Jimmy Fisher From Hollywood from his current 9:30-9:45 p.m. spot to the following quarter-hour. He will continue to be heard on 77 stations on behalf of Arrid. Agency is Small & Seiffer, New York.

James McDonald Named Blue Post-War Advisor

JAMES G. Mc Donald, BLUE correspondent, and journalist, has been named advisor to the BLUE on post-war relations, it was announced exclusively by Mark Woods, president. From 1919 to 1933 Mr. McDonald was chief of the Foreign Correspondence Ass’n, and for the following three years served as League of Nations High Commissioner for Refugees from Germany. He joined the New York Times in 1936 and until 1938 served as editorial writer on foreign affairs for the paper.

In announcing the appointment, Mr. Woods said: “We are cognizant of the fact that broadcasting, like all other forms of human endeavor, business and social, is now devoted exclusively to the winning of the war. But at the same time, we cannot afford to ignore the necessity for planning for the years immediately following the war. Those years will face us with staggering problems of readjustment and assimilation. Chaos may result if we wait until the problems confront us before we consider a solution.”
NAB Is Honored by U. S. Flag Assn.

‘Cross of Honor’ Given For Work in Bond Sale Drive

AWARD of the Cross of Honor of the United States Flag Association to the NAB, in recognition of “distinguished service” in connection with the observance of Flag Week during which 100 million dollars worth of war bonds were sold, is scheduled today (June 28) in Washington. Neville Miller, NAB president, was to receive the award from Walter D. Fuller, president, Curtis Publishing Co., and executive chairman of the association.

10,000 Plugs

A similar award was to be made to the nation’s newspapers for their contribution to the campaign, conducted under joint sponsorship of the Flag Association and the Treasury. The campaign was held during the week June 8-14. Analysis showed 535 stations made a total of more than 10,000 Flag Week announcements. In addition, special programs were broadcast, many of them over the networks.

The citation to accompany the award to the radio stations reads:

In recognition of distinguished service by this agency, in furtherance of the educational effort, in cooperation with the radio stations and other media, in the campaign, including the installation of standards and conduct of the public welfare program for the purpose of promoting and maintaining the public interest, the public service, and the public convenience and necessity, the National Association of Broadcasters, through its chairman, presents this certificate of appreciation to the members of the National Association of Broadcasters for their cooperation, cooperation and cooperation.

KIEV Sale Hearing

THE FCC has designated for hearing the application, filed last month, of Marshall S. Neal, individually and as trustee of all the stockholders, to transfer control of the Western Union Telegraph Co., licensee of WKKW, Pasadena, California, to the National Broadcasting Co., of Glendale, California, owner of the National Union of Broadcasters, Inc., and owner of the National Union of Broadcasters, Inc.

Mr. Neal, a Pasadena merchant, when WKKW was authorized in 1941, has been its general manager and president. Mr. Neal would pay $1 per share for all common stock, 5,556.67 shares. The station’s operating license would be extended from 1,000 to 2,000 kilocycles.

GARNET GARRISON, formerly director of the radio division of Wayne Clark Mines, was named assistant production manager of NBC’s Great Western Air of dramatic programs. N. Ray Kelly, NBC eastern division production manager, announced the appointment of the production staff of Jack E. Hill, former production director at NBC’s Chicago headquarters.

INTERESTED IN THE CAROLINAS?

INVESTIGATE WSPA AT SPARTANBURG

5000-1000 WATTS • CBS

REPRESENTED BY HOLLINGBERG

COS

The Greatest Selling POWER

in the South’s Greatest City

CBS Affiliate

Not! Rep. - The Katz Agency Inc.

PORTLAND, OREGON

‘KEY TO THE GREAT WEST’

5000 Watts — 620 Kilocycles

NBC RED NETWORK

Represented National by EDWARD PETRY & CO., INC.

THE Northwest’s Best Broadcasting Bu

WTCH BLUE NETWORK

MINNEAPOLIS • ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. • Not! Rep.

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DECISIONS

JUNE 21

WIXT, Washington, D. C.—Mod. CP to 750 kw. on date for experimental television station.

WCKJ, New York—License cover for CP on June 29.

WMAO, Akron—Mod. CP to 25 kw. on date for experimental television station.

WDRB, Louisville—For transmitters.

WRC, Washington—For transmitter.

WJZ, New York—Mod. CP to 15 kw. on date for experimental television station.

WHEC, Rochester—License cover for CP.

WBCA, Chicago—For transmitter.

