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

Facts Sought on Retailer Broadcasts

Will Be Basis For NAB Retail Promotion

A NATIONWIDE picture of radio-stations will be developed by the second portion of the questionnaire—a let-your-hair-down list of suggested topics. Stations are asked to tell the whole story about their most important retail account, including amount of time used, how long on the air, reasons for any increase in time bought and result.

Byrnes Heads U.S. Super-Cabinet

Complete Control Over Home Economy Now In Committee

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

The new super home front office is designed “to streamline our activities, avoid duplication and overlapping, eliminate interdepartmental friction, make decisions with dispatch and keep our military machine and our essential civilian economy running in team and at

Phone Companies Continuing Drive

Schedules of Announcements On Toll Calls Similar to 1942

FOR THE SECOND YEAR, local companies of the American Telephone and Telegraph Co., New York, are conducting state campaigns to urge limited use of long distance calls and other measures to conserve telephone services for wartime needs. Drive, which started in April, is similar to that of last year, when associated companies of AT&T used a total of some 600 stations for this purpose.

While over-all figures on the national total of stations and announcements involved in the current campaign has not yet been disclosed by AT&T, details available show...
When You Want
INTENSIVE COVERAGE
of America's 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)

*A Market LARGER Than These 14 Cities Combined

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

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

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

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

SMART BUYERS
USE
WAAT

BROADCASTING • Broadcast Advertising

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

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

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

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

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

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

And Bill Sherman.

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

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

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

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

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

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

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

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

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

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

CHICAGO . . . NEW YORK . . . HOLLYWOOD

FREE & PETERS, INC., Exclusive National Representatives

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louis E. Wade, Inc.
American Chicle Co. (Black Jack Gum)
Badger and Browning & Hersey, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann Erickson, Inc.

Bismarck Hotel
Smith, Benson & McClure, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.

Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cumyngham, Inc.
Chick Bed Company (Chick Bed Litter)
'The W. D. Lyon Co.

Colgate-Palmolive Peet Company
(Vel, Palmolive)

Ward Wheelock Co.

Delaware, Lackawanna & Western Coal Co.

Ruthrauff & Ryan, Inc.

Walt Disney Productions

Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.

Christian Feigenspan Brewing Company
(Feigenspan and Dobler P. O. N.

Beers and Ales)

Feltman-Curme Shoes
Russell C. Carter Advertising Co.

Forum Cafeterias of America

R. J. Pros-Calkin & Holden, Inc.

Griesedieck-Western Brewery Co.

(Maxson, Inc.

Grocery Store Products Sales Co., Inc.

(Fould's Macaroni Products)

Campbell & and Co., Inc.

Ch. Hansen Laboratory, Inc.

(Junket Quick Fudge Mix)

Michel Paun Advertising Company

Andrew Jergens Co.

(Woodbury's Products)

Lennon & Mitchell, Inc.

Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.

National Broadcasting Company

Naval Aviation Selection Board

Navy Seabees (U. S. Navy, Construction Battalions)

Office of Civilian Defense (Region Six)

Pabst Sales Company (Pabst Beer)

Warrick & Legler, Inc.

Pan American Coffee Bureau
Buchanan & Co., Inc.

Purity Bakers Service Corp.
(Taystee Bread, Gremnan Cakes)

Radio Station KOMA, Oklahoma City

Alvino Ray and his Orchestra (in all broadcasts)

Shell Oil Company, Inc.

J. Walter Thompson Co.

U. S. Treasury Dept.

Universal Pictures Company, Inc.

("Larceny With Music")

Warner Brothers Pictures, Inc.

(Thank Your Lucky Stars)

Valle-Ryan, Inc. (Nesbitt's California Orange Drink)
FCC Refuses to Postpone Network Rules

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

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

Despite complexities which have developed since the Supreme Court on May 15 sustained the FCC's claim to broad authority to regulate business aspects of broadcasting, and went far beyond, the Commission concluded that no further postponement of the effective date should be sanctioned. Several minor amendments to the regulations were authorized, but proposals hinging to death with fundamental changes were swept aside at the special meeting.

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

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

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

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

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

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

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

1. Amended Rule 3.103 to allow stations and networks a six-month period prior to commencement of the mandatory two-year affiliation contracts in which to enter such a contract, understanding or arrangement, in lieu of the 120-day period originally specified.

2. Denied requests that option time be called on less than 56 days notice. [Suggestions had been made that the 28-day call now prevail in some or intermediate period specified.]

3. Ruled that option time segments will be based on local time rather than Eastern Time across the country. [CBS had sought a ruling in favor of EWT to prevent confusion because of the time zone differentials.]

4. Refused to distinguish between national and regional networks. [Yankee Network, through John Shepard 3d, had sought allocation of one hour per segment exclusively for regional networks over and above national network time, which was refused.]

5. Extended the application of Rule 3.106 dealing with network ownership of stations to apply to regional networks. The final draft of the regulations of Oct. 11, 1941, specified that this rule would apply to the national networks in order to permit the orderly disposition of properties.

MBS Altering Its Contracts To Conform to FCC Net Rules

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

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

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

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

Letter follows in full text:

"Your affiliation contract with the Mutual Broadcasting System is hereby modified so as to eliminate any and all provisions conflicting with regulations 3.101 to 3.105 both inclusive of the Federal Commission.

(Continued on page 44)
Facts Sought on Retailer Broadcasts

Will Be Basis For NAB Retail Promotion

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

While the Retail Promotion Com 
mmittee, headed by Paul W. Morency, 
WTIC, Hartford, goes ahead with 
its plans for the questionnaire, 
questionnaires will be analyzed by 
Sheldon R. Coons, New York busi 
ness counsel retained by NAB as 
special consultant for the promo 
tion plan.

First Complete Study

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

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

The statistical portion of the 
questionnaire, which merchants in 
cooperation with the Harvard Uni 
versity Business School in its 
study of retail radio advertising 
[BROADCASTING, May 15], will be 
material to be submitted to Profes 
sor C. H. Sandage, visiting profes 
sor of business research, Harvard, 
and will also be used by Mr. Coons 
in his preparation of a retailing 
presentation.

Statistical questions will seek in 
formation on the number of ad 
vertisers who used radio in May, 
1943 with breakdowns covering 
local, spot and agency servicing 
along with number of all advertis 
ers. Relative importance of local 
time and talent sales are covered, 
with percentage of local revenue 
received from special announce 
ments (including programs spon 
sored by local advertisers).

Hair Down Queries

One question seeks percentage 
of the questionnaire and inform 
swers classified by various types of 
programs. Another covers religious 
broadcasts. Information on rates is 
sought in a simplified series of 
questions. The statistical question 
aire asks 1942 total income from 
local time sales. High hopes are held for the 
expected answers to questions in the 
second portion of the questionnaire 
—a let-your-hair-down list of sug 
gested topics. Stations are asked to 
tell the whole story about their 
most significant recent purchases or 
chanses in time used, how long 
on the air, reasons for any in 
crease in time bought and result 
of radio advertising.

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

The negative side is also sought 
in detailed reasons for failures.

Stories are sought on cases where 
broadcast has enlarged the trade 
area or opened up an entire new 
class of trade for the retailer.

Controversial questions such as 
best time of day and types of mer 
chandise successful sold are in 
cluded. A possible technique of salesmen in their ex 
terface in selling radio to 
retailers.

Best talking points are to be 
re 

seconded by members of the Committee. Merchandising 
ights, use of agencies, coopera 
tion with stories and methods of 
deciding how radio is to be used 
are among other topics.

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

Committee Members

Members of the Committee in 
retailing the promotion plan are: 
Paul W. Morency, WTIC, 
Chairman; Robert E. Bausman, 
WISH; Gene L. Cagle, KFJP; Wil 
liam Crawford, WOR; Dietrich 
Dirks, KTRI; John Esau, KTUL; 
Kenneth R. Hull, KDKA; 
W. CLEC; Arthur Hull Hayes, 
WABC; Walter Johnson, WTIC; 
C. L. McCarthy, KQW; John M. 
Outler Jr., WSJ.

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

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

Members of the Advisory Com 
mmittee, no plan for the 
study of the elements of a success 
ful radio program are: Harold L. 
Fair, WHO, Chairman; William J. 
Rock Granted Leave

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

Leal Grain Program

LEAF CHEWING GUM, Chicago, 
has started its first radio cam 
paign in Chicago with a 100 to 
minute program on WCLF and 
million seconds on WMAQ, WENR 
and WJJD. Agency is Bozell & 
Jacob, Chicago; Nathan E. Jacobs, 
account executive.

Staff Changes at 'Broadcasting'

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

Mr. Goldman reported to Port Meade, Md., induction center May 
31. He has been business manager for the last three years, having 
joined BROADCASTING in 1939 in the business office. Prior to that he 
was sales promotion manager of WLS Chicago, and joined BROADCASTING in 1936, serving in Washington in both 
editorial and advertising capacities before taking over the New York 
assignment a year later. Three years ago he was made advertising 
manager, became: Mr. Goldman has, 

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

Rem-Rel Placing

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

Soup Test

BARKER FOOD Co., Los Angeles 
(dehydrated soup), new to radio, in 
a two-week Southern California 
campaign, with agency placed 
May 25. It used a series of daily spot 
announcements on KFI and KECA. 
Agency is Erwin Wasey & Co., 
Los Angeles.

WDP, Panama City, Fla., was last 
week granted permission by the FCC 
to increase night power from 100 to 
310 watts.
Department Stores Can Make Radio Pay

Concentrated Promotion of Items Key to Profitable Selling

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

May 31, 1943 • Page 11

BROADCASTING • Broadcast Advertising

SEVERAL YEARS ago the writer spent a good part of a year analyzing the broadcast advertising activities of some 92 department stores across the country. It was apparent from the results reported that they were not using radio successfully or intelligently in most cases, and that radio was obviously not doing the right kind of a selling job for the department stores. This paper will attempt to show that radio can do a resultful job for the stores if handled properly.

The entire radio-department store relationship cannot be analyzed in so short an article, but certain obstacles can be analyzed, obstacles that make it difficult for the average department store and radio to walk the flowery path together.

Radio Can Pay

Let me make my stand clear at the outset by saying unequivocally that I believe radio can be used successfully by department stores, and that radio will and should have a considerably more important place in the department store advertising budget.

But let me say unequivocally, too, that for all the research and study I have seen, I have never found a department store doing a truly important, resultful job on radio to do as evidenced by sales returns relative to total sales, or by expenditures relative to total publicity outlay.

There are isolated cases, but I think if the broadcast advertising activities of these stores are analyzed, it will be found that they are relatively unimportant compared to the publicly advertised store. The figures still show that newspapers take some 3½% of the typical store’s sales, and radio about 0.7%. The fact is that few department stores really check carefully the results of radio publicity and that few stores use radio for other than supplemental advertising.

Now, faced as radio is in this field by a rather bleak picture, it must decide once and for all if it wants its share of the department store’s advertising dollar—some 75 to 100 million dollars, normally operated between sixty and eighty departments. Of these departments it is notable that the largest does no more than 5% or less of the store’s total business, and the smallest 5% or 3% of the total business.

Thus, although the store itself does some seven million dollars in volume and spends some three hundred to four hundred thousand dollars a year on publicity, the largest single department or selling entity, does something less than $300,000 worth of business, with a total publiclicity expenditure of about $17,000 (only about two-thirds of which is available for media purchases). The smallest department does only $14,000 in sales over the year and devotes only some $700 for its publicity.

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

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

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

Appeal Concentrated

Just as in the national field the American Tobacco Co. attempts to sell and advertise Luckies, not the American Tobacco Co.; and General Foods sells and advertises Jello, not General Foods, so in the local field Blank’s Department Store must sell and advertise its $1.50 shirt or some other item and not (other than

(Continued on page 44)
Byrnes Heads U.S. Super-Cabinet

Complete Control Over Home Economy Now
In Committee

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

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

Effect of Order

Conceivably the board can take a hand in matters affecting the FCC,券, Social Security Board, SNCC and several other agencies, though they should Commission matters relating to the war effort come before it.

The order specifies, for instance, that the office is empowered "to issue such directions as policy and operations to the Federal agencies and departments as may be necessary to carry out the programs developed, the policies established and the activities directed under this order." These agencies are required to execute OWM directives.

Heads of Federal agencies may be requested to participate in deliberations of the OWM when matters affecting them are under consideration. They are required to supply necessary data requested.

A practical broadcaster, Walter J. Brown, vice-president of WSPA and WORD, Spartanburg, S. C., is an assistant to Justice Byrnes. It is understood he will remain with him in the move to OWM. Mr. Brown assumed his duties April 1 on leave from his broadcast post.

Judge Fred M. Vinson, of Kentucky, appointed to the Circuit Court of Appeals, was named to succeed Judge Byrnes as director of the Office of Economic Stabilization. Judge Vinson was a number of Congress 14 years, eight years of that period on the House Ways & Means Committee, where he was considered an expert on taxation.

Members of the OWM beside Judge Byrnes are Secretary of War Stimson, Secretary of the Navy Knox, Chairman Harry Hopkins of the Munitions Assignment Board, WBP Chairman Nelson and Judge Vinson. Size of the board was kept small, according to President Roosevelt, "so that it can function most effectively."

Scope of the OWM activity includes direction of policy and unification of the work of war agencies concerned with production, procurement, transportation and distribution of military and civilian supplies, materials and products. It is assumed that many WPB problems will come under OWM's scrutiny, but impact of this authority over present WPB methods and policies cannot yet be determined.

Not Included

Apparently outside the grand board of strategy for the home front were Paul V. McNutt, chairman of the War Manpower Commission; Elmer Davis, director of the OWI; Prentiss M. Brown, OPA chief, as well as Harold L. Ickes, solid fuels and petroleum coordinator, and William Jeffers, in charge of the rubber program.

Appointment of the super-agency for the home front followed movements in Congress to reorganize government agencies in a variety of ways, ranging from the establishment of a separate agency to protect civilians, to appointment of a single "czar."

First reaction among capital observers was that the new organization would not likely interfere with the operation of present agencies with which it ran the risk of clashing.

"In all likelihood, all these organizations, including the embattled OPA, will continue, with OWM serving as official policy maker to hand down their operating orders."

At a news conference, Judge Byrnes said OWM will have nothing to do with specific controversies involving, for example, prices fixed by OPA since such matters would come before the Director of Economic Stabilization. Justice Byrnes was scheduled to deliver "an important radio speech" from his Spartanburg home May 31 at 7 p.m. The BLUE network arranged to broadcast the speech.

Fair Employment Order

Is Issued by President

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

The President's order directs the Committee on Fair Employment to credit, thereby, to recommend to the chairman of the War Manpower Commission steps to bring about full utilization and training of manpower without discrimination.

The committee is headed by Msgr. Francis J. Haas, dean of the School of Social Science, Catholic U.

