IN 1943—as in 1942—
WOR IS CARRYING MORE
SPOT BUSINESS MONTH AFTER
MONTH THAN ANY STATION IN
GREATER-NEW YORK*

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

—that power-full station  WOR

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

"DULL STUFF?"... IT BRISTLES WITH

An Optician a Grocer and a Radio Station

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

E. HALE BONDURANT
SALES MANAGER, WHO, DES MOINES

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

Post-War Planning for Radio
Heads Chicago RMA Meeting

Extravagant Claims for Fantastic Models Draw

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

Conflicts Arise As 3-Hour Limit Is Applied

TO CLEAR up the special problems of stations with dual network affiliation arising from the new FCC ruling this week, CBS and NBC, which own the Blue, will option members of their networks to stations in the Midwest.

Late last week CBS reported that more than 90% of its affiliations were reconciled by the new FCC rules, according to network stations, with the exception of those in the Midwest. Last week it was reported that there were some difficulties in the Midwest, but these were ironed out.

The Blue, of which many of whose affiliations meet last week in district sessions, are called by their representatives on the BLUEs station advisory and planning committee to give the stations a chance to ask questions and eliminate any remaining misunderstandings of the effects of the rules, described the meetings as very satisfactory and reported that contract acceptances were coming in at a rapid rate.

Midwest Problem

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

The peculiar problems of the dual affiliates also arise mainly from the limitations on network option time set by the Commission, which prohibit an affiliate from optioning more than three hours of time in each of four segments of the day: 8 a.m. to 1 p.m., 1 to 6 p.m., 6 to 11 p.m. and 11 p.m. to 8 a.m. It times of those of the locations of the station. “Such options,” the regulation states, “may not be exclusive as against other network organizations and may not prevent or hinder the station from opting or selling any or all of the time covered by the option, or other time, to other network organizations.”

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

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

The following stations currently have dual affiliations:

MBS-NBC: WGBF Evansville, Ind; WRDO Augusta, Ga; WFFA Bangor, Me; WISE Asheville, N. C; WKBO Harrisburg, Pa; WGAL Lancaster, Pa; WORK York, Pa; KRIS Corpus Christi; KRIR Westlaco, Tex.

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

MBS-WGSM Birmingham, Mo; WMC Memphis, Tenn; KGHI Little Rock, Ark; WATR Waterbury, Conn; WPWG Palm Beach; WROK Rockford, Ill; KSO Des Moines and KMA, Shenandoah, Iowa; KGGF Coffeyville, Kans; KFBI Wichita, Kan; WXYZ Detroit and WLAV Grand Rapids, Mich; KFOR Lincoln, Neb; WAGE Syracuse, N. Y; WAYS Charlotte, N. C; WAIR Winston-Salem, N. C; WJW Akron, Ohio; KOME Tulsa; WARM Scranton; WCONS Columbia and WMCRC Greenville, S. C; WDEP Chattanooga; WIBR Knox- ville; WMPS Memphis and WSIX Nashville, Tenn; KFDA Amarillo, KFBR Austin, KXYZ Houston, KABC San Antonio, KTEM Temple; WCOS Waco, Texas; WBTM Danville, WLVA Lynchburg, WRNL Richmond and WSLS Roa- noke, Va.

Harry Wismer Named Maxon Radio Director

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

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

Blue Meeting

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

Tax-Bond Copy

WITH 18 BILLION DOLLARS still to be received, the Treasury War Savings Staff Radio Section is preparing spot announcements based directly on the relation of pay-as-you-go taxation to planned bond buying. Announcements go out as soon as the Treasury War Savings Staff radio copy is available. It is to be hoped that the Treasury War Savings Staff radio section can work out.
Rigid Control Studied To Break Jam of Orders

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

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

Situation is Unsatisfactory

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

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

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

Mr. McIntosh, Whiteside Watch

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

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

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

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

WPB officials are as enthusiastic about L-265 as civilians, reports indicate. High Army and Navy officers strongly oppose sale of tubes to military agents in the field by distributors. This point out that regular channels insure ample tubes for military use. By purchasing from distributors, they hold, the services pay much more for the merchandise, may get military rejects, and at the same time deprive civilians of tubes they should have. Despite dire predictions for civilian tube production, Captain Gray indicated that the situation would not be permitted to get out of hand. He pointed to figures showing that production ran from two to three and a half million tubes monthly in recent months. He said it was probable that certain types now reported scarce would be produced, and that most of the 117 types recommended by Mr. McIntosh would be available if over-all scheduling is adopted. In addition, he said, many commercially acceptable military rejects would be given civilians.

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

Spier Recuperating

William Spier, CBS producer, who has been on the West Coast for several weeks to prepare for his last week from overwork and is recuperating in the Cedars of Lebanon Hospital in Hollywood.

COMMITTEE STUDIES FCC RADIO FORMS

MEETING in Washington last week, the broadcast subcommittee of the Advisory Committee on Government Questionnaires named as chairman J. Harold Ryan of WSPD, Toledo, and present assistant Director for Broadcasting. NAB President Neville Miller and others discussed the need of the subcommittee and the need for information derived from questionnaires. The committee plans to study current forms and questionnaires, with the engineering form approved as recommended by the NAB engineering executive committee. Named to the subcommittee are Haynes, Mr. Ryan, Mr. Bennett Larson of WWDC, Washington; Herbert Pettey of WHN, New York, and NAB Research Director Peter PETER.

Others in the radio field attending the meeting were Robert Clipp, WFIL, Philadelphia; Edward Evans, WJZ, New York; John McCormack, KTBK-WKW; Shrink & Barry T. Rumple, NBC; Jack Williams, WAXC, WACO, and John Coffee, CBS, representing Frank Stanton.

Asks WAPO Transfer

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

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

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

That station is **WGN!**

A Clear Channel Station

CHICAGO  
50,000 WATTS

ILLINOIS  
720 Kilocycles

MUTUAL BROADCASTING SYSTEM
Network Rules Attacked in New Book

Practical Phases Were Ignored, Robinson Points Out

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

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

Practicalities Ignored

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

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

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

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

Synchronous System

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

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

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

Sees Domination

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

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

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

Lauds Transcriptions

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

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

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

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

WGCN Is 140th NBC

WGCN, Gulfport, Miss., on June 6 became an NBC affiliate, bringing the network's total to 140 outlets. Owned by WGCN Inc., the station operates on 1290 kc, 250 watts.
GREAT SHIPBUILDING CENTER

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

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

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

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO:

BROADCASTING - Broadcast Advertising
Joint War Effort By Entertainment Groups Projected

Conference Board to Insure Cooperation Is Planned

IN A MOVE to bring about a closer cooperation between various branches of the entertainment industry engaged in war work, plans were advancing last week towards the formation of a Conference Board of the Entertainment Industry for War Activities. Idea for the group, which would serve as a clearing house for the war activities of various agencies including BMI, ASCAP, AFRA, Virginia Cooperative Conference Board, BMI, ASCAP, and other organizations, is to be the National Newspaper Group, which, like NBC, is a subsidiary of RCA.

Affects Rural Listeners

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

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

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

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

Newspaper Group Plans Retail Study

NAB to Name Committee to Standardize Promotion

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

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

May Ration Ads

A discussion of the probable effects of further restrictions in newsprint at one of the NABA session disclosed the general feeling among larger newspapers that in such an event they would have to begin rationing their advertising space, while the smaller papers felt that in their case another cut of 10% in newsprint would be followed by an increase in advertising rates. Of the papers represented at the meeting, it was reported that they have already instituted rationing of advertising space or made any plans for doing so. Rate increases reported were also relatively few.

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

Church Discs on 23

CHURCH OF CHRIST, Glendale, Cal., in a tie-in with local churches, on June 6 started sponsoring a weekly half-hour transcribed religious broadcast during the February, evangelist, on 23 Pacific Coast stations. Contracts are for 16 weeks. Stations include KDB, KFUX, KPMC, KGA, KTKC, KHS, KLS, KFBM, KHB, KSR, KTRB, KVSC, Kolec, RODL, KFQ, WZBB, KZBB, KXA, WJJ, KELA. Dean L. Simons Adv., Hollywood, has the account.
MAINTAINS MUSIC CENTER FOR ENLISTED MEN!

In keeping with "morale-maintenance" activities—KOA makes available an facility for the Music Center for Enlisted Men. It is scheduled to furnish members of the armed forces in Denver as well as from other stations help to make the Center highly effective.

A weekly half-hour program, under the auspices of the KOA Music Center for Enlisted Men, is broadcast every Friday evening. Members of the armed forces, members of the several forces, and the program, written by the of military personnel, is all for the entertainment and information of soldiers and their families.

Highlights of several recent broadcasts are pictured.
CBS Issues Booklet to Explain New FCC Rules to Advertisers

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

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

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

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

First Call Policy

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

"The first-call policy," CBS continues, "protects the great majority of network clients from any handful of advertisers who might otherwise compel the inclusion, in their network hookups, of the most powerful stations of other networks, thus leaving available to other network advertisers inferior networks. Thus, networked clients are protected from being "cut loose" by the FCC rules."

(4) Showing the time CBS has put under option with its affiliates [BROADCASTING, June 7], the network explains (5) that the option hours were chosen on the basis of previous demand by advertisers and (6) that while the option gives the network a right to take over time held by a local or spot advertiser, which belongs to the station, neither the network nor anyone else "in practice the option must be the same [since] many of our stations have expressed the desire to continue to carry as much CBS network commercial business as possible."

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

(8) Advertisers can theoretically create their own "private networks" under the new rules in time not occupied by sponsored network programs, but, says CBS, "only if both the advertisers and the stations agree and that both groups seem to be interested--and neither group seems at all inclined toward such blindness."

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

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

Special Services

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

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

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

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

Ready
GABRIEL HEATTER, Mutual commentator scheduled to start his two-week vacation from the air June 15, has decided to forego a holiday to be on hand to cover the report of invasion. Frank Singiser was to have substituted for Mr. Transer. Sponsors are Zorite Products, Barbasol Co., and R. B. Semler Inc.

WLW Aid Given Pharmacy Schools

Seven Scholarships Granted To Assist Drug Stores

TO HELP RELIEVE the manpower shortage in the retail drug industry and to improve conditions in the trade, seven one-year scholarships will be underwritten by the Cincinnati branch of the Crossley Corp., which owns WLW, seven schools of pharmacy in the station’s primary area.

Announcing the project, R. E. Dunville, vice-president of the Crossley Corp., explained that "WLW is making this direct effort to aid the pharmacy schools within its primary area as an inducement to highly skilled persons to enter pharmacy as a career, especially those who might not otherwise have considered this career."

