WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

our address is—

WOR

—that power—full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.
"EXCUSE ME! I WAS JUST SHOWING A CLIENT HOW MUCH MAIL ONE ADVERTISER RECEIVED AT WLS."

MAYBE you think we're joking. But the volume of mail we get for WLS advertisers is no joke! Consider the case of a mail order company:

They received 16,236 letters in nine days, asking for their spring and summer catalog. The schedule was daytime announcements only, 36 in all, and 16,236 replies — every one a new potential customer, for old customers (14,000 WLS listeners from a previous offer) received the spring catalog automatically.

These 16,236 new inquiries are a response typical of what so many get from their WLS advertising. We have a score of other examples that WLS Gets Results: Just ask us . . . or ask any John Blair man.
The Package to buy...

THE YANKEE NETWORK

THE YANKEE NETWORK

20 STATIONS

to sell New England!

Twenty markets that never were more open to the persuasion of good merchandise well presented.

Twenty stations — each with a local identity as unmistakable as that of the leading department store, the neighborhood druggist or the grocer — and with the same friendly influence.

A set-up that starts you right in the middle of the shopping district in each market and covers all city and suburban residential areas.

You cannot do better than this, and you cannot do as well without The Yankee Network. For local acceptance throughout this 20-market New England area is an exclusive Yankee feature.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative
KOIL
is the most economical buy
in OMAHA

For Outstate Nebraska -
KFAB is a must!

BROADCASTING
The Weekly News magazine of Radio
Broadcast Advertising

IN THIS ISSUE
Fly at Cox Probe; President Blocks Data
Fly Ouster From BWC Urged in 1942
FCC Appointment Not Expected Soon
WLB Considers Petrillo Strike
Decca Acquires WBS
Bill Introduced to Outlaw Strikes
Corderman to Join W-E in New York
FM Licensees Favor Extending Bond for Post-War
Transmitter Tube Shortage Continues, Says WPB
Set Maintenance Supplies Promised
Fly Attacks Cox Committee
Cox Answers Fly Attack
Press Hits Petrillo Death Sentence
Canada Bans Group-Owned Stations
CBC Manager Opposes Private Canada Network
Navy Finds Magnetic Wire Recorder Useful
Taft Asks Curb of FCC Powers
Rep. Holmes Offers New FCC Measure
Local Programs Advised for S. A...
Radio Cuts Costs for This Sponsor

Published Weekly by Broadcasting Publications Inc.
Executive, Editorial, Advertising and Circulation Offices, WASHINGTON 4, D. C.
874 National Press Bldg.-Telephone: Metropolitan 1922
SOL TAILHOFF
Editor and General Manager
MARTIN CODEL
Publisher (on leave with Red Cross)
Maury Long, Advertising Manager
J. Frank Beaty, Managing Editor
Wallace F. Janssen, News Editor
Bernard Piatt, Circulation Manager
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Avenue. Telephone-Plaza 6-8555
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue. Telephone-Central 4115, James J. McGuin

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone-Gladstone 7353, David H. Glickman

West Coast Advertising Representatives: Duncan A. Scott & Co.
San Francisco, Mills Bldg., Los Angeles, Western Pacific Bldg.

BROADIÄSTING
The Weekly News magazine of Radio
Broadcast Advertising

SUBSCRIPTION PRICE: $5.00 per year 15c per copy
This is the area, Mr. Jones!

- This is the area that year after year has shown gains far above national average in population and spendable income. It is one of the few areas classified by Assistant Director, Bureau of Census, as "having excellent prospects of retaining wartime growth." CBS sets net daytime circulation at 313,000 radio homes, net nighttime at 425,000. Ask the Branham Company today for further details about this area and how you can get maximum coverage with 50,000 Watts KWKH.

Cover it with
CBS 50,000 WATTS
KWKH
A Shreveport Times Station
Shreveport, Louisiana
Microphones are easier on the feet...

Carl Moore's infectious good nature had sold cash registers...peddled canned goods...plugged sheet music...and made things lively in a creamery. His work was tough on his feet. They began to bother him so he tried radio—figuring that microphones are easier on the feet. WEEI watched his progress—signed him exclusively five years ago. They put him on at 7:00 A.M. and he clicked. He went on again at 8:30 in the morning with a new show—the "Coffee Club." On it Carl and Company ad lib merrily along for twenty-five minutes...music, chatter, song, nonsense—without rules and practically without script.

Today, the Coffee Club's early-morning antics have become an indispensable start of the new England day. So much so, that all through WEEI-land, one-third of all listening families tune to the program—and family No. 1 probably tells No. 2 and No. 3 about what Carl said this morning. (That's a good reason why you should ask now about participating sponsorships. They are available.)

Carl Moore's humor spread beyond New England. CBS put him on the network once, to fill a morning spot. Again, he clicked. And now the "Coffee Club" is fed to the complete CBS network coast-to-coast three times a week.

Once again a WEEI program's success story underscores the WEEI station success story...the story of why WEEI has, for so long, been Columbia's Friendly Voice in Boston.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS.
MEASURING A PROFITABLE MARKET

That's why!

MEXICO is the RIGHT PLACE for radio advertising

We offer a nation-wide radio coverage over the two largest networks in the country, - headed by NBC's outlet (XEW) and CBS' (XEQ).

YOUR MONEY BUYS FOURFOLD

RADIO PROGRAMAS DE MEXICO
LARGEST LATIN AMERICAN BROADCASTING SYSTEM
P.O.BOX 1324. MEXICO, D.F.
EMILIO AZCARRAGA Pres.
CLEMENTE Serna Martinez Mgr.
Mr. Walter Rundle
United Press Associations
Daily News Building
New York City

Dear Mr. Rundle:

Our hat is off to United Press, whose up-to-the-minute news dispatches and splendid, timely features make it possible for us to give our listeners what I believe to be the finest news service obtainable at any price.

At the present time we are regularly scheduling 124 United Press newscasts and features weekly. This total expresses better than words the confidence and respect manifested in your service by our sponsors and listeners alike. It is probably because of United Press leadership that many of our sponsors have maintained uninterrupted schedules since going on the air in April of 1942.

We are indeed proud to be among the nation's stations to give our listeners "The World's Best Coverage of the World's Biggest News" every hour -- everyday.

Yours cordially,
Louis N. Howard
President
THE COASTAL BROADCASTING COMPANY, INC.
How to Talk Like a Cow from ANYWHERE!

Maybe you saw that recent feature article in a very great weekly magazine, about Wright-Sonovox. . . . If so, we know it must have excited your imagination and given you some new ideas for selling goods by radio.

But as Charles F. Kettering so aptly said, "Man is so constituted as to see what is wrong with a new thing—not what is right. To verify this, you have but to submit a new idea to a committee. They will obliterate 90 percent of rightness for the sake of 10 percent wrongness. The possibilities a new idea opens up are not visualized because not one man in 1000 has imagination."

If you have gotten kind of excited about Sonovox, but are up against a situation where 10% wrongness has got you stymied, we'd like to arrange an audition of various Sonovox ideas which are now producing outstanding results on the air. One of them might give you an idea. Just contact any of the offices below.

WRIGHT-SONOVox, INC.
"Talking and Singing Sound"

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

FREE & PETERS, INC., Exclusive National Representatives
High Politics Involved In Cox Probe

President Puts Ban On Data; Fly Testifies

By SOL TAISHOFF

ELEVATION of the House committee inquiry on the FCC into the stratosphere of high political conflict was bared last Friday with the disclosure that President Roosevelt himself had interceded to prevent the Army, Navy and Bureau of the Budget from supplying the Cox committee with data requested to support the claim that the commission was operating contrary to the war interest.

On the following day—Saturday—the Committee loosed its second earth-shaking blast against James Lawrence Fly, as chairman of the Board of War Communications, through release of Navy memoranda purporting to lay at Mr. Fly's doorstep at least implied partial responsibility for the Pearl Harbor disaster. A second document released tended to show that the Army, as well as the Navy, strongly opposed Mr. Fly's methods both as chairman of BWC and of the FCC.

Tussles With Garey

At the Friday session, Chairman Fly took the witness stand for the first time and locked horns with Eugene L. Garey, general counsel of the Cox committee, practically from the start. Mr. Fly refused to comply with the Committee's subpoena for production of all files and documents relating to the "secret" investigation by the BWC of Neville Miller, president of the NAB, for purported "breach of trust" in releasing "confidential" information through NAB to the broadcasting industry.

Mr. Garey brought out that Mr. Miller had been "exonerated" of the charges. However the BWC chairman, who said he appeared only in that capacity and not as head of the FCC, held he was bound by full BWC instructions that release of this data would "adversely affect the national security or injure the national prestige."

During the two-hour examination of Mr. Fly, the theme of F. M. Russell, NBC Washington vice-president, was brought into the proceedings, with the Committee counsel seeking to ascertain whether the BWC charges against President Miller were not based on a letter of complaint from Mr. Russell, as a member of the Domestic Broadcast Committee of BWC, and whether the whole matter did not have its beginnings with the controversy between Mr. Fly and Mr. Miller, which started in St. Louis in 1941. Several times Mr. Cox (D-Ga.) admonished Mr. Fly not to make a "speech before the Committee."

After the rather stormy three-hour session, the Committee recessed "at the call of the chair." It was expected no hearings would be held this week, because of the anticipated absence from Washington of Reps. Hart (D-N.J.) and Wiggesworth (R-Mass.). Moreover, Rep. Magnuson (D-Wash.) left the preceding week for home, presumably to be gone until Congress reconvenes Sept. 14. Chairman Cox, however, said it was planned to hold a hearing during the week of July 18, but no indication was given as to what witnesses would be called. Mr. Fly's appearance was regarded as preliminary, having to do only with the Neville Miller matter.

Summer Plans

Despite the efforts to block the inquiry, it was evident that the five-man committee proposed to proceed intermittently during the summer. An indication was given that the Committee would seek to substantiate the more than 50 charges against the FCC, even though Army and Navy officers will not be called upon to testify, at this time in any event. Most of the evidence, it was stated, already is in the Committee's hands, through private hearings held during the last five months.

Prior to Mr. Fly's testimony, Budget Director Harold D. Smith, first witness before the Committee, declined to make available Navy Bureau files dealing with recommendations by the Army and Navy that the Radio Intelligence Division of the FCC, by executive order, be transferred to the military. Mr. Smith said he had been directed by the President not to make the Bureau files available as assessed he also understood that the records requested had been removed to the White House during his absence from the capital. He was dismissed with the understanding that he would take up with his counsel the question of whether he would produce the documents requested by the committee in executive, rather than open session.

"Wreck" Charge

These new developments came last Friday and Saturday, following charges by Chairman Fly that the committee had joined forces with the military and the "radio monopoly" to "wreck" the Commission. In one responsible quarter it was reported that Mr. Fly had been told pointedly on highest authority that any further attacks of that nature might result in further changes on the FCC. The George H. Payne episode, which saw recall of his reappointment by President Roosevelt July 1—within 24 hours of the nomin

Fly Ouster From BWC Urged In 1942

Cox Committee Reveals Navy Efforts to Have Him Removed

DISCLOSURE that as far back as May, 1942, high naval officers sought the removal of James Lawrence Fly as chairman of the Defense Communications Board (now the Board of War Communications) because the functioning of that Board has been unsatisfactory to the Department "to the extent that it believes the successful prosecution of the war is being jeopardized thereby" was made by the House Select Committee investigating the FCC Saturday.

A memorandum, dated May 14, listing 13 reasons for the recommendation that the Chairman of the FCC should not serve as chairman of BWC, was placed in the record by Eugene L. Garey, chief counsel for the Committee, on Saturday. Permission to place this and a second document from the War Department in the record was obtained by Mr. Garey at the Friday open hearing of the Committee.

The Navy memorandum, Mr. Garey said, was written by Rear Admiral S. O. Hooper, often called the "Father of Navy Radio" who retired last March. Admiral Hooper was formerly director of the Office of Naval Communications, and has held practically every responsible position in the Navy dealing with Communications.

The Army document, authorship of which was not revealed, substantiated contentions that the FCC, and particularly Chairman Fly, have acted "perversely, to acquire power or against the interests of other government departments."

Among these items cited were FCC penetration into radio intelligence and direction-finding; refusal to collaborate with government departments on the international merger recommendations; "the insidious steps" by which Mr. Fly injected himself into the Army-Navy plan for control of communications in wartime emerging with the BWC which he and his organization dominate; difficulty in making wartime arrangements for military communication facilities, through BWC as opposed to direct action, due to FCC domination; attempts of FCC to obtain domination and control of Interdepartment Radio Advisory Committee; refusal of Fly to transmit the new IRAC constitution to the President without comment; Mr. Fly's disposition to speak for the Army and...
Will Jimmy Get Away With It Again?... An Editorial

THE WAR Labor Board, created by Congress to adjust labor disputes which interfere with the all-out war effort, has before it an open-shut case.

AFM Caesar James Caesar Petriullo, who has brandished more power than any other labor leader of the War, has decided to kill the transcription industry by refusing to have his 148,000 members make recordings. He has decreed this, after an eleven-month strike because he has discovered that only “peanuts” are involved—that even if the union took the total gross income of the transcription companies it would amount to only $4,000,000 a year.

So Jimmy isn’t interested in peanuts. What he wants to do is “get at the radio stations who sell the records to the advertisers”, to use his words. He and his attorney insist that the musicians aren’t on strike—that they have simply quit.

The plain facts are these: Petriullo called the strike on Aug. 1, 1942, in the hope of collecting substantial additional tribute from radio. He used the phrase of unemployment relief, which he now seems to have dropped. He has found there isn’t enough revenue in the transcription end of the trouble. Besides, the court cases are not yet in.

If the muffled out of the transcription industry were the only result of the tyrannical Petriullo edict, it would be bad enough. But many independent broadcast stations, with no network affiliations, are entirely dependent on transcription libraries and commercial recordings. The Government is using them extensively in war effective programs.

Are these stations necessary in the war effort? Every Government official in any wise identified with dissemination of war information will attest to their indispensable value. Without transcriptions many such stations will be forced to give up the ghost. They can’t muster sufficient local talent to do the job.

Striped of high-sounding legal aspects, Petriullo has called a strike. Judge John P. Barnes, in the Federal District Court in Chicago last fall, held that a “labor dispute” was involved in dismissing the Government anti-trust suit against AFM’s recording ban. Such figures as Emily Cole, chief of OWI, and James Lawrence Fly, FCC head, have cited the injury that would be done the war effort if smaller stations were not permitted to continue.

All the facts are before WLB. It can order the musicians back to work on recordings, and take jurisdiction. If it doesn’t, after the John L. Lewis episode, public confidence in that body of public servants will be impaired.

Just as Congress closed last Thursday, Senator Tunnel (D. Del.) introduced a bill to outlaw any future transcription-recording strikes, and prevent boycotts of the kind Mr. Petriullo has invoked. It’s too late for Congress to act now. But we wager that if the WLB doesn’t act, that legislation will pass when Congress reconvenes in September.

Appointment to FCC Vacancy Not Expected in Near Future

"WHAT happened to Payne" was still a prime topic of radio conversation last week, along with the House Select Committee investigation of the FCC.

While there was plenty of gossip, rumor and guessing as to what Payne incident, which saw his re-appointment at the eleventh hour on June 30 by President Roosevelt, only to be withdrawn the following day, there still was no semblance of official explanation.

One thing appeared certain, however, and that was that the President has no immediate intention about filling the vacancy.

The President told a press conference Friday he had read several guesses about the Payne withdrawal, but all had been wrong. He withheld the reason for his action.

Wheeler Leaves Town

Adding credence to the report that the vacancy won’t be filled for the present, was the departure from Washington last Wednesday until Labor Day of Chairman Wheeler er of the Senate Interstate Commerce Committee. His committee has been linked with the FCC, and no meetings are contemplated until after the recess, though one could be called on an absentee or poll basis.

Thus, while a number of names are mentioned for the FCC post, it appeared likely the Commission would have to hobble along, as best it can, with six members. With the Cox inquiry under way, however, it was considered a good guess that the Commission will make no attempt to decide a single controversial issue—unless the FCC, and the inquiry under way, however, it was considered a good guess that the Commission will make no attempt to decide a single controversial issue—unless the FCC committee decides to recess along with the anticipated summer adjournment of Congress. The last word on that was that the commission would continue its hearings, irrespective of the Congressional recess.

There appears to be agreement on only one point regarding the Payne nomination and withdrawal—that something slipped in the (Continued on page 81)

The Hooper memorandum held that BWC had failed to take any action on recommendations that certain committee members were believed to be "dilatory" to the United States. It charged further that Mr. Fly had devoted too much time and energy of the Commission to "trust-busting" and in a number of ways had acted contrary to what the President regarded as the best interests of the Government.

The two Hooper charges alluding to Pearl Harbor were: (1) That the DCB opposed legislation permitting wire-tapping which would have per-
The Board is expected to take one of three possible courses in the case. It can accept jurisdiction and order further hearings to determine the AFM's application of the tobacco jurisdiction or it can immediately order Mr. Petrillo to allow the musicians to resume the making of transcriptions.

The hearings last Friday were to set the Board's jurisdiction in the transcription "strike," with AFM attorney Joseph A. Padway insisting that the board had no power to act. A. Walter Socolow, representing seven transcription firms, insisted that the Petrillo ban was in fact a strike harmful to the war effort.

"We Quit"—Padway

The AFM case was predicated on Mr. Padway's assertion that no employer-employee relationship existed since the expiration of the transcribers' licenses on July 31, 1942. In any event Mr. Padway held the situation did not hinder the war effort.

The AFM attorney told the Board that the Petrillo union would never again provide mechanical notes and he said if it were ordered back to work the union would be obliged to test the WLB's jurisdiction in the courts.

The simple matter is, Mr. Padway said, "we quit."

N. Y. STATIONS PLAN TRADE PAPER DRIVE

Plans for a cooperative trade paper advertising campaign to be underwritten jointly by New York radio stations were discussed at a meeting of station sales promotion men, held at WOR Friday afternoon. Group was called together by Joe Creamer, promotion manager of WOR, following a meeting of station managers held June 29 at which time the joint campaign to promote the New York market was decided upon.

The promotion is agreed to collect research data on file at each station and to meet again at WOR Friday night to make more definite plans. Meeting was attended by Mr. Creamer and Miss Adelson of WOR; Robert Hutton, WJZ; Jules Dunes, WABC; Hartley Samuels, WOV; Ed Sailsbury, WEAF; William Carley, WINS; Lucy Towe, WMCA, and Herb Chason, WHN.

P. L. Deutsch Continues As President, With 5-Year Contract

DECCA RECORDS INC. has acquired all outstanding stock, common and preferred, of World Broadcasting System, pioneer transcription company, it was announced yesterday by Mr. P. L. Deutsch, who also announced that "the existing management group of WBS, with Mr. P. L. Deutsch as president, will continue to function." No details of the transaction were forthcoming, nor would Decca executives discuss future operating plans for the transcription company. Mr. Deutsch has accepted a five-year contract to remain as president and operating head of the company.

Purchase of WBS gives Decca for the first time a transcription affiliation similar to that of the other two major producers of phonograph records: RCA Victor, associated through its parent organization with NBC's radio division, and Columbia Recording Corp., a subsidiary of CBS, which has both a phonograph record and a transcription division.

The Decca-World setup, however, has no radio connection such as those of the other two recording companies.

One of the first recording executives to enter the field of making transcriptions exclusively for broadcast use, Mr. Deutsch in 1929 formed WBS and Sound Studios, which were later merged and operated as a single organization. In 1931 the vertical cutting method developed by Electrical Research Products Inc. (now Electrical Products Division of Western Electric Co.) was adopted by WBS under a leasing arrangement, and in 1936 the company was reorganized with ERPI holding all of the World preferred stock (3,000 shares at a par value of $100 per share) and 8,485 shares (about 18 per cent) of the common stock. These details were made public in testimony given at the transcription phase of the FCC's network inquiry hearings in 1939 [Broadcasting, April 15, 1989]. These ERPI holdings have now been transferred to Decca records along with the remainder of the WBS stock, which has been acquired 100 per cent by the phonograph record company.