LT. KNODE ON FURLough

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

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

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

Tom twice was offered desk jobs because of his radio news experience, one in the Radio Branch of the War Dept. Bureau of Public Relations and another on Gen. MacArthur's public relations staff. He turned them both down. "I'm a soldier and I want to fight this war on the battlefield, not at a desk," he declared.

After a month at home, Lt. Knode will report back to the Percy Jones General Hospital. Future plans depend on the condition of his ankle bone in which the strep infection is now active.

Phone Companies Continuing Drive

Schedules of Announcements On Toll Calls Similar to 1942

FOR THE SECOND YEAR, local companies of the American Telephone and Telegraph Co., New York, are conducting state campaigns to urge limited use of long distance calls and other measures to conserve telephone services for wartime needs. Drive, which began April 1, is similar to that of last year when associated companies of AT&T used a total of some 600 stations for this purpose [BROADCASTING, July 29, Aug. 10].

While focusing on the national total of stations and announcements involved in the current campaign has not yet been disclosed by AT&T, details available on several state drives indicate that schedules are running on a scale similar to that of 1942.

Other Campaigns

In addition to the New York Telephone Company's 13-week campaign of radio and newspaper public service announcements [BROADCASTING, May 17], Southern New England Telephone Co., New Haven, through the same agency BBDO, is using transcription announcements on all outlets in the area.

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

Nathan L. Nathanson

NATHAN L. NATHANSON, 57, vice-chairman of the Board of Gov-
erors of the Canadian Broadcasting Corp., died in Toronto May 27. Mr. Nathanson was prominent in the entertainment field in his home country with the former Canadian Broadcasting Corp. in 1941, serving as president of the state station of General Theatres Investment Co. He was formerly president of Famous Plaieres Canadian Ltd., serving as managing director until 1929, and returning as president in 1933. He leaves a widow, two daughters and a son.

Dietaid Debuts

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

WNBH Joins Blue

WNBH, New Bedford, joins basic Blue, becoming the 151st of the General of BLUE affiliates to 155. Owned by E. Anthony & Sons, Inc., the station operates with 250 watts on 1350 kc. Evening network hour rate is $86.
Sometimes leadership is taken too much for granted

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

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

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

A Clear Channel Station

CHICAGO

50,000 WATTS

720 KILOCYCLES

MUTUAL

BROADCASTING SYSTEM

CHICAGO, ILLINOIS

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.  

PAUL H. RAYMER CO., Los Angeles, Cal.; San Francisco, Cal.
Stauffer Explains 'Uncle Sam' Action
25 Protests Received, Latest From West Virginia Network

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

Answering a protest from John J. Leaux, manager of the Huntington, O. [Broadcasting, May 24], Mr. Stauffer said less than one quarter of the stations carrying Uncle Sam had it sponsored. He said the remainder were unable to give it their best available time.

Minority Benefited

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

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

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

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

Noting that Uncle Sam was sponsored on the network by a firm that had never before used radio, Mr. Chernoff enclosed brochures illustrating his organization's efforts to build an audience for the series. "I must confess that I was one of the first to sign up for the Uncle Sam show," he wrote. "But I think its interest has been stepped up." Pointing out that the revenue from Uncle Sam supplanted some lost since Pearl Harbor, he concluded: "I am convinced that to remedy the situation, which means the loss of four contracts, will be appreciated."

HISTORIC FIRST sponsored broadcast by N. Y. Philharmonic Symphony was anticipated at a party attended by representatives of the program sponsor, U. S. Rubber Co., and CBS network carrying concerts. (L to r): Ella Devine, sales promotion; Thomas H. Young, director of advertising, and Eric Burkman secretary, U. S. Rubber; and Carl Van Doren, historian, who presides over "Our American Scriptures," intermission spot.

OWI to Terminate Subsidy For Alaskan, Other Outlets

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

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

New Plans Studied

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

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

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

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

Budget Worries

Under the arrangement, programs of the four major networks were relayed by shortwave and transcription to the stations. Outlets involved are: KFAR, Fairbanks, KINY, Juneau, KTKN, Ketchikan, KFQD, Anchorage, in Alaska; KTOH, Lihue, KFAR, KACT and KFAR will also be relayed to Puerto Rico and KPTO, Honolulu.

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

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

COAL DISC DRIVE MAY BE EXTENDED

RESPONSE to the Interior Dept.'s offer for a demonstration of the size and scope of sponsorship of the "Order Coal Now" campaign [Broadcasting, May 16] has been so good that an increase of the original order for 300 pressings of the series by another 100 is being considered.

A number have wired and written to Interior's Radio Section asking that transcriptions be sent to local coal dealers. Some said they had contacted dealers personally about the discs. Others asked that the transcribed series of spot announcements and brief music programs be sent directly to them, rather than to dealers in the locality, since their commercial managers had already arranged for sponsorship by coal retailers.

Latin Broadcasts On Network Basis
CIAA Sends Same Program South on Several Beams

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

Under the new schedule American shortwave transmitters will be linked with a better average coverage as follows: WCDA and WRUL will broadcast in Spanish beamed at Mexico and the West Indies; WRUS and WRUL in Spanish beamed at Central America; and WNRE, WBOG and WGEA in Spanish to South America. Portuguese programs will be beamed to Brazil from WCWX, DRCA and WGEA.

Better Coverage

On the West Coast, KWID, KGEI and the newly completed KWID will also broadcast in English to the countries to the south of the United States, with KGEI, which has been supplying programs to KWID for simultaneous broadcast, now serving as the program source for all three stations.

Plan, which will cause some re-duction in the total number of individual programs beamed to Latin America but which CIAA expects to result in better coverage for all of its programs, is an extension of previous cooperation between the stations. The new plan, with WRMB and WCBX and WRCA broadcast the same programs under alternate origination with so much success that the idea has been extended to that entire United States shortwave setup, the CIAA explained.

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BROADCASTING • Broadcast Advertising
GREAT INDUSTRIAL CENTER

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

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

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

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

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

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

Number Two of a Series

For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.
REVAMPS ON OPA Demanded At Probe on Grade Labeling

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

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

With hearings scheduled to continue into this week, much of last week's testimony was devoted to OPA ordeals of women's hosiery. At the conclusion of a session Thursday, Rep. Boren (D-Okla.), chairman of the investigating committee, convened a Steering Committee resolution asking the President for an internal reorganization of OPA.

Dr. Galbraith Attacked

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

While OPA officials were getting a raking over the bony during the former committee, rumors were current last week that OPA itself was about to crack at the seams. At a special news conference Thursday, Rep. Boren denied his organization was breaking up, although he admitted that "the cost of living has gotten away from us." A sharp fight within OPA between Dr. Galbraith and Lou R. Maxon, Detroit advertising executive serving as a dollar-a-year information chief over OPA policy, came to the fore with both threatening to leave unless the other was dismissed. Mr. Brown said Thursday the fight would be such to retain, but he admitted that the two could not be reconciled.

Mr. Maxon had chafed at policies of OPA economists, and demanded control of policy personnel. Galbraith said that Maxon's proposals would ruin price control and result in inflation. The fight before the Boren Committee last week was entirely against Dr. Galbraith and his staff. Clarke W. Tobin, vice-president of the Procter & Gamble Co., called a certain faction within OPA which framed regulations "is striking at free-dom of the press through an attempt to destroy brand names."

His position was echoed by Rep. Halleck, sponsor of the investigation, and a member of the committee. Rep. Halleck contended that brand names and the need for advertising them are gone, the support of our free press will be withering. He indicated that the philosophy behind many of the OPA regulations is actually a concealed attempt to hamper the activity of the press and radio.

"Paying The Penalty"

Witnesses repeated their suspicions that the grades are designed to abolish present free competitive merchandising methods rather than control prices.

The Committee did not reach grade labeling of foods until the week. Rep. Holifield (D-Cal.) said Friday that grade labeling was destroyed "by the force of a powerful canner's lobby" and that the public is now paying the penalty for the dilatory proceedings of Congress for failing to act on the matter.

Grade labeling was also championed by Mrs. Reugge, engineer for the NAB, when she told a news conference there is nothing quite so valuable to the housewife as to put the exact truth on a label.

ASCAP Demand Violates Consent Pact, Says NAB; Will Name Music Committee

REFUTING the claim of ASCAP that stations holding "per-program" licenses for use of ASCAP music were Compelled to violate terms of the March 4, 1941 consent decree by the formation of a program committee, NAB last Friday notified its membership that both the requirements of the ASCAP consent decree and the provisions of the per-program contracts preclude such a demand.

In a bulletin to members who have per-program commercial licenses, NAB gave its interpretation of the clauses asserted in ASCAP's letter of May 18 to local station program commercial licensees [Broadcasting, May 24]. Stations were advised that if ASCAP attempts to "press against any station the claims made in its letter of May 18 with respect to a program announced to be in per-program contracts, the NAB should like to be advised of such attempt."

Committee to Be Named

NAB announced it would soon appoint a music committee, made up of broadcasters, which will meet periodically for general consideration of all problems in the music field. This committee, the bulletin stated, will "sit down with ASCAP and thrash out interpretation of the ASCAP contracts."

OWI PLANNING BIG WOMAN DRIVE

FIRST steps in a Government drive to recruit millions of women for the OWI have been taken this week, as stations broadcast spot announcements now being distributed to recruit girls for college, OPA, and engineering courses being given by the War Manpower Commission at colleges in labor short areas.

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

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

Radio's assignment at present, OWI says, is to get girls with high school educations to enroll in the OWI and train them as editors, account executives, etc., who will work as scientists and technicians in war plants. The July cover story of Women's Work Guide is expected publication for women's program directors will be devoted to information on this campaign. The guide will go out beginning June 15.

Meanwhile spot announcements will be broadcast June 11, and again the following week. Training course recruiting will continue through OWI recruitment plan, spot announcements, and the feature plan.

L-76 Tightened

AMENDMENT to Limitation Order L-76, restricting manufacture of radio tubes, was adopted in the week to prevent another breakdown of that order as a result of provisions of the recently adopted L-87. New amendment limits production of certain types, or bearing a rating of AA-1 instead of the previous A-1-A. Order L-87 permitted manufacturers to sell tubes to Waycross, OPA, and other agents, thus opening the way for production of tube types banned by L-76 in its previous form.

Exchanges of correspondence between ASCAP officials, broadcasters, and the NAB were recited to buttress this contention. ASCAP's claim in its May 18 letter that the provision of the L-76, which covers only such announcements as time signals, weather reports and similar announcements, was characterized by the NAB as one that is not in accord with the consent decree. NAB held that a "spot announcement which precedes or follows a sustaining program which uses ASCAP music... or any sustaining programs into commercial programs, nor is ASCAP entitled to any percentage of the revenue derived from the sale of such spot announcements unless the announcements use ASCAP music."
NOW YOU CAN GET TUBES!

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

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

FREELAND & OLSCHNER REBUILT TUBES

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

Suggests Counterpart of Army-Navy E For Service
In Disseminating Vital War Information

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

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

Standards of Selection

"I believe the most objective standard would be one based on both quantitative and qualitative measurements," he said. "The first consideration, of course, would be the amount of radio time devoted by the advertiser to war messages and the amount of space used by him in newspaper, magazine, etc. The second consideration would be the quality of the war messages, as determined by the OWI monitor reports for all media similar to those now used by the OWI in checking broadcast messages alone."

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

Mr. McClintock praised the Advertising Council for its work in coordinating the facilities of the advertising industry and the advertising media with the needs of the Government, particularly in its setting up of the radio allocation plan, which has resulted in the orderly scheduling of millions of government messages, when and where they were most needed. Today the OWI, the advertising fraternity and the broadcast industry are a "smoothly integrated machine," he stated. "This triple-play combination has put into action the resources of the network clients, 58 national spot advertisers, every radio station and network in the country. It has made possible 362,000,000 aggregate listener impressions in a week in behalf of the war effort."

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

Radio Victories

As other examples of radio's effectiveness in spreading the Government's war messages to the public, Mr. McClintock cited the radio campaign for sugar rationing, which helped secure registration of 91% of the Nation's population; the "Don't travel at Christmas" series which narrowly averted a serious transportation crisis; the broadcast plea for student nurses to which 17,514 applicants responded and similar radio recruiting drives for branches of the armed forces which stopped enlistments up 40% and in the case of the Signal Corps by "a staggering 80%".

"But the job is by no means finished," he declared. "We still have a war to win and it will take more advertisers, more effective enlistment drives in all media, to help win this war."

No Gas? Try Air

PLEASURE-driving ban by OPA doesn't keep citizens of Elmiria, N. Y., from the current home series of baseball games at the local stadium. The Elmiria Ball Club bought time on radio to broadcast the games, and urged listeners who couldn't hike or bike to the ball park to stay home and listen to the game on the air, and to send in the price of admission to a local community center. Station manager Dale Taylor and the ball club management, response was enthusiastic.

SUN SHIPBUILDING STARTS RADIO USE

The first contract for radio sponsored by the Sun Shipbuilding and Drydock Co., Chester, Pa., was signed on May 25 by John G. Pew Jr., vice-president, placing direct with Benedict Gimbel Jr., president of Memorial Hospital Philadelphia. It marks the first use of radio for the shipbuilding company, although the Sun Oil Co. of Chester, also headed by Mr. Pew, has used it in a heavy broadcast program of the network. The shipbuilding company's program will start on May 31, weekly for 15 weeks, and be Donuts, a quiz show with Howard and Jones of the station's staff as m.c., will be used, originating from the stage of the auditorium at the Naval Hospital in Philadelphia. Commercial copy will be institutions and the programs will be dedicated to the wounded mariners as a tribute from those who build their ships.

Gimbel Sponsors

GIMBEL BROTHERS, Philadelphia, (department store), is sponsoring a new series of Swing In Style programs on WIP, Philadelphia, in the interests of the Junior Miss Ship. Scheduled Tuesday, Thursday, and Friday, from 10:10 to 10:30 p.m., the program is a recollection program produced by Bill Manns, staff director. Placed direct, the program will continue indefinitely.