Citing the great need for pharmacists, particularly in smaller drug stores, Mr. Dunville pointed out that proprietors cannot do the merchandising job that would be possible with additional competent assistants. This situation, he said, may have contributed as much as any other factor to the diversion of drugstore sales to other fields.

WLW officials believe that with sufficient study and aid given the problem, pharmacy will become more attractive as a profession as it becomes more diversified. They emphasized high education in pharmacy, and greater understanding of the problems of the retail pharmacy service, the industry, its associations in its primary area.

John E. Randolph, director of trade extension for WLW, will handle details of the grants. The program has received endorsement from the deans of the various schools. Candidates qualified to receive the scholarships are now being selected.

Quiz for Conti

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

Radio Rated A-1

RADIO in the eastern gas short-age area was given an A-1 preference rating, highest non-military rating, in a revision of list of industries entitled to supplemental gasoline, ODT announced last week. Dunville in Cincinnati, when the Crossley list are entitled to request extra fuel to perform their duties, ODT said, applicants will have to prove that gas taken by their industry to the fullest extent possible [BROADCASTING June 7].
IT'S NAME is radio advertising. Its most fertile field is Detroit. Its most effective carrier is WWJ.

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

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

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

And, WWJ is, by actual survey, the most listened-to radio station in this great market. Tell your story in Detroit now—over WWJ.

WWJ
America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News
ASSOCIATE STATION W45D—F. M.

BROADCASTING • Broadcast Advertising
IRE Takes Stand Against K-P Bills
Plan to Mobilize Engineers
Regarded as Unnecessary

OPPOSITION to the enactment of the Kilgore-Patman bills (S-702 and HR-2100) to establish an Office of Scientific and Technical Mobilization was expressed in a resolution adopted at the June meeting of the board of directors of the Institute of Radio Engineers.

The IRE took the position that the technical resources and particularly the radio facilities of the nation are now working efficiently in the war effort and that the'sturgesion would result in confusion.

The resolution follows in full text:

Whereas, the board of directors of The Institute of Radio Engineers is of the opinion that the scientific and technical resources and particularly the radio facilities and personnel of the country are unutilized for a high higher and are working efficiently in the war effort;

And whereas, it appears that enactment of the pro-free press bill (S-702 and HR-2100) to mobilize the scientific and technical resources of the nation, to establish an Office of Scientific and Technical Mobilization, and for other purposes, would actually endanger the very work for which these resources are being used, in that it would establish a post-war bureaucracy unneeded in the interests of science and technology, and further, the best interests of the United States: therefore be it Resolved that the board of directors of The Institute of Radio Engineers expresses its general opposition to the pro-free press bills, and the passage of these bills would have the effect of placing the scientific and technical personnel and facilities of the nation under government supervision and control.

BLUE Names Tomlinson
EDWARD TOMLINSON, radio consultant for the Associated Press, on inter-American affairs, has been appointed BLUE’s adviser and assistant to its chairman, as announced by Mark Woods, president. Mr. Tomlinson, whose analyses are heard thrice weekly, on June 12 established permanent headquarters in Washington to be closer to our own State Dept. as well as to the American diplomatic representatives. “The reported pro-Allied revolt in Argentina,” he said, in announcing the creation of the new post, “brings into sharper focus the vital role of the Americas, as opposed by the ‘other Americas’ in the United States and allied war efforts.”

Weiner Quits WPB
RESIGNATION of Joseph L. Weiner, formerly chief of the WPB’s office of Civilian Supply, was announced by Donald Nelson last week. Mr. Weiner, who was responsible for the “Rock Bottom Economy Plan” (BROADCASTING March 27), was succeeded April 15 by Arthur Whitehead, who headed the Office of Civilian Requirements.

SPEARHEAD of U. S. Army IV Fighter Command’s recent campaign for more volunteers for its B-25 Timahawks was the station-Army quartet delivering the recruiting message from KOMO, Seattle, one stop in a two-week Pacific Coast drive. Flown by Army bomber, Sam Hayes, network commentator on vacation from his six-weekly-hour newscast, sponsored by Sperry Flour Co. on NBC Pacific stations, visited every coastal filter center city during the radio and personal appearance tour. Trip was made at invitation of IV Fighter Command Traveling campaign 1st Lt. W. R. J. Bock, western press relations manager of NBC; Dick Keplinger, special events director of KOMO; Mr. Hayes; Capt. William Gerken, Army Signal Corps.

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

ALL EXCEPT about 10% of the pre-war applicants for FM stations, whose applications were filed before April 27, 1942, under the blanket memorandum opinion, but who were authorized to apply for reinstatement last February, have taken advantage of the FCC’s action.

FM Broadcasters Inc. last week said that FCC records showed that 40 pre-war FM applicants had sought reinstatement of their applications under the automatic procedure. The applications, under the FCC’s ruling of last February, are not kept from the filing date until the war and then will be acted upon, eliminating the need for filing of new detailed forms.

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

American Broadcasting Co. of KJ REACH.
- Lexington, (45.1 mc.) (WLAP).
- Anthony & Sons, New Bedford, Mass. (45.1 mc.) (WBGI).
- KFJ-REACH.
- Ashland Broadcasting Co., Ashland, Ky. (45.1 mc.) (WOCD)
- The Baltimore Radio Show, Baltimore (45.1 mc.) (WFB).
- Central New York Broadcasting Corp., Syracuse (45.1 mc.) (WISY).
- Columbia Broadcasting Station, Boston (45.1 mc.) (WEEI).
- Courier-Journal & Louisville Times Co., Louisville (45.1 mc.) (WHAS).
- Dela Memorial Radio Fund, New York (45.1 mc.) (WEDV).
- Frequency Broadcasting Corp., New York (45.1 mc.) (WMEG).
- Globe-Democrat Publishing Co., St. Louis (45.1 mc.) (WOLA).
- Hackley Broadcasting, Racine, Pa. (45.1 mc.) (WJH).
- James F. Hopkins, Detroit (45.1 mc.) (WJR).
- Kansas Printing Corp., Houston, (45.1 mc.) (KPRC).
- Kingdom Broadcasting, Indianapolis (45.1 mc.) (WIRK).
- American Broadcasting Co. at Detroit (45.1 mc.) (WXLY).

Applications for FM licenses also have been filed by Dr. Edwin H. Armstrong, FM inventor, and Westinghouse Radio Stations, to use equipment formerly licensed to high frequency experimental station W2XMN, of Al- pine, N. J., and W1XSN, East Springield, Mass. Call letters requested are W31NY for the Armstrong station and W81SP for the Westinghouse outlet.

HEALTH MESSAGES AIDED BY LYSOL
REPEATING its timely radio health warnings in the Midwest’s receding flood area, the last several weeks, the Kilgore & Fink Products Corp., New York, placed 100-word announcements on stations that have not been licensed, urging the use of Lysol disinfectant.

The company placed a similar campaign in June 1942 in Eastern Pennsylvania, Long- nen & Mitchell, New York, preparing the copy and rushing through the last half last week. The Lysol advertisement was placed in the area also distributed handbills warning of epidemics and made sure that mechanics were well supplied with Lysol disinfectant.

 Stations Assist

With floods almost re- moved from the Midwest area, reports have been received about the part played as flood information centers by two stations in Missouri and Illinois.

KXOK, St. Louis, recently completed its comprehensive coverage of those floods, in Charles section. Harry K. Renfro, news editor, in cooperation with the U. S. Coast Guard, broadcast direct from flood centers, a flood prog- ress, and with Engineer Al Gordon, using recorded mobile equipment, to broadcast the news and help in the evacuation of families.

News commentator Virginia Davis flew over the civil air patrol and plant patrol to broadcast her impressions of the flood on KXOK.

At Jacksonville, Ill., WLDs, at the request of the CSL and local Red Cross Disaster Committee, gave hourly river stage announcements and announced the procedure for orderly withdrawal from flood-threatened Beardstown and later return to the city. The station helped find homes for evacuated families and helped to reunite separated families. To report flood conditions, Mrs. Harry Kresmer and Edgar Parsons toured the flood area and the station arranged a series of interviews with levee workers and evacuees.

Freed Hails FM

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

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

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

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

* At table d'hote prices.

WNEW

501 MADISON AVENUE · NEW YORK, N. Y.

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

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
GRIMES SEES FAST GROWTH OF VIDEO
ALREADY as advanced as radio was in 1927, television will develop into one of the great industries of the post-war period, it was predicted by David Grimes, vice-president in charge of engineering for Philco Corp., in an address June 7 before the New York Institute of Finance.

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

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

With the principles of successful link operation already established, he pointed out, all that remains is to extend present facilities to additional areas.

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

Baseball to Latins

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

NAB Gives Views on Congress Bills

White-Wheeler Plan Favorable; Federal Subsidy Opposed

TWO RESOLUTIONS—one endorsing legislation at this session of Congress along the lines of the White-Wheeler bill to safeguard freedom of radio and the other expressing opposition to any form of Government subsidy for advertising, but urging no discrimination between the press and radio—were adopted by the NAB board of directors June 24 at its extraordinary session in Washington.

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

The full texts of the resolutions follow:

White-Wheeler Bill

The Board of Directors of the NAB unanimously endorses the statement issued on the 18th by Senator White-Wheeler, Chairman of the Communications Committee, in Washington, D.C., on May 19. The statement therein stated that the Supreme Court decision of May 19 gravely jeopardizes the maintenance of a free radio in America.

In furtherance of its position, the board directs its small station committee to determine what classes of stations should receive such advertising.

Bankhead Bill

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

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

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

Be it further resolved that the board of directors direct its small station committee to determine what classes of stations should receive advertising and that such advertising be restricted to the expenditure of Government funds for advertising in newspapers.

Member Station, the Blue Network and Mutual Broadcasting System

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

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

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

Member Station, the Blue Network and Mutual Broadcasting System

5000 WATTS

WSIX

980 Kilocycles

The Voice of Nashville

NASHVILLE, TENN.

omega continues

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

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

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

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

The way KMOX handles news is the way KMOX handles music. And drama. And comedy. It's polished, sure-footed, professional KMOX-radio, 24 hours a day. It's what has made KMOX The Voice of St. Louis and of over 800,000 radio families throughout Mid-America.
Page 26 • June 14, 1943

Where From?

BRODACASTING • Broadcast Advertising
We Have The Biggest ASPIDISTRA In The World!