WBS physical properties include recording studios in New York, Chicago and Hollywood, a pressing plant in New York. Its library service has approximately 300 station subscribers. Company is also active in the commercial transcription field, producing announcements and non-musical programs for advertisers and of recording programs for the Treasury Dept. and other government agencies.

Reports of the impending sale of WBS have recurred from time to time during the past four years, since the last breakdown in negotiations between WBS and CBS, which had planned to merge WBS with the American Record Corp. (now the Associated Phonograph Recorders Corp.) which CBS had acquired in January, 1939. Inability to reach an agreement with ERPI over licensing and cross-licensing of the vertical recording process was reported as the stumbling block which prevented the sale of World to CBS at that time.

See story of press reaction on page 26 and by the statements of Mr. Socolow that in truth the Petrillo union was not interested in making peace with the recording firms. Replying, Mr. Padway told the board, "we have quit our jobs. If you issue any order, you will be ordering us to take up new employment."

Trimmed Sails

Mr. Socolow, in the course of his talks before the board, recounted in detail the relations of the transcribers with the union. He maintained that "the union stripped its sails with every tide," recounting how it had one story for the Federal Court in Chicago, a second for the Senate hearings and still a third for the War Labor Board.

In the course of negotiations from Feb. 11 until May 13, he said, he had held some hope. But finally, he told the board, Mr. Petrillo told the transcription firms that "they were small potatoes and they were not interested in them." What Mr. Petrillo wanted, Mr. Socolow said, "was to control distribution of our product, and we couldn't allow that."
New Senate Bill Specifically Outlaws Petrillo Disc Strike

Forbids Acts For Purpose of Preventing Disc Manufacture, or Use, For Radio Transmission

The measure provided:

"That from and after the date of enactment of this Act, it shall be unlawful for any person, for the purpose of preventing the manufacture or production of records or other electrical transcription, to make or cause to be made of wood, wax, metal, or any other material, to counsel, persuade, direct, induce, threaten or compel either singly or through conspiracies any employees or employees or prospective employees or employees from working to produce or manufacture such records for transcription. Further, it shall be unlawful for any person to threaten or compel radio-broadcasting stations or other broadcasters to refrain from the use of radio-transcription records; and by which such records were manufactured or produced, or because the same were not produced by particular persons or organizations. Any person convicted of a violation of any of the provisions of this Act shall be deemed guilty of a felony, and shall be punishable by fine of not more than $5,000 or imprisonment for not more than five years, or both fine and imprisonment in the discretion of the court."

ATLANTIC PLANNING FOOTBALL IN FALL

ATLANTIC REFINING Co., Philadelphia, has given N. W. Ayer Agency, Philadelphia, the "green-light" signal to line up the Eastern collegiate football games for sponsorship next season. While officials of the agency have still not decided whether or not to engage in inter-collegiate football next season, Ayer account executive, said the schedule and budget will remain substantially the same as last year. Mr. Orr said that he hoped to have the full schedule of colleges and stations complete by the end of the month.

Join Blue Staff

ARNOLD MICHAELIS, formerly radio producer at Biow Co., New York, and Alexander Leftwich Jr., former sales director for Max Reinhardt and Billy Rose, have joined the production staff of the BLUE. Mr. Michaelis was previously with CBS as a producer. Mr. Leftwich at one time was program manager of WOV, New York.

Dr. Legear Plans

DR. LEGEAR MEDICINE Co., St. Louis (poultry and livestock remedies), plans a 38-station campaign of quarter-hour programs from three to six times weekly for 26 weeks beginning Oct. 1. Agency is Simmonds & Simmonds, Chicago.

New Managers Named for WGST

NEW managers of WGST, Atlanta, are John Fulton and Frank Gaither, it was revealed in a further amendment to the station's application for license renewal filed June 28 with the FCC. Named "associate managers" by the board of regents of Georgia School of Technology, licensee of WGST, they succeed Clarence H. Calhoun, manager under the regime of former President Sally Calhoun, who assumed the duties of the affair from the board, and Sam Pickard, ex-radio commissioner of former CBS vice-president [BROADCASTING, March 29].

Mr. Fulton joined the station in 1930 as a writer and announcer and was its general manager since 1937. He will continue as manager until the licensee assumed in fact the actual managerial responsibility which the Commission has assigned him but which the station has been involved in the act of Southern Broadcasting under its management contract with the board of regents. This, in effect, that the Pickard-Calhoun interests would have to be withdrawn before the license would be renewed. An agreement was nego-tiatd last April [BROADCASTING June 28] under which the school purchased all assets of Southern Broadcasting.

Action to dissolve Southern Broadcasting is now under way in the Superior Court of Fulton County, Ga., a move considered routine now that the corporation has completely withdrawn from all interest in the station. WGST has been operating under a temporary extension of its license since last April. Approval of its renewal application by the FCC is now considered certain by station attorneys, who point out that FCC conditions outlined in its proposed findings last March have been complied with.

RAYMOND CLAPPERS is now broad-casting his Mutual commentaries from the invasion front in North Africa, after a brief stay in London.

COMPETITION WAS FRIENDLY when Mary Little, radio editor of the Des Moines Register & Tribune (KSO, KRNT), was inducted into the mythical Sacred Stars of the Milky Way lodge formed by Victor Rodney Goek, of Vic & Sade, heard five times a week on NBC, in ceremony held at home of WOIO, Des Moines. Little was known as S. Sky-brother. Attendants were (1 to r): Harold Fair, WHO program director and exalted handle of the Exalted Big Dipper; Miss Little; Jack Ker-rigan, WHO production manager; Kenneth Hatcher, staff conductor; Woody Woods, WHO publicity director, all officers of the lodge.

Phillies Ignore Boycott; Plan Further Programs

WHILE Philadelphia radio stations continue to refuse ad boycotts by the Phillies major league baseball team, the ball club plans to ignore the boycott. Maj. De Sable's additional promotional program. The four-week experimental program on KYW, the root of all baseball, since time was bought originally on one station to the exclusion of others, will not be renewed. While the results from were deemed as satisfactory, Wally Orr, N. W. Ayer account executive, said the early-morning time program pre- ceded its continued.

Failure to renew the KYW pro- gram, which was for four weeks, will not affect other stations, but if bought radio, said Mr. Orr. He disclosed that he is at present consider- ing program on other local stations, despite the fact that the two stations happen to be parties to the unofficial boycott, which has limited mention of the Phillies on the air to mere baseball scores, handled as straight news items.

Spots for Film

WALT DISNEY Productions, New York, to promote the New York opening of the release "Vickey Through Air Power," based on the book of the same name by Maj. Alexander, has bought daily spot announcements on various New York stations, including WOR, WJZ and WABC. Spots will run several days prior to the picture's premiere on July 17. Agency is Foote, Cone & Belding, New York. Additional series of special programs and interviews on various local programs have also been arranged with Walt Dis- ney.

Jewel Tea

JEWEL TEA Co., Barrington, Ill. (groceries), is now using a 13-week test campaign of five-quarter-hour musical programs on WMSA, Madison, Wis. Transcribed pro- gram, "The Texas Rangers," is di- rected at telling public of Jewel's return to their original methods of house to house grocery sales. Schwimmer & Scott, Chicago, has the account.

spots for film

spots for film

spots for film

spots for film
How to get rich in Cleveland

— in 3 easy steps

1. RENT A STORE. It is not quite true that whenever a retailer puts out his hand on Euclid Avenue today—it comes back gold-plated.

2. FILL IT WITH GOODS . . . any goods. It is true that—"If it can be sold, you can sell it in Cleveland!"

3. TELL 'EM OVER WHK. That's the secret of selling the mostest goods with the leastest effort, as Cleveland merchants can tell you. Local retailers buy more time over WHK than over any other leading station!

4. THAT'S ALL, BROTHER! After you've breathed the good word over WHK, just phone the riot squad to put up the police ropes and hold off the hordes.

Put this powerful, powerful power to work for your product next time you have Cleveland on your mind.

WHK

RETAILERS' CHOICE IN CLEVELAND

Represented by
Paul H. Raymer Co.
Corderman to Join W-E In New York Leaves OWI Bureau to Take Firm's Radio Division
ROY C. CORDERMAN, assistant chief of the OWI Bureau of Communications Facilities, has resigned effective July 15 to join the Radio Division of Western Electric at 120 Broadway, New York. Mr. Corderman, who has been on leave from AT&T since Dec. 1, 1941, will continue to do war work in Western Electric's Government Contracts Section.

With his departure from OWI, Mr. Corderman will resign from the International Broadcasting Coordination Committee under FCC Commissioner T. A. M. Craven. On IBCC, Mr. Corderman represented both OWI and CIAA.

On Loan From AT&T

Widely known as an engineer and as coordinator of the Emergency Network of the American Radio Relay League of the Middle Atlantic and Southeastern Areas, Mr. Corderman had been loaned to the CIAA by AT&T on Dec. 1, 1941. Six months later he transferred to OWI, OWI's facilities division and in March of this year, was made assistant chief of the Bureau of Communication Facilities under Murry Brophy [BROADCASTING, March 22]. In his OWI post, Mr. Corderman was the contact between commercial communications firms and OWI. He was responsible for renegotiation of contracts which saved the Overseas large sums of money. In addition, he arranged for lease of a private cable between New York and London as a substitute for use of regular commercial channels. At the time of his departure, he was completing arrangements for new equipment which will permit simultaneous transmission of telegraph and broadcast signals over shortwave transmitters.

Feen-a-Mint War Aid

THE JULY 16 broadcast of Double or Nothing, MBS program sponsored by Pharmaco Inc., New York, for Feen-a-mint, will originate in Wrackem Memorial Hall, Detroit, with an audience of 2000 outstanding war workers and with war workers as contestants. Commercials will be devoted entirely to war savings bonds as a part of the drive. In the interest of advertising campaigns to assist the Treasury Department’s war drive. Wesley P. Combs, vice president, East & Co., New York, agency in charge of the account; Harry Holcomb, producer; Sidney Allen, MBS sales manager, and Leon W. Wrackem, publicity director, will accompany the program to Detroit, which has officially designated this week as "Double or Nothing Week."

Mr. Corderman

On Loan From AT&T

Widely known as an engineer and as coordinator of the Emergency Network of the American Radio Relay League of the Middle Atlantic and Southeastern Areas, Mr. Corderman had been loaned to the CIAA by AT&T on Dec. 1, 1941. Six months later he transferred to OWI, OWI's facilities division and in March of this year, was made assistant chief of the Bureau of Communication Facilities under Murry Brophy [BROADCASTING, March 22]. In his OWI post, Mr. Corderman was the contact between commercial communications firms and OWI. He was responsible for renegotiation of contracts which saved the Overseas large sums of money. In addition, he arranged for lease of a private cable between New York and London as a substitute for use of regular commercial channels. At the time of his departure, he was completing arrangements for new equipment which will permit simultaneous transmission of telegraph and broadcast signals over shortwave transmitters.

FM Licensees Favor Extension Of Band for Post-War Growth

Twenty Station Operators Answer 10 Questions Asked by E. K. Jett in 'Broadcasting' [BROADCASTING, July 27]

The majority of existing FM broadcast station licensees believe the FM band should be extended to accommodate anticipated post-war expansion, according to a survey made by FM Broadcasters Inc. and announced last Thursday by Walter J. Damm, WMJW-W56M, Milwaukee, president of the trade group.

A series of 10 questions propounded by E. K. Jett, chief engineer of the FCC, in an article in the April 26 War Conference Issue of Broadcasting served as a basis for the survey. Members of the trade group were circulated with the abstract questions set forth in the Jett article. It also was the basis for a conference of the FM group in New York last month, attended by Lt. Jett.

Allocation Favored

To the initial question—whether the present FM allocation from 43 to 50 m. is best for FM—15 station operators responded affirmatively and five answered "no."

To the next question—whether the FM band should be extended either up or down, 11 FM broadcasters indicated they felt the band should be extended, two indicated the present band was adequate, while six could not be classified.

What new or modified standards should be adopted?" was a question that brought 19 answers. Of these 11 felt that some modifications were desirable; six that no modifications are necessary and two could not be classified.

Asked whether mileage separations heretofore recognized for licensing purposes for the same and adjacent channel operation are satisfactory, nine responded "yes," seven "no" and two felt this could only be determined in the future.

 Asked what degree of interference may be expected from sky wave propagation if the present FM band is retained, nine broadcasters felt that while there had been some interference, it would not be serious. Five others felt the interference expected would be serious and five responses could not be classified.

"In view of the fidelity characteristics of the receivers manufactured, has too much stress been placed on high fidelity in FM transmission and programming?" was question No. 8. Of the 23 who responded 10 answered "no," eight answered affirmatively and two answers could not be classified.

Inferior Receivers

To the question "What steps, if any, should be taken to prevent the distribution of inferior receivers incapable of taking reasonable advantage of service provided?" the majority of the answers indicated that "public education should be the method of preventing the distribution of inferior receivers."

There was no breakdown on this question.

A dozen of the 20 broadcasters felt the allocation of FM stations on the basis of trade areas should continue and did not know of a more satisfactory method. Six broadcasters felt there should be a change, while two supplied answers which could not be classified.

Of 19 answers received to the question whether FM boosters should be permitted, 16 answered "yes," one was unfavorable and one answer could not be classified. The same majority also felt that the boosters should be allowed to operate unattended except for improvements from the master channel of the originating transmitter.

To the question "What should be the standards for synchronous operation?" the answers were not sufficiently definite to permit classification, as various interpretations were placed on the question.

However, of 19 answers, 15 indicate that "this is something to be determined in the future."

Radio Operators Available at NAB

More than 360 names of licensed radio operators and technicians are on the list at NAB, announced NAB Technicians Pool, Howard S. Frazier, NAB director of engineering, last week. The list includes names and names of the States, of most of whom either first or second class licenses.

NAB submits four to eight names of available technicians to stations applying to the pool, Mr. Frazier said. Each name is accompanied by a description of experience, license, draft status, salary. A station is free to reject all names on a list and ask for additional applicants, Mr. Frazier said.

Including those in the pool are at least 20 persons discharged from Army and Navy service. With the Signal Corps civilian training courses now tapering off, NAB also has names of many persons trained by the government. Some of the names were obtained by FCC in a recent poll of radio license holders doing non-radio work who would be willing to accept radio jobs.

Barbe Joins SESAC

CHARLES M. BARBE, recently with the British Ministry of Information doing special broadcasts for the BBC, has been named staff representative in the central states for SESAC, music licensing organization. Mr. Barbe succeeds Willam Gray, Shirle, as European representative for CBS in December 1940, reporting successively for WJBC, WPTF, WBBG, WBBG, and WBBG, Raleigh, and WBBG, Greensboro, N.C.

Elgin Picks Time

ELGIN WATCH Co., Elgin, III., has definitely decided to use the Saturday evening 7:20-9:30 period on CBS for The Man Behind the Gun, when the company resumés sponsorship of the adventure series in September. CBS is presenting the program broadcasting basis this summer in that half-hour spot, after moving it from its previous time September 25 to 3:00 p. m. Agency is J. Walter Thompson Co., New York.
Gentlemen:

Below is my answer to this question: "Which Denver Radio Station do you prefer to broadcast advertising of products handled in your store?"

First Station __________ Name _____
Second Choice __________
Others __________ Post Office ___________

If you prefer not to sign your name, please send the answer anyway, without signature...and just indicate your Post Office.

---

ALL TYPES of retail dealers were included—drug stores, grocery stores and 8 other classifications. Dealers in 59 Colorado counties replied. KOA won hands down! Nearly 4 times more “first choice” votes than the number received by the second Denver station; over double the number of “first choice” votes received by all four other Denver stations combined.

It is assumed that each dealer has 500 to 1000 customers. If the average is 500 then these retailer’s replies represent several hundred thousand customers whose buying reflects their radio listening habits. 68.8% say KOA—First in Denver.

FEW STATIONS IN THE NATION CAN EQUAL KOA’s DOMINANCE

REPRESENTED NATIONALLY BY SPOT SALES OFFICES
Receiver Tubes Are Promised By WPB in Answer to Byrnes

Ray Ellis Says Situation Is Serious, And Details Measures Being Taken in Letter to Director

PRODUCTION of at least the minimum number of home set maintenance and repair tubes needed by civilians in the past 18 months, Mr. Ellis has been assured by President Byrnes that steps are being taken at the White House last week setting up committees within war agencies to review procurement programs will insure an equitable civilian tube supply for the duration.

The promise to Mr. Byrnes was made in a letter from Ray C. Ellis, director of the WPB Radio & Radar Division. A copy of Mr. Ellis letter was forwarded to NAB, together with a letter of transmittal from Mr. Byrnes, who had ordered a study of the tube and battery situation after receiving a plea from Neville Miller, NAB president.

Results of the Byrnes inquiry on batteries are not yet known.

"Serious Situation"

On receipt of the NAB letter, Mr. Byrnes asked an explanation of the tube situation from Mr. Ellis, who is charged with production of electronic equipment. The WPB executive assured the "assistant president" that he recognized "there is a serious situation." "Some tubes are being made available for civilian use," Mr. Ellis said, "and materials have been allocated and been authorized for civilian tubes." Due to the needs of the military, he said, production and distribution has not been effective in providing adequate supplies to civilians. He said steps are now being taken to review all tube requirements, both civilian and military, and schedules of production will be worked out. "The Division will see to it that the minimum civilian requirements are provided in the production during the third quarter."

The Byrnes office expressed the hope that the long run solution of the tube situation and the battery situation likewise would come from boards of review now being set up at Mr. Byrnes' request by all procurement agencies to review procurement programs to assure balance of manpower, material and money. Agencies concerned will review their program objectives, Mr. Byrnes explained, and eliminate and realign programs not urgently needed, and see that all programs are balanced with our present strategic needs and concepts. The review will be a continuing process.

Justice Byrnes is cognizant of the need for maintaining civilian radio receivers as part of the home front job. It was stated following receipt of the Ellis letter. He was represented as being keenly aware of the part radio plays in maintaining public morale.

Mr. Miller's Letter

In his appeal to Mr. Byrnes, Neville Miller had warned that lack of tubes "has created an alarming problem" and has already seriously endangered delivery of vital war messages. "It is our belief," Mr. Miller said, "that the continuous operation of mass communication throughout this nation is of the utmost importance and depends upon immediate steps for attainment of a balanced program which recognizes the need of both the military and civilian economy."

National requirements call for between two and three million tubes monthly, Mr. Miller told the OWM Director. This figure, he explained, is based on maintenance of one set per radio home, and excludes automobile and portable receivers.

Warning that only a limited quantity of tubes has reached civilians in the past 18 months, Mr. Miller said, "and the stocks are practically exhausted. "The recently issued Order L-265 may control distribution," he said, "but no directive is in effect to insure production of tubes in the quantity and of the type required to satisfy new critical needs." Mr. Miller said a program exists that should solve the tube problem if put into operation immediately.

Turning to batteries, the NAB president admitted there had been an immediate step up in civilian demand last quarter ending June 30. But, he said, "farm battery production continues insufficient to balance the accumulated deficit."

In his answer, Mr. Ellis said "Mr. Miller has recognized the need for maintenance of civilian radio and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of our critical need. This has been accomplished, we feel justified in insisting on the production of some civilian tubes."

Mr. Ellis' estimate of minimum civilian needs was not stated in his letter to Mr. Byrnes. It has generally been assumed at WPB, however, that minimum civilian needs amounted to between two and three million tubes per month, the figure cited in the NAB appeal. The expression "conservation is necessary to keep civilian radio requirements to a minimum in the light of our critical need" has been accomplished. We feel justified in insisting on the production of some civilian tubes."

Mr. Ellis explained that the WPB "has recognized the need for maintenance of civilian radio and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of our critical need. This has been accomplished, we feel justified in insisting on the production of some civilian tubes."

Ontario Allotted Time For Election

ARRANGEMENTS have been made for provincial political parties and candidates to buy time on networks and stations in order to make free time on Canadian Broadcasting Corp. network and stations for the forthcoming election which takes place Aug. 15. Under the Broadcasting Act, the CBC regulates the amount of time for subsidiary hook-ups, and for election campaign broadcasts on individual stations.