G-E Buys Roundup

GENERAL ELECTRIC Co., Schenectady, which announced earlier this week that it plans to discontinue its institutional news series on CBS with Frazier Hunt, has taken over CBS' The World Today program, which the network has presented for several years. Effective today, G-E sponsors the series Monday through Saturday on the full network, 6:45-6:55 p.m., in the interests of the electrical appliance manufacturing and television department. Doug Edwards is news reporter on the program, which features pick-ups from CBS correspondents all over the world. G-E agency is Maxon Inc., New York.
RETAIL advertising has always been an acknowledged barometer of the effectiveness of a medium. Its appeal is direct . . . and in order to be successful, the response must likewise be direct. No buyer ever met his figures with intangibles. So, when Jordan Marsh Company, New England’s largest store, selects WORL as one of its advertising media, and stays with it consistently, you can put it down in your little black book that this station is reaching the right people in sufficient numbers to make it pay. For a low cost station, WORL occupies a surprisingly important position in Boston. Jordan Marsh knows it . . . so do scores of other local and national advertisers.
Birth of Radar Idea in Navy Is Traced to Two Scientists

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

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

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

Upper Air Measured

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

Our Navy learned in September 1940 that articles in technical magazines reporting this work had tipped off researchers in British research, and that quite independently, the British had developed a radar system with frequencies and circuits quite similar to our own. The only knowledge came to the Navy, it was said, during the Battle of Britain, when the British aircraft detection system worked on the same principles. Representatives of the British Technical Mission held conferences with U. S. Navy officials and the Naval Research Laboratory, at which time much technical information on radar was exchanged.

Radar, for about 17 years, was strictly a Naval Research Laboratory project, the report said. By October 1939, it had been thoroughly tested, and the Navy decided to go into production. On a bid basis, contracts for six sets of aircraft detection equipment were let, and the first model, built by the Navy, were awarded RCA. This firm, together with Bell Telephone, had been co-operating in development of the equipment.

In August, 1940, realizing the nation was faced with limited radar production facilities, Rear Admiral H. G. Bond, then operated the Under-Sea Division of the Navy, persuaded Charles E. Wilson, GE President (subsequently executive chairman of the WPB) to install radar production facilities at GE. Within two weeks, 20 GE scientists from Schenectady had visited the Navy laboratory.

With permission for an inspection party. He directed Dr. Walter R. Baker, then head of the GE Radio Division, now a GE vice-president and recently appointed to the company's radio engineers to work undaughter. Additional manufacturing facilities were installed, and GE was awarded a large contract for radar equipment for naval vessels.

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

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

Research Continues

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

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

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

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

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

The House Naval Appropriations Committee, headed by Rep. Scrugham, now Sen. Scrugham (D. Nev.), a former engineer, took an intense interest in radar, the Navy said, allotting $100,000 on its own initiative to the work, and making repeated inspection trips. The Bureau of Standards and the War Dept. maintained constant liaison. On Feb. 7, 1937, the first radar set developed in this country was demonstrated to Adm. William D. Leahy and Undersecretary of Navy Charles Edison. In March 1939, this equipment, installed in the USS New York, was given intensive tests at sea.

Institute Lecturers

SIX GUEST lecturers, who will address the second annual NBC Northwestern U. Summer Radio Institute in a series of Tuesday night seminars to be held from June 21 through July 31, were announced by Harry Kopf, manager of the NBC Central Division, as follows: Clarence L. Mott, NBC vice-president in charge of programs; Philip H. Cohen, chief of government liaison division of OWI; John J. Louis, vice-president of Needham, Lewis & Brobery, Chicago; Herbert Hollister, owner of KANS, Wichita; Wynn Wright, production director of NBC Eastern Division; Clifton Utley, news commentator.

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

WINNER IN KGO, San Francisco's two-week auditions of 43 contestants, Monty Margets, radio and stage actress, handles the all-night shift, announcing programs, introducing recordings and keeping the airways lively with small talk.

BRITAIN names Sir Robert A. Watson Watt, the Air Ministry's scientific advisor for radiocommunications, as the first man to make radiolocation (or radar) a practical operational science, according to Janes Weekly. The award was presented for the British Information Service by the Joint Liaison Committee of the Ministry of Information.

The British account said the principle of radar was known long before the Second World War. When so far probable, Waton Watt, who had been one of the pioneers in fundamental research, was of the Government's request to work out detectors using reflected radio waves. By September 1939, radioelectroners were in action and the necessary organization was in being, the British claim. (The U. S. Navy said last week that contracts for production of radar were let in this country in October, 1939). The account continued, saying that while radar was being the investigation of the British Air Ministry in the United States the benefit of her radio locatation developments, and "American scientists were invited to take over these projects and bring them to the production stage."

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

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

Standard's Plans

STANDARD OIL Co. of California, San Francisco, with broadcast service in the Bay Area, will originate a weekly Standard Symphony Hour for 10 weeks from Hollywood (Cal.) to radio stations (KFI KPO KWOM KRG) Sunday, 8:30-9:30 p.m. in which Robert Wynn, musical director, will guest conductor of the initial summer broadcast. The guest, a young California Philharmonic orchestra featured throughout the series. Standard Oil Co. is also considering an additional series, tentatively titled Standard Show Time, to supplement its weekly symphony series. Agency is BBDO, San Francisco.

Quartz Crystals Needed

AUR'ITZ CRYSTALS are so badly needed for the manufacture of oscillator plates in radio equipment that the WPB is in prec to everyone who knows the location of such crystals to report it to the Agency's Minerals Division. Temperature "R" Bldg., Washington, Al. Anyone who finds the quartz until for this purpose comes from Brazil, Milky, rose or purple quartzes is useless, but citrines, topaz, amethysts, turquoises, peridots and opals, as well as other quartzes in the previous, are asked to send samples.
The Blue Network Commissions
The Sixth Symphony by Roy Harris
For Broadcast Presentation by
THE BOSTON SYMPHONY ORCHESTRA

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

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

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

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

Speaking of his new work, Harris said that he would compose a major choral symphony, dwelling upon the Lincoln era—which being an era of war and high purpose is particularly significant for the America of today.

THE BLUE NETWORK
A SERVICE OF RADIO CORPORATION OF AMERICA
MUSIC FOR WORKERS
Aired on W51R to Raise
Rochester Production

MUSIC is speeding Rochester production. Last week several major industries in the upstate New York industrial city began piping two programs daily to their workers. The half-hour programs are broadcast over W51R at 9:45 a.m. and 2:45 p.m., picked up by FM receivers at the factories, and then seen through plant public address systems.

Credit for the idea and the research goes to Mr. George Drilec, FM engineer at W51R, who formulated when representatives of industry in Rochester were called together by Mr. James W. R. Hackett, general manager of W51R, after a number of industrialists had expressed interest in having music at their plants. Now that the plan is in operation, many other concerns expect to equip their factories for telecast.

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

Tube Repair Rule Defined by WPB

Unlimited Number of Rebuilt Tubes Permitted by Order

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

Mr. Henry's interpretation of P-133, one of the most liberal yet broadened by WPB, holds that the order in no way limits the number of tubes which may be repaired, or the number of repaired tubes which may be held as spares. In addition, Mr. Henry said, it is not necessary under either P-133, or L-266 to return to manufacturer's burnt out tubes which can be repaired for one's own use. Return of tubes to the manufacturer, for turn-in credit, is not limited.

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

Two Spares Possible

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

Moreover, the new interpretation makes it possible for stations with one spare at present, to obtain a second. Two spares may be repaired at the same time without affecting the other.

When a tube burns out, the operator inserts his spare, and then finds himself with no other spare, applies for preference rating for his new replacement. He may, however, retain his burnt out tube for repairs if he wishes, so long as he retains himself legally in possession of the two spares.

Human Symphony

BODY SOUNDS ranging from 40 to 4,000 cycles, never before audible to the human ear, are being detected through RCA'S new acoustic stethoscope, which opens to physicians the unheard tones of the organs of the body. So many new sounds can be detected with this instrument that a filter has been put into it to enable the user to limit the range by turning a knob.

TELEVISION PROGRAM PLANS for future programs on W2XWV, New York, are discussed by Bernard Pagenstecher, vice-president of M. H. Hackett Inc., Jill Stephens, writer-producer-m. c., and Sam Cuff, Du Mont executive in charge of the commercial experimentation.

WHO'LL PAY 'VISION BILLS?
DuMont Invites Broadcasters, Advertisers and Agencies

-- To Study for Post-War Plan

TELEVISION will go commercial overnight. So says Allen B. DuMont, whose DuMont Laboratories, Inc., in New York are continuing to supply service to the metropolitan telecasting set owners numbering several thousands.

But how will the programs be paid for? This is contributing substantially to an answer to that question by inviting broadcasters, advertisers and agencies to take part in a study and experimentation with television technique at no cost to any of the participants.

Agency Audience

With a studio audience of agency radio executives, W2XWV, New York, the DuMont television station, recently opened series of experimental telecasts designed to demonstrate the commercial possibilities of sight-and-sound broadcasting when this medium comes into its own at the close of the war. In preparation for this time, DuMont officials have invited advertising agencies to use the station as a laboratory to test out various types of video commercials for their clients.

Already acceptances have come from Young & Rubicam, BBDO, Benton & Bowles, J. Walter Thompson Co., Marshall & Pratt, Grey Adv. Agency and Rieser Adv., while other agencies are planning to participate at a later date, according to Sam Cuff, newscaster, in charge of this work for DuMont.

Aims of Study

The study aims to formulate an advertising or sponsorship practice. "Television is far simpler, much less expensive and nearer the commercial stage than most people realize," says Mr. Cuff. "We believe broadcasters and advertisers alike will be delightfully surprised with what we can show. Our station has been operating with relatively modest studio facilities, and we have been putting out a wide variety of entertainment."

Stating that few people have any realization of how the commercial stage television has approached, Mr. Cuff said that the new series is designed to give agency program personnel a chance to work in the new medium, to learn for themselves and their clients what methods of presentation will be most effective. Regular periods, ranging from five minutes to a half-hour, will be assigned to the agencies on a weekly basis, Mr. Cuff explained, so that they may be able to study the progressive effect of each commercial series.

The opening program, with Jill Stevens as mistress of ceremonies, included several commercials, a sketch in which a comedian crushed his hat into a shapeless mass was sponsored by Adams Hat Stores to demonstrate how much punishment an Adam hat can take; Butterick Co. presented a model wearing clothes made from Butterick patterns; Adolph Flesher, King of the Sea Restaurant owner, and a girl stooge demonstrated the right and wrong ways of separating a lobster's meat from its shell.

"We are working with studio cameras for direct or 'live' pick-ups," Mr. Cuff says. "We have evolved equipment for remote pickups either by coastal cable or ultra-high-frequency radio relay. We now have a thoroughly commercial setup."

An hour and a half or two hours seems to be the right length for an evening's television program, Mr. Cuff said. If an agency wants to present a special program for an hour or longer, DuMont will allot it a full evening for this purpose. In addition to these agency telecasts, DuMont will continue to
WPTF

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

N BC 680 KC

FREE & PETERS, INC. National Representatives

May 31, 1943 • Page 23
Army’s Sponsorship Policy Consistent, Says Col. Kirby

War Dep’t. Radio Chief Cites Individual Cases; Navy Policy Was Established Last October

IN ANSWER to cries from many quarters for a redefined Army and Navy policy in regard to the appearance of military personnel on sponsored shows, Col. Edwin H. Kirby, chief of the Radio Branch of the War Dep’t’s Bureau of Public Relations has now stated that Army regulations have been applied consistently from the outset. The recent AFRA ban on commercial broadcast of This Is the Army by the original Army cast has brought this whole question back into the limelight.

Col. Kirby indicated that within set regulations, Army policy is keeping pace with the public temper. At the present time the War Dep’t frowns on presentation of soldiers on the air, particularly in shows where they appear as stooges or freaks or in any role which discredits the uniform and the seriousness of their job. With the severance of the contract, the casting is again home to the people through casuals, parents, wives and sweethearts see their own serviceman reflected in every man in uniform.

Regulations Follow ‘Guide’

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

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

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

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

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

Cases Discussed

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

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

Victory—Yardstick

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

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

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

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

Navy Policy

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

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

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

Kobak on Tour

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

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

**Home Front Aided By Question-Answer 'Mailbag'**

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

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

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

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

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

Soon after the program was started on WSB, the regional OWI queried other stations in the Southeast about their interest in the script. Response was favorable, and some 20 other stations are now using the Mailbag script in the Southeast. This brings questions from the entire region and enables the regional OWI to know the specific problems which are concerning the people of the Deep South.

Among stations using the regional OWI Mailbag script are WSBP, Huntsville; WJBY, Gadsden; WALA, Mobile; and WCOV, Montgomery, all in Alabama; WFLA, Tampa; WCOA, Pensacola; WDBO, Orlando; WRUF, Gainesville; WDLF, Panama City; WJAX, Jacksonville, Florida; WTOC, Savannah; WGOA, Cedar- town; WVAL, Valdosta; WLAB, Albany, Georgia; WAML, Laurel; WGCN, Gulfport; WCCO, Meridian; WSLI, Jackson; WJFR, Greenville; WGOV, Columbus, Miss.; WTSJ, Jackson; WDDO, Chattanooga; WJHL, Johnson City; WSM, Nashville, Tenn.

Wide Query Range

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

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

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

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

Mayme W. Williamson,
Canton, Miss.

**United Artists Did Not Buy Hartford Broadcasts**

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

**Dorsey for Dorsey**

While Tommy Dorsey and his orchestra take a two-week vacation in June from their Wednesday night series on NBC, Brown & Williamson Tobacco Corp., Louisville, will present Tommy’s brother, Jimmy Dorsey, from Philadelphia June 2 and from Cleveland June 9 in the 8-9:30 p.m. spot. Series promotes Raleigh cigarettes and tobacco with Russell M. Seeds Co., Chicago, the agency.
Georgia Tech Gets Control of WGST; Board of Regents to Operate Station

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

Payment is to be 15% of the station's net profits to January, 1950, the date to which the management contract of Southern Broadcasting Stations was to run. The contract, signed April 14, ends the control of the Pickard-Calhoun interests over the actual operations of WGST "to the almost complete exclusion of the station licensee", as found by the FCC [Broadcasting, March 21].

Control Under Regents

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

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

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

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

Nine New Areas Added To Acute Labor Markets

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

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

New York City Council Ponders WNYC Future

FATE of WNYC, New York City's municipally owned station, is in doubt, following the action of the city council in eliminating the $106,015 appropriation requested for the operation of WNYC during the coming year from the city budget.

If the Mayor exercises his veto power, as he is expected to do before the June 1 deadline, the council will have to secure 20 votes to override the veto, an accomplishment viewed as extremely improbable by political observers. WNYC appropriation was only one minor item in a list of budget slashes that would reduce the city's 1943-44 budget by $10,864,905 to a total of $742,216,118.

BOB MARKO, writer on the weekly CBS A1 Jolson-Monty Woolley Show, sponsored by Colgate-Palmolive-Peet Co., has been signed by Columbia Pictures to work on the film story based on the life of Jolson.

SOUTHWEST MISSISSIPPI listeners are hearing a unique appeal these days: to share their radios with neighbors who have none of whose sets are out of order. The appeal comes from WSKB, McComb, Miss., which urges the establishment of listening posts in homes or places of business. Special posters for window display are sent listeners who wish to invite others to share their radios and names of persons writing in for the posters are aired daily on the Listening Pool program. In sending out the posters, WSKB includes letters promoting patronage of sponsors.