For Proof See
TIME MAGAZINE
May 31st-Page 82

5000 on 580

WCHS CBS Affiliate

John A. Kennedy, President  Howard L. Chernoff, Managing Director

Charleston, West Virginia
represented by the BRANHAM COMPANY
The Service Area of
WIS
(5000 Watts • 560 KC • NBC)
at Columbia, S.C.
gives you MORE RADIO HOMES than
LOUISVILLE (127,000 against 79,000)
or ATLANA (127,000 against 63,000)
or MEMPHIS (127,000 against 67,000)
or BIRMINGHAM (127,000 against 58,000)
or RICHMOND (127,000 against 85,000)
or NEW ORLEANS (127,000 against 103,000)
—or than Rochester (88,000)
or Denver (81,000),
so far as that's concerned!

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

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

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

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

Programs Rated

Howard Browning, regional director of the OWI in Philadelphia, and Stanley Broughton Tall, regional radio director, in announcing the Guide, said that since many stations wish to devote time over and above that consumed by the basic OWI plan, the stations “might like to know our opinion of the relative importance of the various government campaigns being carried on at the moment.”

“We have tackled the problem very much as we tackled our first experiments with the spot announcement packet,” said Mr. Browning and Mr. Tall. “Every government agency has been consulted and asked to submit for rating all campaigns for which it desired radio time during June. Each campaign has been weighed in terms of its importance to the war, the resistance it faces, the number of persons it affects, the support previously given it, and its timeliness.”

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

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

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

Livinia Schwartz Gets OWI Post in Chicago

LIVINIA S. SCHWARTZ, director of public service programs for WBBM, Chicago, and CBS in the midwest, has been appointed assistant deputy chief of the OWI Radio Bureau, Chicago regional office, Don Stauf-fer, OWI Radio Chief, announced last week. In making the appointment, Mr. Stauffer said Miss Schwartz had been doing effective work for OWI in her CBS job.

Miss Schwartz had been with WBBM since 1938, and is known for her accomplishments in social welfare groups and the School Broadcast Conference. She has been public service consultant for the OCD 6th Civilian Defense Region.

WLB Issues Suggestions On Wage Determinations

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

According to WLBI instructions, raises in so-called “substandard cases” are not to exceed the minimum figure in a bracket, and in correcting gross inequalities adjustments above the minimum will be made only in rare cases. In voluntary wage adjustment cases, regional boards may give approval up to the minimum rate. Firms will be expected to produce evidence that they comply with War Manpower Commission regulations governing recruiting, training and utilization of labor and work the minimum wartime work-week.

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

UNEXPECTED REUNION of visiting KSL Salt Lake City, executive and his brother, now serving with U. S. Army, occurred at CBS Hollywood headquarters recently, with the network West Coast stations relations executive appropriately enough engineering the event. Trio (l to r) are Corp. Keith Glade; Ed Bumgarner, CBS Western field manager of stations relations, and Earl Glade Jr., continuity editor of KSL, who was conferring with network officials.

Page 28 • June 14, 1943

BROADCASTING • Broadcast Advertising
The entire Pacific Coast is less than 25 miles away

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

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

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

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

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

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

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

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

So, people ask: “What’s all the shooting about?”

It’s hard for broadcasters to give a quick answer. Radio functions by split seconds. But the story of the Supreme Court’s new radio philosophy and its effect upon the freedoms can’t be told that fast. Toll now radio didn’t know how to tell it; the industry’s public relations have been bad.

June 15 deserves a spot on radio’s calendar as a day for a cloak and ashes, marking the loss of its freedom. The Supreme Court opinion gives the FCC the right to regulate network broadcasting in a manner never contemplated by Congress. But infinitely more important it gives the FCC control over the “composition of the traffic” over the air. That purely and simply means control over programs. The FCC hasn’t yet invoked that authority. The network regulations are the first easy lesson.

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

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

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

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

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

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

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

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

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

... And More

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

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

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

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

Clean Hands

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

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

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

Mr. Shafto noted that on the RFOFM1 letterhead are listed some 60 show-business personalities, most of them bandleaders and recording artists who haven’t recorded a note since Jimmy waved his starist ban last August. The RFOFM1 campaign is for collection of old phonograph records to be sold for cash, with the returns used for new records for our armed forces.

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

Dick, we think, has a point.
WMAL Staff Changes

AL BLAND, morning m. c. of WMAL, Washington, has returned to WCKY, Cincinnati, where he will handle the morning series and serve as director of publicity and promotion. Inability to find a house led him to give up his WMAL post, according to WMAL. Norman Brokenshire, veteran announcer, takes his place, coming from WWDN, Chicago. One of the WMAL sales staff, has been commissioned an ensign in the Navy. Charles Scribner's Sons, New York, June 14, 1943, 33.

Personal Notes

EDGAR KOBAK, executive vice-president of the BLUE, recently gave his resignation to all members of the network's central division. The resignation was similar to other informal employee dinners and was the first of its kind for Chicago personnel.

ARTHUR SIMON, general manager of WPEN, Philadelphia, is recuperating at the Park East Hospital, New York, following an operation.

C. E. WILLIAMS is vice-president of the BLUE division. New York, returns to his headquarters in mid-June following several weeks with West Coast network executives.

L. C. SCHORNLAND, vice-president in charge of sales of Encyclopaedia Britannica Inc. has been made a director of that company, while maintaining his connection with Encyclopaedia Britannica.

BILL MOLLOY is the new sales promotion director of WOVO-WOR, Fort Wayne, succeeding Jack O'Mara. Mr. Molloy has been assistant to Mr. O'Mara since leaving the sales promotion department of a Cincinnati agency.

HOWARD L. EMICH has resigned as Indiana-Kentucky radio manager of WDDM. He has joined the Board of Sports of WBBM, Chicago. Emich was active in newspaper sports in Chicago and Wisconsin before joining U. P.

JOAN WHITNEY, who left the WHITE sales staff last January, to join the WAVCs, has received a commission as third officer, the equivalent of second lieutenant in the Army.

JOHN COWDEN of the CBS Station Relations Department, who has been in charge of promoting the department for two years, was inducted in the Army last week.

LUNSFORD P. ANDREWS, a member of the العلاقات team since it was formed in 1941, has resigned. He is going to do Red Cross work in Great Britain, has returned to his post as vice-president of the network. He will take a brief vacation before resuming his duties.

DORIS NEUMANN is the new vice-president of the new division of Howard W. Crane, Cleveland.

CARL NIelsen, account executive of KJHS, San Francisco, is the father of a girl born May 28.

JOHN W. WILWOOD, general manager of KQO, San Francisco, has been elected a director of the San Francisco Ad Club.

ALICE SMITH and Sylvia McCracken have joined the sales department of KRST, Minneapolis-St. Paul.

G. A. RICHARDS, president of WIBG, Des Moines, has returned to his West Coast headquarters after six weeks of conferences with executives of WJR, Detroit, and WGAR, Cleveland, which he also headed.

BLAIR PARR, sales manager of CKII, Prince Albert, Sask., has left the station to go into aviation work.

HAROLD ESSEX, managing director of WJSY, Washington, N. C., last week was re-elected to the office of "Tailwinder" of the Winston-Salem Lions Club, Essex has also been appointed chairman of the publicity committee for the North Carolina State Convention of Lions Clubs, meeting in Winston-Salem the end of this month.

VIC LUND, manager of WAOV, Vienna, Ind., has been appointed director of publicity for the local OPA.

Edward Tomlinson, advisor on Inter-American Affairs for the BLUE, has returned to his duties after a tour of American nations, to be released by Charles Scribner's Sons, New York, June 14, 1943. Book is titled The Other Americans.
BEULAH KARNEY, nationally known home economist, helps homemakers solve many wartime problems. Her new, informative program is aired daily over WENR and has a great and loyal following in Chicago and the Midwest. It is available on a participating sponsorship basis at a low cost.

G. P. TOMPKINS, statistician in the radio and technical fields, has joined TBS as an analyst in the research department. Earl Steele, former announcer for WTAG, Worcester, has been added to the network's announcing staff. New member of the short-wave news department in George O'Donnell, whose duties include French writing, translating, and announcing.

WILLIAM F. CARLEY, director of promotion and news of WINS, New York, has taken additional duties as head of news and public relations. His new title is director of publicity, promotion, and news. Publicity has been handled recently by Dolly De Milham, who has left the station.

LARRY SMITH, former Far East manager of WNY, will broadcast news commentaries five times weekly on the NBC Pacific Coast network beginning about July 1. JANE MERRIT, former writer in the press information department of KNX, Hollywood, has been appointed CBS Pacific Coast trade press relations director.

HARRY WICKERSHAM, former program director of KJBS, San Francisco, has joined the Overseas Branch of the OWI at San Francisco.

A. BURKE CROTTY resigned as program director of NBC's television department to enter the armed forces last Friday. Replacing him is John T. Williams, who came to the network in 1934 with the research department. For the past two years Mr. Williams has been with the NBC Radio Recording Division.

EDWARD de SALISBURY, formerly of NBC's special service promotion department, has been appointed promotion manager of WEAW, New York. He joined NBC in 1939. From 1934 to 1939 he was sales promotion manager of NBC Artists Service, now National Concerts & Artists Corp.

CHARLES F. MCCARTHY has joined NBC's staff of announcers. Mr. McCarthy was successively chief announcer of WIOD, Miami; news and special events announcer of KSD, St. Louis; and announcer-communicator of WINS, New York.

HENRY VAN LEUR, Francis Cannone, and Max Wright have joined the newscast of KSTP, Minneapolis-St. Paul.

DENNIS BURBARD has joined the announcing staff of WMJ, Milwaukee.

JOHN RANDALL, formerly with the news staff of the Iowa Broadcasting Co. and WNAX, Yankton, has joined the announcing staff of WTMJ, Milwaukee.

FRANK HENRY, news and special events director of KMBC, Beverly Hills, before joining the Navy censorship branch, is author of an informative article on technique, "The Microphone Is Yours," in the Summer Proceedings, official U. S. Naval Institute publication.

Bren Rocke

BEN ROCKE, 48, free-lance producer, died in New York, June 5, following a heart attack. Mr. Rocke's productions included the "Halford Drummond" series, now on Mutual, 30 minutes from Hollywood, and "Show of the Week." He leaves his wife, and two children.