By mutual agreement the CBC has allotted each of the three political parties one hour per week on the CBC network, and the Liberal party, in power at present, has been given half-hour to conclude the campaign, with the other two parties each given 15 minutes for this purpose. The CBC "regarded (giving free time) as a front of their duty" to give all parties a fair opportunity to present their views to the electorate.

No Ontario Network Time or Individual Station Time had been definitely signed up at this date (July 6), but first paid broadcasts were to go on the air by July 8. CBC hands all network broadcasts, and its stations relations department keeps a close hand on election talks on all stations, with all schedules requiring CBC approval.

Transmitter Tube Shortage Continues Acute, Says WPB; Conservation Urgent

A BLUNT warning that the shortage of transmitter tubes and other broadcast equipment remains acute was issued last week by Frank H. McIntosh, chief of the domestic and foreign broadcast branch of the WPB Radio & Radar Division. Alarmed at talk in industry circles of a shortage of parts to complete civilian production, Mr. McIntosh reminded broadcasters that "victories are encouraging, but the war is far from over."

Directives Required

Production of broadcast equipment is still tight, Mr. McIntosh told Broadcasting and conservation of existing tubes and parts remain urgent. There has been no let-up in military demands for radio equipment, he added, and in addition, our commitments at home and abroad are heavy. "As the war progresses," Mr. McIntosh said, "some fields of material required will clear and some capacity will become available. But no wholesale trend is now apparent toward improvement."

In warning against undue optimism, Mr. McIntosh pointed out that there have been some improvements in handling problems at WPB, which may make things look better than they are. Actually, he said, shortages of tubes are so great that directives are necessary to obtain delivery of most types and certain parts and tubes are almost impossible to obtain for non-military uses.

Most severe shortages, he said, exist in water-cooled or radiator tubes, and multimeter tubes generally; receiving equipment, and better grade microphones. Quality wire wound resistors and mica condensers are tight, he said, and all delivery must be individually scheduled by the Radio & Radar Division.

Turning to receivers, Mr. McIntosh said no sets would be built this year by the electronics industry that tubes and parts would be available to maintain sets now in operation.

The general production picture is "far from bright," he warned. Merely because the electronics industry is making record amounts of equipment does not mean there will be much left for the home front.

Fitch on Blue

F. W. FITCH Co., Des Moines, which currently sponsors two programs for NBC, "Fitch Newswagon" on Sundays and "News of the World" weekly, is launching a third new weekly broadcast on all 150 CBC stations Sept. 8. To be heard for Fitch endorsement, the series is scheduled for Wednesdays 9:30 p.m. A format similar to "Newswagon" has been considered, but no details as to format have been released. Agency is L. W. Ramsey Co., Davenport, Ia.
TODAY great factories are producing Jeeps by the acre... but we have a suspicion the demand for the current model will tailspin directly after the war.

Out here in the WMT Corn Country, conversion to peacetime production is no problem. The wartime Iowa porker is a reasonably exact facsimile of his peacetime brothers and sisters, and the same holds true for those other basic, Iowa-produced food essentials; beef, corn, and dairy products. Unlike war production, Iowa food production will have to be maintained at present top levels for years.

Food is big business out here in the WMT market; Iowa farmers' income topped 1 1/4 billion dollars in 1942... and 1943 may well exceed that.

When the Axis submits to the terms of Unconditional Surrender outlined at Casablanca, our Iowa farmers' job is just well underway. The world will need more Iowa-produced food than ever before.

Plan both your present and future sales activities out here in the corn country with positive assurance that the Iowa farmers you sell on WMT today will have the do-re-mi to buy your product tomorrow... and they'll still be listening to WMT, their favorite radio station on Iowa's best frequency, 600 kilocycles. Write us today for complete information.
Fly Violently Attacks Cox Committee

Claims Radio Monopoly, Wall St. and Army Joined Forces

FOLLOWING is the full text of the statement issued July 4 by FCC Chairman James Lawrence Fly in rebuttal to the first day's testimony (July 2) adduced at the House Select Committee inquiry into the FCC.

In its first open session on Friday the Cox Committee "to investigate" the Communications Commission was furious over the revelation of its true character. There it stands in its stark reality announcing to the public through its most powerful mouthpiece the 50 vicious conclusions it is going to arrive at come hell or high water, after purporting to go to some of the forms of a "judicial" inquiry and "due process of law."

Three years ago Congressman Cox had defended the Commission and condemned the radio monopoly on the floor of the House. He said, "Mr. Speaker, an attack is being made upon the Federal Communications Commission *** What we probably need more than anything else is an investigation of the licensees of the broadcasting monopoly who declared the intention that they were stopped from monopolizing the air."

Three months later he came to the House and in reference to the Commission's statement "That the Commission, in the name of the people, is endeavoring to monopolize the broadcasting business" some time thereafter it became evident to the House that the Commission to report to the Attorney General that Representative Cox had procured a $5,000 fee for himself for a successful applicant for a broadcast station license. Mr. Cox was calling for an investigation of the Commission, stated on the floor of the House that "Mr. Cox has been moving bringing to you a matter in which I have the deepest possible personal interest." And again he said: "Mr. Fly of the Communications Commission is guilty of a monstrous abuse of power. I do not want anything in the Government. He maintains a servile and ambitious Gestapo and is putting shackles on the freedom of thought, press, and investigation... The Communications Commission, as now operating under Mr. Fly, must be stopped."

'Joined Forces' The House of Representatives then voted Cox's Resolution to "investigate" the Commission, partly because of Mr. Cox. Cox immediately joined forces with the radio monopoly and Wall Street interest on the one hand and the Military on the other, all moving in for the kill. The aim has obviously been to wreck the Commission, the only agency representing the public in this important fight for a free and non-monopolistic control by commercial interests and to establish actual and apparent surveillance of military machinery... and the Communications Commission, as now operating under Mr. Fly, must be stopped."

Cox Answers Fly by Repeating Charge That FCC Hinders War Declares That Welfare of Boys at Battlefronts Is More Important Than Commission

FOLLOWING is the full text of the statement of Chairman E. E. Cox, (D-Ga.) of the House Select Committee to investigate the FCC, issued July 5 in response to the July 4 attack of FCC Chairman James Lawrence Fly against the Committee:

As to the attack of Mr. Fly upon the select committee of the House of Representatives, now investigating the commission, the committee has no statement to make. The committee does not mean to be drawn away from the constructive job it has undertaken. Mr. Fly's attack upon the military and naval departments for obstructing his attempts to take over the responsibilities of war activities cannot be ignored. The Joint Chiefs of Staffs of the Army and Navy, the Chief of Staff to the Commander in Chief of the Army and Navy, the Secretary of War and the Secretary of the Navy say it has been found that the operations of Mr. Fly's commission constitute an interference with the war effort and a threat to the nation's security. If this be true then all possible effort must be made to stop this attack.

Winning the War

The fathers and the mothers of the boys and girls fighting this war and the wives and sweethearts of the soldiers and sailors know that the men of the armed forces themselves are looking to our military authorities to direct the winning of the war in the shortest possible time and with the least possible loss of lives.

Even Mr. Fly owes a service to the nation rather than the disservice of trying to destroy the confidence of the soldier in his commanders by charging them with conspiracy to destroy the FCC. This commission is made up of seven members and several hundred employees that many of our citizens feel could better serve our country during this great conflict by carrying guns.

The welfare of the millions of the boys at the battlefronts and in the camps is of far greater concern than Mr. Fly and his commission. We are more soberly interested in saving this country.

Has not Mr. Fly in issuing this statement in question confessed all the Army and Navy had to say about him? If the first public hearing of the select committee has thrown Mr. Fly into such a state of hysterical wrath then what will his condition after this inquiry has really gotten under way?
WLAC's SCHEDULE offers food for thought ... AND sales in the rich Tennessee Valley. Day after day, night after night, programs and announcements promoting food items of national prominence are reaching the thousands of well-to-do residents of "The Valley" ... folks who have the buying power to buy.

If you'd like to sell this "super" market in the Tennessee Valley, let your Raymer man tell you about WLAC now.

THE FOLLOWING FOOD PRODUCTS ARE CURRENTLY BEING ADVERTISED OVER WLAC

- Rinso
- Campbell's Soup
- Wrigley Gum
- Jello
- Gen. Foods
- Camel Cigarettes
- Philip Morris Cigarettes
- Quaker Oats
- Palmolive
- Lucky Strike Cigarettes
- Pet Milk

- Curtiss Candy
- Colonial Bread
- Super Suds
- Seven Up
- Pepsi Cola
- Nu Maid Margarine
- Whiz Candy
- Hollingsworth Candy
- Florida Citrus
- Red Cross Macaroni
- Anthony Milk
- Orange Crush

ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

BROADCASTING • Broadcast Advertising

July 12, 1943 • Page 21
This isn’t the ad we started to write...

At first we thought we’d say something about how hit radio shows happen—particularly how BLUE hits happen.

We were going to say there’s no way to tell in advance—you just had to give the show time on the air. Then, we intended to explain that we are constantly auditioning and air-testing programs; that our “Open Door” policy (a welcome to any producer with ideas) was and is a big factor in boosting our record of new hits.

We intended to go on from there and brag a little about the BLUE’s lead in several program classifications—notably News Commentators, Children’s Programs and Top-name Bands. Also, with true BLUE modesty we were going to mention the awards we’ve won—3 out of 5 of the Women’s National Radio Committee’s 1943 awards—and the one from the American Legion Auxiliary—for War Effort programs—
AIR-TESTED BLUE HITS

Available for Sponsorship

**RHYTHM ROAD**
Swingy, slinky, irreverent, good-natured, this program has won a welcome for itself in a few short weeks. Features Johnny Morgan, virtuoso of the tin-whistle; Helen O'Connell, Belle of The Blue; and Jimmy Lytell and orchestra.

**SEA HOUND**
Produced in cooperation with the Coordinator of Inter-American Affairs, this adventure serial has all the Americas for its locale. Colorful characters and unusual merchandising possibilities make Sea Hound a vehicle deserving attention.

**ARCHIE ANDREWS**
Based on a comic magazine series, Archie Andrews represents first major attempt to present comedy in a script show appealing to youngsters. Writing and direction make it a stand-out.

**HOP HARRIGAN**
Dramatic, timely, geared to the growing interest in aviation, Hop Harrigan is a fast-paced show with a large following. Already sponsored regionally, the series has proved a sensational sales builder.

**LITTLE BLUE PLAYHOUSE**
A long-standing favorite with the BLUE's younger listeners, this half-hour dramatic serial tells the story of America in terms of its great men—past and present. Written by Ira Marion, directed by Madge Tucker.

**COAST TO COAST ON A BUS**
Through music and song and laughter and story, the Sunday morning bus of The White Rabbit Line takes its listeners on a pleasant jaunt through entertainment-land. Featuring some of the most talented youngsters in radio.

**LOVE PROBLEMS**
The war with its separations, changes and upheavals has created new problems for people. Allie Lowe Miles, long-time radio personality, brings practical help to advice-seekers. A program of high woman interest—man interest, too!

**FARM AND HOME HOUR**
First and still the most successful national program devoted to the interests of Mr. and Mrs. American Farmer. Produced in cooperation with the interested Government Bureaus, the program is authentic and entertaining.

**BOSTON SYMPHONY**
America's most distinguished Symphony Orchestra is a round-the-year schedule of concerts. The Winter Season under the direction of Dr. Serge Koussevitzky; the Boston "Pops" in the summer, directed by Arthur Fiedler. A most unusual sponsorship opportunity.

**SALUDOS AMIGOS**
Thirty minutes of music of all the Americas, produced in cooperation with the Coordinator of Inter-American Affairs. Features Victorica Cordova, sensational BLUE "find." Cast includes Jose Ferrer as narrator, the Andrini Brothers and Paul Lavalle and his orchestra.

**GREEN HORNET**
Anti-crime thriller that has long been recognized as one of the top children serials on the air. Each episode is complete in itself and each is built around some timely topic in America's battle against crime, espionage and sabotage.

**GAME PARADE**
Pot-pourri of games, quizzes, tale-telling and other games, with young participants drawn from an always-crowded studio. Produced by Natalie Prager, an authority in the serious business of entertaining youngsters.

**NEWS COMMENTATORS**
The following nationally-known analysts are available for sponsorship: Martin Agronsky, Bankhead, Wilfrid Fleisher, George Hicks, Major General Paul B. Malone U.S.A. (Ret'd), James G. McDonald, Roy Porter, Henry J. Taylor, Edward Tomlinson, Harry Wiemer (Sports).

**APPOINTMENT WITH CRIME**
Written by Jerry McGill, one of radio's most successful scripters, this thirty-minute "whodunit" follows the adventures of an unusual trio, Sally, Mac and Harvard who make man-hunting a business. A new contender for popularity.

**THE FALCON**
Just the opposite of the protagonists in "Appointment with Crime"—the Falcon is a sleuth who refuses to take himself seriously. The Falcon has a weakness for the ladies which adds a romantic cast to the script. A successful book character and movie sleuth bids for air success.

**LADIES BE SEATED**
The round and celebrated Ed East and the pert Polly team up again in a new pot-pourri of quizzes, wheezes and prizew—a program which bids fair to duplicate all of the success which has attended East in the past and present.

**MEET YOUR NAVY**
A great show—which has done great things for a precious sponsor. "Meet Your Navy" is produced at the Great Lakes Naval Training School for talent members of Uncle Sam's Navy. Some of the "regulars" on the program are long-time radio luminaries.

**JOHN FREEDOM**
In just over a year, John Freedom has become a legendary character. Patterned on the "Scarlet Pimpernel" of the mauve Baronesse Orczy—John Freedom makes it his business to foil the Nazi reign of terror in conquered countries. A series of tense, exciting melodramas—well written and well authenticated.

**WEEKLY WAR JOURNAL**
Complete week-end review of the news—featuring a group of distinguished BLUE commentators. Pick-ups from foreign sources round out the report—which gives the listener a complete picture of the week in review.

(P.S. We want to remind you that we have completed a "Survey of Daytime Radio Listening Habits"—which is full of facts about listeners' preferences. It's a handy guide to have at your desk as you check program possibilities. Want us to mail you a copy?)

because we think our record here is pretty good.

But after all (we thought) you are more interested in what programs we have available for sponsorship—that is, what HIT PROGRAMS. So, instead of writing a long ad—we'll give you a long list of BLUE shows any one of which you will find profitable to sponsor.
Radio Hailed For War Service
In Manning Merchant Marine

Recruitment Chief, War Shipping Administration, Pays Tribute for 'Magnificent Response'

By MARSHALL E. DIMOCK
Assistant Deputy Administrator
Recruitment and Manning
War Shipping Administration

THE AMERICAN radio has proved to be a most effective instrument in recruiting experienced men for the United States Merchant Marine. The Recruitment and Manning Organization of the War Shipping Administration in Washington is more than satisfied with the cooperation it received from the radio.

Set up over a year ago, the Recruitment and Manning Organization was directed to supplement the efforts of the owners, operators, and maritime unions in manning the hundreds of merchant ships being built all over the country. Some idea of the magnitude of this task can be learned from the fact that, by the end of 1943 over 2,000 newly conditioned ships, staffed by over 100,000 officers and seamen of the Merchant Marine will be carrying our fighting men and supplies to every corner of the globe.

Difficult Recruiting

The field of recruiting which the Recruitment and Manning Organization of the War Shipping Administration was asked to enter is perhaps one of the most difficult. Men with sea experience were to be asked to leave lucrative shore jobs for the hazardous task of keeping America's ships at sea.

Making known its task to the radio of the nation, the Recruitment and Manning Organization was literally astonished at the reception with which it met. Almost unanimously the radio responded magnificently. Appeals were inserted gratis by several sponsors on their programs telling of the nation's need for men with sea experience. The results from these campaigns were very gratifying. One radio announcement alone produced several hundred telegrams and letters from men all over the country offering to leave well-paid, comfortable, shore jobs to serve in the Merchant Marine.

Proof of Power

Almost every man who offered his services was reviewed by officials of the Recruitment and Manning Organization and a large number of them who qualified were either assigned to ship or sent to one of the many centers where refresher courses in their skills are being offered. If proof were ever needed of the power of the radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited. Asked by a Federal agency to help it in accomplishing a difficult task, the American radio demonstrated not only its strength but its patriotism and generosity. This patriotism and generosity deserve the sincerest gratitude of the Government and the country at large.

PRELIMINARY suggestions for the Third War Loan Campaign, to be held in September, including detailed plans for radio promotion, have been issued by the War Savings Staff of the Treasury Dept. Warning that the proposed ideas are merely suggestions—"to be rounded out and made more comprehensive as time goes along"—the outline sets forth campaigns, and ideas which hit the jackpot during the last war loan, and adds new material.

Ted R. Gamble, assistant to Secretary of the Treasury Morgen- thau, has been appointed national director of the War Finance Division, name of the newly reorgan- ized Washington War Savings Staff. In this capacity he will orga- nize the Third War Loan drive. Working through the War Finance Committees, which are mergers of the old War Savings Staffs and Victory Finance Committees in the states, Mr. Gamble has been charged with the task of raising twice as much money in the last six months of this year as was raised in six months of the previous drive.

Third War Loan will start Sept. 9. A "Kick-off" to precede the opening with Secretary Morgenthau speaking on the networks, governors and mayors on local stations, and bond rallies linked to the pre-Radio Day warm-up. Ideas include a "Third War Loan Night," like Bomdnight on the BLUE, to be aired on one network every four days during the drive; hookups to battle fronts, a half-hour "Allied Nation Program" from the Capital, a "National Shrine Program" of pick-ups from national shrines all over the country.

NEW DECALS for placement in drug store windows were shown to a group of executives of WSGN, Birmingham, at a luncheon given in their honor by the Birmingham Retail Druggists Assn. Among those present were (l to r): Bob Venn, WSGN President; Charles G. Alley, President of the Alabama Pharmaceutical Assn.; unidentified for Charlie G. Alley, President of the Birmingham Retail Druggists Assn.; J. C. O'Dell, General Manager of the Birmingham division of McKesson & Robbins; E. W. Gibbs, President of the Alabama State Board of Pharmacy; Henry P. Johnston, General Manager of WSGN.

Third War Loan Campaign Is Readied By Treasury, OWI, Advertising Council

A SURVEY of advertising preferences of Iowa farm supply dealers, results of which are published in a folder by WHO, Des Moines, reveals radio as the overwhelming choice in this field, with farm papers second and newspapers third.

Replies received from 410 dealers showed 95 preferring radio, 14 naming farm journals and 26 choosing newspapers.

The survey covered three major lists of Iowa dealers: members of the Farmers Grain Dealers' Assn. of Iowa, hatcheries listed in the official directory of the Iowa Poul- try Improvement Assn., and dealer lists of two of the largest manufacturers of livestock and poultry feeds. No advertising medium, ac- cording to the folder, had any part in handling the returns or compiling the final results.

A breakdown of the results of the survey show that of 218 replies received from Iowa feed dealers, 169 dealers prefer radio, 21 prefer farm journals and 13 prefer newspapers. Results of the survey of grain dealers, which includes leading country elevators selling feeds and farm supplies, show that of 135 replies 69 prefer radio, 37 prefer farm journals and 9 prefer newspapers.

The hatchery survey shows 31 of 57 replies giving radio as preference, with 17 preferring farm journals and 4 preferring newspapers.

Adum Hat Plans

ADAM HAT STORES, New York, will start its new comedy on the BLUE Sept. 12 instead of Sept. 7, as originally announced. Titled That's a Good One and starring Hope Emerson, Ralph Dumke, Ward Wilson and Eddie Polo, the show will be heard Sunday mornings 8:15-8:30 p.m. on 134 BLUE stations. Agency is Glickman Adv. Co., New York.

New Show Planned

The outline suggests a new Treasury show, "The United States of America," to emphasize unity by featuring stars of radio, motion pictures and concert stage from all 48 states.