**KOB**

**ALBUQUERQUE BROADCASTING COMPANY**

PHONE 411  -  P. O. BOX 139

ALBUQUERQUE, N. M.

March 10th

of our 23rd year

1943

International News Service

General Offices

235 East 45th Street

New York, N. Y.

Gentlemen:

We have been using International News Service for a number of years. I am writing to commend you on the uniform excellence of your service during that time.

We have noted particularly that you seem to be on the job when big things are happening.

All of our local newscasts are sponsored, and we are using your week-end roundup as an Sunday Day Review which is sponsored by one of the local newspapers.

Sincerely yours,

Frank Quinn
Manager

Thank you, Mr. Quinn!

RADIO POOLING

Listening Posts to Share

Sets Started by WSKB

BROADCASTING • Broadcast Advertising

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

THE PROGR/

WCY

500 WORLD NEWS
ASSOCIATED PRESS
UNITED PRESS

FIFTY GRAND

THE S.B.WILCO
CINCINNATI

NOW

ANOTHER
NETWORK ACE ...  
WCKY's NEWS EDITOR!

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

PRAISE FROM THE PRESS

SECOND THOUGHTS  
by NIXSON DENTON  
SPORTS EDITOR OF THE TIMES-STAR

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

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

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

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

THERE appears to be a lot of confusion in the industry over the Supreme Court decision in the network cases. This is understandable, because thought has been focused upon network contractual aspects in relation to the FCC’s regulations which have been in controversy since 1938.

Actually the court opinion goes far beyond mere network-affiliate relations. Conjure up the worst in the way of Government regulation of radio, short of actual Government operation, and you have the full potential impact of the Frankfurter opinion of May 10. It isn’t a wartime measure either. It holds for all time—unless invalidated by Congress.

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

The ability of radio to serve the public is at stake.

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

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

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

Chairman Wheeler, after a couple of postponements, now announces that hearings on new legislation will begin in late June before his full Interstate Commerce Committee. His interest, and that of every member of the Committee and of Congress, should not be permitted to wane.

The broadcasting industry needs aggressive leadership in this fight. If it doesn’t get that sort of guidance, the industry may be fighting its last legislative battle as a free entity. The NAB board meets in Washington June 8-4. At that time the whole campaign should be laid out. Directing personnel should be named.

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

Wanted: Facts

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

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

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

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

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

That Coal Buy

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

This tangible act of appreciation on the part of a Government agency will be appreciated by station operators, many of whom feel that they are given entirely too little consideration by Government campaign planners. Going beyond words of praise—which will never meet a payroll—Mr. Ickes, who calls them as he sees them, believes stations should get a square deal.

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

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

Awards of Merit

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

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

Page 30 • May 31, 1943 BROADCASTING • Broadcast Advertising
EXECUTIVES HEARD AT BMI MEETING

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

Station program executives attending the meeting were: W. G. McBride, WOKA, San Diego; E. C. McIntosh, WWNC, Asheville; H. W. Koster, WPRO, Providence; H. L. Hageman, WAD, Akron; E. C. Obitz, WFIL, Philadelphia; Maurice Thompson, WDIX, Jackson; W. W. Buodzi, WNO, Tulsa; H. W. Metzger, WTAM, Cleveland; D. H. Harris, WTAG, Worcester; Clifford Rian, WTCN, Minneapolis; C. T. W. Try, F. Werner, WXY, Detroit; H. G. Templeton, WLS, Chicago; E. D. Johnson, KUTA, Indianapolis; Lawrence J. Heller, president.

ARTHUR H. CHURCH, president of KDKA, Pittsburgh, has been elected vice-president of the WIXX Broadcasting Corporation, according to Lawrence J. Heller, president.

EDWARD F. WILLIAMS, known as Broadway Bill, has joined KFAC, Los Angeles.

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

J. FRANK JOHNS joins the sales department of WYXO May 1 as assistant to Harvey Struthers. He was for ten years connected with midwest stations.

GENE CARR, assistant to J. Harold Ryland, assistant director for broadcasting, is on a tour contacting stations in the South.

CHARLES H. HOOK, president of American Rolling Mill Co., and Ethel Waller, a partner of Kohn, Loeb & Co., have been elected to the board of directors of Western Electric & Mfg. Co., according to A. W. Robertson, chairman of the corporation board.

LOREN MvRS, assistant sales manager of WSB, Atlanta, has been inducted into the Army at Ft. McPherson.

JOHN A. STEWART, program director of the Don Lee Broadcasting System, has returned to Hollywood after a trip to Northern California Don Lee stations to confer with program directors on future broadcast plans for the network.

Ralph R. Beal, research director of RCA Laboratories, will speak on "Research and Electronics," at a meeting of the New York Section of the American Institute of Electrical Engineers at 7 P.M. June 1. His address is one of a series of electronics presentations for members of the Exchange and officers of the New York Institute of Finance.

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

PAtRICKA SARES, account executive of KYA, San Francisco, has resigned to join the U. S. Ferry Commission.

WILLIAM BYRON MCGILL

TWO RARE attributes — talent and resourcefulness — are the possessions of William Byron McGill, who last week assumed office as general advertising manager of Westinghouse Radio Stations Inc., Philadelphia.

Mac, as they called him at KDKA, Pittsburgh, where he was sales promotion manager for five years, is one of those unusual gentle- men whose versatility is seemingly endless. He is an artist, a designer, and inventor, as well as an advertiser, and he brings all the imaginativeness of these endowments to a profession in which the creative genius finds ample expression.

And on top of these talents, Mac adds business instinct and aggressiveness. They all combine to produce a proficient promotion man who assumes his new duties reinforced by 20 years of experience in advertising and promotion work for theatres, radio and national advertisers.

Mac was born Oct. 9, 1898, in Masontown, Pa., a town of 3,000 population, some 50 miles from Pittsburgh. Reared from childhood by an uncle, a jeweler and engraver, his artistic facets found early interest in designing. Later he went to Carnegie Tech, Pittsburgh, attending the School of Fine Arts for a year.

Advertising became a career for Mac in 1918 when he joined the Pittsburgh Post as branch manager in the classified advertising department. In that same year, he was inducted and honorably discharged from the Army within less than an hour — on Armistice Day.

From 1920 to 1926, he joined with George S. Sherman in a theatrical art and advertising studio, through which modern display techniques in convention, show window and theatre advertising were introduced to Pittsburgh. In 1926, he established the Franklin Press, a venture which at least satisfied an interest in typography and design which was worth the investment, says Mac, for an historic day spent with Fred Goudy, noted designer, at his Village Type Foundry in Arlington, N. Y.

In 1929 he organized Neon Signal Devices Inc. to market traffic signals which he invented. The business thrived until the depression got the better of traffic and in 1932 he returned to the designing and manufacturing of mechanical displays. He worked for such firms as U. S. Steel, Bethlehem Steel, Armstrong Cork and Pittsburgh Plate Glass. While so occupied KDKA turned to him for special promotion work and attracted him into its own sales promotion office.

Mac is known widely in Pittsburgh for his etchings and paintings as well as for his work in advertising. In the Pittsburgh Chamber of Commerce headquarters he hangs an imposing etching entitled "City of Golden Opportunity." His etchings of Pittsburgh are treasured possessions on the walls of many of his friends' homes.

He is also an amateur astronomer and has perfected numerous inventions which are now giving service in various fields.

In 1939 he married Lois A. Miller, whom he met at KDKA where she conducted organ programs for more than five years.

Clifford H. Dowling

CLIFFORD H. DOWLING, 41, assistant general manager of British United Press, died at Toronto recently after a brief illness. Born in Winnipeg, he was educated in British Columbia, started his newspaper career on the Vancouver Star in 1925 and two years later came to Toronto. He returned to Vancouver a few years later to enter the advertising business, and after two years became manager of an advertising agency in Sydney, Australia. On his return to Canada he joined A. McKim Ltd., Toronto, and joined BUP in 1941.

Latham to Coast

Latham to Coast

LATHAM, assistant sales manager of Mutual, left New York May 28 for the West Coast, to develop new program ideas for Mutual with the network's newly announced emphasis on programming. During his first call on radio stations in Los Angeles, Mr. Latham is scouting for Hollywood talent for new programs, and is doing promotional work on current network shows.

Lt. Bailey Honored

AN AWARD of merit for excellent work in recruiting enlistment of Seabees, the Navy's newest branch, has been conferred upon Lt. William J. Bailey, now assigned to the Navy's Industrial Incentive Division in Washington. Lt. Bailey was recently transferred from the Radio Section of the Public Relations Division in New York. In his new post he will coordinate and supervise all radio activities for the Incentive Division, and worked with Lt. Robert Taplinger, formerly publicity head of CBS. Lt. Bailey was for several years on the NBC staff in New York.

WOR Sales Shifts

DEWITT C. MOWER, recently associated with the Navy Bureau of Yards & Docks, and for six years with TransAmerican, has joined the sales department of WOR, New York, assigned to the station's Chicago office. Clarence Van Auken replaces Herman Maxwell as sales representative of WOR offices in Chicago, Boston, and San Francisco, and will also serve as WOR account executive. Mr. Maxwell is now in the Navy. Mr. Van Auken will be replaced by John B. Stahman, former sales representative of WOR by Jean Sheaffer, for the station's program department.

ALINTAON COOKE, correspondent of HBC and of the London Times, has completed a book to be published this summer. Entitled "The Face of the Nation" — A Portrait of the American People at War," May 31, 1943 — Page 31

BROADCASTING • Broadcast Advertising
WARREN ANDERSON has taken over the night news duties at WKZO, Kalamazoo-Grand Rapids, formerly handled by Wayne Robinson, now in the Army. Marion States has been appointed to the junior announcing staff.

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

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ROBERT McBRIDE, announcer-writer of WAOV, Vincennes, Ind., is author of This Is Worth Fighting For, a dramatic serial of the WAAC now being aired on 11 Indiana stations. It has also been sent to national WAAC headquarters for national distribution.

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

SALES ZERO-ZERO IN EIGHTY EIGHT (Ky.)?

When it comes to sales opportunities, Eighty Eight (Ky.) ain't exactly a hot number. But the Louisville Trading Area is! With 57.5% of Kentucky's buying power, the Louisville Trading Area does 17.1% more retail buying than the rest of the State combined! . . . WAVE's a hot number, too—gives you complete coverage of this market at one (1) low cost—makes your success an almost mathematical certainty! Speaking of that, how's your arithmetic in the Louisville market?

LOUISVILLE'S WAVE
N. B. C.
NATIONAL REPRESENTATIVES
FREE & PETERS, INC.

MISS HOWARD, Promoter

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

JOHN MURPHY, NBC supervisor of commercial traffic, has been transferred to the station relations department, succeeding Barton Adshead, who has resigned as contact man to join the Navy as an ensign. Mr. Murphy's duties will be taken over by Sterling Matthew, commercial engineer and assistant traffic manager.

GERTRUDE HOFFMAN, formerly with Blaw Co., New York, and previously associated with NBC and CBS in Hollywood, has been appointed assistant to Dorothy Kemble, continuity acceptance editor of the BLUE, resigned by Walter A. Carrigan, general manager. EDWIN MORSE, now in his seventh year as director of Jack Armstrong on the BLUE, will retire shortly to his farm in Alabama, where he plans to raise pecans and write radio scripts. Irving Strong, Jr., who succeeded Mr. Morse will be Ted MacMurray, director of John Freedom and other BLUE programs out of Chicago. He has been assistant director on the Jack Armstrong series for the last year. Morse has recently acquired a new scripter, Irving J. Crump, author of boys' books, who replaces J. et. Col. Paschal Strong. Col. Strong is giving full time to his military duties.

GRACE HEILERS, manager of the BLUE's central booking office, is to be married in June to Capt. H. J. Lililicott, a commanding officer in the Army Air Forces. Miss Heilerson has revealed a three-month leave of absence, which she plans to spend in St. Louis. Her fiance is stationed nearby.

MRS. MARY NELL KLING, director of women's activities of WSB, Ypsilanti, formerly with the Navy, has resigned to give full time to her chicken farm, and is being replaced by Annette Hain, Frances McConnell has joined the WSB as announcer.

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

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

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

CHARLEY STOKEY, of KMON, St. Louis, on May 29 entered his 15th year as radio farm editor. The CBS Country Journal broadcast of May 22 featured him in a description of the Mississippi Valley flood disaster, which he viewed from the air.

MRS. MARY EATON has joined the production and news analysis department of WHER, Manchester, New Hampshire, from WPEA, Manchester, has joined the staff as announcer.
ALICE MOSBY, daughter of A. J. Mosby, general manager of KGVO, Missoula, Mont., has been appointed one of the two guest editors for the college issue of "Mademoiselle".

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

CHICK MAUTHER, Cincinnati orchestra leader, has joined the continuity department of WOR, New York.

FRANCES JONES, former editor of the program department of WICC, Bridgeport, Conn., has resigned two weeks ago.

GEORGE CALANGHIS, former CBS announcer, is now touring western Canada as musical director of the Royal Canadian Air Force show "The Blackouts".

NOEL SCHRAM, producer and announcer of WABC, New York.

HARRY DOYLE, announcer and sports editor, has taken the position of Bill Kelso on the "Sparta Digest of the Air".

LAWRENCE WATSON, announcer of WOR, New York.

BOB LEON, announcer of KSAN, San Francisco.

STAN SHAW, m.c. of WINS, New York.

HARRY DOYLE, former announcer and sports editor of WABC, New York, is now announcing on WTAG, Worcester, replacing Olive Merrivll, who is now announcing on WITG, WTAG's FM affiliate.

A Look Ahead
FIRST ORDER FOR A HELICOPTER TO BE OFF THE ASSEMBLY LINE WHEN THE WAR IS OVER HAS BEEN PLACED BY WBCB, Columbus, Miss., through Col. Birney Imes, owner of the station. The machine's ability to hover in the air, rise vertically off the ground, fly sidewise, backward, forward, and land on earth or water will be put to use for WCB and The Commercial Dispatch in covering special events and news gatherings. WCB's engineers plan to equip the ship with two-way radio.

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

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

WAGA, Atlanta, has joined CBS, Fred Carr, with the CBS shortwave department since January, 1941, has joined the program department of WARC, CBS outlet in New York. Ed Jacobs left the latter department May 29 to enter the Army. Joe Kine, CBS announcer, replaces J. W. Sims on the 9 a.m. news period. Mr. Sims having joined the Army.

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

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

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

OREN MATTISON, auditor of KJPh, Beverly Hills, Calif., has been inducted into the Army. Joe Towner, formerly traffic manager, takes his place.

Are We Blue?
Yes indeed, we're BLUE--and proud of it!
America's fastest growing network and America's fastest growing 50,000'-WATTER—that's the combination that guarantees action with listeners and advertisers!