MOROCCO-BOUND script of This is the Underground is presented to Dr. Edard Benes (r), president of the Czechoslovak government in exile, by Walter J. Preston, program director of WBBM-CBS, Chicago. Recounting heroic deeds of Jan Smutnek, Prague University student, script was one of Sunday dramatizations based on true stories of underground activities in occupied Europe. Said Dr. Benes: "Through radio, the people of America are the most enlightened in the world."
“WOV HAS MORE QUARTER-HOUR ‘FIRSTS’ AFTER 8 P. M. THAN ANY OTHER INDEPENDENT NEW YORK STATION”... SAYS HOOPER

“ALMOST”... says the Pulse

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

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

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

*It's "no contest" during the daytime hours when WOV completely dominates its Italian-language market.

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

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HOOPERATING, MAR.-APR. 1943

PULSE OF NEW YORK, APRIL 1943

JOSEPH HERSHEY McGUIVRA, NATIONAL REPRESENTATIVES  RALPH N. WEIL, GENERAL MANAGER

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

JOE E. BROWN, Hollywood radio-film comedian, replaced Ken Murray as m.c. on the weekly Step and Go, quiz program sponsored by Grayson Shops (women’s apparel), when series shifted on June 13 from CBS to NBC Pacific stations, Sunday, 9:30-10 p.m. (PWT). Bill Krauch, producer of Milton Weinberg Adv., agency servicing the account, continues in that capacity, with Ben Pearson as writer. Herb Allen announces.

LIE GILLETTE has left the announcing staff of WAAF, Chicago, to join WJJD, Chicago.

NORMAN KRAFFT, formerly announcer of WJJD, Chicago, has joined the announcing staff of WENR, Chicago.

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

DON DUNPHY, Mutual sportsman, is the father of a boy.

R. S. CUNNINGHAM, from WKBK, Poughkeepsie, N. Y., has joined WPAT, Paterson, N. J., as announcer.

EINZ HART has resigned from the advertising and sales promotion staff of WOR, New York, and has been replaced by Valentina Diskoff.

LT. ROBERT BUTTON, former assistant program manager of the Blue, who entered the Army as a private in 1941, has been advanced to captain.

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

LARRY BERNs, a former director of the CBS program department, has been named a producer.

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

"COMING, M.R. REINCH!" says WSB’s newest secretary. She just happened in town and the manpower-haunted personnel director snatched her up as undraftable, unmarried and unWAVable. Hour later she joined the BABES.

P. S. She's daughter of Bill Frances, WSB farm director.

F. RUSSELL GILBERT has been named relief announcer of WIP, Philadelphia.

STAN LEE BROZA, program director of WCAU, Philadelphia, was confined to the Germantown Hospital for an emergency operation, after an illness of several weeks from mumps.

RICHARD E. STOCKWELL, associate news editor of WMT, Cedar Rapids, Ia., is author of an article in The Nation titled "The Farmers Can Take II." Before coming to WMT, Mr. Stockwell was program director of the Wisconsin Network at Wisconsin Rapids.

JOHN SWALLOW, western division program director of NBC Hollywood, was recently awarded a medal by the B. S. Army IV Fighter Command for cooperation with that organization. Maj. Gen. William R. Keeney, commanding officer, made the presentation in Oakland, Calif.

ED SANTEE, former stage director of Pantages (Cal.) Community Playhouse, has joined KFJ, Los Angeles, as announcer. He replaces R. Thomas, resigned.

BOB MITCHELL, staff organist of KFI-KECA, Los Angeles, and director of the famous Bob Mitchell Boys Choir, has joined the Navy.


ALLAN BERG, announcer of KFBI, Sacramento, Calif., joined KHDB, Watsonville, Calif., as newscaster.

ED BELOIN, Hollywood writer on the weekly NBC Jack Benny Show and scheduled for Army induction, has been re-classified. Bill Morrow of the writing team was inducted May 31.

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

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

KANSAS WAR INDUSTRY Covers 23 Million Acres
Said the Paratrooper to the Plane:
"Snipers in woods—give 'em a burst!"

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

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

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

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

What a break
That you're equipped

With a
Two-way
Radio.

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

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

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

International Telephone and Telegraph Corporation 67 Broad St., New York, N. Y.

Manufacturing Associate:
FEDERAL TELEPHONE AND RADIO CORPORATION
GEORGE REEVES has left WBAV, Savannah, where he was director of sports, to join WAKR, Akron.

CHARLES (Chuck) SHORTRIDGE, former production manager for General Records Co., New York, has joined KROW, Oakland, Calif., as announcer. Donn Randum, one-time special events announcer of WDJW, Akron, has joined the staff. Scott Weakley, special events commentator, recently celebrated his 20th anniversary in radio, nine of which have been spent with KROW.

W. F. (Chick) ALLISON, head of the WLW promotion department has joined KROW, Oakland, Calif., as announcer. Donn Randum, one-time special events announcer of WDJW, Akron, has joined the staff. Scott Weakley, special events commentator, recently celebrated his 20th anniversary in radio, nine of which have been spent with KROW.

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“They give their lives you lend your dollars”

BUY U.S. WAR BONDS

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

Radio Advertisers

STATION ACCOUNTS

- studio programs
- newscasts
- t-transcriptions
- so-spot announcements
- to-transcription announcements

KFWC, San Francisco
Butay Co., Los Angeles (Raindrops), 3 t weekly, thru Glasser-Galley Co., Los Angeles.

Mary Williams Co., New York (Martin rager blades), 3 t weekly, thru Craven & Hendrick, N.Y.


Standard Beverage, Oakland, Cal. (soft drinks), weekly as, thru Emil Reinhardt Adv., Oakland.

Lever Bros. Co., New York (Lifebuoy soap), 5 t weekly, thru Ruthrauff & Ryan, N.Y.


WFIL, Philadelphia
Gruen Watch Co., Cincinnati, O., 52 as weekly, thru McCann-Erickson, N.Y.
Nesbitt Fruit Products Inc., Los Angeles, 2 as weekly, 13 weeks, thru M. H. Kelso & Co., N.Y.

Allied Mills Inc., Chicago (Wayne feeds), 20 t weekly, thru F. E. Wade, Fort Wayne.


Procter & Gamble Co., Cincinnati (Ivy Flakes), 15 t weekly, thru Compton Adv., N.Y.

Eza Inc., Brooklyn, 5 t weekly, 19 weeks, thru Joseph Katz Agency, N.Y.


Procter & Gamble Co., Cincinnati (cosmetics), 3 t weekly, 8 weeks, thru Philip Klein Adv., Philadelphia.

Plough Inc., Memphis, 15 t weekly, 62 weeks, thru Lake-State-Man, Memphis.

Borough of Seaside Heights, Seaside, N. J. (resort), 2 t weekly, 12 weeks, thru J. C. Williams, New York.


WHCU, Ithaca
John Wiley Jones Co., Caledonia, N. Y. (Sunny Sol), 5 as weekly, placed direct.

Kellog Sales, Chicago (Cereal Creek), 5 t weekly, 26 weeks, thru J. Walter Thompson, Chicago.

General Foods Inc., New York, 15 as weekly, 21 weeks, thru Bowles & Son.

Dy"Ness & Clark, Ashland, O., 5 t weekly, 52 weeks, thru N. W. Ayer & Son, Chicago.

Van Camp's Inc., Indianapolis (Tendercuts), 106 t as, thru Calkins & Holden, N.Y.

Keil Bros. Nursery, Danville, N. Y., 6 as weekly, thru Everett L. Bowles, Buffalo.

Spaulding Bakers Inc., Binghamton, N. Y., 15 t weekly, 10 weeks, placed direct.

Pepsi-Cola Bottling Co., Long Island City, 16 t weekly, 26 weeks, thru Nevel-Elliot, N. Y.

WJO, New York
Southern Cotton Oil Co., New Orleans, 26 as and 26 t, thru Tracy Locke-Dawson, N. Y.

Macfadden Publications Inc., New York (True story magazine), 3 1/2 as thru Raymond Specter. N. Y.


Roma Wine Co., New York, 956 as, thru McCann-Erickson, N. Y.

Paramount Pictures, New York, 26 as thru Buening & Co., N. Y.

WLIB, Brooklyn
Griffin Mfg. Co., Brooklyn (shoe polish), 5 t weekly, thru Cousins & Reichen, N. Y.

Elevay Food Products, New York (Vitamalz), 13 as, thru H. A. Sal- man-Assoc. N. Y.

Ex-Centers, Brooklyn, weekly ne, 13 weeks, thru Joseph Katz Co., Baltimore.

Harmon Watch Co., New York, 5 t weekly, 13 weeks, thru Mass Associates, N. Y.

WMAQ, Chicago
Leaf Gum Co., Chicago, 1 as weekly, thru Bassel & Jacobs, Chicago.

Book League of America, New York (aw- ing book), 2 t, thru Raymond Specter Agency, N. Y.

Northwest Cherry Bureau, Seattle, 9 as, thru Izard Co., Seattle.

CFRB, Toronto


KFI, Los Angeles
California Fiego Co., Los Angeles, 3 as weekly, 13 weeks thru Culver Sudler Co., Los Angeles.

Douglas Aircraft Co., Santa Monica, Cal. (employment), 3 t, 13 weeks, thru Boyer & Rack, Los Angeles.

WWBM, Chicago
All Year Club of Southern California, Los Angeles, 8 as weekly, thru Foote, Cone & Belding, Los Angeles.

WJJD, Chicago
Dave Minor, Chicago (piano and guitar course), 6 as weekly, thru United Adv. Agency, Chicago.


Palmer Your Worship Hour, Goshen, Ind., 1 as weekly, thru W. R. H. Baker, Detroit.

Van H. White & Co., Chicago (books), 6 as weekly, thru Huber Hope & Sons, Chicago.

Knox Co., Los Angeles (Mendaco cold remedies), 5 as weekly, thru Allen C. Smith Adv., Kansas City.

Rogers Auto Siles, Chicago, 6 as weekly, 13 weeks, direct.

Leaf Gum Co., Chicago, 12 as weekly, thru Bassel & Jacobs, Chicago.

KHK, Hollywood


All State Insurance Co., Los Angeles, 4 as weekly, 13 weeks, thru Ruthrauff & Ryan, Hollywood.

KECA, Los Angeles


WHO, Des Moines
Standard Brands Inc., New York (Stams and Ban-Vida vitamins), 9 t weekly, thru Ted Bates Inc., N. Y.

Nim's, St. Paul (National), 13 as, thru McCord Co., Minneapolis.

Northwestern Bell Telephone Co., Des Moines, 2 as, placed direct.

Macy Adds WMCA
R. H. Macy & Co., department store, has signed for 52 weeks with WMCA, New York, in addition to WHN and WNEW [BROADCASTING, April 1, '44], for a series of electrical transcriptions. Announcements have been aired 19 times weekly, since May 24 when the campaign went into effect. Macy continues to use WOR, New York Agency is Young & Rubicam, New York.