With Radio Day set for Sept. 9, plans for the opening will be further developed after a meet- ing between OWI, Treasury and station managers as soon as a fact sheet is ready. States are urged to set up maps showing state, county and city quotas, with un- veiling ceremonies to be broadcast, a promotion which proved stimu- lating in the last campaign. A special half-hour 'Treasury Star Pa- rade' is to include a talk by Madame Chiang Kai Shek. Stations are asked to devise again their own pro- motion plans, using NAB bulletins, the War Finance Committee News with a double sheet of one-minute announcements.

In place of the regular 6-weekly one-minute Treasury dramas, 12 of the recorded programs per week are planned. Instead of three programs weekly to stations regularly receiv- ing Treasury Star Parade, seven will be supplied.

During the drive 75% of all OWI network allocation will be devoted to the Third War Loan, and beginning with Radio Day, OWI will select stage and screen stars for special War Loan spots on network shows. OWI expects to work with the Advertising Council on drive plans and to work out a guest star appearance schedule.

An issue of Radio News is sched- uled to precede the campaign, with three more to come out as the drive progresses. Stations will be asked by Treasury and OWI field men to cooperate by turning over already established time being used for War Bonds to the Third War Loan. Reg- ular Treasury programs will have War Loan themes. Special concerts, originating where the orchestras are located, using top stars as soloists and involving one hour daily on networks, are proposed.

Suggested slogans include "In- vade Europe With Fighting Dollars —Buy More War Bonds", "The Third War Loan Is Your Attack Against Berlin and Tokyo", and "Lend Over Here to Win Over There". Official Third War Loan slogan has not yet been finally de- cided upon.
Memo to Advertisers

Radio Station WWJ—first in DETROIT—is the most listened-to station in the greatest industrial market in the world. Your story should be told in DETROIT over WWJ

NOW

WWJS

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.
Press Hits Petrillo Death Sentence

Editorial Wrath Rises; Congress Asked To End His Racket

THE WRATH of the nation's press dawned on the head of AFM Czar James Caesar Petrillo last week following his "death sentence" ukase against transcription companies. Without a dissent, editors in leading newspapers called upon Congress to end Petrillo's "dictatorship" and "racket" through legislation which would subject him to anti-trust and anti-conspiracy laws.

"New York Times"

The New York Times, in a lead editorial July 3, called Petrillo's action a decision by the AFM head as to what music the American people "can and cannot hear." Pointing out that a few months ago he had expressed a willingness to allow recorders to stay in business if they would pay tribute to his union, the newspaper observed that he now has decided that this was "too lenient." Then came the ukase to abolish the transcription making business entirely.

When Mr. Petrillo told the Labor Board conciliator that he would forbid his musicians to make "any transcriptions at any cost or at any price," that was on the ground that the companies "can't give us anything. If they gave us their entire gross, it's still small peanuts to the Federation." The Times cited the " astounding legal and political implications" of this statement, aside from the economic aspect. It pointed out that in time of unparalleled labor shortage, Mr. Petrillo is trying to create unnecessary jobs. Drawn in was the jockeying of sustaining remote bands from MBS because of one of its stations (WSAY, Rochester).

refused to increase its musicians staff from one to five. All this was called minor as compared to his effort to "turn back the hands of scientific progress to force the employment of more musicians." The Times editorial asserted it was the labor policy of the Administration and the "lucid acquiescence of Congress in that policy" that have built up the "irresponsible power now exercised by the Lewises and the Petrillos.

Placed in Petrillo's hands is the "private arbitrary power to tell the American people what they can and cannot hear" and the power to "ruin theatres, restaurants, concert halls, transcription companies and radio companies that do not do his bidding." "New York Herald Tribune"

The New York Herald Tribune on July 3 stated that "for sheer effrontery nothing even in the Lewis saga, we believe, can quite match Petrillo's latest ukase." The newspaper called attention to Petrillo's answer to the charge that he was destroying an industry and blocking mechanical progress, wherein the AFM czar replied that he can't get at the radio stations in any other way.

"There is nothing in the law as last interpreted by the Supreme Court to balk his dictatorship," said the editorial. It recalled the attempt to prosecute Petrillo under the Sherman Act and how it ended in failure because of the Supreme Court decision in the Hutcheson case, in which it held that virtually nothing a trade union might do in pursuit of a labor dispute could be construed in restraint of trade. Congress was urged to "proceed at once to pass a law specifically defining for the courts those trade union activities which must be held in violation of the anti-trust statute, as, for instance, such an order as the mighty Petrillo has just issued." "N. Y. World Telegram"

The New York World Telegram, in a syndicated Scripps-Howard editorial July 3 pointed out that Petrillo said the transcription companies paid his musicians about $1,100,000 a year and that he said he had no fight with these companies per se, but with the broadcasting industry.

"So he is going to cut the transcription companies, whom he likes, out of $4,000,000 annual gross revenue and his musicians out of $1,100,000 because he wants to punish the broadcasting companies, whom he doesn't like."

"No thought for the public's interests in the matter. Just a tyrannical rule or Petrillo ukase," said the newspaper.

The New York Mirror in its July 3 issue charged Petrillo with having moved to "wipe out a whole industry because it will not meet his autocratic demands." After reciting the many Petrillo crackdowns, the newspaper asserted that the issue is whether "a labor union tyrant, wielding autocratic power out of all keeping with the principles of American democracy, can be permitted to "destroy an American business enterprise at his arbitrary enjoyment or whim." The Mirror predicted that Americans and their representatives in Congress "will not swallow such a challenge on their hands and knees."

Washington Views

The Washington Post on July 5 commented that while the dispute had not been certified to the War Labor Board it seemed doubtful whether it can "cope with this sort of racket." The Post called for legislation to prevent the enforcement of monopolies that destroy and encroach upon Government regulation, whether those monopolies are operated by business or labor groups.

asserting Congress had been incredibly slow in meeting this challenge, the editorial declared that it could not see how Mr. Petrillo's "anti-monopoly" gesture could stay the hand of Congress in meeting this menace to free enterprise. The Washington Star on July 5 described the Petrillo transcription ban as "the death penalty for the transcription industry—an industry which has given no offense, but which has become an inevitable target upon which this labor dictator can vent his wrath." Expressing doubt whether Mr. Petrillo will be permitted to "destroy an industry" because he has an "alleged grievance" against some other industry, the newspaper said there is small prospect that the transcription companies can get any relief from the courts or from the executive branch. But Congress, it said, may decide that the time has come to take Mr. Petrillo in hand.

The newspaper recalled that several months ago the AFM head was reported to have assured Senator Wheeler that the union did not intend to wipe out an industry. At that time Senator Wheeler said that such a move "would be met by prompt Congressional action," but Congress did not act. "Now, however, Mr. Petrillo has changed his mind and has served notice on the transcription industry to prepare for summary execution. It remains for Congress to say whether the sentence is to be carried out."

Even before the July 1 Petrillo ukase, the San Francisco Call Bulletin on June 25 characterized the original Petrillo demands upon the transcription companies as an "arrogant and enormous racket." The newspaper stated editorially that the matter should be adjusted so that broadcasting can survive, declaring "it cannot survive as a racket conducted for the benefit of James C. Petrillo."

Alluding to the proposal of the union on July 1 that independent manufacturers agree to prevent their use by any broadcaster who does not maintain a fixed quota of forced employment of musicians, the newspaper said many radio stations are not financially able to maintain full staffs of musicians. Many could not exist, it added, if they were compelled to do so.
Yes, sir—it’s all a part of the same show—all for the price of one. Some watch the main ring, but there are just as many who come to see the other acts.

Don’t forget—they’re all WGN listeners—they’re all WGN fans. They’re all a part of the same show.

The same things that attract Chicagoans to WGN, that cause them to vote WGN—"Chicago's outstanding radio station"—also attract mid-westerners in a wide five-state area.

WGN is their community station, and whether it is for information or entertainment, they turn first to WGN.

No wonder advertisers place more local and spot business on WGN than on any other major Chicago station.

A Clear Channel Station

CHICAGO
50,000 WATTS

CHICAGO

ILLINOIS
720 KILOCYCLES

Mutual Broadcasting System

Broadcast Advertising
Canada Bans Group-Owned Stations

Control of Commercial Licenses Tightened
By New Ruling

By JAMES MONTAGNES

UNEXPECTEDLY the official Can-
ada Gazette at Ottawa on July 3
carried an amendment to the Ca-
nadian Broadcasting Act tighten-
ing control of privately or group-owned com-
mercial broadcasting stations and prohibiting ownership of more
than one station by any individual
or company. The ruling affects some
of the new stations that have been
Canadian stations, and puts into
effect a recommendation made last
year by the Parliamentary Com-
mittee on Broadcastings.

The new regulations provide that
"except with the permission of the
Minister, given upon the recom-
menation of the Canadian Broad-
casting Corporation, no station
shall be licensed to operate more than one
station and no license shall be
issued to a company owned or con-
trolled by a company holding a li-
ence."

License Conditional

The issue of a license is also
made conditional on the licensee be-
ing the owner of the station and
upon the ownership not being trans-
ferred directly or indirectly with-
out the permission of the Minister.
The station must be actually oper-
ated by the licensee, or by bona fide
employees, although this condition
may be rescinded by the Minister
acting on the recommendation of the
CBC.

The regulations are also extend-
ed to enable the Minister to require
returns, to be made by the licensee,
of the revenues, profits and expen-
tiditures of the station and any other
information to ensure that the
station is operated in the na-
tional interest and for the benefit of
the community in which it is lo-
cated.

Owners of group-owned stations
may not sell or transfer any prop-
erty of the station, or assign or
charge any mortgage or other
charge or any interest in the
station, without the written con-
sent of the Minister. Any change in
the nature of the station or its
ownership must be reported to the
Minister within thirty days of the
change.

Services of the CBC and private-
gary, owned by the Southam
newspapers and affiliated with the
Edmonton Journal and Calgary Her-
ald; CJOC, Lethbridge, Alta.,
CKOC, Hamilton, Ont., RMG-1,
Victoria, B. C., and CKWX, Van-
couver, owned wholly or in part by
Taylor, Pearson & Carson Ltd.,
Calgary; CKWS, Kingston, and
CHEX, Peterborough, Ont.,
owned by Senator Rupert Davies and af-
filiated with the Kingston Whig-
Standard and Peterborough Exami-
nator; CKVR, London; CKB, Kirk-
iland Lake, CKGB, Timmins,
Ont., CKRN, Rouyn, CKV, Val
d’Or, CHAD, Amos, Que., owned
wholly or in part by Northern
Broadcasting & Publishing Co.,
Timmins, Ont., and affiliated with
the Timmins Daily Press; CHLN,
Three Rivers, and CHLT, Sher-
brooke, Que., owned by Senator
Jacob Neil and affiliated with the
Sherbrooke Le Tribun; La Tribu
Rivieres Le Nouvelliste; CHNC,
New Carlisle, Que., and CKNB,
Campbellton, N. B., owned by Dr.
Charles Houle, New Carlisle, Que.;
CKY, Winnipeg, and CKX, Bran-
don, Man., owned by the Manitoba
provincial government; CFBR, To-
to and CKLW, Windsor-Du-
naught, owned wholly or partly by
the Rogers family in Toronto;
CKCW, Moncton, N. B. and CHSJ,
St. John, N. B., owned by the
newspapers Monotran Transmis-
tion and
tional Telegram-Journal and Times-
Globe.

CBC Manager Opposes Private Network
For Canada at Parliamentary Hearing

ESTABLISHMENT of a privately-
owned radio network in Canada
would result in one primarily Ca-
nadian and three primarily Amer-
ican chain serving the Canadian
people, Dr. J. S. Thomson, general
manager of the Canadian Broad-
casting Corp., told the Parliamen-
tary committee on Radio Broad-
casting at Ottawa on July 2. "Who-
ever controlled any network in this
country would wield enormous
power—almost incalculable power
—possibly more than that of the
Canadian press," Dr. Thomson told
the committee in answer to ques-
tions on the effect on the CBC of the
establishment of a privately-
owned broadcasting network. He
also stated that establishment of
such a network would require an
investment of at least $10,000,000,
and such a network would inevita-
ably look largely to the United
States for its program content.

(Under the Canadian Broadcast-
ing Act only the CBC may operate
a network, but this allows small
regional networks to be established
for commercial purposes, without
using CBC stations, but under CBC
sanction. No networks can be set
up in Canada without permission
of the CBC.)

Services of the CBC and private-

ly-owned stations are "supplementary"
and not competitive, Dr. Thomson
told the Committee. He stressed that
the private stations are not com-
peting but co-operating. He said
there are 78 private station licenses
now held in Canada, and no new
ones have been issued during the
past year.

The possibility of creating a reg-
ulatory body similar to the Cana-
nadian Board of Transport Com-
missioners, rather than a body con-
cerned with the CBC as at present,
was suggested by one committee
member, Rev. E. V. Hansell, Na-
tional Union Presbyterian in
Tobaco, Ont., by care should be taken to avoid any
monopoly of Canadian radio, either
by government or otherwise.

Hires in 12 Markets

CHARLES E. HIRES Co., Phila-
delphia, an extensive user of spot
radio up until several years ago,
is using announcements to supplement
a newspaper campaign in behalf of
its root beer. Drive started around
July 1 and entails live announce-
ments in about 12 small markets
for a 13-week period. Agency is
Sheldon, Quick & McElroy, New
York.

CBC Manager Opposes Private Network
For Canada at Parliamentary Hearing

ESTABLISHMENT of a privately-
owned radio network in Canada
would result in one primarily Ca-
nadian and three primarily Amer-
ican chain serving the Canadian
people, Dr. J. S. Thomson, general
manager of the Canadian Broad-
casting Corp., told the Parliamen-
tary committee on Radio Broad-
casting at Ottawa on July 2. "Who-
evored controlled any network in this
country would wield enormous
power—almost incalculable power
—possibly more than that of the
Canadian press," Dr. Thomson told
the committee in answer to ques-
tions on the effect on the CBC of the
establishment of a privately-
owned broadcasting network. He
also stated that establishment of
such a network would require an
investment of at least $10,000,000,
and such a network would inevita-
ably look largely to the United
States for its program content.

(Under the Canadian Broadcast-
ing Act only the CBC may operate
a network, but this allows small
regional networks to be established
for commercial purposes, without
using CBC stations, but under CBC
sanction. No networks can be set
up in Canada without permission
of the CBC.)

Services of the CBC and private-
ly-owned stations are "supplementary"
and not competitive, Dr. Thomson
told the Committee. He stressed that
the private stations are not com-
peting but co-operating. He said
there are 78 private station licenses
now held in Canada, and no new
ones have been issued during the
past year.

The possibility of creating a reg-
ulatory body similar to the Cana-
nadian Board of Transport Com-
missioners, rather than a body con-
cerned with the CBC as at present,
was suggested by one committee
member, Rev. E. V. Hansell, Na-
tional Union Presbyterian in
Tobaco, Ont., by care should be taken to avoid any
monopoly of Canadian radio, either
by government or otherwise.

Hires in 12 Markets

CHARLES E. HIRES Co., Phila-
delphia, an extensive user of spot
radio up until several years ago,
is using announcements to supplement
a newspaper campaign in behalf of
its root beer. Drive started around
July 1 and entails live announce-
ments in about 12 small markets
for a 13-week period. Agency is
Sheldon, Quick & McElroy, New
York.

CBC Has Four Mobile Units Active in Britain

FOUR MOBILE UNITS and a full
staff of operators who are former
corporal employees of the British
Army, are being established on
the Canadian Broadcasting
Corporation’s Overseas Unit in
England. The mobile units will be
the first of their kind to be
deployed in Operation Crossbow,
the war-time plan to invade
Europe.

The technical staff is headed by
W. E. G. Bushnell, who has been
in the Royal Air Force, and has
commanded the RAF’s mobile
networks for the Battle of Britain,
and after spending the past year at
CBY, Toronto, on foreign service,
is now back in Britain.

The mobile units are A. J. McDonald
of CBL, Toronto; F. P. Johnson of
CBK, Watrous, Sask.; L. E. Moore
and J. B. Berenger of the
Canadian Broadcasting Corporation
in England.

Newcast Commercials

Limited by CBC Order

UNION OF NEW regulations govern-
ment sponsorship of news on Ca-
nadian stations, which went into
effect July 1 [BROADCASTING, May
31], have reduced the number of
announcements that have been
limited. J. R. Radford, supervisor of station rela-
tions, said that as the regula-
tions, said that in a cir-
cular letter to all stations: "For
news broadcasts of ten minutes’ du-
nation, the station is excused from
announcing the name of the program
being broadcast. Announcements must be con-
fined to the mention of the sponsor’s name."
**FIREPOWER... DIRECTED**

When you buy radio time, take a tip from the Army. Make sure you are buying not only fire power but also the means to direct it. Those big guns are more than just barrel and breech; about 3/4 of those babies is directing mechanism. The gun would be useless if they couldn't call the range, aim, and fire... on target.

When you buy radio time on the Pacific Coast, make sure you choose the only network that can aim at and hit all the markets. Buy the only network with enough stations to direct your message to all the radio homes. Many markets out here cannot be successfully covered by long-range broadcasting because of the surrounding high mountains. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station. Advertisers can blast away on target... everytime.

If your advertising 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**

**Broadcasting • Broadcast Advertising**

July 12, 1943 • Page 29
Navy Finds Magnetic Wire Recorder Useful in Ship and Shore Operations

MAGNETIC SOUND recorder, whose modern form is the portable wire recorder now in experimental use for news broadcasting [BROADCASTING, June 28, April 26] is the earliest known patented recording equipment, Com. Clifton G. Grimes, head of the Interior Communications and Fire Control Section of the Navy's Bureau of Ships, told BROADCASTING last week. Apparatus using magnetism to record sound was patented in Denmark in 1867.

Ordered a year ago for use aboard ship and at Navy headquarters, 350 portable wire recorders, manufactured by hand at the Armour Technical Foundation, a branch of the Armour Research Foundation, have been installed in battleships, carriers and cruisers. A number of these machines are also being used at Navy headquarters in Washington.

They are being asked for in increasing numbers by the Marines, and a month ago a few were sent to Canadian naval headquarters for experimental use. OWI in New York is believed to be using one set to record foreign shortwave broadcasts. The Associated Press has also asked the Navy for several recorders on loan.

According to Com. Grimes, these machines record telephone conversations on board ship during battle to provide a supplement to the ship's log. Study of the playback later furnishes a picture of battle action and an accurate account of timing. The recorder helps overcome a disadvantage suffered in the last war from lack of complete and accurate records, Com. Grimes explained. "A ship's log doesn't amount to much when you start looking around for it after a battle," he commented.

Recorders monitor all radio circuits and record conferences on boardship. In addition, when long letters must be sent, dictation into the recorder saves time, space and labor. In the last year, all types of recording equipment have been tried—cylinder, disc, film and wire. Since the wire recorder can be used in any position, even upside-down when a ship starts rolling, it will soon replace the other types.

Many times the number of recorders now in use are on order and will be manufactured on a mass production basis by General Electric under an agreement with the Armour Foundation. Present plans call for several hundred recorders for shore headquarters in and out of the country, as well as a far greater number to be used on warships.

As far back as ten years ago, the Navy's Bureau of Engineering played with the idea of a magnetic wire recorder, and worked with Bell Laboratories, which carried on experiments in conjunction with telephone testing, to produce a workable model. The apparatus had never been practicable before because of the need for exactly the right magnetic material as a tape. Bell used steel tape three-sixteenths of an inch wide to record conversation in telephone lines for testing frequency response, and as a source of transmission for testing telephones. However, Bell dropped further experimentation with the recorder. The machine's present use and development are a direct outgrowth of the war.

Newspapers to Reduce Paper by Additional 5%

NEWSPAPERS were ordered to make an additional 5% cut in newspaper consumption for the third quarter of 1943, when the WPB last week adopted an Industry Advisory Committee recommendation of June 17 [BROADCASTING, June 21]. The new cut, like the 10% slash ordered earlier in the year, will be on a graduated scale with only the heaviest paper consumers feeling the full 5% pinch.

The WPB printing and publishing division issued L-284, calling for a saving of paper stocks by eliminating one-third of paper and paperboard in printed displays for windows, counters, floors and shelves.