CBS STAFF CHANGES

CBS ENGINEERING department changes include departure of studio technicians and Barney Zweig, technician, who has moved to the wave studio. Former staff technician of the Columbia Island transmitter of WABC, CBS outlet in New York, Dr. Don Jones, is now assistant supervisor of the network's maintenance department, while his position is filled by the engineer formerly on the maintenance staff, who is doing mechanical engineering in the construction and building operations department. Ralph Novick and Harry L. Side have joined the maintenance training staff.

KXOK Names Blair

APPOINTMENT of John Blair & Co. as national representatives has been announced by KXOK, St. Louis, effective June 25.

AL PRATT, former with transmitter staff of WRUF, Boston, is to join WERC, Erie, as assistant chief engineer.

CHARLES W. ROBINSON, master control engineer of WCAU, Philadelphia, has been transferred to a lieutenant in the Navy, Aviation Volunteer Special, and reports to a mid-Atlantic station.

HAROLI W. POWELL, formerly with Reeves Disc Recordings Inc., Hollywood, and KPHO, Riverdale, Calif., has joined BLUE Television an temporary replacement for Ralph Priest, on leave.

ALBERT H. CARR has been appointed chief engineer of Radio & Electric Co., Long Island City, N. Y. Mr. Carr was chief engineer with WElept, Hartford, prior to joining the Radio organization.

JAY TAPI, former chief engine of ROKU, Los Angeles, Calif., and now in Government service, is the father of a girl born June 17.

MARTY FINKEL, from the Signal Corps Ground Signal Service at Ft. Monmouth, N. J., has joined the control staff.

WIXT, FM, untrusted, has an all-girl staff comprised of Mary Lou Kates, Gladys Tompkins, and Olivia Merrill.

EWELL CHILDS, control engineer of WCHL, Philadelphia, has resigned.

ALLEN B. DU MONT LABORATORIES, Passaic, N. J., has issued a reference manual on Du Mont cathode ray tubes and instruments, about 100 loose-leaf pages bound in a leather cover.

Tentative Calendar

WHDH, Boston—St. WI—AKRON—CP to 550 kw. 5 kw. unlimited, DA-10, for Woodbury station.

WBCA, Chicago—For transmitter.

C. A. E., Paris—Mod. CP for 750 kw. unlimited, DA-10, for Woodbury station.

WRJ, Kansas City—For transmitter.

WOXY, Youngstown—License cover for CP.

WIBU, New York—For transmitter.

WOR, Newark—License cover for CP.

KOMA, Pasadena—License cover for CP.

KDKA, Pittsburgh—License cover for CP.

KFNK, New York—License cover for CP.

KMEJ, Midland, Tex.—License cover for CP.

How To Lick The Engineering Personnel Problem!

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

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

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

...then CREI extension courses in Practical Radio Engineering will enable you to train your staff on the job. CREI will train them to acquire the necessary knowledge and ability. Face conditions now—get ready and start training non-draftable men and women for replacements.

WRITE FOR COMPLETE INFORMATION TODAY

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

E. H. Guilford,
CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-3, 3224 16th Street, N. W., Washington, D. C.
We Couldn't Get Along Without It!

Not as far-fetched as you would imagine! Radio today is as vital to the farm as the plow itself, the link between a world at war and American farms such as that of Kansan and Aunt Polly. In the "Heart of America" KMBC is the only station with a complete farm service — with a full-time specialist in farm problems, Phil Evans. Thus is programmed KMBC's facilities for service to the 49% potential rural audience of this area — as well as to the 51% urban.

It was therefore only logical that Kansas City livestock interests should again grant to KMBC, for the fifth consecutive year, the exclusive rights to broadcast official market reports direct from the livestock exchange with Bob Riley, KMBC's full-time professional marketeaster. Another reason for KMBC having 350% more farm listeners than the nearest competing station — as many listeners as all others named — a total of twenty-five stations! Free & Peters has the story!

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
--- BUT WHAT'S UNDER THE HOOD?

If you buy radio merely for appearance, you ought to buy the stations with the biggest, most colorful coverage maps.

If, however, you buy radio to go places and do things, it's a good idea to determine how much selling power is under the hood.

The only way to measure a station's selling power is to measure its audience, not the ground it covers.

WKY's selling power exceeds by far that of any other Oklahoma City station with 46.3% of Oklahoma City's entire morning audience, 55.1% of the afternoon audience, and 59.2% of the evening audience (Winter-Spring Hooperatings).

No other Oklahoma City station exceeds WKY's ability to cover ground in Oklahoma either. On its 930 kc. frequency, WKY covers a major portion of the state, and, with plenty of selling power under the hood, takes radio advertising more places, to more people, and makes it do things better than any other Oklahoma City station possibly can.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.