MAJOR VITAMINS Inc., New York, which has concluded for the present a 20-station campaign for Major B Vitamins, has signed that of sponsors on Dr. Walter H. Eddy's Food and Home Forum on WOR, New York. Company's three-weekly participations started June 1, and continue for 13 weeks. Agency is Peck Adv., New York.


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

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

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

ALBERS PACKING Co., Riverside, Cal. (rice olives), on June 8 started thrice-weekly participation in Nutrition in Wartime, on KFWB, Hollywood. Contract is for 9 weeks, with Bresacher, Davis & Van Norden Inc., Los Angeles, has the account.

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

NORTHWESTERN BELL TELEPHONES Co. has placed a 52-week contract for nighttime station-breaks on KNX, Minneapolis - St. Paul, through BIRD

Page 40 • June 14, 1943

BROADCASTING • Broadcast Advertising
Broadcasting in a two-day trip with local premieres of film, "This Land Is Mine," is sponsoring a half-hour and a 15-minute program June 14 and 15, respectively, on 6 California Don Lee stations (KRLG KGK KPKX KPMK KQX KBKX). Acme, Cone & Districting, New York, has the account.

42 PRODUCTS Inc., Los Angeles (chair oil) on a 25-week contract starting June 20 will sponsor half-hour produce serial, "Rolling Dramatizations." Monday 8-8:30 p.m. (KACE) Firm on that date also starts a three-weeks late evening quarter-hour narrative program, "The Changing Tide," on KXN, Los Angeles. Contract is for 26 weeks, with Ian Keith, actor, featured as narrator. In addition, starting June 26 for 32 weeks, 42 Products will sponsor a half-hour Sunday morning recorded musical, "Record Performance," as well as twice weekly, a half-hour, five-minute "Second Thought" comedic spot announcement program on KXN. Agency is Smith & Ball Adv., Los Angeles.

BROADCASTING Advertising Co., Los Angeles (investments), on June 14 starts five-weeks quarterly half-hour "Seko News" on Don Lee California stations (KJX KFXM KGB KPMK). Contracts are for 52 weeks. Firm sponsors a similar program on KPO, as well as other networks on KFPO. Agency is Smith & Ball Adv., Los Angeles.

BROADCASTING Advertising Co., Los Angeles (railway promotion) in an eight-week campaign starting June 1, is using a five-week five-minute part of the Daily News Workers Newspaper. Firm in addition sponsors six spot announcements weekly on KFRO KTO KIPN. Agency is Glasser-Gailey & Co., Los Angeles.

NATIONAL BISCUIT Co., Los Angeles, in help wanted campaign is utilizing an average of 15 spot announcements daily on four stations in that area: KKKR KELK KGB KKY. Firm now plans to include other West Coast stations. Agency is Rotterman, Constantine & Gardner, Los Angeles.

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

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CONTEST for girls of 15 years and over sponsored by Loew's Theatre, New York, with WINS, New York, uses the "Glenna D'Agosty" variety program on WINS, to offer girls the opportunity to win an audition plus one before executives of Loew's Theatre and M-G-M. Final winner will be chosen by the listening audience. Contest is being promoted in Loew's 70 theaters in the New York area.

POST QUALITY FOODS, Los Angeles (coffee), also sponsoring daily participation in "Homemaker's Club" on 40 spot announcements per week on KFV. Agency is Glasser-Gailey & Co., Los Angeles.

Wren's Yen

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

Get E Awards

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

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

FREE & PETERS, INC. National Representatives

BROADCASTING • Broadcast Advertising

June 14, 1943 • Page 41
P & G the Largest Advertiser in 1942, Says Newest List of All-Media Buyers

PROCTOR & GAMBLE Co., Cincinnati, tops the list of 1,207 advertisers who invested $25,000 or more during 1942 in a combination of the four major media, according to the fourth annual edition of the standard reference book Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Radio, published last week by the Bureau of Advertising of the American Newspaper Publishers Assn.

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

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

Seven Alaska Broadcasts Made Since Pearl Harbor

EDITOR, BROADCASTING:

Page 54 of your issue of May 10 reads as follows: "Bud Foster, speaking from KFAR, Fairbanks, Alaska, during the Alaka-Seltsor News Roundup on NBC, April 30, made the first broadcast from Alaska since Pearl Harbor. We convey such a favorable comment, but I am sorry to say that the source of that material was grossly misinformed. He does an injustice to our efforts in behalf of NBC. Previous to the April 30 release, we sent less than 7 broadcasts to the States, all of which were released on NBC. Further, all of these programs were after Pearl Harbor. The first was on Sept. 29, 1942, and subsequent contributions were released Nov. 27, Dec. 22, Feb. 6, March 5, April 3, and April 25.

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

June 1

Songwriters Elect Officers

SONGWRITERS Protective Asso., at its annual election on June 4, elected four of its present officers for another term and named as the only new officer Paul Cunningham, to become chairman of the council, replacing Edgar Haslett. Sigmund Rolberg continues as president. Stanley Adams, vice-president, Albert Beery, treasurer, and Charles Tobias, secretary.

Buy LISTENERS

Buy

WFMJ

covering greater Youngstown

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

C. E. HOOPER, Inc.

Blue Network

Headley-Reed, Rep.

FOOD CONSULTANT

WLW Starts New Service

For Merchants

APPPOINTMENT of a nutrition expert to work with the retail food industry in serving the consumer has been announced by WLW, Cincinnati. She is Mrs. Vianna D. Bramblett, an experienced nutritionist with a commercial background. She will work under John E. Rudolph, director of WLW's 14-daily extension division.

Purpose of the Mrs. Bramblett appointment, according to R. E. Dunville, vice-president of Crosby Corp., is to render a service which will eliminate confusion on the part of merchants and consumers over food shortages and regulations concerning distribution. "Consumers have yet to be accustomed in the minds of the majority, to their responsibility points," Mr. Dunville explained. "Many food retailers do not have the knowledge or the necessary time to disseminate this information to their customers."

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

Mrs. Bramblett has written for Pictorial Review and other women's magazines. She had charge of the test kitchen of Eastern Cooperative Wholesale, Brooklyn, and has done special work with Ball Brothers. She taught at Purdue University and Pratt Institute and studied at Kansas State College, University of Missouri and Purdue. She is a member of the nutrition committee of the OCD.
FRANK ROBERTS, who has been with the Detroit B. P. O. E. for the past 20 years, has resigned as manager of the branch and will devote all his time to a new business venture opened in Detriot.

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

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

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

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

HOWARD H. IMRAY Sr., Howard H. Imray Sr., St. Petersburg, Florida, has joined the list of agencies represented by the company.

JOHN W. BOLER, President

Chicago, Illinois
360 North Michigan Avenue
State 4214

North Central Broadcasting System, Inc.

June 14, 1943 • Page 43
Nichols Named
ROBERT S. NICHOLS, well-known in Pacific Northwest advertising, has been appointed Seattle manager of Howard H. Wilson Co., representatives. Headquartered in the Smith Tower, he also represents Homer Griffith Co., Pacific Coast station representatives and western sales division of the former organization. Howard W. Wilson Co. has been appointed national representative of KXTK, Seattle; KGLO, Lewiston, Idaho; KBUJ, Portland, and KUJ, Walla Walla. Homer Griffith Co., headquartered in Hollywood, has taken over Pacific Coast sales representation of KODL, The Dalles, Ore.; KBKR, Baker; KHUB, Watsonville, Cal.; KTKC, Visalia.

ALAN REED (Pitsfield Opera House), of the weekly CBS Times Star Theatre, has been signed for a role in the RKO film, "Revenge".

MOVIE SPOTS PLUG ARTIST, NOT FILM
DEPARTING from the usual radio promotion of films Republic Pictures Corp. New York, this week launches a spot radio campaign concentrating on the promotion of the film star rather than on the specific picture in which he appears. Roy Rogers, Republic cowboy singer, is featured in the new drive which will entail the expenditure of well over $20,000 in spot announcements in the Chicago area and the South, starting June 15 and continuing for approximately one month.

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

Ballantine Acquires
P. BALLANTINE & SONS, Newark, has purchased a half interest in Christian Feigenpian Brewing Co., another Newark brewery, through the acquisition of Feigenpian stock owned by William B. Reilly, inventor. Ballantine also holds Three Ring Time on CBS, and Feigenpian presents Pay Off News 5 times weekly on WOR, New York.

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

40 INSTRUMENTS for soldiers at an isolated Army post in Alaska were collected in Des Moines through aid of WHO War Service Billboard conducted by Bob Burlingame, with additional help from Jack Shelley, WHO news editor. Wanting amateur band, soldier's captain wrote Jack Shields of Des Moines who asked help of WHO. Paul Wendel, music dealer, repaired instruments. L to R: Burlingame, Wendel, Shelly, Shields.

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

Radio-telegraph Circuits
FIRST DIRECT radio-telegraph service between the United States and Europe, African Gold Coast, and Kabul, Afghanistan, have been opened, Admiral Luke McNamara, president of Macay Radio and Telegraph Co., said last week. The circuits are for NORELCO-affiliated radio-telegraph stations.

These are the eighteenth and nineteenth international radio-telegraph circuits to be opened by Macay Radio and Telegraph since the United States entered the war. Circuits now open in Moscow, Kühne and Locheroff in the USSR; Chungking and Kunming, China; La Paz, Bolivia; Rio de Janeiro, Brazil; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sydney and Melbourne, Australia; Great Britain, Bermuda and Algiers.

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

ROCHESTER, N.Y.
National Sales Representative: GEORGE P. HOLLINGBERY CO.
NEW IDEAS FOR
METHODS IN
MANAGEMENT

“Not Trading in Peanuts’ Answers Fly
When Questioned About Court Rumor

"I'M NOT trading in peanuts, you know," FCC Chairman James Lawrence Fly commented at his press conference last Monday when asked about published reports that he might be selected for the vacancy on the United States Court of Appeals for the District of Columbia. In responding to a newsmen's question about the court job "you're supposed to be getting," the chairman neither affirmed nor denied the report, commenting simply that he knew nothing about it.

Meanwhile, several other names have been mentioned in Washing-ten for the court vacancy, created with the appointment of Associate Justice Fred M. Vinson as Director of Economic Stabilization. Among others reported to be under consideration are Solicitor General Charles Pahy and District Judge Bolitha J. Laws, of Washington. A campaign to have a Washingtonian appointed to the bench is under way. Mr. Fly is a native of Texas, but calls Tennessee his legal residence.