Bottle Business

WITH glass plants jammed to capacity, soft drink and milk bottlers have growing interest in the return of their containers to retail dealers so they can be used again. Example: Quickie campaign of announcements being launched by Griffiths, Van M. Graves & Associates as agency. KSTP, Minneapolis-St. Paul, gets two weeks of announcements, financed by bottlers.
the plain facts are these:

BETWEEN THE HOOPER CHECKING HOURS OF 7:30 AND 10:00 P. M. YOU CAN REACH THE MOST RADIO HOMES AT THE LOWEST COST PER 1,000 OF ANY INDEPENDENT RADIO STATION IN NEW YORK... at less than 1/2 the cost of the next ranking station and at 1/6 the cost of the lowest ranking station.

### STATION AUDIENCE AND COST

<table>
<thead>
<tr>
<th></th>
<th>7:30</th>
<th>7:45</th>
<th>8:00</th>
<th>8:15</th>
<th>8:30</th>
<th>8:45</th>
<th>9:00</th>
<th>9:15</th>
<th>9:30</th>
<th>9:45</th>
<th>10:00</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Homes Listening</td>
<td>49,589</td>
<td>29,170</td>
<td>35,004</td>
<td>29,170</td>
<td>37,921</td>
<td>29,170</td>
<td>29,170</td>
<td>40,838</td>
<td>35,004</td>
<td>29,170</td>
<td></td>
</tr>
<tr>
<td>Cost, 1000 Radio Homes</td>
<td>$1.80</td>
<td>$3.00</td>
<td>$2.58</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$3.00</td>
<td>$2.15</td>
<td>$2.58</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>STATION A</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Homes Listening</td>
<td>49,500</td>
<td>33,000</td>
<td>19,600</td>
<td>13,200</td>
<td>26,400</td>
<td>16,500</td>
<td>9,900</td>
<td>13,200</td>
<td>19,600</td>
<td>16,500</td>
<td></td>
</tr>
<tr>
<td>Cost, 1000 Radio Homes</td>
<td>$5.15</td>
<td>$7.60</td>
<td>$12.80</td>
<td>$19.00</td>
<td>$9.50</td>
<td>$15.50</td>
<td>$26.50</td>
<td>$12.80</td>
<td>$15.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATION B</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Homes Listening</td>
<td>101,618</td>
<td>32,780</td>
<td>22,946</td>
<td>19,668</td>
<td>22,946</td>
<td>13,112</td>
<td>13,112</td>
<td>13,112</td>
<td>26,224</td>
<td>13,112</td>
<td></td>
</tr>
<tr>
<td>Cost, 1000 Radio Homes</td>
<td>$2.50</td>
<td>$7.80</td>
<td>$11.00</td>
<td>$13.00</td>
<td>$11.00</td>
<td>$19.25</td>
<td>$19.25</td>
<td>$15.50</td>
<td>$9.60</td>
<td>$19.25</td>
<td></td>
</tr>
<tr>
<td>STATION C</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Homes Listening</td>
<td>16,500</td>
<td>19,600</td>
<td>35,004</td>
<td>29,170</td>
<td>37,921</td>
<td>29,170</td>
<td>29,170</td>
<td>40,838</td>
<td>35,004</td>
<td>29,170</td>
<td></td>
</tr>
<tr>
<td>Cost, 1000 Radio Homes</td>
<td>$18.00</td>
<td>$9.00</td>
<td>$15.00</td>
<td>$11.25</td>
<td>$13.00</td>
<td>$15.00</td>
<td>$22.75</td>
<td>$18.00</td>
<td>$13.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>STATION D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. Homes Listening</td>
<td>29,780</td>
<td>29,780</td>
<td>35,736</td>
<td>37,921</td>
<td>29,170</td>
<td>37,921</td>
<td>29,170</td>
<td>37,921</td>
<td>37,921</td>
<td>37,921</td>
<td></td>
</tr>
<tr>
<td>Cost, 1000 Radio Homes</td>
<td>$5.25</td>
<td>$5.25</td>
<td>$4.40</td>
<td>$3.35</td>
<td>$4.40</td>
<td>$6.70</td>
<td>$7.60</td>
<td>$5.90</td>
<td>$6.70</td>
<td>$4.40</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: No. Homes Listening based on C. E. Hooper, Mar.- Apr. 1943, computed as a percentage of stations' published primary listening areas. Cost per 1,000 Radio Homes based on published one-time quarter-hour rates.
Small Towns Show Biggest Sales Jumps

ACCORDING to The Nielsen Researcher, small grocery stores have experienced a sales increase of 39%; medium stores, 25%; and large stores, 18-15%.

This condition, says the Researcher, is largely caused by "the fact that over half the small stores are located in small towns, thus benefitting directly from sharply increased rural income".

FCC Eases Rule on FM Service
Suspends Regulation Limiting Duplication of Programs

RELAXATION of restrictions regarding duplication of standard broadcast programs on FM stations and rules governing other special services are contained in an order issued July 6 by the FCC. Announcement of the Commission's action follows in full text:

Because the demands of the military have greatly decreased the safety of trained personnel available for broadcast operation, the Commission today adopted Order No. 111-A which furthers Section 325 of the Report and Order on station operation, with respect to minimum operating requirements. The Commission has reorganized Order 111-A to continue the requirement that each FM station shall render at least 6 hours program service each day, except Sunday, between 6 a.m. and midnight, but suspends the requirement that two hours of this service shall be devoted to programs not duplicated simultaneously as primary service in the same area by any standard or any high frequency broadcast station.

It is noted, however, the Commission did not suspend that section of its Rule 3.317 which places upon each FM licensee the duty to develop, insofar as possible, a distinct and separate broadcast service from that which is otherwise available in the service area.

At the same time, the Commission announced that it will authorize technical changes in certain aspects of the operation of high-frequency (FM) television and noncommercial educational broadcast stations during the period, where desirable to conserve equipment, particularly vacuum tubes, or where necessary to permit continued operation of a station, provided such changes are consistent with the maintenance of a substantial public service. Under this arrangement, those stations which may file with the FCC informal requests to reduce operating power or make other changes in the operation of authorized equipment, in view of the decrease in demand for vacuum tubes and equipment and the shortage of personnel to maintain those effective apparatus, the Commission feels this simplified procedure will aid in maintaining both AM and FM television service during the war.

TRANSFER OF WKBV PERMITTED BY FCC

WILLIAM O. KNOX, principal owner of WKBV, Richmond, Ind., was last week granted permission by the FCC to transfer control of Radio Corp., licensees of WKBV, to Central Broadcasting Corp. for a total of $30,000.

Officers and directors of the new corporation and their stock ownership is as follows: Gerald F. Allbright, president, 750 shares; Wilfred T. Williams, secretary, 100 shares; Eugene K. Alden, treasurer, 25 shares; Josephine Mason, 200 shares.

Original application (BROADCASTING, Feb. 8, March 22, 1943) credited Rex Schepp, founder of 25% of WVPAT, Paterson, N. J., and now commercial manager of WIRE, Indianapolis, with 125 shares and Central Newspapers Inc., with 160 shares. Central Newspapers, a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis; WAOV, Vincennes, Ind., and Oklahoma Newspapers Inc., publisher of the El Reno Daily Tribune, owns 35%.

An amended application later eliminated the names of Mr. Schepp and Central Newspapers, adding the names of Josephina Knox and the share holdings of Messrs. Albright, Jessup and Alden.

DRUGGISTS' BIG YEAR

Milwaukee Group Honors Station Manager After WISN Program Proves Radio's Value

FIRST SUCCESSFUL YEAR of broadcasting by Milwaukee County Pharmacists' Association on WISN, Milwaukee, was celebrated by (1 to r) Thomas D. Connolly, CBS program director; Maj. E. M. Stoer, general manager of Hearst Radio Inc.; Gaston Grignon, WISN general manager; John W. McPherrin, editor of the American Druggist, and Hugh O'Malley, production manager of the Milwaukee station.

TO SHOW their appreciation of the results of the Know Your Druggist Better program on WISN, Milwaukee, the Milwaukee County Pharmacists' Association held a First Anniversary Party for the program, with Gaston W. Grignon, WISN general manager, as guest of honor.

More than 675 persons attended the affair at the Crystal Ballroom of the Schroeder Hotel, with Thomas D. Connolly, CBS program promotion director; John W. McPherrin, editor of The American Druggist, and Maj. E. M. Stoer, general manager of Hearst Radio Inc. among the speakers.

The Know Your Druggist Better program had its inception at a preliminary meeting of Mr. Grignon; Hugh O'Malley, WISN promotion manager, and Woods Dreyfus, WISN program director, with the officers of the county druggist organization about 18 months ago. As finally put on the air, the program consisted of opening and closing announcements selling the neighborhood druggist's special services, and a dramatized version of little-known facts about the druggists' part in the development of modern science.

Program was inspired by Mr. Grignon's idea that the druggist needed the magic touch of public relations to keep his services sold to the people of his neighborhood. Idea created so much good will that the pharmacists decided to show their appreciation with a party for Mr. Grignon and his staff.

Feature of the party was the lighting of a four-foot birthday candle, symbolizing the first anniversary of the program.

Other guests at the party, in addition to WISN officials and the speakers, were Haydn Evans, manager of WTAQ, Green Bay, which will carry the program soon as a result of an arrangement to pipe it from WISN; Frank L. Taylor, publisher of the Milwaukee Sentinel; Roy Miller of the Katz Agency, and leaders of the Pharmaceutical Assn.

ADM. NOBLE ON MBS NAVY PROGRAM ON MUTUAL, FOR VICTORY, will use its half-hour on July 16 to tell how British and American navies are coordinated.

Chief of the British Naval Mission to this country, Adm. Sir Percy Noble of the Royal Navy, will appear on the show, with several members of the American Navy. Capt. Michael Kernodle will tell how the Wasp carried planes to Malta; Rear Adm. O. C. Badger's subject is coordination and planning. Lt. Col. John P. Hill, who has been observing training in England, will tell how Marines are trained to land and establish beachheads. The Navy School of Music Band and Chorus provides the music on the show.

Home Products Expands

AMERICAN Home Products Corp. (drugs, food, household products) has acquired the Belle Center Creamery and Cheese Co., Ohio producer of cheese, butter and dairy products and its affiliate, O.M.S. Corp., producer of milk sugar. This is the fourth expansion step of the company this year, the firm previously buying Ayerst, McKenna & Harrison, Canadian drug firm; G. Washington Coffee Refining Co., and E. E. Carter Inc.

Forum Shifted

WITH sponsorship on Mutual by Serutan Co., Jersey City, of A. L. A. and NRTA's American Forum of the Air from Sunday to Tuesdays 8-9 p.m., effective July 11, MBS is shifting Theodore Cranik's American Forum of the Air from Sunday to Tuesdays 8-9 p.m., thus expanding the forum program from 45 minutes to a full hour. It will continue to originate from the Hotel Shoreham in Washington.

Page 32 • July 12, 1943

KMA

Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IA.

FREE & PETERS, INC.

Innovators in National Advertising

BROADCASTING • Broadcast Advertising
In the early hours of last Wednesday (July 7) the New England and New York State sections of the Special 24-hour AP Radio Wire were converted from 40 to 60 words per minute, thereby increasing the speed and volume of news delivered to affiliated stations.

This method of making the change regionally was adopted in order to spare all affiliated stations as much inconvenience as possible during the change-over.

Other sections of the wire are being brought to the increased speed on systematic schedule—in keeping with our policy of first testing and proving the new operation area by area.

We are confident that all affiliated stations will bear with us during this conversion period, knowing as they do that every pacemaking innovation we have made since inauguration of the Special AP Radio Wire in 1941 has been responsible not only for better news coverage for themselves, but for radio generally.

Press Association, Inc.
Radio subsidiary of The Associated Press
50 Rockefeller Plaza, New York, N. Y.

*This increase in speed and volume of AP radio news, like all other pacemaking innovations by PA, is without any additional charge whatever to affiliated stations.
Dear Bob,

Rexroth's presentation yesterday hit the nail on the head—spot radio is just what the doctor ordered for next season's bread campaign.

We're leaving the details up to you.

Cordially,

Larry Jones

[Handwritten note: Frank—Start asking those spot contacts. Bread campaign okay?]
At The Start

Your business sometimes starts like this. The orders you receive result from an idea some one properly presented.

We like to do our part in creating spot campaigns. This requires a comprehensive knowledge of all advertising media and above all the confidence and respect of the advertising agencies.
The FCC Mess

THE ARMY, NAVY, Congress and the broadcasting industry, it seems, are all out of step — with Chairman Fly.

Mr. Fly's utterances against the Cox Select Committee investigating the FCC and its general counsel (whom he chooses to call its "Wall Street mouthpiece") probably rank with the Wallace-Jones feud, now showing in Washington, for intemperance and vitriol. He calls the committee "incompetent," and, at the opening day of the Cox inquiry, a "tissue of falsehoods".

Secretaries Stimson and Knox—not the Cox committee—wrote to President Roosevelt asking that the FCC be relieved of its so-called radio intelligence functions.

In his July 4 press release (which he must have regarded as a sort of personal Declaration of Independence), Mr. Fly broke loose with a brand of invective seldom heard even in this warring community of frayed nerves and short tempers. Heretofore he has refrained from public utterances about the inquiry, having left them to his colleague, Commissioner Durr. Mr. Durr's efforts to disqualify the committee chairman repose in a Judiciary Committee pigeonhole.

Working for the War

Mr. Fly talks of the highly valuable war work of the Commission, which consumes 75% of the FCC's budget of about eight million dollars. He repeatedly has told committees of Congress that much of this work has been done at the "request" of Government war agencies.

In the light of the statement of Adm. Leahy, Chief of Staff to Commander-in-Chief Roosevelt, and the observations of the combined Chiefs of Staff, that the better prosecution of the war will be served by ending these FCC functions, it's difficult to fathom how Mr. Fly can justify his contention.

Mr. Fly dramatically lumps in his press release the allegation that the "radio monopoly" and "the military" have joined forces "to wreck the FCC" and are "all moving in for the kill!" Those are rash charges, difficult, if not impossible, to prove. To talk in such terms of the military in these times hardly helps morale.

The insinuations against the "radio trust" are illogical and dreamt-up. Contrary to the Fly charge that large interests in the industry are working hand-in-glove with Chairman Cox, the committee is known to feel that certain prominent people in the industry have sought to undermine, rather than to expedite its inquiry. Not even the Secretary of Commerce cooperation committees of Congress has been extended to the Cox committee, it is charged.

The FCC is entitled to its day before the committee. The hearing has just started. We naturally assume the committee will hear members of the FCC.

Chairman Cox, we believe, treated General Counsel Denny of the FCC too harshly at the opening day's session, by cutting him off and threatening to eject him.

But the FCC has done the same on occasions. Chairman Fly, for example, refused to permit Elisha Hanson, as counsel for the American Newspaper Publishers Ass'n, to voice his views during the newspaper divergence hearings, and, we recollect, in effect told him to shut up.

A big play is being made by Mr. Fly on Rep. Cox's purported acceptance of an alleged $2,500 fee for representing an Albany, Ga., station. This matter was referred to the Dept. of Justice by Mr. Fly. The department hasn't seen fit to proceed. Mr. Fly more than infers that Mr. Cox didn't introduce his inquiry resolution until after the charges had been brought on the Albany matter. Our recollection, information and belief is that the resolution originally was introduced in February, 1942—months before the Albany matter saw the light of day—although the reference to the department came afterward.

It isn't to be expected that the House committee's inquiry will be what judicial purists might call "impartial!". Such inquiries seldom are. We don't have the impression that FCC proceedings have been "judicial" or have followed "due process." The courts repeatedly have overruled the FCC because of its failure to permit aggrieved parties to intervene or participate in proceedings before it; the Supreme Court has reversed the FCC twice in recent months in such cases.

Last January the House, by almost unanimous vote, ordered this investigation of its creature—the FCC. No one can gainsay it that right.

We believe the FCC has gone afield in many ways. We do not believe that all the "charges" levelled against the Commission by the committee hold water. We believe Mr. Fly has gone overboard in his allegations against the military and his loose talk about the "radio monopoly." The issue has been joined. It's up to Congress to resolve the situation as speedily as possible.

Or perhaps the President, as he did once before, should take steps to "clean up the mess!".

That Day's Work

"IF PROOF were ever needed of the power of radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited. Asked by a Government agency to help them out, radio went to the rescue, and the American radio demonstrated not only its strength but its patriotism and generosity. This • • • • deserves the sincerest gratitude of the Government and the country at large!"

That is the story told by Marshall E. Dimock, Assistant Deputy Administrator for Recruiting and Manning of WSA in a letter to BROADCASTING, published in this issue. The Merchant Marine responded more than 100,000 officers and seamen to carry supplies to our fighters men the world over. The job was done, with radio contributing its bit, as always. Mr. Dimock says his office was "literally astonished" at the response from radio's appeals.

Radio accepts the acclaim with customary thanks and reserve. It's all part of a day's work devoted to the public welfare. It fits the pattern followed by the Detroit stations in helping quell the race riots, and of KFJX, at Grand Junction, Col., in calming the populace as the town appeared under enemy bombardment when two carloads of munitions caught fire.

As we said in these columns last week, it's part of radio's job as an essential industry.

Page 36 • July 12, 1943
This success story is a tale that never ends. Each week big national advertisers join Station WITH's ever-growing roster of famous names in radio.

Many causes dictate their purchase of the fastest-growing station in radio. Tempo programming, lively presentation, a booming market... are but a few.

But there's one effect! More sales per dollar invested. Learn now what so many other merchandisers have discovered: On a cost-per-dollar basis, WITH does a great job in Baltimore.

**WITH**

—the people's voice in—

**BALTIMORE**

ON THE AIR 24 HOURS A DAY—SEVEN DAYS A WEEK!

Thomas Tinsley, President
Represented nationally by Headley-Reed
ALBERT SWINSKY JR. DIES AFTER INJURY

ALBERT SWINSKY Jr., 46, vice-president and general manager of the Dallas Times Herald and president of the KRLD Radio Corp., died last Tuesday as the result of complications arising from internal injuries incurred May 11 in a fall at his home. Funeral services were held last Thursday.

Mr. Swinsky was one of the original directors of KRLD and became president after the death of Louis E. Bloomstick, publisher and editor of the Times Herald for more than 40 years and also owner of KRLD. He died June 2, 1940, C. Gooch, who succeeded Mr. Kiest as publisher, is chairman of the board of the station.

Starting with the Dallas paper as a route carrier in 1910, Mr. Swinsky rose rapidly. In 1914 he left the circulation department and joined the advertising staff. In 1921 he became advertising director, a position he held until the death of Mr. Kiest.

Horn Enters U. S. Naval Reserve as Commander

CHARLES W. HORN, assistant vice-president of NBC and its director of research and development, reported for active duty last Tuesday as a commander, U. S. Naval Reserve. He has been assigned to the office of the Director of Naval Communications, Rear Admiral Joseph R. Bedman.

Com. Horn, a pioneer in technical development work and experienced as technical advisor to Gen. William J. Donovan, head of the Office of Strategic Services, since Dec. 1, 1941, specializing in radio and communications activities. He has been released from that duty with his recall to active duty in the Navy. A Naval officer in the last war, Mr. Horn was mustered out as a lieutenant (j.g.) and joined Westinghouse, becoming its manager of radio operations in 1920. In 1929 he was transferred to NBC.

J. E. Rudolph Dies

JOHN E. RUDOLPH, director of the trade extension department of W.L.W. nati, died suddenly of a heart attack at his home in Cincinnati last week. Widely known in the industry, he was also a drug merchandising field, the 53-year-old Mr. Rudolph was executive of the Dallas Times Herald and president of the KRLD Radio Corp., died last Tuesday as the result of complications arising from internal injuries incurred May 11 in a fall at his home. Funeral services were held last Thursday.

Mr. Swinsky was one of the original directors of KRLD and became president after the death of Louis E. Bloomstick, publisher and editor of the Times Herald for more than 40 years and also owner of KRLD. He died June 2, 1940, C. Gooch, who succeeded Mr. Kiest as publisher, is chairman of the board of the station.

Starting with the Dallas paper as a route carrier in 1910, Mr. Swinsky rose rapidly. In 1914 he left the circulation department and joined the advertising staff. In 1921 he became advertising director, a position he held until the death of Mr. Kiest.