BLUE* shows are hitting 'em high, wide and handsome and WWVA local personality production produced 337,000 pieces of mail (96½% commercial) during the first four months of 1943—and both of us are just getting up full steam!

*We're proud that two Wheeling concerns are on the BLUE!
"MUSICAL STEELMAKERS"—Sundays, 5:30-6:00 P.M. (Wheeling Steel Corporation)
"COUNTER SPY"—Mondays, 9:00-9:30 P.M. (Blboh Bros. Tobacco Co.)

ASK A JOHN BLAIR MAN
Union Officer Expelled
CHARGED with shortage in accounts, Eddie B. Love, on leave from his post as secretary of San Francisco Local 6, Musicians Mutual Protective Assn., to serve as aide to James C. Petriollo, AFM president, has been relieved of his duties, expelled from the local union and fined $3,000. Shortage is from the local union's revolving fund of "standby" money contributed to by radio stations when amateur talent replaces musicians on programs. A. Rex Riccardi, secretary of the Philadelphia Musicians' Union, Local 77, AFM, has been named as special assistant to Mr. Petriollo.

Stores Can Make Radio Pay
(Continued from page 11)

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

Now when a store employs newspaper space, this is a relatively simple job; a daily section or sections can be planned with image allotted according to the value of each promotion. Important or seasonally important departments can be readily covered and, most important, a customer can read at leisure and re-read even the smallest section at will. Customers have been educated for half-a-century to look for and read department store copy, and tests show that department store sections have exceptional, constant readership. The newspaper "audience" does not have to be built up—it's a daily show with a relatively constant public.

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

Fifty seconds' worth of commercial a month would not sell Jello either.

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

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

It is my belief that stores can beat this situation by doing careful merchandise dissection jobs when employing radio. That is, choose merchandise divisions such as the men's, home fur-

MANY RADIO HOMES IN THE WDBJ PRIMARY?
WELL—NOT AS MANY AS IN NEW YORK OR CHICAGO!

No—WDBJ's 27-county primary area (day time) doesn't boast as many radio homes as New York or Chicago. Or even Minneapolis.
But it does give you 120,348 radio homes in the rich, responsive Roanoke-Southwest Virginia market. And that's more radio homes than you'll find in the whole state of New Hampshire. Or Delaware. Or Arizona. In fact, it's 28.6% of all the radio homes in Virginia.
Besides, the only way you can reach all of these 120,348 radio homes is with WDBJ. You see, it's the only station that has a strong, clear signal at all times all over the entire area.
So—if you haven't been using WDBJ, better write for availabilities. Quick!

WDBJ ROANOKE VA.
CBS • 5000 Watts • 980 KC
Owned and Operated by the TIMES-WORLD CORP.
Represented by FREE & PETERS, Inc.

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nishments, fashion, or large departments such as furniture, or important seasonal departments such as furs. Programs can be built around these divisions which can be directed readily to a specific customer audience.

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

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

Simplifying Practice

By this method of selection a store will be able to reduce the advertising job to the simple practice of allowing for plenty of repetition of a basic selling story that will sell both the merchandise and the division. If we were to choose men's clothing, as an example where our 7-million-dollar store would probably do from 200 to 300 thousand dollars a year, we could constantly hammer home a few branded lines, and merchandise our broadcast with $20 to $60 unit sale items. (Perhaps under present conditions the men's clothing example is unfortunate, but it demonstrates the point).

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

SECOND Department Store contract with KLFZ, Denver, in recent weeks is received by Fred Mueller (K), head of the commercial dept. Covering six quarter-hour programs weekly for a musical show Maytime Is Your Time, arrangements were completed with Lou Waldman, advertising manager of the sponsor, the May Company.

Radio must prove that it can sell merchandise immediately, giving the added sales which can be expected from newspaper advertising. Hence, the divisional or departmental dissection theory has considerable appeal, for it permits promotion of specific items in given classifications without running over the entire store map.

Individual Needs

Radio men will do well to study the individual stores in their area to find out what departments and divisions are particularly strong in each store, and what departments and divisions can stand the missionary expense necessary. Then the station will be able to formulate intelligently program vehicles which will be something more than "just shows", vehicles which will be in fact razor-sharp promotional shows attuned closely to the mercantandise and the audience which buys that merchandise. Then, I believe, radio will produce results, given a year's time, which will astound most department store promotion men.

WINN Woman Newscaster
WITH 12 years of Far Eastern experience, Mrs. Margaret Froster Smith has begun a series of commentaries on WINN, Louisville, called The Facts Behind the News. Mrs. Smith revealed plans for Japanese conquest in 1937, four years before the invasion of China. But in those palmy days, her story came before skeptical eyes. Now J. B. Powell, newspaperman who lost both feet in a Japanese prison camp, has invited her to contribute to his new magazine, The Far Easterner. Mrs. Smith is a personal friend of Chiang-Kai-Shek. Heard during the winter early Saturday morning on WGRC, she will now be presented at a better hour on WINN.

Sound Calls
A NUMBER of stations, among them KTUL, Tulsa, KOMA, Oklahoma City, and KROW, Oakland, are using various sounds articulated into call letters for station breaks. The latter station is using the sound of a rooster crow articulated into KROW, Oakland".

You Can Blanket the Whole Nashville Area over WSIX

WSIX carries your advertising into the friendly, receptive homes of the entire Nashville trade area.

WHETHER for a test run or as part of a general campaign, WSIX offers the means of getting in solidly on the rich Nashville market—and at low cost of coverage—through one proven medium.

Spot Sales, Inc., National Representatives
Member Station, the Blue Network and Mutual Broadcasting System

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KQW, San Francisco
Sunnyvale Packing Co., San Francisco
(Ranch soups), 5 as weekly, direct.
Bethlehem-Ardmore Shipyards, Ardele, Pa.
(employment), 7 ap weekly, thru Ryder & Ingram Ltd., Oakland, Calif.
Neihoff, Columbus, Ga. (Par-T-Pak Royal Crown Cola), 5 as and 1 as weekly, thru BBDO, N. Y.
Carter Products, New York (Superfin), 9 as weekly, thru J. A. Co., San Francisco.
Frost Foods Inc., Oakland, Calif. (Homan Brand frozen foods), 5 as weekly, thru Tomatscho-Elliot, Oakland.
Pacific Telephone & Telegraph Co., San Francisco (Pacific), 5 as weekly, thru Shell, 6 as weekly, thru Shell, Mobile, Ala.
Hammond Aircraft Co., San Francisco (employments), 5 as weekly, thru National Biscuit Co., New York (Shreddies), 7 as weekly, thru American Tobacco, Constantine & Gardner, San Francisco.
National Biscuit Co., New York (Shredded Wheat bread), 5 as weekly, thru Batsford, Constantine & Gardner, San Francisco.
Loma Linda Food Products, Arlington, Cal. (cereals), weekly as, thru Gerber Products Co., Chicago.
Langendorf United Bakersies, San Francisco (Household Bread), 6 as weekly, thru Erwin, Wasey & Co., San Francisco.
Coronet Magazine, New York, 13 as weekly, thru Schwimmer & Scott, N. Y.
Fostoria Quality Foods, Oakland, Calif. (Della-C), 6 as weekly, thru Emil Reinhart Adv., Oakland.
San Jose Bible College, San Jose, Cal. as weekly, direct.
Bath & Sweet, New York (Bath-sweet), 3 as weekly, thru H. M. Kiesewetter Adv., N. Y.
Dolores Famous Foods, San Francisco (Troop 2), as weekly, thru Emil Reinhart Adv., San Francisco.
Eltel McCullogh, San Francisco (Fimac), 14 as weekly, thru L. C. Cole Adv., San Francisco.
Fox West Coast Theatres, San Francisco, 10 as and 1 weekly, direct.
KFRC, San Francisco
Yellow Cap Co., San Francisco, 5 as weekly, thru Rhodes & Davis, San Francisco.
Delitto Lake, San Francisco, 3 as weekly, thru Lyon Agency, San Francisco.
Charm Kari Co., St. Louis (permanent wave kit), 5 as weekly, thru Guenther-Stanford Adv., Chicago.
Feminine Products, New York (Arrid), 3 as weekly, thru Small & Seger, N. Y.
Bank of America, San Francisco (chain banking system), 3 as weekly, thru Charles R. Stuart, San Francisco.
Lever Bros., Cambridge (Rinso, Lipton Soup), series of 9 as and 48, thru Ruthers & Ryan, N. Y.
Petrie Wine Co., San Francisco, 6 ap and 19 to weekly, thru Erwin, Wasey & Co., San Francisco.
Albert S. Samuel Co., San Francisco (Jewelry), 26 as weekly, thru Italian Swiss Colony, Asti, Cal. (wine), 5 as weekly, thru Leon Livingston Adv. Agency, Inc., San Francisco.
Reid, Murdoch & Co., Chicago (Monarch food service), 38 weeks, thru Rogers & Smith, Chicago.
WHN, New York
Rieser Co., New York (Venida liquid bakesery), 52 weeks, thru Harry G. Howard Co., N. Y.
Esquire Inc. (Coronet Magazine), as 1 week, thru Schwimmer & Scott, Chicago.

WEEI, Boston
Lever Bros. Co., Cambridge (Lifebuoy), 2 ap weekly and 11 as weekly, thru Ruthers & Ryan, N. Y.
Paramount Pictures, New York, one as weekly, thru Radio Sales, N. Y.
Kinner Mfg. Co., Omaha (Raisin bran), 9 as weekly, thru Ferry-Hanley Co., Kansas City.
Pepsi Tobacco Co., Wilkes-Barre (Kentucky Club and Willoughby Taylor Tobacco, Jolp cigarettes), 2 ap weekly, thru Judson Inc., Chicago.
Manchester Soap Co., New York (Seventh heart soap), 3 as weekly, thru Franklin Buck Adv. Corp., N. Y.

KTM, Santa Barbara, Cal.
Neihoff, Columbus, Ga. (Par-T-Pak Royal Crown Cola), 5 as weekly, thru BBDO, Los Angeles.
Lyons Van & Storage Co., Los Angeles, 6 as weekly, thru BBDO, Los Angeles.
Pepi Cola Co., Long Island City, N. Y., 14 as weekly, thru BBDO, New York.
Regal Amber Brewing Co. San Francisco, 7 as weekly, thru M. E. Har-lass Adv., San Francisco.
Interstate Bakers Corp. Los Angeles (Ruman Meal bread), 5 ap weekly, thru Dan H. Miner Co., Los Angeles.
Wico Co., Los Angeles (Sif spray), 5 as weekly, thru Wico J. Robinson Adv. Los Angeles.
Golden State Co., San Francisco (Goldin V milk), 10 as weekly, thru Ruthers & Ryan, San Francisco.

KFDB, Hollywood
Carter Products, New York (Superfin), 1 as weekly, thru Duan Jones Co., N. Y.
Interstate Bakers Corp. Los Angeles (bread), 5 as weekly, thru Dan H. Miner Co., Los Angeles.
Breakfast Club Coffee Sales Co., Los Angeles, 6 ap weekly, thru Lockwood & Keilford Adv., Chicago.

KFI, Los Angeles
Seal-Cote Co., Hollywood (Flammingo nail polish), 2 ap weekly, thru BBDO, Los Angeles.
Turco Products Inc. Los Angeles (cleaning agents), 26 weeks, thru Warren P. Fedman Adv., Los Angeles.

WPTF, Raleigh
Pepsi-Cola Co., Durham, N. C., 216 to, thru Newell-Emmett Co., N. T.
Peters-Paul Inc., Napavile, Conn., 6 to weekly, thru Platt-Pommes, N. Y.
Ballard & Ballard Co., Louisville (Obelisk flour), 12 weeks, thru Ballard & Ballard, Louisville.
Crazy Water Crystals Co., Mineral Wells, Tex., 5 as weekly, thru Pons drum & Collins Co., Dallas.
Skinner Mfg. Co. Omaha (raisin bran), 5 to weekly, thru Ferry-Hanley Co., Kansas City.

WLS, Chicago
Illinois Bell Telephone Co., Chicago, 12 as weekly, thru Chrysler Corp., 14 weeks, thru N. W. Ayer & Sons, N. Y.
Western Union Co., Waterloo, Ia. (livestock remedies), 18 weeks, thru Western-Barnett, Waterloo, Ia.

WCBF, Columbus, Miss.
R. J. Reynolds Tobacco Co., Winston, N. C., as daily, thru J. Carson Brantley, Salisbury, N. C.

WTOC, Savannah, Ga.
United States Assn., 25 ap placed direct.

WHO, Des Moines
Morton Salt Co., Chicago, 40 as, thru J. Carson Brantley, Salisbury, N. C.
Wm. H. Wise Co. New York (Modern Home Planes, book), 5 as, thru Huber Bons, N. Y.

WHAS, Louisville, has presented the U. of Kentucky with a financial gift to double the number of the university's mountain broadcasting centers. Present total of 41 will be increased to almost 80 putting a center within three-mile reach of every hinterland resident of Leslie and Knott Counties, where the new centers will be concentrated. Two more centers, a gift of $25,000 in radio sets by WHAS, the university modernized its listening center system, which extends through Brighthill, Morgan, Magoffin, Floyd, Leslie, Letchtter, Knott, Estill, Clay and Martin Counties.

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

Radio Advertising is found improved

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

"There have been occasions when local radio stations have accepted advertising which has not met standards for accuracy prevailing in printed statements," Mr. Kenner stated. That the trend of radio advertising is toward a "higher degree of responsibility and accuracy," he continued, can be seen in a recent Institute court decision last July, which fined a dealer in furs $500,000 for violating the New York State advertising law on deceptive and untrue statements on the radio."
Fitch Starts News

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

Loudon to Standard

LOUDON PACKING Co., Terre Haute, Ind., is now a division of Standard Brands, New York, following approval recently by Loudon stockholders of the purchase of the firm. Company personnel remains the same, with Western Adv., Racine, Wis., continuing as agency. Loudon products include V-S, a vegetable beverage, and tomato juice. Media plans have not been disclosed.

Do you really know the Rural Merchant?

DONT KID yourself that the rural merchant is just a small-town version of metropolitan ones. He's different — in four fundamental ways:

1. His store is an institution
In the No. 1 Farm market, the small-town store is an institution, the merchant himself a personal friend to his customers. He depends on standard, well known merchandise to maintain his prestige.

2. His market is a "demand" market
Rural people have decided brand preferences. They know what they want — and insist on getting it at their favorite store.

3. His market is a "volume-sales" market
Because he is further from sources of supply, and because his customers won’t accept substitutes — the rural merchant must carry bigger stocks of wanted, advertised merchandise.

4. His market is not a private brand market
In the 151-county KMA primary, there are only three chains, or cooperatives, in the grocery field, and one in the drug field.