New Spreckles Series

SPRECKLES SUGAR Co., San Francisco (institutional), on June 21 starts sponsoring the weekly half-hour program of personal experiences, I Was There, on 7 CBS Pacific stations (KNX KARM KROY RGDM KOKI KIRO KFPP), Monday, 9-9:30 p.m. (PWT) Contract is for 52 weeks. Packaged show has Chet Huntley as narrator, with Robert Hafter producer, and Everett Tomlinson, writer. Agency is J. Walter Thompson Co., San Francisco.

Chef Boy-Ar-Dee

CHEF BOY-AR-DEE Quality Foods, Milton, Pa. (spaghetti), will broadcast Army-Navy Award ceremonies on 155 blue stations, Tuesday, June 17, at 4:45 p.m. Milton Cross will mc. the presentation awarded to the company for processing rations for the armed forces. Program is under supervision Sam Bartlett, radio director of the agency, McJunkin Adv. Co., Chicago.

Religious Plans

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

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

NEW IDEAS FOR
METHODS IN
MANAGEMENT

Experience has shown that all businesses are different—no two are alike. It has also demonstrated how information about the other man's business particularly with regard to advertising, management and sales has helped to sharpen these selling tools to their present keen-edged efficiency. No small share in this sharpening process is attributable to the continuing efforts of Printers' Ink to bring new ideas and detailed information of all important selling efforts to the attention of its readers. This interpretive editorial policy delivering the "know-how" and "know-why" of advertising management and sales provides the vital "difference" that makes Printers' Ink the most quoted voice in the industry.
substitutes has solved the supply problem. There is a possibility, he said, of converting some of the machine tool manufacturers into subcontractors for radar equipment.

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

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

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

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Cox Denies Garey FCC Probe Involves Political Implications

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

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

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

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

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

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

NAB Research Group OK's Market Data Guide

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

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

AT BROADCASTING STATIONS AND BATTLE STATIONS

—GATES SERVES WELL!

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

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

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

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.
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

MARY HAMMAN, fashion authority, has started a five-week program on household problems on WEAF, New York, titled "Frankly Feminine.


WBT, Charlotte, N. C., has turned over three quarter-hour periods each week to Arthur Van Horn, Frank Knight and Maurice Dreicer in that order. First movement is given over to fictitious reporting followed by short biographical sketches of "Names in the News." Concluding portion is given over to a comparison of the day's news with that of other years.

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

CKSO, Sudbury, Ont., has opened a sales office at 61 Maple Blvd., Toronto, with W. J. Woodall, manager of CKSO, in charge.

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

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

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

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

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

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

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

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

NEW ENGLAND Hillbillies of WNOA, Hartford, will be heard on the BLUE starting June 14.

In response to an appeal made on an American-Hungarian program on WBIN, Brooklyn, listeners have donated $1,327.50 towards purchase of an ambulance for the Army. Plaque on the ambulance reads: "Donated by WBIN's American Hungarian Victory Program listeners."

$4,700 worth of star talent blended into one gay, informal, showmanship program!

"GLOOM DODGERS"
MONDAY through SATURDAY - 9:00 A.M. to 1 P.M.
Four hours of songs and fun when the major competition is the daytime series.
You can buy a fifteen-minute participating strip, six days per week, at an amazingly low package price for TIME and TALENT!

All the top NBC Programs
Associated Press News
THE STATION MOST PEOPLE LISTEN TO MOST
in the Savannah Seaboard Market

N B C
BLUE TOO

WSOV
SAVANNAH
U.S. Free Time Set-up Discriminates, Says KPRO Head, Citing Travel Copy

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

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

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

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

Stating that it cost his station $29,300 last year in free time for government announcements, Mr. Gleeson said he did not know of any free service the railroads are performing for the government. Reporting a call he made with the object of securing a share in the business placed in other media, Mr. Gleeson said that a railroad spokesman did not hesitate to say he could see no reason for spending money for advertising when they could get it free through the government. The railroad man said that continuous advertising in publications was deemed to be necessary because they have an editorial policy which on occasion may cause an unfavorable public opinion of the railroads.

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

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

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

Delivering Dependability!

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

BLAW-KNOX VERTICAL RADIATORS
FM & TELEVISION TOWERS

BLAW-KNOX DIVISION of Blaw-Knox Company
2018 Farmers Bank Building
Pittsburgh, Pa.

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

Broadcasting • Broadcast Advertising

June 14, 1943 • Page 49
SPEECH BY REP. HEBERT

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

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

Unlimited Power

From now on, the FCC holds a power over the broadcasting stations of the United States equal to that of any totalitarian government. No bureau in Washington has ever been given such unlimited powers as prescribed in this decision. From now on the license of any broadcasting station, whether he operates a 100-watt or a 5000-watt, has to make sure that the Commission can find nothing about his operation, his personal life, or, possibly even his wife's hats that they might criticize.

In the face of a Congress emplaced laws which provided for the federal licensing of radio stations. The purpose of the law, according to those who were instrumental in writing it, was to provide traffic regulations in the field of radio, and nothing else. In order that a standard of regulation might be established, Congress provided that licenses should be issued on the basis of "public interest, convenience and necessity." In 1942 the Federal Communications Commission issued a set of rules generally known as "Chain Broadcasting Regulations." These rules went far beyond the regulation of frequencies and very definitely inserted the government as a third party in the financial and program arrangements between stations and networks. Two of the networks asked for injunctions and the matter was argued in the lower courts and then taken to the Supreme Court.

Freedom Threatened

On May 10 the Supreme Court, by a 5-2 decision with Justice Frankfurter writing the majority opinion, said, "the Commission has the right to inform the public of any radio station's programs whether it is affiliated or not. In the decision Justice Frankfurter said: "But the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of the traffic."

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

Dangerous Precedent

One editorial states that the Supreme Court accepts Webster's unabridged dictionary as an authority on the definition of words, and in Webster the word "expansive" is defined as "unrestricted." I leave it to you, gentlemen, if this is not the most startling, shocking definition of the rights of our government to dictate to private industry and private life that has ever been granted in the history of this nation. Leading members of the Bar who have studied the deci-
TREES AFFECT FM SIGNALS

Milwaukee Measurements Show Volume Declines Due to Effect of Foliage

FOLIAGE of trees definitely influences the volume of FM signals, according to Mr. Damms, president of the Milwaukee Journal radio properties. First indication of this phenomenon appeared last autumn, says Mr. Damms, when sudden increases in field intensity appeared in spotty locations. Around WTMJ, radio's volume, this was passed off on the supposition that changes being made in the antenna were the cause.

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

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

Navy Radio Shifts

LT. THEO CUMMINGS, with BBDO, New York, has been put in charge of the branch radio section of the Navy's public relations office in New York, replacing Lt. Com. Morgan Reichner, now assigned to the radio section of the public relations office in Washington.

COLUMBIA WMMN
Fairmont, W. Va.

BMM Managers Meet

THE EIGHTH meeting of Program Managers of stations licensed by BMI was held on Monday and Tuesday of last week at BMI New York headquarters. J. R. Lounsberry, executive vice-president and general manager of WGR, Buffalo, and Douglas Coulter, vice-president in charge of programs of CBS, were in attendance during the session.

REACH

the mass group of listeners in highly productive sections of West Virginia, Pennsylvania, Ohio and Maryland, who—

RESPOND

to their favorite radio station (WMMN) thus assuring you—

RESULTS

AT THE LOWEST COST PER LISTENER.

Ask John Blair

5,000 Watts

PERFORMANCE

DEPENDS UPON ACCURATE WORKMANSHIP

Each of Our Departments Is Trained to Be Accurate

WEED AND COMPANY

Radio Station Representatives

NEW YORK · BOSTON · CHICAGO · DETROIT
san francisco · hollywood

BROADCASTING · Broadcast Advertising

June 14, 1943 · Page 51
Philco's 'Radaretes'

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

RULE ON TESTING
AMENDED BY FCC

TO AID the careful adjustment of equipment and antenna, the FCC on June 8 amended its rules governing stations in the war emergency radio service to provide a two-hour test period on Mondays, Wednesdays and Sundays, and to eliminate the provision which restricts the Wednesday test period to the three month period following the date of granting license. Licensees are permitted to make tests necessary to maintain equipment in adjustment, make adjustments or make tests that apparatus is in operating condition, train personnel and perfect methods of operating procedure. Tests are to be conducted only certain days and times.

LIVING PROOF that young people of ability and ambition can get adequate training for radio work in all departments is Miss Bette Boyer, 22, licensed operator at KXRO, Aberdeen, Wash. She is reported not only to understand what's going on, but also to have a voice that must be heard over the static. She is not a typical radio operator, in mention abilities as pianist and copy-writer.

Allis-Chalmers Games

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

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

PHILADELPHIA Naval Hospital patients are benefiting from the installation of a three-keyboard Hammond electric organ purchased by WIP, Philadelphia, and placed in the recreation auditorium of the hospital for the Monday broadcasts of Dollars to Doughnuts, 9:30-10 p.m., sponsored by the Sun Shipbuilding and Drydock Co., Chester, Pa.

Bette Boyer, licensed operator

LIVING PROOF that young people of ability and ambition can get adequate training for radio jobs in all departments is Miss Bette Boyer, 22, licensed operator at KXRO, Aberdeen, Wash. She is reported not only to understand what's going on, but also to have a voice that must be heard over the static. She is not a typical radio operator, in mention abilities as pianist and copy-writer.

The background of these tales is that Miss Boyer supplied the following personal history:

Born March 21, Saginaw, Mich., she came to Minneapolis from St. Louis at the age of 18. Attended Radcliffe College, at Cambridge, Mass., where she was broadcast editor of the Radcliffe News and director of Radcliffe programs on Harvard Crimson Radio Network.

Latter capacity afforded chance at scripting, announcing, accompanying, soloing, acting and finding talent for radio shows.

Graduated, Bette returned to Minneapolis to begin as technician-in-training at WCCO-CBS, July 1942. Became control operator at WLB, University of Minnesota. Celebrated 32 weeks of WLB course in radio fundamentals at U. of M. Third class permit in March, second class phone license in April.

Left Minneapolis in May 1943 to join staff of KXRO.

CLEVELAND Pop Concerts will be broadcast by WRK, Cleveland, beginning June 19 over Saturday 8:30 to 9 p.m. Series will be carried over Mutual network with Leslie F. Biedel as announcer. Cleveland artists will feature first two concerts. Orchestra is under direction of Dr. Rudolph Ringwall.