Our Regards to--

(Continued from page 36)

Mr. Donovan, head of the Office of Strategic Services, since Dec. 1, 1941, specializing in radio and communications activities. He has been released from that duty with his recall to active duty in the Navy. A Naval officer in the last war, Mr. Horn was mustered out as a lieutenant (j.g.) and joined Westinghouse, becoming its manager of radio operations in 1920. In 1929 he was transferred to NBC.

Horn Enters U. S. Naval Reserve as Commander

CHARLES W. HORN, assistant vice-president of NBC and its director of research and development, reported for active duty last Tuesday as a commander, U. S. Naval Reserve. He has been assigned to the office of the Director of Naval Communications, Rear Admiral Joseph R. Bedman.

Com. Horn, a pioneer in technical development work and experienced as technical advisor to Gen. William J. Donovan, head of the Office of Strategic Services, since Dec. 1, 1941, specializing in radio and communications activities. He has been released from that duty with his recall to active duty in the Navy. A Naval officer in the last war, Mr. Horn was mustered out as a lieutenant (j.g.) and joined Westinghouse, becoming its manager of radio operations in 1920. In 1929 he was transferred to NBC.
gets the most out of a gag!

KSD St. Louis' Top-Ranking Station With Top-Ranking Stars and Shows

gets the most for your radio budget!

Yes, KSD "has the shows"—and it shows in your advertising results!

KSD has the Shows!

Nationally Represented by Free & Peters

Jack Benny
Charlie McCarthy
Paul Whiteman; Dinah Shore
One Man's Family
Cavalcade of America
Great Artists—Series
Dr. I. Q. Oui Program
Information Please
Bob Hope
Fibber McGee and Molly

Red Skelton
Fred Waring
Kay Kyser
The Aldrich Family
Bing Crosby
Jean Davis
March of Time
Lucille Manners Concert
Your All-Time Hit Parade

Million-Dollar Band
Abie's Irish Rose
Truth and Consequences
NBC Symphony Orchestra
Richard Crooks, Tenor
Johnny Presents—Ginny Simms
Mr. District Attorney
Can You Top This?
Battle of the Sexes
The Band Wagon
Farr to Washington

2D. LT. FINIS FARR, just graduated from OCS at Fort Benning, Ga., has been assigned to duty in the Radio Section of the War Dept.'s Bureau of Public Relations where he will assist in the writing and production of The Army Hour. Lt. Farr, who reports to the Pentagon building this week, has extensive background in radio writing. Before entering military service, he worked on the March of Time, Time magazine program on NBC.

BRAND NEW PAPA is H. C. (Doc) Hall, announcer and newscaster who m. c.'s the Hullabaloo program on WVOO, Tulsa. He is shown with hundreds of safety pins from listeners in answer to his announce-ment that a "spanish" new personality in a brand new show would broadcast at all hours from the heat-conditioned studios of station JOY, with Clayton power of 150 watts and nighttime power of 60,000 watts." Quite a collection of pins for the rationing era.

Bob Callahan, music director formerly with WWMN, Fairmont, W. Va., and WMAI, WRC and WIXX, Washington, is now a private in the 33rd Special Service Company at Fort Bragg, N.C.

JANE MANKIN, in charge of research at the Interior Dept.'s Radio Division before she joined the Marines, will be graduated soon as an officer from the Marine Corps Women's Reserve at Camp Lejeune, New River, N. C.

Deane S. Long, program director of KXEL, Waterloo, Ia., on June 19 married Roselle Farber. From Akron, Mr. Long was formerly program director of WAKR, Akron.

Glenn Goodwin, former announcer of WYFD, Fort Dodge, Ia., has joined WTVL, Waterloo, Ia., Cyril Lindquist of LaCrosse, Wis., has been named promotion director.

Dorsey Ongs, former radio news and public relations director at several New York stations, is now Public Relations Officer, Second Service Command, U. S. Army, and has been promoted to major lieutenant colonel.

Herbert Landon has resigned as publicity director of WOW, New York, to take a Government job which will take him overseas.

Charles Michelson, head of the New York radio production company bearing his name, is the father of a boy, born July 5.

Patricia Cort, of the Cort family, formerly owning an extensive chain of theatres, has joined the publicity staff of the Blue. Ken Patterson, Detroit salesman for the Blue, has reported to the Navy at Quonset Point, R. I.

Wally Peters, former program director of CJOR, Vancouver, is training as a pilot in the Royal Canadian Air Force.

Marcie Munro, announcer of CJIR, Vancouver, and Condee Kemper, control room supervisor of CJOR, Vancouver, have announced their engagement.

Ed Dahlin, formerly of CJIR, Reno, and Joe Murren, former announcer of CJRC, Winnipeg, have joined the announcing staff of CJOR, Vancouver.

Sierra Keir has joined the continuity staff of CKW, Vancouver.
WILLIAM PARIS has left WHN, New York, to announce at WTAG, Worcester. He was once news editor at WOR, Boston.

MULGALLARD, former announcer of WLS, Chicago, has joined the publicity firm of Carl Ridlet Jr., Chicago, as radio director.

DONALD GAYNOR has joined the announcing staff of WBZZM, Danville, Va. He was formerly with the Navy Dept., Washington.

FRANK J. MALLANTS, radio editor of the Miami Daily News for the past two years, has joined WIOD as promotion manager, replacing Roland W. Richards, resigned. He will continue to conduct his hunting and fishing column in the News.

ALICE MAISON, formerly of WHAR, Morgantown, W. Va., has joined the promotion staff of WFIL, Philadelphia. She succeeds Claire McNally, on leave.

TOM MOOREHEAD, assistant publicity director, has been named director of sports activities of WFIL, Philadelphia.

ERIC WILKINSON, one time staff announcer of KYW, Philadelphia, was selected as musical director of WIBG, Philadelphia, marking the first time that the station has had a studio orchestra.

ERIC SEVAREID, former head of the CBS Washington Bureau, who was first reported to be headed for North Africa, is on route to China, where he will remain for two months, proceeding then to India and the Middle East. CBS's Charles Collingwood is convalescing in London from an illness contracted in North Africa.

ALVIN J. JOSHDUB, Jr., former assistant director of news and special events of WOR, New York, now training as combat correspondent with the Marines at Parris Island, is the father of a baby girl.

M. D. MORRIS, former hotel and restaurant manager for the New York Sub has joined WAAT, Jersey City, as an account executive with headquarters in Newark.

HENRY ALLEN, Minneapolis, has joined the announcing staff of KSTP, Minneapolis-St. Paul.

FLIGHT LT. D. R. P. COATS, Royal Canadian Air Force, former public relations director of CNY, Winnipeg, and CKX, Brandon, Man., recently inducted his 171/2 year old son John into the RCAF as an aircrew recruit.

WLB Decision Sets Pay
For CBS Newswriters
SATISFACTORY conclusion of contract negotiations between the Radio Writers' Guild and CBS Western Division was reached when the Appeals Committee of the War Labor Board reversed the opinion of the regional WLB, which had decided only 10% raises should be granted, and allowed the Guild's original contract.

Decision, reached June 14, provides a maximum of $55 and $59 base pay for CBS newswriters, except for those with less than six months' experience, retroactive from Oct. 1, 1942, according to Pauline Hopkins, president of the midwest region of the Guild, a branch of the Authors' League of America.

Hugh R. Savage, Chicago attorney, was negotiator for the Guild, Jack Van Valkenburg, general manager of WBBM, Chicago, represented the network. John D. Larkin, chairman of the Appeals Committee, represented the WLB.

WLB Decision Sets Pay
For CBS Newswriters
SATISFACTORY conclusion of contract negotiations between the Radio Writers' Guild and CBS Western Division was reached when the Appeals Committee of the War Labor Board reversed the opinion of the regional WLB, which had decided only 10% raises should be granted, and allowed the Guild's original contract.

Decision, reached June 14, provides a maximum of $55 and $59 base pay for CBS newswriters, except for those with less than six months' experience, retroactive from Oct. 1, 1942, according to Pauline Hopkins, president of the midwest region of the Guild, a branch of the Authors' League of America.

Hugh R. Savage, Chicago attorney, was negotiator for the Guild, Jack Van Valkenburg, general manager of WBBM, Chicago, represented the network. John D. Larkin, chairman of the Appeals Committee, represented the WLB.

Yes Sir . . . when you air your program over the LONE STAR CHAIN you can be sure of penetrating big Texas. We have plenty of facts to back up this statement! But in order to get maximum effectiveness for your program and eliminate present recording difficulties, we suggest you build your program specially for Texans. Then put it on the LONE STAR CHAIN and watch it click!

For Rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.
Precise Definition of Control Of Broadcasting Is Advocated

Senators Taft, Wheeler, Rep. Short Call for Defense of Free Speech and Amendment of Present Law

THREE MEMBERS of Congress last week called on their colleagues to defend the essential civil liberty of free speech by legislation defining precisely the powers of the Government to control broadcast-

ing.

Senator Taft (R-Ohio) in a speech in the Senate July 7, demanded that the FCC suspend exercising the augmented authority granted by the Supreme Court decision of May 10, until Congress has had time to consider the whole problem of radio regula-
tion. Rep. Dewey Short (R-Mo.) in an address to the House July 9, also attacked the Supreme Court opinion.

"Only in this way," Senator Taft said, "can we defend ourselves against the most serious infringement on the right of freedom of speech in the United States since the Bill of Rights was adopted."

Suggests Hearings

"Congress should proceed at once," he said, "to amend the Federal Communications Act to define precisely the limitations of authority to be conferred on the FCC." He then suggested immediate hear-
ings on the White-Wheeler Bill (S-814) so that "Congress may consider it immediately upon its return from the recess."

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, following the Taft ad-
dress, asserted he was in accord with the proposal that Congress and not the FCC should write the "specifications for Government regu-
lations on radio." Declaring he did not agree fully with the Taft con-
tentions that the FCC regulations point toward ultimate "destruction" of the networks and the limitation of their freedom, he alluded to hear-
ings to be launched in September on the pending White-Wheeler bill to amend the Communications Act.

Chairman Wheeler said he was in favor of free speech but that he did not want that freedom "to be regulated by a couple of chains that are owned and controlled by large financial interests in New York which have been guilty in the past of filling the air with propaganda on foreign policies with which they agree."

The Frankfurter opinion, Sen. Taft declared, "goes far beyond any intent of Congress which can be read into the Federal Communica-
tions Act by the average layman having some knowledge of its his-
tory."

Condemning the Administration for lack of concern for individual freedom and for freedom of the press, Senator Taft made a paral-

el comment on the anti-trust suit against the Associated Press, say-
ing: "Those who drafted the Sherman Act surely had no thought that it could ever be used for such a purpose."

"There is as yet no Federal agency in control of the press," he said, "and there is as yet no Fed-
eral bureau which licenses the press. But what is true of the newspapers is even more true of the radio—the blood brother of the newspaper as an instrument of free speech." The Senator then expressed his belief that the regulation upheld and extended by the Court may well destroy the system of "affiliated stations" since they prevent any network from guaran-
teeing the use of any of its affiliated stations. Discussing the effect of the regulations the Senator said:

"The apparent intent . . . as stated by the Commission is to free the local broadcasting stations from network control and permit them to do as they please. But this is not the real effect. It may be that they will be less subject to influence by the networks, but the direct effect of the regulations is to prevent them from making the contracts which they may desire to make. Such freedom as they acquire is only acquired by the adoption of a principle under which in the future they may be made to do exactly as the government pleases. There is practically no limit to the manner in which their business may be regulated by the FCC. From the language of the Frankfurter opinion the Commission may determine the 'composition of the traffic over the air.' This apparently means that the government can prescribe the amount of time to be devoted to every kind of program, and per-
haps even specify the programs themselves. If the character of the programs and the right to adver-
tise may be restricted and limited then these local broadcasting sta-
tions cannot long survive under private control.

Viewed as Destructive

"The ultimate effect of the decision on the network system is completely destructive. Many people have regarded the networks as somewhat monopolistic, but on the whole I believe the people approve the job they have done. The de-
struction of this system would be itself a serious limitation on free-
dom of expression throughout the United States."

In contrast to radio in other countries, Sen. Taft observed,
American networks have been "developed by private capital, individual ability and freedom to keep a proper balance between the artistic, theatrical, humorous and political outpourings of the nation. No other country produces programs of equal quality and quantity." The basis of this network system has been commercial advertising, he added.

**Short's Attack**

Rep. Short made a vigorous attack on the Frankfurter decision. By it, he declared, Mr. Fly, as chairman of the FCC, has "been authorized to take charge of all radio programs in the United States. There is, to be sure," he continued, "a statute which forbids Mr. Fly to interfere with the services and the pleasures which radio brings to the American people. But the Supreme Court has explained the law away."

While fighting a war for liberty, Rep. Short declared, the unnecessary loss of a battalion or a regiment by ignorance or neglect would cause every member of Congress to cry out for court martial or impeachment of the guilty. Yet by the Supreme Court decision, he said, mere has been lost than a battalion, for "we have begun to lose what we fight for—since you cannot lose one civil right without endangering all civil liberty." He condemned Congress for failure to act on its responsibility, which the Court itself pointed out in the opinions.

'Precise and Practical'

"We have the solemn obligation," he concluded, "of writing a law so clear that it will forever do away with the shabby generalizations by which authority is usurped. In place of the 'composition of the traffic' we can write the exact phrases by which the powers of the FCC will be described. If we want to protect liberty in America we must make the laws precise and practical, by which radio can continue to function as one of the most powerful engines of democracy ever invented by the mind of man."

Rep. Short devoted a considerable portion of his speech to analyzing the effect of the Frankfurter dictum on "composition of the traffic."

"Mr. Fly," he said, "is reported to be satisfied with his victory over American broadcasting. His appetite for dictating the composition of the programs may be dormant. But the power is there. This month and next, nothing may change. But if a station thinks the people in its neighborhood with comedy at night and the FCC thinks the people ought to have lectures—the FCC has the last word."

To a majority of the Supreme Court, such an interpretation seemed lacking in common sense, the Missouri representative continued, and added that Congress had no intention of letting any

**WEMP Fulltime**

**INTRODUCING a 12 midnight to 8 a.m. program of music, news and sports for the swing shift, WEMP, Milwaukee last Monday went on a 24-hour schedule, the first station in Milwaukee to accommodate its schedule to wartime conditions. New programs include a half-hour summary of the day's baseball from 2-2:30 a.m., re-broadcasts of BLUE network shows and hourly news reports.**

Traffic officer determine the composition of the traffic, "not on the highway—and not on the air waves."

Asking why the public has not shown greater concern over the "destruction of their liberty to hear whatever they want on the air," Rep. Short said that the people

WEMP Fulltime

The whole "spread" of Central New England goes to the advertiser who has selected WTAG, Worcester, but not to the one looking in from the outside. This market plays one favorite when it comes to radio stations, and that favorite is WTAG. Once you're inside with a WTAG introduction, you command a region of war industries 400

WEMP Fulltime

strong. Average weekly industrial wages top $40 a week. Women workers in Worcester proper alone, total 16,000.

You should look at Central New England longingly, but not through a window. The sales response is here. WTAG holds the audience and WTAG is inside.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WHEB, Portsmouth, N. H.
Hotel Roosevelt, New York, 78 ac., thru Kelly, Nasco Inc., N. Y.

WOWO-WGL, Fort Wayne
Clyde Beatty-Wallace Bros. Circus, 15 ac., placed direct.

KFJ, Los Angeles

Procter & Gamble Co., Cincinnati (Ivy Flakes), weekly, 10 ac., thru Raymond W. Davis, Cincinnati.

American Express, New York (traveler’s checks), 2 ac., weekly, 17 weeks. thru Caples Co., N. Y.

KQW, San Francisco
Fifth Avenue, New York (summer session), 2 ac., weekly, 8 weeks, thru Arthur Menzer, San Francisco.


W氮, New York
Carter Products Inc., New York (Little Liver Pills), 2 ac., weekly, 36 weeks, thru Teel Bates Inc., N. Y.

Procter & Gamble Co., Cincinnati (Ivy Flakes), weekly, 80 ac., thru E. F. Hutton & Co., N. Y.

Lever Bros., Camdon (Benjamin), 5 ac., weekly, 8 weeks, thru Continental Adv., N. Y.

Bridges & associates, Chicago (Root beer), 6 ac., weekly, 13 weeks, direct.

WMAQ, Chicago
Procter & Gamble Co., Cincinnati (Ivy Flakes), 6 ac., weekly, 8 weeks, thru Continental Adv., N. Y.

PHFB, Wisconsin Rapids

WBBM, Chicago

WHN, New York
Murphy & Hobes, Los Angeles (used cars), 15 ac., weekly, thru J. L. Kapelski Adv., N. Y.

KSPI, St. Paul
Laurs & Brother Co., Richmond (tobacco), 15 ac., weekly, thru Wachter & Legler, N. Y.

ESSEX RESEARCH CORP., Toledo (Flx-Tex), 25 ac. thru Miller Agency, Toledo.

Pillsbury Flour Mills Co., Minneapolis, 65 ac., thru McCann-Erickson, Minneapolis.

KATH, Hollywood
Bonnie Bell Inc., Detroit (cosmetics), 3 ac. weekly, 13 weeks, thru Edythe Fern Melrose Assoc., Detroit.

McIlwain & Robinson, Bridgeport, 6 ac., weekly, thru J. D. Tarcher & Co., N. Y.

Firestone Tire & Rubber Co., Akron, 15 ac., weekly, thru Sweeney & James Co., Cleveland.


WHO, Des Moines

Winnebago Insurance Co., Chicago, 2 ac., thru Gurnee-Beach Co.

KFI, Los Angeles
Esquire Inc., Chicago (Coronet), 11 ac., thru Schwimmer & Scott, Chicago.

McKesson & Robbins, New York, 5 ac., weekly, 15 weeks, thru J. D. Tarcher & Co., N. Y.

Mutual Citrus Products Co., Los Angeles, 3 ac., weekly, 13 weeks, thru Charles H. Mayne Co., Los Angeles.

American Express Co., New York (traveler’s checks), 2 ac., weekly, 17 weeks. thru Caples Co., N. Y.

KFMA, Minneapolis
Boots Co., Minneapolis (shoe polish), weekly, thru Albert Frank-Guenther Law, Boston.


Pepsi-Cola Bottling Co., Long Island City, N. Y., 147 ac., thru News-Emerit, N. Y.

Atherton Furniture Co., Haverhill, Mass., 5 ac., weekly, placed direct.

Cocheco Bottling Co., Rochester (Orange Crush), 24 ac., weekly, 15 weeks, placed direct.

Durex And Probe Perfume Co., Chicago, 3 ac., weekly, thru J. L. Stewart Agency, N. Y.


Morton Salt Mfg Co., Portland, N. Y., 7 ac., weekly, 82 weeks, placed direct.

Moxie Co., Roxbury, Mass. (beverages), 6 ac., weekly, 13 weeks, thru Aller & Richards Co., N. Y.

Thayer-Digory Co., Sanford, Me. (Palm Beach现实中), 6 ac., weekly, 13 weeks, placed direct.

Western Stationary Co., Desert Moines (restitutive) 3 ac., weekly, thru Shaffer Brennan Margulis Co., N. Y.

WFHR, Wisconsin Rapids

Standard Oil Co. of Ind., 6 ac. weekly, thru McCann-Erickson, Chicago.

Sinclair Refining Co., New York, 3 ac., weekly, thru E. O. Ewing & Sons, N. Y.


Children’s Bible Hour, Grand Rapids, 1 ac., weekly, placed direct.

Lobr & Sons Products Corp., New York (Hins Honey & Almond Cream), 1 ac., weekly, thru West, Ewy & Co., N. Y.

Kellogg Co., Battle Creek (Pep), 5 ac., weekly, thru Kenyon & Eckhardt, N. Y.

R. B. Smiler Inc., New Canaan, Conn. (Kremel), 1 ac., weekly, thru Erwin, Wasey & Co., N. Y.

Wisconsin State Mutual Insurance Co., Bloomington, Ill., 1 ac., weekly, placed direct.