KMA knows the rural merchant — who accounts for 61.5% of the total retail business in the No. 1 Farm Market. KMA knows how to influence his customers — the 540,988 rural families who spend $544,512,265 in his stores every year. If you’d like this information, write today for your copy of our latest Market Data Brochure.
Wells Joins L & M

T. D. WELLS, former production director of Ted Bates Inc., New York, has been named by Lennen & Mitchell, New York, as executive assistant and producer under director S. J. Andrew, director of the agency's radio department.

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


WALTER TANDY, former Radar Corps aide, has returned from active service in the Army. He is now a client consultant of the Los Angeles office of Allied Advertising Agencies.

Hank Johnson, sales manager, has left Allied Advertising, Los Angeles, to join the sales force of the Western Oil Co., Los Angeles.


HARRY SCHAEFFER, former sales promotion manager of KPL, San Francisco, has opened his own account executive office at 190 Montgomery St., San Francisco.

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

BUCHEWAN paper and board, formerly with Ward Wheelock Co., has been appointed manager of Compton Adv., recently established at 620 Hollywood Blvd. Telephone is Hollywood 2900. Hollywood office of Ward Wheelock Co. has been discontinued.

SMILING IN ANTICIPATION of Milwaukee Through the Years on WMJ, Joseph Trecker, president Kearney & Trecker Corp., all-out local war industry, prepares to sign dotted. Approving quarter (1 to 2) Howard Landgraf, account executive of Klau Van Pietersom-Dunlap Associates, L. W. Bergom, manager of WMJ; Sid Cahill, advertising manager Kearney & Trecker; and Neil V. Bakke, Milwaukee Journal's advertising salesman. Program portrays city's history in song and story from 1898 (year of founder's founding) is heard Sundays 1 p.m.

HENRY SCHAEFFER, former sales promotion manager of KPL, San Francisco, has opened his own account executive office at 190 Montgomery St., San Francisco.

DON LAWTON, former account executive of A. E. Nelson Co., San Francisco agency, has been inducted into the Army.

BUCHEWAN Co. has moved its San Francisco office to 155 Montgomery St. and expanded facilities in service to Associated Division of Tide Water Associated Oil Co., recently acquired.

WILLA HARWELL, formerly of Ward Wheelock Co., has been appointed Hollywood manager of Compton Adv., recently established at 620 Hollywood Blvd. Telephone is Hollywood 2900. Hollywood office of Ward Wheelock Co. has been discontinued.

ROBERT JOHNSTON MUNN, former supervisor of a radio copy group at Rachman & Ryan, New York, has been commisioned as ensign in the Navy Air Corps. He will serve as Pific Instructor at Bloomington, Pa.

DONALD M. BROWN, of the copy department of Schwab & Bessy, New York, has been advanced to copy chief, taking over the copy duties previously handled by Victor O. Schwalb, president.

J. T. BURKE, former NBC producer, will join the production department of J. Walter Thompson Co., New York, about June 21. He has been replaced at NBC by N. Ray Kelly.

RITA L. NEILSON, copywriter for six years of Foote, Cone & Belding, Chicago, has joined the copy staff of Grant Adv. Co., Chicago.

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

Radio's biggest live morning program...

"GLOOM DODGERS"

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

For listeners — who want to be happy!

For advertisers — who want to be happy!

For agencies — 15 minutes of news. 15 minutes before each hour.

NOW WE ARE TELLING 1350,000 PEOPLE WEEKLY IN 70 LOEW'S THEATRES ABOUT "GLOOM DODGERS!"

Sold in 15-minute participating periods over the board. It's a great radio buy!
STORRIS HAYNES, radio director of Compton Adv., New York, left for the West Coast last weekend to confer on three agency programs originating there: I Love a Mystery, Truth or Consequences and Breakfast at Sardi's. His wife, Isabel Olinsted, Compton talent buyer, left earlier in the week for California to join him there for the trip to the coast.

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

WADE HILLA LAYAH, former associate editor of the Chicago Sun, has become a partner in the radio publicity firm of New York Whitley, New York. Firm is now located at 502 Park Ave.


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

Woodell Joins Agency

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

Bell a Heinz Director

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

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey — no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summer Plan" Iowa Radio Survey covers all 99 counties, discloses 5-year trend on various habits and preferences as to station and programs. Maps and facts are based on extensive survey in various age groups and educational levels — city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

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

F-C-B Promotions

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

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

MURRAY GRABHORN, president of REC

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

Elizabeth Black, timebuyer of Joseph Katz Co., New York, was elected vice-president of the REC, succeeding Linea Nelson, timebuyer of J. Walter Thompson Co., New York, while Ninette Joseph Taranto, BBDO timebuyer, was named treasurer, taking over the duties of Peggy Stone, of Spot Sales Inc., Warren Jennings, manager of the New York office of WLW, Cincinnati, will be secretary next year, succeeding Bevo Middleton, sales manager of WABC, New York. Tribute was paid by the club to the outgoing president in the form of a silver loving cup, and Art Telchin of WHN, New York, who has been chairman of the REC entertainment committee, was cited for his cooperation during the past year. The club wound up the year with 137 paid members and 26 associate members. Nineteen members are in the armed forces.

C. J. LOOMIS, account executive of Lookwood-Shaeffer Adv. Agency, Los Angeles, is in the Coast Guard.

Y & R 20th Birthday

TWENTIETH anniversary of Young & Rubicam, New York, was celebrated at a dinner Friday, May 21, attended by 500 employees including 21 now in the armed forces. Principal speaker was Raymond Rubicam, chairman of the executive committee. He was introduced by Chester J. LaRoche, chairman of the board of Y & R, on leave of absence to serve as chairman of the Advertising Council. Sigurd S. Larnon, president, acted as m.c.
WINN
Page in July, 1943
They're still with us!

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

VITAMALT EXTENDS TO NATIONAL BASIS
ELWAY FOOD PRODUCTS Corp., New York, having completed a series of preliminary tests for Vitamalt (Broadcasting, Feb. 23, May 31), has entered into a national spot campaign which will extend to some 120 stations by the end of June. National radio advertising for this milktime beverage is now underway on over 60 stations, having started about ten days ago. Firm is buying five-minute transcribed musical shows, spot announcements, and an all-woman interest program which will cover 75 cities, using one from one to three stations in each market. Kraft Cheese Co. has recently become national distributor for Vitamalt. H. A. Saltman, Inc., New York, handles the product.

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

JUVENILE Group Foundation, educational division, has published a 64-page classroom work book on Superman and Andrews series, which is now in the United States series of the same name is based. Book is designed as an aid to English teachers.

Every List of Active Markets includes

THE TRI-CITIES
America's 40th Market

Dayton
San Antonio
Waco
Brazil
Syracuse
Chillicothe
Cedar Rapids
Moline
Brookings
Columbia
Richmond
Danville
Bloomington

* TRI-CITIES
211,000
*210,718
205,967
204,425
203,485
193,694
193,042

Smart merchandisers realize this market, not 3 separate markets—Rock Island, Moline, Davenport (plus 8 suburban communities)—but actually, a single unified city with 211,000 war-profitable consumers.

And... their popular, right-at-home "salesman" in Illinois and Iowa, is—

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

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

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

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

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

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

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

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

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

HIT BY the manpower shortage, WHHU, Princeton University's wired broadcasting station, has discontinued operations for the duration.

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Barring of Drs. Watson and Dodd Now Up to Action by Conference Committee

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

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

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

FCC Investigating

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

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

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

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

O'Meara Returns

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

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

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

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

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

Ask any John Blair man for the whole story.
As another "service series" similar to its two-year-old Apartments on Parade, WQXR, New York, has started Decorators' Clinic, a weekly quarter-hour broadcast on home decorating under the participating sponsorship of a group of decorators offering advice to listeners by mail for a fee of $3.00. Under the auspices of the Decorators' Clinic, organization with headquarters at the Decorators' Club, New York, the program features guest speakers and is conducted by Charlotte Demorest, who built up WQXR's programs of advice on apartment hunting and other problems of living in New York.

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

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

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

Bromo Guests ELLERY QUEEN will revive his last year's policy of inviting majors to serve as guest "armchair detectives" on his Saturday night NBC broadcasts for Emerson Drug Co. Each major will listen in on his local NBC station and submit his solution to the mystery by long distance telephone or teletype to New York, where the program originates. A member of the armed forces from the major's home town will stand by in the New York studio to serve as a substitute, if the telephone call is delayed. Aired on behalf of the manufacturer, the program is handled by Ruthrauff & Ryan, New York.

About America A NOVEL TYPE of quiz program, About America, has started on WGN, Chicago, broadcast from Navy Pier half-hour weekly. Participants in the quiz are sailors stationed at the Pier, and those answering questions correctly receive an extra evening of liberty, while those flunking retire to the scullery and polish pans until the next broadcast. The producer, Morrison Wood, has permission of the commanding officer, Capt. E. A. Wollense, to enforce the consequences of the quiz.

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

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

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

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

Page 42 • May 31, 1943
RCA, Western Electric Release Details Of Industry’s Part in Radar Research

INDUSTRY’S version of the development of Radar began to come forward last week as two large equipment manufacturers—RCA and Western Electric—released accounts of their work done with military engineers toward perfecting the secret radio weapon for the nation’s defense [see other Radar stories on page 99].

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

Delivery in ’37

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

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

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

To these pioneers, RCA added its own Dr. Irving Wolff, “whose early experiments with radio reflection soon led into radar principles.” He has been intimately associated with radar research work, the firm said, with a staff of many engineers and researchers under his supervision.

During 1938-39 many tests were made, RCA said, which showed the effectiveness of the equipment in warning of collision between aircraft, or between planes and mountains or other objects to determine altitude accurately. “Owing to the closeness between this apparatus and aircraft detection equipment, commercial announcement of these results was not possible,” RCA explained.

YOUNGEST transmitter operator, says WPAR, Parkersburg, W. Va., is Robert Knowles (right), 12, younger half of a father-son combination. Son of Cecil Knowles, WPAR transmitter engineer for many years, Robert holds a third class license, works parttime.

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

RCA Institutional

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

Baseball Repeats

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

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

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

KCKN is programmed entirely and exclusively for Kansas City’s 725,000 “city” listeners. No other Kansas City station is programmed exclusively for the metropolitan city audience. No other Kansas City station offers national advertisers a low “local” rate. Write for Hooper rating on current availability.

KANSAS CITY

BROADCASTING • Broadcast Advertising

May 31, 1943 • Page 43
Delay in Net Rules Refused
(Continued from page 9)

been brought before the Commissi-

lation prior to the May 26 Board.

Chairman Fly was represented as

being chagrined over efforts of the

industry to foster legislation be-

cause of the Supreme Court opin-

ion.

Changes Sought

While the major networks them-

selves made no formal pleas for

modification of the regulations, a

number of stations, it is under-

stood, urged changes. One station

operator is understood to have told

the chairman that the regulations

would mean he would be "forced"

to take the full schedule of pro-

grams from his network because

he would not be disposed to reject

programs, even in station time, and

"build up" a competitive station

which then could take that net-

work's features.

Several conferences were held

last week with Chairman Fly by

William S. Paley, CBS president;

Paul W. Kesten, CBS vice-presi-

dent and general manager; Joseph

H. Ream, CBS vice-president and

secretary; Earl H. Gammons, CBS

Washington director; Niles Tram-

mell, NBC president; other execu-

tives of his organization, and

members of the advisory commit-

tee, which met in Washington

early in the week. The culmination

of these conversations was the

adoption of the Commission last

Friday.

The NBC advisory group and its

offices met with Chairman Fly

both last Tuesday and Wednesday

morning. The proposed letter of

contract modification was discussed

in detail but apparently was not

considered by the FCC at its Fri-

day meeting. The same held true

for CBS's proposed telegram to its

affiliates, submitted last Thursday.

Because of the local time versus

eastern time aspect, it was neces-

sary to withhold its telegram until

the FCC had cleared up that item.

First Refusal

In the conversations with Chair-

man Fly, there was discussion about

a modification which would re-

quire a network to give "first re-

fusal" to its affiliate in a particu-

lar market. The regulations pro-

vide that the station has "first call"

on the time of a particular

network, but not the reverse. Evi-

dently nothing came of this, since

no action was announced following

the Friday session.

Also discussed, it is understood,

was the possibility of shifting of

time segments so that an additional

half hour might be optioned dur-

ing the evening for a total of three

and one-half hours. Under the

regulations, the broadcast day is

divided into four segments—8 a.m.

to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m.

to 11 p.m. and 11 p.m. to 8 a.m.

The network is not permitted to

option more than a total of three

hours in each segment. The sug-

gestion was that the 8 a.m. to 1 p.m.

segment be reduced to 2 1/2 hours,

with the 6 p.m. to 11 p.m. segment

increased to 3 1/2 hours. Similarly,

no action was taken on this at the

Friday session.

Revisions Discussed

With prospects of a postpone-

ment of the June 14 effective date

for the FCC rules all but despaired

of, advisory committees of NBC

and CBS, at their separate meet-

ings Washington Monday and Tue-

day, discussed in detail plans for

overall contract revisions to elimi-

nate those portions of their con-

tracts inconsistent with the regu-

lations. The nature of covering

clause varied with each network,

however, because of differ-

ences in method of operation.

Actually, no insurmountable ob-

stacles were encountered and prac-

tically all network contracts have

carried clauses specifying that the

terms are subject to Gov-

ernment regulations. To avoid sit-

uations where full contracts might

expire at the same time for each

network, such matters as staggered

expiration dates were discussed at

the meetings, it is understood.

Those Present

Members of the CBS advisory

board who met at the Carlyle Ho-

tel in Washington Monday and

Tuesday with officials of the net-

work were Franklin Doolittle,

WDRC, Hartford; I. R. Louns-

bery, WKBW, Buffalo; M. Rivers,

WSCE, Charleston, S. C.; Hoyt

Wooten, WREC, Memphis; Leo

Fitzpatrick, WJR, Detroit; Arthur

B. Church, KMBC, Kansas City;

and Clyde Rembert, KRLD, Dallas.

Absent, because of illness, was

C. T. Lucy, WRVA, Richmond.

C. W. Myers, KOIN, Portland, Ore.,

was unable to attend because of

a family emergency, but planned

to return to Washington later in the

week.

CBS officials at the conference

included, in addition to President

Paley, Paul W. Kesten, vice-presi-

dent and general manager; Joseph

H. Ream, vice-president and secre-

tary; Herbert V. Akerberg, vice-

president in charge of station rela-

tions; Dr. Frank Stanton, vice-

president; and Earl Gammons,

Washington director.