Order Disc Series

AN INCREASE of 75c over normal weekly June prices is reported by Charles Michelson, New York, for disc shows. A total of 13 new accounts were added during the three-day period, it was stated. Five stations to sign for The Shadow were WVNC, WJAC, WJAR, KALB, KOL, and WOTC. Liberty Short Stories was taken by KSBT, WSB and KGU. WGBI has taken My Prayer Was Answered. New subscribers for Smiley Ed McCallin include WRK, WEAF, KVOO and WWNC. Corn Products Refining Co. will sponsor Life of Mary Soto in KGU, Honolulu, for Kuno.
Amusement Tops Food as Sponsors, WOR Tabulation of Accounts Reveals

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

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

<table>
<thead>
<tr>
<th>Industry</th>
<th>% of Total 1943</th>
<th>% of Total 1942</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement</td>
<td>25.0</td>
<td>9.1</td>
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<tr>
<td>Food</td>
<td>19.0</td>
<td>18.5</td>
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<tr>
<td>Drugs</td>
<td>11.0</td>
<td>11.5</td>
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<tr>
<td>Soaps &amp; Cleaners</td>
<td>7.1</td>
<td>7.1</td>
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<td>Publications</td>
<td>9.1</td>
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<tr>
<td>Households</td>
<td>7.1</td>
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<tr>
<td>Housekeeping</td>
<td>9.1</td>
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<tr>
<td>Beverages</td>
<td>6.1</td>
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<td>Retail Establishments</td>
<td>5.9</td>
<td>5.9</td>
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<td>Banks &amp; Financial</td>
<td>5.9</td>
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<td>Public Utilities</td>
<td>4.7</td>
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<td>Institutional</td>
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<tr>
<td>Tobacco</td>
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<td>Restaurants</td>
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<td>Automobiles</td>
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<tr>
<td>Clothing</td>
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<td>Cosmetics</td>
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<tr>
<td>Confections</td>
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<td>4.7</td>
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<tr>
<td>Miscellaneous</td>
<td>4.7</td>
<td>4.7</td>
</tr>
</tbody>
</table>

| Total Accounts    | 100.0           | 100.0           |

KWJB Sale Sought

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

The Gila Broadcasting Co., headed by L. F. Long, theatre owner of Safford, Ariz., is the owner of KGLU, Safford. Mr. Long would have 100 shares, or 50%. Earl Hunt, vice-president of the Gila Co., would have 10 shares, or 1%; Spencer Kimball, secretary-treasurer, and Safford insurance and real estate man, would have 10 shares, or 10%; Jesse Udall, Safford attorney, 10 shares, or 1%; Grant Greensligh, vice-president, also in the insurance and real estate business in Safford, 20 shares, or 10%; John Merino, a director of Gila, 40 shares, or 20%.

“Little Chief” says:

UGH! UGH!* *KSEI is your best bet in IDAHO

*KSEI POCATELLO - IDAHO

Three Station Licenses Extended Six Months

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

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

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

WCBT Transfer

J. WINFIELD CREW Jr., owner of WCBT, Roanoke Rapids, N. C., has applied to the FCC for a voluntary transfer of his license to WCBT Inc., of which S. E. Crew, Jr., president, and W. Lunsford Long, vice-president and treasurer, each to hold 60 shares of stock or 30%. J. Winfield Crew, Jr., now in the Army, would receive $10 and 80 shares of stock. Mr. Long is a law partner of Mr. Crew, whose relationship with S. E. Crew was not stated in the application.

You’re Not Seeing Double

...it’s the “two-in-one” Dayton market for profitable all-time coverage. In war and peace the Dayton market is highly profitable always... and always covered by station WHIO. That’s because Miami Valley folks are always busy on farms and in industry... and are always faithful to the station that carries top-notch local shows plus Columbia’s best. Assure sales today and tomorrow—use the station that represents this profitable “two-in-one” market!

WHIO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERY CO., Representatives

ARE BEING SPENT IN VIRGINIA NOW THAN EVER BEFORE... AND IN VIRGINIA YOU REACH MORE PEOPLE AT LOW COST ON RICHMONDS NATIONALLY RECOGNIZED STATION...
Senate Hearing Set for Autumn
(Continued from page 11)
set, pressure was being exerted from high places, it is understood, to block the proceedings. Chairman Cox, nevertheless, reiterated his intention of calling public hearings before the month is out.

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

Watson-Dodd Status

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

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

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

In an editorial last Friday, the New York Times attacked the Supreme Court decision and held that the entire right of freedom of speech is threatened on every station in the country, whether independent or network affiliate. He called attention to the passage in the Frankfurter opinion putting upon the Commission the task of determining the composition of that traffic “over the air, asserting it gives the Commission program control. Calling the opinion one of the “most dangerous precedents ever established in this country,” Rep. Hébert, a former newspaper editor, attacked Chairman Fly’s stewardship and likened his methods to those of the dictators. Chairman Fly has said, he asserted, that if stations accept his “protection” they have nothing to fear.

Mr. Hébert offered a very broad hint that if they don’t play his game they may have something to fear”, he asked.

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

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

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

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

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

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

STRIKING at discrimination against radio, the Small Market Stations Committee of the NAB, at a twoday session in Washington last Thursday and Friday, called upon OWI to consider plans for preparation of announcements and programs available for sale to advertisers. Canvassing the whole roster of problems confronting so-called “loser” stations in the smaller markets, the committee:

(1) Authorized a study of possibility of group selling of all small market stations, in which communities of 50,000 or less population would be grouped.

(2) Objected to the use of Government funds for paid advertising as proposed in the Bankhead bill, but concluded that if the bill passes, the 30 million dollars should be distributed among all media in proportion to use by private industry.

(3) Urged appointment of an advisory committee by Secretary Morgenthau to study war bond advertising funds, with representatives of each of the leading media, such as NAB, ANPA, and Outdoor Advertising Assn.

(4) While indicting Government agencies and departments for discrimination against radio, expressed its thanks to Secretary Ickes for the “Buy Coal Now” campaign sent to fuel merchants who were urged to use local stations on paid time.

Attending meeting were James R. Curtis, KFRO, Longview, Tex.; Robert T. Mason, WRRN, Marion, O.; and William B. Smullin, KIEM, Eureka, Cal. Lewis H. Avery, director of the department of broadcast advertising of the NAB, served as secretary.

Mr. Pengra said the committee felt it was time for OWI to “cease their discrimination against radio and for private industry to bear the fair share of the dissemination of essential information to the public on a paid advertising basis.” He added the committee thought OWI should make certain that the private industry involved in future campaigns shall have made reasonable and widespread use of radio on a paid basis before the Government requests free time.

Committee members, based on surveys prior to the meeting, said the manpower situation is more acute at small stations than at the larger ones. Mr. Smullin urged the resolution requesting War Manpower Commission to recognize the vital service of small stations to the war effort, so they shall be permitted to keep two or three key persons to continue operation without interruption. He said many small stations have had more than 100% turnover of personnel within the last year.

FCC Chairman James Lawrence Fly last Monday, in commenting on the small station situation, said he agreed with the view that if a newspaper subsidy plan is approved, radio wants to be in on it, but radio in the first instance is against a subsidy. Declaring he hoped the subsidy plan would be kept in a secondary position he said that for the ultimate good of the industry, it must be kept free from Government control and Government influence over programs.

Grocers Are Opposed To Grade Labeling Plan

OPPOSITION to grade labeling, Government subsidies and rationing of any but basic foods was registered by the Grocery Manufacturers of America in a eight-point food control program “declaration of principles” adopted at the closing session of the groups two-day off-the-record conference, held June 9-10 at the Waldorf-Astoria, New York.

The GMA urged that all Government authority over food production and distribution be consolidated in the War Food Administrator. Finally, the declaration stated: “The Government should not propose or use any war legislation to make an unsound reform of food production and distribution, such as that involved in the required grade labeling of food.”

REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

OLIVE KAGLEY

50,000 WATTS
THE J.B. WILSON STATION

WCKY

NAB’s Kittens

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

Funds Provided to Carry WNYC for Another Year

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

Standard Brand Serial

STANDARD BRANDS, New York, which sponsors The O’Neals five times weekly on NBC 10:15-10:30 a.m., on June 21 substitutes a new serial by Sandra Michaels, The Open Door. The program will feature Chase & Sanborn coffee with hitches announcements for Royal Baking Powder and Stams. Series will be heard on 124 NBC stations, with a repeat at 12 noon. Agency is Ted Bates Inc., New York, which handles Royal products and Stams.

Humane... Entertaining... Intriguing, this special radio feature has been on WWSW, Pittsburgh, over six months for the Braun Baking Co.

Hear it also over WOW, New York City.

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

THE W.E. LONG CO.
155 North Clark Street . . . Chicago
WBRY, Waterbury, Conn.

..."Washington Inside Out" sold the day it started.

Walter Howard, Program Director.

available through PRESS ASSOCIATION, INC.
30 Rockefeller Plaza
New York, N. Y.

OCEANS IN MONTANA
OCEANS OF RESULTS

WBFG-
ALTOONA, PA.

Complete Coverage
NBC affiliate and
BLUE Network
19 years in the public service
HEADLEY-REE CO.
National Representatives

BROADCASTING • Broadcast Advertising

NABET MAY REFUSE 2-YEAR NBC PACT
WITH NBC offer of 5% pay increase for engineers effective until the end of 1943, and an additional tilt to 7½% for radio engineers and 5% for supervisory groups, for the following year still not accepted by the National Assn. of Broadcast Engineers & Managers, wage negotiations which began in late May at New York have apparently fallen through.

It is expected the NBC proposal of a contract running to the end of 1944 will be turned down. Union men are of the mind to sign contract for longer than a one-year period. NABET had asked for cost-of-living increase of 10%. The present contract remains in force until the end of 1943. New negotiations may be opened in November.

BLUE Network negotiations for a similar contract will also be post- poned until the regular contract period. According to J. H. Brown, Hollywood NABET president and chairman of the union's negotiating committee [BROADCASTING, May 31],

RENEWAL ACCOUNTS

BRISTOL-MYERS Co., New York (Vitals), on June 30 renewals for 52 weeks Mr. Howard, Attenborough NBC stations, Wed., 8:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

BRISTOL-MYERS Co., New York (Ipaska), on July 3 renewals for 52 weeks Time To Smile, to be replaced by June 30, stations, including WOR, New York, WCBT, Chicago, WOR, New York, on 140 NBC stations, Wed., 9:30-10 p.m. Agency: Young & Rubicam, N. Y.