WGN, Chicago
Procter & Gamble Co., Cincinnati (American) (6 inch tall radio cabinet), 5 ac., weekly, thru Continental Adv., N. Y.

Get in STRONG with prospective customers today is the best sure way of a husky market tomorrow! Able-to-buy people in these summer session campaigns are there you reach "em over the facilities of THE PACIFIC COAST BROADCASTING NETWORK. Write for combination rates and our "coverage" booklet.

Getting in STRONG with prospective customers today is the best sure way of a husky market tomorrow! Able-to-buy people...
PROCTOR & GAMBLE Co., Cincinnati (American Family soap and salines), has discontinued its Peated Dreams, quarter-hour Monday through Friday daytime serial on WGN and WMAQ and on July 3, starts sponsorship of American Family News Rea
porter, quarter-hour twice daily on WBIR, featuring Franklin Ferguson. In addition, one cut-in commercial on each of NBC Pte & Radio, 11:15-11:30 a.m., and Pepper Young's Family, 3:30-4:45 p.m., daily will carry an American Family message on WMAQ only.
PROCTOR & GAMBLE Co., has bought WLW's musical program from "77 to '38 as a summer replacement for their Truth or Consequences. The show reviews popular tunes from World War I to World War II. It will be heard over WLW on Sundays 7-30-30-30 p.m., in behalf of sponsor's Dug soap powder.
EQUITABLE PLAN Co., Los Angeles (investments) in a 6-day pre-investment campaign which ended July 5, used total of 193 spot announcements on 5 Los Angeles area stations (KFWB KRKD KMPC KFOX KFOX). Allied Adv. Agencies, Los Angeles, has the account.
ADOHR MILK FARMS, Los Angeles, on July 5 augmented its weekly news commentary on KNX, Hollywood, with a once-a-week-quarter-hour program. What Do You Think?, devoted to listeners' questions and answers concerning war strategy on that station. Dr. Wallace Sterling is commentator on both program. Contract is for 22 weeks. Firm in addition uses twice-daily half wanted spot announcements on 3 California stations, KTKC KERN KXO. Agency is Little & Co., Los Angeles.
MASSEY-HARRIS Co., Toronto (farm implements), has started on CKPC, Brantford, Ont., five times weekly 10-minute local news and interviews with war workers of its Brantford plant. Howard Sinclair is featured as reporter. Cockfield, Brown & Co., Toronto, placed the account.
BILLOVA WATCH Co., Toronto, is using along with its station break campaign announcements urging the public not to buy about troop or ship movements or spread rumors. Account is handled by MacLaren Adv. Co., Tor
onto.
J. C. ENO Ltd., Toronto (fruit salads and Breyer ice cream dressing) has started Sunday musical program on a number of Canadian stations. Account was placed by Atherton & Carrier, Tor
onto.
HAWAII THEATRE, Hollywood, to promote the Columbia films, "Crime Doctor" and "It's a Great Life", both based on radio programs, started for 8 weeks July 2 on a scattered schedule using an extensive series of transcribed dramatic announcements on 10 stations. List includes KJH KFCA KMPC KFNA KFIR KFWD KMIP KFVY KPD, Dean & Sim
mons Adv., Hollywood, has the account.
SEASIDE BARN DANCE, Long Beach, Cal., in using 2 transcribed 30-minute announcements per week on six stations in the Los Angeles area. List includes KPAS KFWB KMPC KFVD KFOX KGER. Contracts are for 13 weeks, started in late June. Agency is Charles N. Stahl Adv.. Los Angeles.
WAGNER'S APPLIANCES & FURNITURE Co., Los Angeles, in an intensive four-day campaign to promote sale of radios, used total of 10 spot announcements on 10 Los Angeles area stations during early July. List included KMPC KFOX KFVY KFWD KMIP KFVA KPD, Allied Adv. Agencies, Los Angeles, has the account.
EVANS FUR Co., Chicago (fur retailers) will sponsor "Dearst Mother" a new transcribed Monday through Friday serial beginning July 19 on WMAQ, Chicago. Contract for 52 weeks was placed through the State Adv. Agency, Chicago.

AGENCY


PENNSTATE CIGAR Co., Philadelphia, has appointed Philip Klein, Advertising Agency, Philadelphia, to handle the ad-
vertising of its new Wetherbee cigars.
GOLDMIR MOTOES Co., Philadelphia (used cars), to Julian G. Pollock, Philadelphia. Al Coplan is account executive. Agency will sell radio for the first time.
GOLDSMITH, Inc. of Canada (Pierce watches) is J. J. Gibson Ltd., Toronto. No radio planned as yet.
NUTRI-COLA Co., Long Island City, to B. Dunne Co. for Nutri-Cola, a soft drink containing vitamin B. Radio is being considered.
SCHUTTER CANDY Co., Chicago, to Schwimmer & Scott, Chicago. Sponsor.


WPTF with 50,000 Watts in Raleigh is North Carolina's No. 1 Salesman
NBC - 680 Kc.

FREE & PETERS, INC. National Representatives

BROADCASTING - Broadcast Advertising

July 12, 1943 - Page 45
Rep. Holmes Offers Legislation Rewriting Communication Act

Closely Parallels the White-Wheeler Bill, Opening Way for Simultaneous House-Senate Action

A TWO-PRONGED drive toward new radio legislation at this season took shape last week with the introduction in the House by Rep. Pehr G. Holmes (R-Mass.) of a new measure (HR 1490) to rewrite the Communications Act, which closely parallels the White-Wheeler Bill (S. 814) pending in the Senate.

In introducing the new bill, which Rep. Holmes told BROADCASTING supersedes the bill (HR 1490), which he offered last January, the way was paved for simultaneous consideration in the two houses of almost identical measures. Rep. Holmes said he desired to have members of Congress as well as the industry acquaint themselves with his bill during the expected summer recess of Congress, so that hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings might be held in the fall.

Committee, has announced hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings might be held in the fall. Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings might be held in the fall.

The new Holmes measure is a composite of the Sanders Bill, on which protracted hearings were held last year in the House, and the White-Wheeler Bill, introduced March 2. In all substantive aspects, the measures are the same, except that the House bill does not contain the so-called "political sections" of the Senate measure, which provide for the equal allotments of time on all controversial issues, whether or not the speakers are accredited candidates for public office.

Dropped from the new Holmes Bill are the several specifications that the FCC investigate and report to Congress, on specified dates, its views on such matters as newspaper ownership, the network regulations, multiple ownership, and other highly controversial matters.

Incorporated in the Holmes Bill are new provisions construed by Rep. Holmes as desirable, added from testimony at the hearings on the Sanders Bill last year. These authorize declaratory rulings by the FCC concerning the rights, status, and other legal relations of any applicant or licensees, and prohibitions against invocations of unauthorized sanctions and penalties. These latter two provisions were recommended by Neville Miller, NAB president, in his testimony before the House Committee.

The new Holmes Bill, dated July 2, was promptly referred to the Interstate and Foreign Commerce Committee of which Mr. Holmes is a member. A standing subcommittee on communications is expected to be named prior to the reconvening of Congress in the fall, before which hearings could be held. Rep. Holmes said he hoped to have short hearings to point up the measure. If that occurs, hearings on both the House and Senate sides may run concurrently.

Separates Functions

The results of the House Select Committee inquiry into the FCC, now in progress, also may be incorporated in the legislative drafts in Congress.

The Holmes Bill, like its predecessor and the White-Wheeler Bill, provides for the division of the FCC into two separate, autonomous units of three members each, to handle broadcasting and related services and the other common carrier activities. The Chairman would be the executive officer of the full Commission, but would not sit with or have a vote on either division. Each division would select its own chairman.

New provisions relating to hearings, licensing procedures and appeals are encompassed in the bill, which interstate licensees, and radio stations, new and old, are invited to comment on the measure before the Commission and rights of intervention by aggrieved parties.

Mutual Letters

EVERY EMPLOYEE of Mutual will receive a monthly news letter from the desk of Miller McClintock, president—the first issue to be in the mails by the end of this week. The news sheet, containing three or four pages of local station and network news, is designed to give to each individual a feeling of belonging to the network "family".

WSBT Is 21

USING ITS anniversary as the basis for special promotion, WSBT, South Bend, Ind., celebrated the granting of its license 21 years ago, with a program including tales by P. A. Miller, president and editor of the South Bend Tribune, Franklin D. Schurz, the paper's vice-president, and WSBT's general manager, and the mayor. Fullpage display ad in the Sunday paper traced the station's history, with reprints on glossy paper going to agencies and dealers. Starting with a 10-watt transmitter, the station developed through a change of call letters from WGAZ to WSBT in 1925, operated full power until it was discontinued, and is now a CBS affiliate, operating full time with 500 watts. It is on the air with FM over W71SB, broadcasting six hours daily Monday through Friday.

NBC Post-War Program

JAMES LAWRENCE, FLY, FCC chairman, and David Sarnoff, president of RCA, will be among the speakers on NBC's post-war planning program, For This We Fight, July 21. Other speakers will be Walt Disney, film cartoonist, and Francis S. Harmon, executive vice-chairman of the war activities committee of the Motion Picture Industry.

Handbook Reprinted

RADIO & Technical Publishing Co., New York, has published a third edition of Alfred A. Ghirardi's Radio Troubleshooter's Handbook ($5). The volume contain 744 pages of factual data designed to aid the radio serviceman in locating and eliminating trouble in receiving sets, including more than 400 pages of "case histories" of receiver troubles and their remedies, classified by make and type of set.

The scope of the Commission's powers and the licensees would be restricted in such fashion as to give the Commission no power to regulate the "business of the licensee of any radio broadcast station." Similarly, the Commission would not be given supervisory control of station programs or program material, control of the business management of the station, or control of the activities of the station or the station licensee.

To assure against exercise of censorship, the Holmes Bill specifies that the Commission shall issue no regulation "which shall interfere with the right of free speech by means of radio communication."
Leon Henderson to Biow As Economic Consultant

LEON HENDERSON, former administrator of the OPA, has accepted the post of economic consultant on post-war problems to the Biow Co., New York, and was announced last week by Milton Biow, president of the agency. The position will be his first in an advertising agency and he will start his new duties immediately. Before joining Biow, he was a graduate of the Russell Sage Foundation in charge of consumers credit research, later becoming a member of the SEC, consultant economist of the WPA, and chief economist of the NRA. He resigned from the OPA Dec. 17, 1942.

LOVETON’S AGENCY

JOHN W. LOVETON, who handled radio on the Lucky Strike account for Foote, Cone & Belding, last week opened an advertising agency under his own name at 475 Fifth Ave. Associated with him is Rodney Manchester, at one time a CBS program director and recently active in radio at Foote, Cone & Belding.

Leading Daytime Shows

FIRST on the list of “Top 10” daytime weekday programs measured by C. H. Hooper Co., and released in the June Daytime “National” Ratings Report in Points Faces Life, Stella Dallas and Helen Trent are rated first, second, and third respectively, followed by Kate Smith’s programs. When a Girl Comes in, Big Sister, Young Walker Brown, Our Gal Sunday, Ma Perkins, and Life Can Be Beautiful. Top-ranking weekend daytime shows, not included in the above weekday list are William L. Shirer, first, and Pause That Refreshes on the Air, second.

BESIDES his film assignment in RKO’s “Around the World in 80 Days” with David Niven of Oskar, star of the weekly NBC College of Musical Knowledge, is completing a commercial for the new “Shingle” as well as added scenes in the MGM picture, “Right About Face”.

ROBERT LaBOUR, former NBC producer, has joined BBDO, New York, to specialize in new ideas for radio programs for the agency’s accounts. Lucille Vella, secretary in the BBDO radio department, has been named head of the radio traffic department.

ROBERT H. SMITH, associate radio director of the Clements Advertising Agency, Philadelphia, left to accept a position in the same city. He will be replaced by his wife.

MITCHELL BENSON, formerly in the radio department of Foote, Cone & Belding, New York, has joined the radio department of the Wm. Morris Agency, New York.

MRS. EDNA F. SNYDER, formerly of J. Walter Thompson Co., New York, has joined the copy staff of Lenox & Mitchell, New York.

NORMAN S. ROSE, former advertising manager of the Christian Science Monitor, has joined Carl Byoir & Associates, public relations counsel, as a writer.

ROBERT KAHN, president of Robert Kahn & Assoc., Chicago, is father of a girl.

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

5,000 WATTS

BUFFALO BROADCASTING CORPORATION

BUFFALO - NEW YORK

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.

July 12, 1943 • Page 47
OVERTIME RULING FOR UPPER LEVELS

TO ESTABLISH the method by which overtime payment to salaried and professional employees may be determined, Guy T. Helverson, Commissioner of Internal Revenue, has issued a statement to guide employers and has sent related instructions to the regional offices of the Salary Stabilization Unit.

Although no set overtime rule has been laid down, the new instructions specify that maximum amounts allowed will be those necessary to keep minimum differentials between job classifications, and overtime payments permitted in the higher levels will be relatively lower. Except where an employer has had an overtime payment plan in effect since Oct. 3, 1942, all cases must be approved by a regional Salary Stabilization office.

The procedure applies to salaried employees earning more than $5,000 a year, and executive, administrative and professional employees making under $5,000 and not represented by a labor union, with executives receiving more than $100 weekly, and administrative and professional workers earning more than $200 a month.

While recognizing that supervisory and professional personnel often earn proportionately less than other employees because there is no legal provision for overtime payment to this group, the Commissioner's statement points out that it is customary for employers to maintain pay differentials between workers, and supervisors and professionals.

Publicity Survey

TO DISCOVER how well supplied with releases from publicity divisions of various organizations are the 580 members of the Assn. of Women Directors, NAB, a survey of such material has been completed under direction of Mrs. Dorothy Lewis, coordinator of Listener Activities for the NAB. A committee of eight women is in charge of checking the releases, including Mrs. Lewis, Ann Holden, Helen Cuthbertson, Peggy Carse, KSD; Ruth McCarthy, WCCL; Margaret Cuthbert, NBC; Lavinia Schwartz, WBBM; Mildred Bailey, WTAG, and Ruth Chilton, WSBY. A survey of women's programs will be undertaken by the Assn. this August, Mrs. Lewis added.

SPUR FOR BETTER announcing is this sign placed over the mike by WTCN, Minneapolis. Audience figures are on a revolving disc so they may be adjusted to Hooper ratings for each broadcast period of the day.

WCOP License Granted

REVERSING its decision of last March to investigate the methods of WCOP, Boston, for selecting personnel and its supervision of personnel and sales, in connection with license renewal proceedings, the FCC last week adopted an order granting without hearing the application for renewal of license. The hearing, set for July 14, but now cancelled, was to deal with alleged practices centering around foreign language broadcasts. Individuals mentioned in the Commission bill of particulars were dismissed, said Harold A. Lafount, executive head of WCOP, in a statement last December pointing out that the station had always cooperated fully with the FCC.

HENRY LOUIS (Colonel) KLUTE, former San Francisco businessman and radio announcer, in Federal Judge A. P. St. Sure's court was found guilty of charges that he acted as an agent of the German Government without registering with the U. S. State Department. Decision was rendered in late June.
CHILDREN'S SHOWS IN PEABODY AWARDS

AS PART of a plan to make the annual George Foster Peabody Radio Awards reflect public opinion more accurately as well as to give local broadcasters fair representation in the final judging, Dorothy Lewis, coordinator of Listener Activities Division of the NAB, has invited 101 leading persons in 40 states to serve as chairmen of local subcommittees to evaluate local programs for the awards. Mrs. Lewis has also notified local station managers of the appointments, urging them to support the local award committees through the stations' program and publicity departments.

Committee members will listen to the programs recommended and in September will report their findings. Final selections will be forwarded to the National Committee at the Henry W. Grady School of Journalism as well as to the Listener Activities division of the NAB. An additional category—outstanding children's programs—will be included in 1943 with the six program classifications used as the basis of the 1942 awards. Final entries will probably be due in December.

Listen, Then Buy

OUT OF 421 women interviewed in Rogers Department Store, New York, 28.3% said they listened to Kathryn Cravens, women's commentator sponsored by the store five-times weekly on WNEW, New York, and 17.8% of those interviewed on the street had listened to her program. Out of each hundred women shoppers questioned in the store, 92% admitted returning to purchase items mentioned during Miss Cravens' broadcasts. Program has been renewed for 52 weeks, effective the end of June.

Paramount Promotion

FIRST RADIO promotion for Paramount Pictures 'For Whom the Bell Tolls' which has its world premiere July 14 at the Rivoli Theatre, New York, got under way with announcements on WEF and WABC, New York. Plans are being made for one-minute transcribed announcements on other New York outlets. Agency is Buchanan & Co., New York.

RELIGIOUS programs may be transmitted from Big Island Park Baptist Church of Detroit to CKLW, Windsor, Ont., under authority granted last week by the FCC to Stanley G. Boyn- ton, Detroit. Hours are 8-4:45 p.m., EWT, Sundays, for 52 weeks.

"Ever since WDFD Flint Michigan announced the gasoline ban, the Smiths' family car has responded nobly on ice water."

HELP WANTED

'Column' With Participating Sponsorship

A HELP-WANTED column of the air with a showmanship flair has been inaugurated on WATT, Chicago. Titled Need A Job? the 10-minute program is broadcast six times a week under the participating sponsorship of four Chicago concerns: The Fair (department store), Powell Co. (war industry), Foot Gear & Machine Co., Brooks & Rankin Co. (publishers). Other industrial concerns desirous of securing help can participate in the program. Employes of the companies are interviewed on the type of work they are doing, and the advantages of their companies' employment are explained. The show is arranged and broadcast by Stella White.

WELCOMING GUESTS to "Duffy" before the famous bistro closed for the season were Lee H. Bristol, vice-president in charge of advertising of Bristol-Myers, who revealed his ambition to be a radio announcer when he appeared on the broadcast on the Blue Network; Ed (Archie) Gardner, writer, producer and star of the show; and J. M. Allen, assistant vice-president and advertising manager of Bristol-Myers. The drug firm will return the show to the BLUE in the fall, replacing it during the summer with Noah Webster Says.

Crossley's OUTLINE OF LISTENING

THE 14-billion-dollar retail market dominated by the power (50,000 watts), the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.

"A prosperous portion of the Hudson Circle."
**Plug Kendrick says:**

**RESULTS**

**BLUE**

**LOUISVILLE**

Gaseteria started WINNvertising in January 1941.

They’re still with us!

**SPOT SALES, INC.**

National Representatives

---

**WINN LOUISVILLE with WINN Your BLUE NETWORK STATION in LOUISVILLE, KY.**

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

G. F. "Red" Bauer Sales Manager

---

**Merchandising & Promotion**

Promoting Learning—Canning—Tackle

Bond Network—Babe Ruth Photo

---

**A FIVE-WAY promotion for the new Let’s Learn Spanish program series on WFIL, Philadelphia, is sponsored by Lit Brothers Department Store and has been arranged by the station. Endorsement of the program was secured from all Latin-American Consuls in Philadelphia and the Latin American Assn., so the station to circulate its membership. Language department heads in schools and colleges were asked to suggest to their classes that contact with their Spanish studies be maintained during the summer by listening to Let’s Learn Spanish. Fifty thousand book markers are being distributed in public libraries. A series of ear cards and newspaper ads is planned.

**About Wings**

DENVER Public Library, Denver, has issued, after repeated requests, an attractive pamphlet containing a copy of the script for the 19th broadcast in its series Speaking of Wings, produced by the Rocky Mountain Radio Council and conducted by WCV, Englewood, Colo., a consultant in Aeronautics of the Library. The script honored the birthday of the first flight of the Wright brothers on May 15, 1943, and gives a brief history of the development of air mail service and the beginning of passenger service.

**Troop Locations**

AN INVASION MAP, prepared by the news department of WLS, Chicago, multi-colored on enameled stock 20 x 36 inches in size, is offered to listeners for a dime. Besides a main European map showing 13 possible invasion routes, the folder includes maps of other theaters of war. Other features are a map locating United States troops in all parts of the world, an air distance and future air routes map and pictures of all United Nations leaders.