Members of the NBC planning

and advisory committee who met

in Washington Monday and Tues-

day were Paul W. Morency, WTIC,

Hartford; G. Richard Shafto, WIS,


WLW, Cincinnati; Harry Stone,

WSM, Nashville; Stanley E. Hub-

bard, KSTP, St. Paul; G. E. Zim-

merman, KARK, Little Rock; and

Arden X. Pangborn, KGW, Port-

land, Ore. Present in lieu of S. S.

Fox, KDYL, Salt Lake City, Utah,

was W. E. Wagstaff.

NBC officials in addition to Pres-

ident Trammell were Frank E. Muli-

len, vice-president and general

manager; William S. Hedges, vice-

president in charge of stations; A.

L. Ashby, vice-president and gen-

eral counsel; Harry Lader, of the

NBC legal department; and Shel-

don B. Hickox Jr., manager of the

station relations department.

BLU was to report and revise

and advisory committee, which meets

in New York Wednesday, com-

prises Harold V. Hough, KGKO,

Fort Worth; William A. Riple,

H. A. Truby, Troy; H. Allen Campbell,

WXYZ, Detroit; Earl May, KMA,

Shenandoah; H. R. Johnson,

WSON, Birmingham; Duncan Pyle,

KVOD, Denver; and W. B. Stuhlt,

KJR, Seattle.

Wheeler Comments

Chairman Wheeler's decision to

schedule hearings in late June, af-

fter having suddenly cancelled

the May 25 starting date on May 22,

came following a conference with

Mears Paley and Trammell last

Tuesday evening. The Senator said

a new date would be announced by

June 15 or earlier.

Last Saturday, Chairman Wheel-

er suddenly announced calling off

of the hearings to begin the fol-

lowing Tuesday, because of the

failure of the full committee to

complete hearings on a railroad

rate measure. At that time he

inferred he desired to allow more

time for a study of the Supreme

Court opinion and added he was

"not sure now that the bill does

go too far" in prescribing the

exact duties of the FCC. He em-

phasized then that this did not

mean he was withdrawing his sup-

port of the bill.

Realization that the Supreme

Court opinion transcended pure

network-affiliate relationships ap-

peared to be permeating the indus-

try, following the major network

advisory committee sessions last

week. It was evident, too, that the

networks primarily affected inso-

far as the new regulations are

concerned, would not be disposed to

take the leadership in fostering

new legislation. Such matters as

program control, regulation of

overall business aspects of stations,

dual ownership, newspaper own-

ership, and, in fact, every im-

portant matter of broadcasting

was deferred to the legislative

session and further action in the

matter was left to Congress.

NPR is planning to carry the

hearings in full on its network-

affiliated stations, and one net-

work, WOR, New York, has com-

municated its desire to carry the

hearings in full over both its

affiliated and independent stations.

Only a.m. stations would carry

the hearings over the network.

There has been much confusion

in the industry over the matter of

what would happen to the Fed-

eral Communications Act and

what its effect would be on the

industry. The term of the act, "as

extended and as amended," is set

to run out June 30, 1944, and

no one is sure whether the act

will be submitted for reauthorization

or whether it will simply expire.

It is generally believed that

the FCC will be asked to extend

the act, the FCC has already

made it known that it will make a

report on the subject in June.

The matter is being discussed by

the FCC itself and by the CON-

gressional committees. It is

expected that the committee

hearings will throw some light

on the subject.

It has been stated by the

FCC that the act, in its present

form, does not regulate the public

broadcasting service, the matter

of the national broadcasting

network, and the public service.

However, all stations on the

networks would be covered by

the act.

The present FCC staffers have

assumed that reauthorization of

the act will come about because

it is well known that Congress

will act on the subject.

The station owners, however,

are divided in their opinion as

to whether or not Congress will

act. Some owners believe that

it is bound to act, whereas

others feel that it is very

uncertain. It is hoped that

Congress will act in a conciliatory

manner and will preserve the

status quo with a few minor

changes.

Stations should be on the alert

for any announcements that may

be made. The FCC will announce

any action that it may take, and

this will be a signal to station

owners and to operators that

there will be an announcement

of the matter and that some

action will be taken.

That is all that is really known

about the situation as of now.

| WDC | CONNECTICUT'S PIONEER BROADCASTER |

| 61% HIGHER |

Here's the market you want! The million people in WDC's Primary Area have an Effective Buyin...
tang problem confronting the industry appeared to shift the burden to stations themselves, probably through NAB.

White Studies Opinion

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

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

"Hooey," Says Fly

Chairman Fly characterized as "hooey" statements that the regulations would result in rigid Government control of broadcasting. Without mentioning names, he apparently alluded to the statement by the NAB Legislative Committee, following its meeting in Washington May 19, that the decision placed "broad and fantastic powers in the hands of the FCC."

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

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

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

ANA Meeting Closed

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

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

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

'Administrative Absolutism'

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

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

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

Award Given Red Cross

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

The two medals are awarded by the National Board of Fire Underwriters to stations that have done the most to give the public knowledge of fire prevention.
MBS Altering Contracts

(Continued from page 9)

Communications Commission. These constitute the special regulations applicable to radio stations engaged in chain broadcasting adopted by the FCC on May 2, 1941, and amended October 11, 1941, in so far as they are applicable to any affiliation contract Mutual now has outstanding. In particular, for the time being the periods from 6:00 to 6:30 p.m. and from 10:30 to 11:00 p.m., New York time, on Sunday evenings are hereby released from the option time provision in Mutual contracts. There may be a later change in the periods released from option time on Sunday evenings about which we shall communicate with you at a later date.

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

The effective date of the foregoing modification is to coincide with the date on which the regulations shall become effective which, according to the best current information, will be on or very shortly after June 14, 1943.

Such modifications are subject to the further qualification that if and to the extent that the regulations are changed or amended in any respect, the modifications in your contract will be correspondingly changed or amended.

"As you know, the Commission rules allow for a total of 12 hours each day of option time on a non-exclusive basis for network broadcasting. Three hours of non-exclusive option time are permitted in each time bracket of morning, afternoon and evening and also the period from 11:00 p.m. to 8 a.m. The selection of the hours is subject to agreement between affiliates and networks. The key stations of Mutual will consider and report to you shortly on the hours contemplated for option time for network broadcasting. Pending this, we ask that you delay commitment on the hours contested for option to network broadcasting from all sources.

Asks Guarantee

"In advance of selection of the option hours for network broadcasting, we may ask confirmation from you that on and after the effective date of the rules, above, June 14, 1943, commercial programs accepted by your station from Mutual will be guaranteed for the duration of the commercial contract? We ask this so that no further question may be raised about such commercial programs being subject to move by you on notice prior to the expiration of the sponsored program (except under the conditions required by Regulation 3.105). As you know, this is entirely consistent with the Commission's regulations which prevent one network from forcing the movement of an earlier scheduled commercial of another network through the use of time reservations such as heretofore contained in other network contracts.

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

Ford Motor Co. Program Mourning Its President

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

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

WFIL Honored

CERTIFICATE of Merit on Adult Education was awarded WFIL, Philadelphia, by the American Economic Foundation for distinguished service in the realm of education. Dr. O. Glenn Saxon, chairman of the advisory committee of the foundation and Professor of Economics at Yale University made the presentation May 26 at ceremonies held in the studios of WFIL, to the second station in the country to be so honored. Roger W. Clipp, vice-president and general manager of WFIL, accepted the award.

Further recognition of the station's service was given on the Foundation's Wake Up, America program over the BLUE, May 30.

WJZ Sales Still Gain

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

Universal Plans to Expand Radio

UNIVERSAL PICTURES, New York, has appropriated the largest advertising budget in its history for the balance of its 1942-43 release schedule, and for the productions to be launched by the 1943-44 selling season. Firm has allotted $560,000 for promotion of four coming major features.

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

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

NEGOTIATIONS between the National Assn. of Broadcast Engineers & Technicians and NBC were suspended last Thursday, when the union delegates returned to their home cities to canvass NABET members on their willingness to accept the wage proposal made by NBC. Union had asked for cost-of-living increases. NBC had rejected this and countered with an offer to allow a 5% increase, stating that the figure despite NABET attempts to compromise on 7%. J. H. Brown, Hollywood, NABET president and chairman of the union's negotiating committee, left New York last Friday evening, planning to return in Chicago for a union meeting before proceeding to Hollywood. He said that the attitude of the union members would probably be known within the coming week, after which negotiations will probably either continue until a new contract is completed or be dropped until the expiration of the present contract Dec. 31.

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

In addition to Mr. Brown, NABET delegates included P. C. Schnepfer, vice-president and chairman of the Chicago chapter, and Harry Miller, chairman of the union's New York chapter. NBC was represented by O. B. Hanson, vice-president and chief engineer, and John J. O'Gara, vice-president and assistant secretary.

IBEW Certified Agent

IN WWL Contract Talks

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

Meanwhile, IBEW said that Local 1218 had completed a standard contract with WKNY, Kingston, N. Y., covering the technical staff of that station. Contract, arranged by Freeman L. Hurd for IBRE, and Norman Furman for WKNY, provides for union membership, seniority, leave of absence for military service, paid vacations and sick leave.

American Express Adds

AMERICAN Express Co., New York, in addition to its new program on WQXR, New York, in behalf of travelers checks [BROADCASTING, May 24], on May 30 started two half-hour programs weekly on WJZ, New York, and on WENB, Chicago, for a 17-week period. WJZ program is heard Tuesday at 10:30 a.m., and the WENB series on the same days at 9:30 p.m. Caples Co., New York, is the agency.

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

IN RESPONSE to requests from stations and figures in public life as to the impact of the Supreme Court decision of May 10, the NAB last Tuesday released a five-page mimeographed titled "What the May 10 Supreme Court Decision Means to American Broadcasting; to the American People." The Frankfurter opinion handed down to the FCC's "complete control of radio broadcasting in the United States." Abstracted were portions of both the majority and the minority opinions, and a recital of the powers given the FCC by the ruling. Also included were selected editorial excerpts from leading newspapers.

Extent of Control

A searching analysis of the decision, it was stated, indicated that directly or indirectly: The FCC can tell broadcasters what must be broadcast, whether it be news, public discussions, political speeches, music, drama or other entertainment. The Commission can likewise enforce its edicts of what may not be broadcast in any one of these fields.

The Commission can regulate the business operations and direct the management of each individual radio station. It can issue or deny licenses based upon business affiliations.

NAB stated further:

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

Thus overnight American radio, under the law as interpreted by the Court, has lost all the characteristics of freedom so vital to our two-party political system and so essential to American democracy. Under the Radio Act of 1927, and under the amended Act of 1934, the Federal Communications Commission was given regulatory power over the technical aspects and physical allocations of radio frequencies. For ten years the Commission did not seek to stretch its powers into the field of program content or business operations of the broadcasters.

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

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

Up to Congress

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

The statement concluded:

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

BONUS!

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

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

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


50,000 WATTS
AFFILATE NBC
CLEAR CHANNEL
MEMBER TQN

The Powerful Advertising Influence of the Southwest

REPRESENTED Nationally by EDWARD PETER & CO.

BROADCASTING • Broadcast Advertising

May 31, 1943 • Page 47
U. S. Radio Course Trains Technicians Help May Be Available From Office of Education

THOUSANDS of radio engineers and technicians are being trained in special courses being given by the U. S. Office of Education, Paul V. McNutt, chairman of the War Manpower Commission, reported last week. Many of these radio technicians are available for work in broadcast stations.

According to Mr. McNutt, more than 80,000 men and women have already completed the course which is given in some 220 colleges and universities. Although most of them have gone into defense work, the Office of Education says that many graduates are willing to accept work in stations. Lists of colleges where graduates are available may be had from the Office of Education, Office of Engineering, Science and Management War Training Courses, Washington, D. C.

Courses Given OESMW technicians officials point out that courses are being started at frequent intervals. Stations may arrange to enroll their employees at nearby colleges. Only expense is for textbooks. Three courses are given: Fundamentals of Radio; Radio and Pre-Radar, and Ultra-High Frequency Technique. No code is offered in the theory course, which is devoted to the principles of radio circuits.

Until now, many of those taking the radio courses have been young men planning to enter the Armed Forces. Since liquidation of the Enlisted Reserve Corps, however, registration has fallen off, as the course no longer assures service with the Signal Corps. As many as 15,000 persons have been enrolled at one time in the Fundamentals of Radio course, Mr. McNutt reported, and approximately 6,000 employees of one Signal Corps station have taken the course.

Coffee Supplies Better, Boscul Adds to Schedule

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

Virginia Dare Spots

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

MORE NEWS for listeners in San Francisco-Oakland Bay area is now available through sponsorship of Art Primm's newscast by Remar Baking Co. Program is broadcast on KQW Monday through Friday at 1:35 p.m. Walter Guild (left) of General Mills, agency handling the account, confers with Mr. Primm (right) and P. O. Pedersen, head of Remar.

AGENCY Appointments

HECKER Co., Los Angeles (Santo Tomasa wine), to Barnes Chase Co., that city. On June 1 starts for 52 weeks using one-transcribed, one-minute English and Spanish newscasts daily on XERB, Los Angeles, Calif.
WAVAL Permanent Wave Supply Co., Los Angeles (concentrated permanent wave solution), to Earl R. Culp Agency, Los Angeles.
HUMP HAIR PIN Mfg. Co., Chicago, to Schwimmer & Scott, Chicago. Media will be national magazines, trade papers.
IOWA SOAP Co., Burlington, Ia. (Nola Flats and Magic Water), to Goodkind, Joice & Morgan, Chicago. Radio will be used.
MESSCHER & STOCK, Chicago (Friege beverage), to Goldman & Groes, Chicago. Media placed includes radio, newspapers and trade papers.
ZENITH RADIO Co., Chicago, has just been given the Army-Navy Production Award for the second time. Zenith's facilities are now devoted 100% to the development and mass production of advanced radar, transmitters and receivers for tanks and planes, and other equipment for the armed services.
HEADLINERS CLUB CITES 3 IN RADIO

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

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

Merrill Mueller of NBC and Newsweek will receive a special war correspondent's major medal, newly created by the club to honor the newsmen "who perform heroic deeds in pursuit of their assignments." A posthumous valor medal will be awarded to Don Bell of NBC who was killed in Manila. The club has announced that these medals will be given to honoring the duration to selected correspondents in any overseas affiliated fields of newspaper, radio and newsmagazine.

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

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

Gulf Hitch-Hiking

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

Winchell Denies

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

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

Cy King Heads WEBR

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

Citra Spot Tests

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

Livedest Newfound

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

AARON L. JACOBY, vice-president of WLW, Brooklyn, has been named chief clerk of the Surrogate Court of Kings County, Brooklyn. Mr. Jacoby has served a term as sheriff, and also as registrar during his activities in Democratic party politics, which covered a period of 20 years.
Newscast Rulings

Eased by Canada

Sponsorship Allowed in Some Cases on U. S. Broadcasts

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

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

U. S. News Programs

Sponsored American network news commentaries, which have been banned in Canada for some time, may now be brought in from American networks. This affects the CBC stations CBL and CBY, Toronto, CFB and CBM, Montreal, as NBC outlets; CKAC, Montreal, and CFRB, Toronto, as CBS outlets; CFCF, Montreal, BLUE outlet; CKCL, Toronto, and CKLW, Windsor-Detroit, as MBS outlets.