EVERY, who is sales manager of the company. Mr. Friesche has had full charge of research engineering and their application for the firm's Garden City, L. I. laboratory.

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

HARRY SANDERS, control room operator of CKY, Wilmington, has joined the control staff.

WILLIAM ERICKSON, engineer, and Jerl Foster, audience mail department secretary of KPLI-KKCA, Los Angeles, were married in Kingman, Ariz., on May 30.

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

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

HAL CUPPS, engineer of WHK-WCE, Cleveland, is leaving to join the Fisher Bomber plant. Bert Berg, formerly of Chicago, has joined the engineering staff.

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

PAUL HPIKILA, studio operator of WIS, Sudbury, Ont., has been appointed studio engineer.

LYLE POPE, transmitter engineer of CKBL, Prince Albert, Sask., married recently and has taken another position on the Pacific coast.

NEVILLE ROBINSON, formerly pubser of Forth Pool Operators Co., Los Angeles, has joined Universal Microphone Co., Inglewood, Cal., in a similar capacity.

Decisions...

Extended six months temp. license, for operation of WDSU, New Orleans, Miss., KQMI, Greenwood, Miss. WQBN, Youngstown — Granted license conditions for MO, with conditions.

WKZO, Kalamazoo, Mich.—Granted mod. license, change 1000 kHz to 1250 kHz.

WFPI, Watertown, Ind.—License renewed for regular period.

ELECTRONIC TENTATIVE CALENDAR...

Join WSM Staff
DEAN UPSON has joined WSM, Nashville, as commercial manager, and C. Lester Barnard has been appointed publicity director. Upson has been in radio since 1926, both on East and West coasts. He comes with the Nashville Tennessee before joining WSM.

WTO, Washington, last week aired a new program, Opal de Lune, 15 minutes of poetry and organ music Monday through Saturday, 11:45-12:15 midnight, and added the 15-minute transcribed American Express sponsored Chemical where you can program to the schedule, Tuesday and Thursday nights at 10:45.

Network Accounts
All time Eastern War time unless indicated.

New Business
PRINCE MATCHABELI Perfumery Inc., New York (Stradivarius perfume), on June 20 also sponsors Larabie and Strevari orchestra on 117 CBS stations, Sun., 8:30-9:10 p.m. Agency: Morse International, N. Y.

CONTI PRODUCTS Corp., New York (soup), on June 20 renewed Harem House of Song on 9 MBS stations, Thurs., 9:10-10 p.m. and on June 12 started Memo For Tomorrow, with Charles Hodges, Alex Havrilla, on 9 MBS stations, Sun., 10:40-11 a.m. Agency: Bernstein, Cas- tieman & Fierce, N. Y.

CHEFBOY-AN-VAN QUALITY FOODS, Mil- ton, Pa. (spaghetti), Tuesday, June 17, will sponsor a one-time broadcast of Army-Navy A award, 4:45-5:05 p.m. on 151 MBS stations. Agency: McJunick Adv Co., N. Y.


SEABOARD FINANCE Co., Los Angeles (investment), on June 15 starts for 52 weeks, $40,000,000 issue, $100 par value, 8 1/4%, 20-year bonds, on 85 MBS stations, Mon., 8:30-9:10 p.m. Agency: Smith & Bell Adv., Los Angeles.

ALLIS-CHALMERS Tractor Division, Mil- waukee, on July 9, 16 p.m., for Great Lakes Naval Training Station—New York World’s Fair, 15-minute promotion instead of June 20, 15-minute promotion, 2:15 p.m. and on July 27 only spon- sored Great Lakes-Brooklyn Soldiers game on 136 BLUE stations, 2:15 p.m. Agency: Bert S. Gittis Adv., Milwaukee.

Edward G. Page, president of the WJB, Waterbury, Conn., on June 30 renewals for 52 weeks Mr. Howard, Attenborough NBC stations, Wed., 8:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

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HELP WANTED

Announcer—5 kw. basic network station, major mid-west station. Excellent opportu- nities for experienced announcer who wishes to specialize in sports. Phone the station, or write. Box 721, BROADCASTING.

Engineer—For 5 kw. station, $42.50 for 40 hours. Permanent. Send draft status, experience, picture with letter, Box 722, BROADCASTING.

Announcer—Good voice and able to use typewriter. Must be of good character and willing to develop into all around man. 4F in draft. Previous experience unnecessary. W.V.A.K., 9346 Beverly Hills, Calif.

Transmitter Operator Wanted—Single 4F or 2nd class licensee who wants paid work prior to gain experience. WOLF, Syracuse, N.Y.


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

Draft Exempt Remote Studio Manager—City of 80,000, middle west. Sales and announcing, Booking Manager, KYAR, Aiken, South Carolina.


Announcer—No experience necessary. Give personal details, draft status, etc., Apply Box 731, BROADCASTING.

Station Manager—By regional network affiliate in southwest to replace present manager subject to draft. Write Box 733, BROADCASTING. Willing to consider experienced draftsman. BROADCASTING. A.C., Kansas City, Mo.

Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 734, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 736, BROADCASTING.

Wanted at Once—First class engineer. Drafted exempt. Tell all first communications, including minimum salary. WMML, Decatur, Alabama.

Announcer—Good solid staff man with musical and dramatic background. Modern well equipped studios, Mutual affiliation. Progressive company. Excellent opportunity for complete experience, draft classifications, marital status desired. Write WCLC, Janesville, Wisconsin.

HELP WANTED

Situation Wanted

EXECUTIVE—Managerial. $5,000 draft defer. Five years experience in related field. In charge advertising agency. Promoted present position—$1 kw. highly competitive market—from $35,000 (cif) to $25,000 gross weekly billing in two years. Thoroughly experienced administration, personnel, sales, programming. Consider only progressive organization. Reply full details. Box 732, BROADCASTING.

Engineer—16 years’ experience, desires change. Now employed at $3,900 per year, 35 years old, married, draft exempt. Box 735, BROADCASTING.


Two Announcers—Program Director 8 years Announcer ... Both deferred ... Network Experience Experts—For National Advertising Agency. Promoted 3 years. Age 35. General Manager, BROADCASTING.

Chief Engineer—Of midwest local desires change. Year’s experience stations. 4F in draft. Box 724, BROADCASTING.

CONTINUITY MAN—Top-flight writer, employed major market station. Agency copy. Commercial copy and excellent production script. Prefer East. Box 730, BROADCASTING.

Station or Sales Manager—Good background and training, capable executive, thorough knowledge of radio. 4F, 4B. Seeks permanent position with future. Box 719, BROADCASTING.

program director—New-CASTER—Fine Background—Announcing, Production, Programming, Dramatics. Now employed. $9,000. 4F. Box 718, BROADCASTING.

Salem-Announcer—Experienced news service man. Prefer network affiliation. Station draft exempt. Box 717, BROADCASTING.

Young Man—4F, College graduate in Business Administration. Announcement experience desirable. Interested in continuing present affiliation. Salesman—Commercial Manager. Box 716, BROADCASTING.

ANNOUNCER-PRODUCER—Only Western Stations answer. Writing ability and dramatic background essential, survey status 4-H. Handle news and do good commercials. Box 720, BROADCASTING.

WANTED TO BUY

Qualified Party—Will purchase station in right market. Box 719, BROADCASTING.

Will Pay Cash—For local, regional station. Replies strictly confidential. Box 718, BROADCASTING.

BROADCAST STATION EQUIPMENT—Wanted at once. One 250-kw. complete with all and all other station equipment, particularly airborne to 200-foot self-supporting vertical radiator. Please give best price and describe fully. Box 717, BROADCASTING.

ANNOUNCER—30 years experience in broadcasting. Much studio and field experience. Desires permanent position. Willing to go to extreme for right opportunity. Box 721, BROADCASTING.

ANNOUNCER—Good voice, experienced, desires change from present position. Willing to go to any extent to secure right position. Box 723, BROADCASTING.

ASSISTANT ENGINEER—Salary $5,000 to $6,000. Very good opportunity. Box 724, BROADCASTING.

ANNOUNCER—EXPERIENCED—Desires change from present position. Salary $5,000. Box 725, BROADCASTING.
War Council Plans to Enlist All Advertisers in Campaign

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

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

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

Radio's Good Work

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

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

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

Local Campaigns

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

Final details of the WAC cam-

Cockeyed Quiz

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

Hooper's First 15

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

Signal Quiz Show

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

CHURCH TO DIRECT GOP RADIO WORK

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

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

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

Producers Shifted

IN REALIGNMENT of production duties Arnold & Selvage & Belding shifts Arnold Maguire, Hollywood producer on the NBC College of Musical Knowledge, to June 16. Chester La Roche joins the agency within the next 10 days.

"Caravan" Subs

FULL LIST of substitute variety program lined up for the Caravan program, which goes off CBS July 2 for the summer, was released last week by Wm. Esty & Co., New York, agency for R. J. Reynolds Tobacco Co., Winston Salem, N. C. Bob Hope dedicating his program to the Army, and Jael Betsy saluting the Navy were the replacement shows June 4 and June 11, Friday, 10-10:45 p.m., while their own will be Bing Crosby devoting his variety program with guest stars to the Coast Guard June 15, and July 12 to the Merchant Marines, June 25 and Fred Allen saluting the Marines, July 2.

W8XO Plea Denied

A PETITION for rehearing directed against the action of the Commission on May 4, denying the petition of the Crosley Corp. to dismiss without prejudice its application for renewal of the license of W8XO, developmental high-power subsidiary of WLW, Cincinnati, was denied by the FCC last Tuesday. The petition will be $600,000 watts of power from midnight to morning. It is presumed that denial paves the way for a court review of the Commission's action.
Presenting

The Song of the Happy Kitchen

It's a happy kitchen, for the hearts of housewives—both in fashionable Kansas City homes and in friendly, well-kept farmhouses—belong to KMBC's Nancy Goode. That this participation program is another KMBC success reflects the sound reasoning that programs in the "Heart of America" must take into account both sides of the story—that 51% of the population resides in cities, 49% on farms. Today, with copy themes of food shortages and marketing restrictions as added reasons for increased tune-in, the plus buy in any market is a good homemaker participating program—and one of the best, recognized as such for years, is the Happy Kitchen over KMBC.

KMBC OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS

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

Meet Aunt Polly—you'll find her on thousands of prosperous farms that depend upon KMBC for the only complete rural programming service in this area.
"KINDA REMINDS ME OF RADIO COVERAGE!"

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

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

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

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

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
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