The CBC announcement on this policy change states:

"Under special wartime conditions in consideration of our relationship to other people associated with us as United Nations, the Corporation has relaxed its ruling concerning the sale of networks to individuals or commercial organizations for the broadcast of opinions, but only so far as to permit the entrance into Canada of news commentaries having their point of origin in other countries. Such broadcasts may be on a commercial or a sustaining basis. In each case permission for broadcasting of such news commentaries from other countries will only be granted on the basis of specific application to the general manager of the corporation when in his opinion their introduction will provide a useful service to Canadian listeners in helping them to understand the changing war situation. The commercial content and the format of all such broadcasts must conform to the policy and regulations of the Corporation."

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

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

Arranged Interviews

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

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

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

Permission to release the series to all other stations in the country following their use by WLS was given at request of OWI.
that the described

REVISED NAB estimate of the cash value of radio's contribution to the Second War Loan Campaign, described by the Secretary of the Treasury Morgenthau, as "the greatest advertising operation in the history of the world," reveals that $7,096,690 in time and talent helped put the drive over between April 5 and May 1. Compiled by the OWI and the NAB, this figure issued last week represents time given in connection with OWI commitments under allocation plans, plus 15% for talent and time donations over and above these commitments.

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

According to OWI figures, time contributed to the drive under the Network Allocation Plan amounted to $5,860,000; National Spot Allocation Plan, $320,000, and Station Announcement Plan, $170,000. Station participation reports received by Treasury, OWI and NAB indicate that representation by OWI was so far above scheduled commitments that even the 33 1/3% addition to the total, suggested by OWI was conservative.

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

Value of Other Media

During the same period, outdoor advertising's contribution was reported as 7,754 War Bond posters on panels at a space value of $181,250, and 8,989 War Loan posters valued at $202,225. About 84,000 car cards worth $100,000 were placed, and 4,000 three-sheets valued at $15,000 were used.

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

Time and Talent Given to War Effort Exceeds 100 Million Dollars, Says Woods

"The four major networks, as well as the hundreds of independent stations, have, according to the OWI, given more than $100,000,000 in time and talent to the war effort," Mark Woods, president of the BLUE, stated May 25 on the anniversary broadcast of This National War.

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

Will Mean More Jobs

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

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

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

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

Canadian Broadcasters

Cite Radio Aid to War

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

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

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

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

L. E. Penner, Canadian Cellulocotton Products, Toronto, was chairman of the radio panel.

PEN IN HAND Harli McDonald, manager of the Philadelphia Orchestra, looks up before signing a long-term contract for the symphony group to record exclusively for the Columbia Recording Corp. With him is Edward Wallerstein, president of CRC.

Jelke Names Brown

JAMES T. BROWN, former assistant general sales manager of John F. Jelke Co., Chicago, has been appointed general sales manager of the Kraft plant.

Mr. Brown takes over executive sales duties formerly handled by Mr. Elliott. The post of advertising manager, vacated by George T. Wruck several weeks ago when he became advertising manager of the Rahr Malting Co., Manitowoc, Wis., has not been filled.


Baltimore's Blue Network Outlet

May 31, 1943 • Page 51
Tentative Calendar

KNCG, Amarillo, Tex.—Mod. license for 860 kci, 500 w. N. 5 kw., unlimited.

MARCH 28

WHRN, Tompkinsville, N. Y.—Center license for CP in New FM.

WARY, Albany, N. Y.—CP for new transmitter.

WNCB, Rochester, N. Y.—License center for CP new FM station.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MAY 25

WDLP, Paramus Borough, N. J.—Granted Mod. license increase night power 100 to 250.

WTSO, Chicago.—Granted license center CP in part.

WSTN, Schenectady.—Granted license renewal, regular period.

WJNY, New York.—Same.

WKBW, Buffalo.—Same.

W6PH, Philadelphia.—Granted temporary license extension to July 1, 1943, pending determination of renewal application.

W5XAU, Oklahoma City.—Granted temp. extension to July 1, 1943, pending determination on renewal application.

WXXL, Denver.—Same.

W2XWE, Albany, N. Y.—Same.

Stations granted license renewal for regular period: KCEZ, Nome, Alaska—of present license, effective June 1, 1943. KERO, Bakersfield, Calif.; KGWJ, W2XW, WLYC, and W45BR, new station.

K2XQ, Rochester, N. Y.—Center license for 113 kw., unlimited.

New Business

PLANTERS NUT & CHOCOLATE CO., San Francisco.—(Planters peanut oil, salted peanuts), on May 22 started for 52 weeks, with Louis R. Lebo, on 6 NBC Pacific stations, Sat., 5:45-6 p.m. (PWT).


KENDALL FOOD PRODUCTS Inc. Los Angeles.—(Dog food), on May 18 started for 52 weeks participation in Andy & Virginia's show, 13 blue Pacific stations, Tues., 10:30-11:45 a.m. (PWT). Agency: The Bolling Agency.


MARION J. STONEY has joined the program staff of W2XJ, Kansas City, Mo.

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

BOB OLSSON and Paul Kaelkelmer, engineers of the engineering staff of K2XQ, Manhato, Minn., have been called into the Air Forces and Marines respectively. Ansumeers Bob Irving and Bill Faulkner have taken over the control room to handle the own shows. Dave Killibourn, of Minneapolis, new to radio, is now taking a turn at both the microphone and engineers.

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

ROBERT GLENN, technician of K2AE, Los Angeles, has joined KHJ, Hollywood.

MAY 27

KFMB, San Diego.—Granted authority to amend and remove from hearing doctor's application for vol. transfer control of Westercopter Broadcasting Corp., and license renewal from First National Trust & Savings Bank of San Diego, executor of the estate of Warren S. Westercott, deceased, transferor, to the same firm, as transferee.

WWL, New Orleans.—Granted amended petition to intervene in bearing on application of KCGN, Amarillo, to change frequency, power and time.

MAY 28

WMNN, Fairmount, W. Va.—Granted license for CP changes in DA, increase power.

Applications...

WKBX, Youngstown, O.—License cover CP as mod., for power increase, new transmitter, D&N, change hours.

WKZO, Kalamazoo, Mich.—Vol. assign. license to John E. Peterson, 4th street, Peterson Broadcasting Co.

WWJ, Chicago, Ill.—Vol. assign. license to Lillian Carol, executrix of the estate of Charles Lewis Carroll, deceased.

WJAX, Jackson, S. C.—Vol. assign. license to Adelaide Lillian Carroll, executrix of the estate of Charles Lewis Carroll, deceased.

WARY, Albany, N. Y.—CP as mod., for power increase, D&N, extend completion date.

WARY, Albany, N. Y.—CP for new transmitter.

 Wildcats...
Help Wanted

WANTED—A GOOD PROGRAM PERSON—Who feels that he is experienced enough to contribute ideas, writing and production techniques to his position? Address Box 673, BROADCASTING.

EXPERIENCED CONTROL ENGINEER—Should have at least 3 years of experience in electronic commuting. Background must include experience in networks and studio control. St. Louis position. Write Box 686, BROADCASTING, giving experience, present salary and position.

ANNOUNCER—Immediate opening for all-around experienced man. Supply full details. CHICAGO ENGINEER WAGE, SYRACUSE, N.Y.

Help Wanted (Cont’d)

WANTED IMMEDIATELY—Transmitter engineer with first class license to work at 10,000 watt station with four element array. Experienced, capable of handling maintenance. Apply Box 667, BROADCASTING.

SITUATIONS WANTED

ANNOUNCER—Desires permanent position with opportunities for advancement. Experienced, Capable Announcer. Prime time, Saturday, Sunday, 9:00 to 11:00 p.m. Atlantic City, N.J. Box 681, BROADCASTING.

ENGINEER—New York position. Excellent opportunity. Apply Box 670, BROADCASTING.

MUSICIAN—Wishes position with progressive station as staff pianist or musician. College graduate, with piano degree and viola certificate. Seven consecutive years' experience in classical music, present school term just closing. Has organized two orchestras, conducting with piano. Play both classical and popular music. Accompanying a specialty. Better references. Prefer south. (Miss) Gladys Perrill, Jackson, Mississippi.

College Graduate—Young lady. Radio major. Knowledge of production, writing, announcing, programming. Metropolitan station preferred. Box 684, BROADCASTING.

WANTED TO BUY

Full or Part Ownership—In radio station located in vicinity of Rochester. Box 674, BROADCASTING.

TURNTABLE—New or used, 33 and 78 rpm. Box 661, BROADCASTING.

K.W.—R.C.A.

CRYSTAL—Low temperature coefficient, 620 or better. Box 677, BROADCASTING.

BROADCAST STATION EQUIPMENT—100 watt transmitter complete with any of all of the associated station and studio equipment. Also 175 to 300-foot self-supporting mast. What can you furnish. Write us at once, giving best price and description. Box 688, BROADCASTING.

LaRoche Addresses Council

CHESTER J. LAROCHE, chairman of the Advertising Council, discussed the council's work in coordinating the contributions of the advertising industry to the war effort and in disseminating Government messages to the public, with particular emphasis on the role of radio, before a group of about 150 time salesmen from New York stations, networks and station representative organizations at a luncheon given by the council at the Yale Club in New York last Thursday. Mr. Petrie, chief of the OWI Radio Bureau in New York, briefly described the operations of the OWI in preparing and allocating wartime messages of various Government departments.

CHNS

The Key Station of the Maritimes

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capital City, it commands the largest near at hand audience in the Maritimes.

Ask JOE WEBB

350 Madison Ave.

New York
RKO to Use Regional and Key Station Tie-Up in Radio Promotion of Films

EVER SINCE the record-breaking attendance last January at midwestern theaters where the RKO picture “Hitler’s Children” had its world premiere preceded by extensive radio promotion, RKO has been aiming more and more “radio-minded”.

Latest evidence of this is the RKO arrangement with a group of key stations and regional networks extending from coast to coast, whereby three RKO pictures a year will be promoted on an exclusive sponsorship basis in the areas indicated. KQW, San Francisco; WBN, Cincinnati; WGN, Chicago; WCAU, Philadelphia; Texas Quality Network; Yankee Network, and others.

Effective Combination

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

Idea for the regional network and key station tie-up was originated by Mr. McCormick and Terry Turner, exploitation manager in charge of the correspondence campaign of “Hitler’s Children” opening in 34 cities. WLN, Cincinnati, was the key station sponsoring the film, in cooperation with its book, Education For Death, by Gregor Zilmar, WLW news commentator. Advance spot announcements, as well as a half-hour preview broadcast, were used by WLW for the premiere on Jan. 14. This was followed by an intensive schedule of transcribed announcements and tie-up promotion in advance of the picture’s opening in other cities throughout the country.

Areas Covered

First RKO film under the company’s new exclusive sponsorship plan is “This Land Is Mine”. Its world premiere was held May 7 with WLN as the key station, followed by promotion in the Chicago area through tie-up with its May 13 opening in that city. The Yankee Network was used by RKO to cover the May 26 opening in major New York and other New England cities, while WCAU, Philadelphia, on May 26 was the key outlet for the opening in that city. Other areas in which RKO is concentrating radio promotion, with titles “This Land Is Mine” include the Pacific Coast through NBC outlet, KPO, San Francisco, as well as the sections around Seattle, Spokane, and Portland.

Supervision of all advertising and promotion for the “three-pictures-a-year” tieup is handled by a special division of RKO’s advertising department in New York, under the direction of Mr. McCormick. From this division, RKO sends out a field staff of publicity men to arrange the various campaigns in different locales.

Two more RKO releases will be handled in the same manner as "This Land Is Mine" during 1943. Mr. McCormick stated, while radio promotion will also be included in campaigns for pictures other than those offered to stations under the exclusive sponsorship plan. Advertising budgets will be increased to handle the additional radio costs, he added, while current newspaper space will be maintained through the year and in some cases increased.

New WOR Programs

WOR, New York, is revamping the period from 1-1:30 p.m. Monday through Friday, and has already started two new Sunday afternoon programs. One is entitled The Show Shop with Walter Preston, the other Easy Listening, featuring popular music. From May 31 through June 14, WOR will introduce new programs, including Sophisticated Lady with Maxine Kelso in “Kels Land Is Mine” during 1943, a musical program using railroad sound effects; the WOR News Theater, Luncheon With Lopes, featuring Vincent Lopez and his orchestra, and Quiz Wizard, a listener-participation show.

Hymns Honored

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

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

HELP WANTED TIME GROWING ON COAST

MANPOWER shortage in San Francisco war industries, particularly war industries resulting from added revenue for radio. Even non-war industries are buying time in their search for additional manpower.

One of the largest timebuyers is Bethelhem-Alameda Shipyards, Inc., whose radio campaign will be handled by WBN, San Francisco, KQW; Wooldridge Co., San Francisco, KQW; Barrett & Hip Construction Co., San Francisco, through A. E. Nelson Co., San Francisco, KQW, each using spot announcements.

Among non-war industries seeking manpower is the New Process Company, San Francisco, whose radio campaign includes five times weekly each in the Housewives Protective League and Katherine Kerry programs on KQW.

CBS Assigns 3 to Handle Joint Program With BBC

TO HANDLE broadcasts of the ARC’s 8th series, Transatlantic Call: People to People, originating in the United States, CBS has assigned three announcers; one, compressed of Alan Lomax, who will write and edit material; John Becker, director; and Stamford Mirkin, who will handle the recording of those scripts from which the program is to originate. In announcing the assignments, CBS, as special director of broadcasts, indicated the series might be continued beyond the end of June, date originally set for the last broadcast.

WMRN 154th on Blue

WMRN, Marion, Ohio, on June 1 becomes a BLUE affiliate, bringing the total to 154. WMRN will be a bonus station, available at no cost to those advertisers who purchase time on WCOL, Columbus. Owned by Marion Broadcasting Co., WMRN operates 1,000 watts with 250 watts on, 1,490 kc.

NIAA Meeting

NATIONAL Industrial Advertisers Association annual membership meeting will be held in Cleveland June 28 in connection with the NIAA Central Region conference at the Hotel Statler, fourth of a series of regional meetings replacing the former national conference of the association.

...Correction! That Rumor About Them Using Live Bullets on Those Manuvers Has Been Confirmed"
There are Two Sides to Every Story...

PARTICULARLY THIS ONE!

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

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

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

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

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

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

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

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

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

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

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

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

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

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.