**Troop Tackle**

TACKLE-For-Troops, collected in a WCKY, Cincinnati, drive netted 150 rods, 150,000 tackle boxes, 10,000 yards of fishing line, 1500 assorted lures, 3000 sinkers, 10,000 assorted hooks and 1000 flies, floaters, leaders, etc. Campaign, sponsored by the station and newspapers of the city, resulted in this great shipment to soldiers in a "recently acquired possession", according to the Special Service Division of the War Dept.

**Coverage Map**

COVERAGE MAP, market data, and information on the state of Wisconsin in the war and the "Badger State" as a market, has been issued to advertisers and members of a file folder by the Mutual affiliated Wisconsin Network Inc., Wisconsin Rapids.

---

**EMPHASIZING** the population peculiarities in the "Heart of America," Chestine Wilson, art editor of KMBC, Kansas City, originated these heart characters to symbolize the composition of the station's audience—51% urban and 49% rural. Sitting on top of the microphone is Kitty of Kansas City, representing the feminine portion of urban listeners. At the right is Kansan, representing the rural audience. Kitty's helper, Casey (pronounced K.C.), stands at the base of the microphone and at the left is Kansan's "girlfriend," who represents feminine rural fans.

---

**9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS**

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summertime Iowa" Radio Survey covers all 99 counties, diligent Survey trends in listening habits and preferences as to stations and programs. Maps and facts on Iowa listeners in various age groups and educational levels—city, small-town and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

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

---

**Broadcast Advertising**
Sale of 24% Interest in WIKO Cited
In Testimony at Hearing Before FCC

The amount involved was $75000, a fourth in cash, the remainder to be paid in installments. The 240 shares represented are in escrow until fulfillment of terms of the contract, one of which is that the FCC approve transfer of the stock. Officials could see no reason for FCC objection to the transfer, pointing out that under its rules the Commission is required to approve transfer only of controlling interest.

Ownership Record

The hearing, according to the Commission's bill of particulars, is concerned only with securing an accurate record of the ownership of WIKO for the 13 years of its operation, in order to determine from the record whether the management is competent to serve the public interest. Mr. Pickard has testified to ownership of 240 shares of stock which has appeared on Commission records of ownership since 1934 in the name of R. K. Phelps, his brother-in-law, and before that in the name of Harold E. Smith, general manager and part owner of the station, but never in the name of Mr. Pickard or of his wife, in whose name the stock was registered before transfer of the stock to Mr. Phelps.

Mr. Smith's testimony last Monday brought out the delay in assigning the 24% interest to Mr. Pickard after making the deal for services, including assistance in securing affiliation with CBS, was due to his desire to settle the matter of affiliation first. Although he admitted he had wanted to protect Mr. Pickard from embarrassment with CBS and the FCC, his testimony indicated, under questioning of Marcus Cohn, FCC attorney, that he was also concerned about keeping his affiliation contract.

Mr. Smith said that he had been willing to give the stock because Mr. Pickard's services in arranging the CBS tie-up were valuable, and Mr. Pickard himself claimed that it was a fair recompense for his assistance to WIKO, but later conceded his efforts were in line with duties he would have performed on behalf of any station for CBS.

R. K. Phelps was not consulted about sale of the 24% interest either before or after the negotiations with Mr. Redden, according to Mr. Pickard. He explained that when his brother-in-law had discovered the highly valuable nature...
Double Ad Support to the War Effort Urged by LaRoche on Closed Circuit

CHESTER J. LABAROCH, chairman of the War Advertising Council, and Frank E. Mullen, vice-president and general manager of NBC, on a closed-circuit hookup on NBC last Tuesday urged station executives, newspaper publishers and representatives of chambers of commerce and trade groups of the need for intensified support of home front campaigns by advertisers and advertising media.

The two executives outlined suggestions for organized local meetings in communities throughout the country on July 14 to hear the special NBC broadcast arranged by the War Advertising Council as the opening gun of its nationwide drive for a "War Message in Every Ad."

Byrnes to Speak

Speaking to "members of the radio industry and all advertising men," Mr. LaRoche, in his talk, stated that "the importance and size of the audience to this drive is very largely in your hands. On its success depends the first organized attempt to create the fighting home front we must have to back up our invading armies."

Introduced by Mr. Mullen, Mr. LaRoche reported that James F. Byrnes, Director of Mobilization, will join on July 8 the previously announced Washington leaders on the July 14 broadcast to explain the role that advertising can play in creating a better organized home front. It was announced that the broadcast is scheduled for 1:15 p.m. on 138 NBC stations, with other speakers to be Donald Nelson, chairman of the WPB; Marion Meigs, war pool administrator; Elysh Davis, director of the OWI, and himself, speaking for the WAC.

Reporting that the national contribution of all advertising in the past 12 months has been at least $250,000,000, Mr. LaRoche said that price which is now needed—$500,000—averages one third of the total of all advertising—"twice as much because the job this fall is easily twice as big."

Mentioning radio's role specifically, Mr. Roche said that "since April 21, 1942, 120 advertisers have contributed time on 292 coast-to-coast network programs each week. On these shows 115 messages are delivered to an audience of 300,000 listeners."

"On 85 spot programs, 38 messages are delivered to 5,000,000 listeners weekly.

"112 advertisers have contributed, at various times, their entire shows to war information projects and without any mention of their own products.

"In addition to this national effort, 801 stations broadcast 8,000 messages locally per day."

"Combined with the networks' contribution of time and talent for shows like the Army Hour, This is Our Enemy, business has made a total contribution of $100,000,000 through radio to the government's information program."

Irishman" Continues

THE SMILING IRISHMAN, Los Angeles, is now using nine stations in the New York area to obtain used cars for use on the West Coast, and continues to place advertising through Carl Calman Inc., New York. J. R. Ruppley, New York, is the agency for Murphy & Holzer, New York used car firm started by the present Smiling Irishman heads, but not a separate concern. Murphy & Holzer is using two New York outlets, as reported in Broadcasting, July 5.

When Major Gen. Levin H. Campbell, Jr., chief of the U. S. Ordnance Department’s high-ranking radio officers, and a group of educators inspected installations at Fort Crook in Omaha, KOIL was on the job during the two-day meeting. One feature was a demonstration of an amphibious jeep crossing the swollen waters of the Platte river. Harry Peck, KOIL’s special-eventer, and Jerry West, engineer, (above) went along with a shortwave pack transmitter. The technical setup was under supervision of Al Bates, KOIL chief engineer. On the river crossing, Peck’s description was shortwaved from the pack transmitter to the mobile unit on the other side of the river and again shortwaved to KOIL’s studios. Bates also cut transcriptions of several other army events.

Crosley Shortwave

PERMISSION was given OWI last week by the WFB non-military faction to construct a radio substation, antenna and install three shortwave transmitters at Mason, O., for the international broadcasting station to be operated there for the government by Crosley Corp. Amount of construction, according to the OWI application, was $584,000. Previously, the Defense Plants Corp., an RFC subsidiary, had granted $450,000 to Crosley for the purchase of ground and other construction for the station (Broadcating, July 5).

KOA, Denver, played host to visiting delegates of Lions International at a recent district convention. A program of western music and song was arranged for them by Duncan McCall, KOA sales manager, and a demonstration of studio sound effects provided by Clarence Moore, program director, and J. Bert Mitchell, coordinator of sales and programs.
Fly Testifies At Cox Probe  
Continued from page 12

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information". Moreover, he contended there was no question of personalities involved, but only the fundamental issue of the proper exercise of the appropriate constitutional functions of each of the three branches of the Government. He said the investigation involves no persons anywhere in the Government "except insofar as malfeasance and misfeasance in office may be found."

If the committee finds itself "too seriously handicapped", Judge Cox stated, it will feel called upon to refer the matter back to the House of Representatives for action.

"It is deeply to be regretted that exception must be taken to the action of the President," the chairman said. "It is with great reluctance and due respect that the Committee does so. But the issue is so fundamental, the conflict of authority is so clear, the duty of the Committee to the House of Representatives so paramount, and the issues of constitutional processes so completely involved, that the Committee is left no other course to pursue."

The examination of Chairman Fly by Counsel Garey boiled down to a single question—whether, as chairman of BWC, he would produce the files covering the Neville Miller inquiry. The answer, arrived at after the most intensive kind of grilling intermingled with instructions from Chairman Cox that the witness answer the questions directly, was that because of his "instructions" from the membership of the BWC, he would have to decline checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

"The Chairman of the DCB opposed stopping Japanese language broadcasts in Hawaii, a factor which led to the disaster."

The entire day's session Friday was given over to the committee effort to show that the Administration sought to block the inquiry through stoppage of delivery of official documents. Rep. Hart supported the Administration's position, declaring it was not up to the committee of its counsel to determine what constituted "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.

Secrecy Question Draws Discussion

Chairman Cox, in his statement for the Committee on the letters of the War and Navy Departments stating the President refused to furnish the committee with the documents requested, declared there was no question of release of "secret military information" and that this matter rested with the Commander-in-Chief. He said he thought the committee was bound, if not constitutionally at least practically, to abide by the decisions of the Commander-in-Chief.
chairman of the Law Committee of the BWC, Telford Taylor, his predecessor, handed to him a large sealed envelope marked "Neville Miller." While he said he had never opened it, he presumed it contained all of the data.

Asked whether he would produce this data, Mr. Denny said he felt himself bound by the BWC directive against release of this material.

In opening the proceedings on Friday, Mr. Garey placed in the record a letter from Elmer Davis, director of OWI, dealing with the inference that the OWI foreign service activities had been embarrassing to the armed forces. Mr. Davis said this allegation insofar as it related to OWI was completely without foundation and asked to have Philip Hamlett of the Overseas Branch testify before the committee. Mr. Garey suggested that the paragraph in his letter of June 25 to the Secretary of the Navy, in which this inference was drawn, be modified.

Budget Director Smith, in explaining that he had refused to supply the data relating to the proposed transfer of RID to the Army, said that his counsel had advised him that these were confidential papers between the Director of the Budget and the President. He asserted "my position is not of my own making."

He alluded also to an opinion of the Attorney General in 1941 to the same end. He emphasized that he had specific instructions that the contents of these documents were not to be divulged. In view of his instructions, he said he saw no alternative but to refuse the request of the committee that he produce the documents.

Asked whether he saw any distinction between production of the evidence in executive session as against public hearing, Mr. Smith said he would have to seek advice of his counsel. He was instructed to consult counsel and then contact Mr. Garey on a subsequent appearance.

After Mr. Garey had established the manner in which BWC functions and had read into the record an exchange of letters with Chairman Fly, wherein BWC twice refused to supply the data relative to the Neville Miller "trial" on the ground that the data was confidential, Mr. Garey sought to assure certain what, in Mr. Fly's judgment, was confidential data. He also covered a telephone conversation with Mr. Fly "shortly after June 18, 1943" but Mr. Fly disagreed with the counsel's understanding of that conversation. Several times the cross-fire became heated, with Mr. Fly asserting that he had not made the remarks Mr. Garey quoted indirectly.

Reads Record of Miller Controversy

On one occasion Mr. Garey cited that in his telephone conversation, Mr. Fly had "agreed with me on my position" but had said that he had been "overruled by the board." Mr. Fly added, said Mr. Garey, that he would try to "slant" Mr. Garey's position to the board if a second letter were written.

Mr. Fly rejoined "there was no such conversation or any such remark made by me."

Mr. Garey held that the position of BWC was "untenable" and "without the foundation of law." He contended that nothing would be disclosed to adversely affect the war interest.

Mr. Garey then read into the record a re-territorial of the Neville Miller controversy, declaring that it covered alleged "breach of trust" to BWC by Mr. Miller as chairman of Committee IV, dealing with domestic broadcasting.

The allegations were that Mr. Miller had sent to the NAB membership a confidential plan dealing with solution of the industry's manpower problem, through setting up of recommended essential classifications, and another document relating to creation of a broadcast equipment pool, which differed from a plan espoused by Mr. Fly. He added further that Oscar Schachter, the FCC attorney and secretary of the BWC law committee, had drawn up proposed findings and conclusions on the Miller matter, but that other members of the law committee insisted upon taking evidence—a position vigorously opposed by the FCC general counsel.

The recommendation of the law committee to the BWC, after taking of evidence, Mr. Garey related, was 3 to 2, holding the charges unsustained and concluding that the release of "confidential information" was not sustained by the evidence.

It was contended further, he said, that the position of the general counsel was "dominated and controlled by Mr. Fly. Mr. Garey held that the charges against Mr. Miller were "changed three times."

The allegation was made that the charges were preferred by Mr. Fly against Mr. Miller because of "personal opposition" and to "punish Mr. Miller for his opposition."

When Mr. Garey pressed the BWC chairman on the Miller charges, Mr. Fly said he did not want to give "half-baked" answers and find himself in violation of the instructions from his board not to divulge any facts incident to that.

 Senate's Radar

The story of radar, "the most revolutionary military device of the war" is now an official Senate document, following passage of a motion by Sen. Scrugham (D-Nev.). Calling radar "the super-weapon", Sen. Scrugham had suggested that a series of articles by John Hightower, Associated Press science writer, be printed as a Senate document (S. Doc. 89).

CBS Gets First Plant In Shortwave Program

FIRST new international broadcasting plant to be opened under the program of facilities expansion of the Interdepartmental Planning Committee of the FCC, GARI and CIAA, is expected to be that of CBS at its Wayne, N. J., transmitter site. Other single transmitters have previously been added to existing plants of other licensees.

Two 50-kw. high-frequency international broadcasting transmitters will be the first to be available for installation Aug. 31, the second Sept. 16, are to be installed. Antenna construction, transmitters and installation expense is to be paid for by the Government. CBS is to operate the transmitters under an operations contract similar to an existing contract covering operation of Columbia's shortwave station at Brentwood, L. I.

CBS will purchase a small amount of additional land to provide space for the construction of the high-frequency antennas near Wayne, which was the former site of Columbia's key station WABC.

Store's Sewing School

JOHN SHILLITO Department Store, Cincinnati, is sponsoring a sewing school program heard weekly over WSAI. Printed lesson sheets are available for each broadcast and woman listeners have the opportunity of making a dress of their own choosing.

He can be had!

Yes, fortunately for someone The Mystery Chef can be had—on KGO.

You already know the records he has been setting around the country, currently sponsored on 48 Blue Stations—with good success. Some lucky sponsor is going to get him on KGO—serving the rich San Francisco-Oakland market. See your Blue Spot Representative or wire us direct for details.

Baltimore's Blue Network Outlet

Baltimore's Blue Network Outlet

Baltimore, Maryland

KGO
San Francisco-Oakland

810 K.C. 7300 WATTS
Blue Network Company, Inc.

BROADCASTING • Broadcast Advertising
matter. He said he did not feel he could answer the questions unless specifically instructed by the board.

Disclaiming any conversation "in Chicago" with Mr. Russell regarding the Miller investigation, Mr. Fly finally asserted that in view of the "innuendoes and implications", he thought he should explain that he did recall that Mr. Russell, at a board meeting of the NAB in Chicago, was in a position to cast the deciding vote on whether Mr. Miller should remain as president of the NAB. He said Mr. Russell "didn't vote and Mr. Miller stayed."

Asked whether he would supply the information in executive session, Mr. Fly said he felt obliged to "disagree" on the basis of what had happened to other documents placed before the committee. Later, Mr. Fly said he would be guided by the instructions of BWC in connection with testimony in executive session.

When Mr. Garey charged Mr. Fly with "purposely evading the questions", the FCC chairman said that he was in sympathy with the position of BWC that disclosure of the Miller information would affect the "national security and the national prestige".

Chairman Cox instructed Mr. Fly to make his answers "responsive". Several times Judge Cox ordered his answers stricken from the record. Mr. Fly insisted, however, that he was trying to cooperate with the committee and that he had a "long line of extensive cooperation with it". Mr. Fly commented that "the only light I have to guide my feet is from the lamp of experience."

Forrestal, Patterson
Letters Introduced

Upon completion of the examination of Mr. Fly, who will be recalled later in connection with other FCC-BWC activities, Mr. Garey placed in the record letters from Acting Secretary of War Robert P. Patterson and Acting Secretary of the Navy James Forrestal denying the requests for the presence of Secretaries Stimson and Knox, along with some two dozen Army and Navy officers as well as the requests for official documents.

Almost identical language was used by the two Acting Secretaries. Mr. Patterson wrote: "The President directs that the committee be informed that he, the President, refuses to allow the documents to be delivered to the committee as contrary to the public interest. For the same reason, I am unable to permit the witnesses to appear."

Mr. Forrestal stated first: "I must decline to permit the appearance of the Naval officers, active or inactive, before your committee as such appearance would be incompatible with the public interest. Then he added: "The President of the United States authorizes me to inform the committee that he, the President, refuses to allow the documents de-

**BROADWAY BANDWAGON**

Here's the answer to your "hit tunes" dilemma. Top tunes of Today are included in all current releases of the Broadway Bandwagon. Hit tunes like:

- **Comin' In on a Wing and a Prayer**; You'll Never Know; In My Arms; Let's Get Lost; Taking a Chance on Love; You Rhyme with Everything That's Beautiful; In the Blue of Evening; Don't Cry; Violins Were Playing; I Never Mention Your Name; No, No, No; What's the Good Word, Mr. Bluebird; Good-night Little Angel; I Heard You Cried Last Night; It Started All Over Again; etc.

All the above "hit tunes," and many more, have been released by Lang-Worth.

The Broadway Bandwagon, featuring Top tunes of Today, is one of several highly commercial daily script shows furnished free to all subscribers.

Why not investigate Lang-Worth? Today is not a minute too soon.
scribed in your letter to be delivered to the committee, as such delivery would be incompatible with the public interest.'

Mr. Garey pointed out that in the Patterson letter, the Acting Secretary "assumes personal responsibility" in not permitting the appearance of the officers but that the decision was "in the discretion of the President." The letter directed by the President. In the Forrestal letter, he said that the Acting Secretary disallowed the appearance of Naval officers, active or inactive.

Fly Asks 12 Questions Reiterating Charges

In his second blast in two days against the Cox Committee, Chairman Fly at a press conference last Tuesday handed to reporters copies of a letter that he had sent that day to the Committee, seeking replies to a series of 12 questions regarding the investigation. In these he al- lied to "Wall Street counsel" of the committee, striking at Mr. Garey, and reiterated practically all the charges he had made in his July 4 press release violently attacking the committee.

Along with the letter propounding the 12 questions, Mr. Fly released two other letters he had written to the Committee protesting against Mr. Garey's investigations, as well as the replies, both of which were signed by Mr. Garey and rejected Mr. Fly's requests.

At his hour-long press conference, attended by some 35 news- men, Mr. Fly parried questions on the letter. He said the Commis- sion would meet "all charges," if given the opportunity to do so, "in a surprising way." There was a sort of veiled inference that steps might be attempted to stop the in- quiry, presumably through action from highest administration quar- ters.

The "secret letters" dealing with the recommended termination of the FCC's so-called war intelligence activities, placed in the record at the opening session of the inquiry, came in for considerable discussion at the press conference. Mr. Fly emphatically stated he had no reason to believe the Army had released the letters and added that he had "no fight with the Army." He alluded to the "extensive line of cooperation with the Army, and I have reason to believe it will continue." He left the impression that his quarrel was with the Navy, though he refused to amplify his thoughts.

Attacks Committee's 'Unfair' Procedure

Asked whether he knew who had "gone over the head" of the com- mander-in-chief in giving copies of the letters to the Cox Committee, Mr. Fly said he had "an idea" but he did not think it was a question on which he should make a state- ment.

In a letter with his press release and letter to the Committee, Mr. Fly spoke disparagingly of the manner in which the Cox Commit-tee had procured its testimony. He cited the case of Donald Flamm, former owner of WMCA, New York, whom he alleged was called to the office of Milton I. Hauser, in New York, purportedly put under oath and "made to testify." Mr. Hauser is a partner in Mr. Garey's law firm and is on the Committee payroll at "a dollar a year." The attorney to whom Mr. Fly had referred in his previous ut- terances.

In his July 6 letter to the Committee, Mr. Fly cited the "gravity" of the formal public statements issued through the committee coun- sel and the "unfairness" of the procedures hereafter followed by the Committee. The substance of the letter (published in full text herewith) was to ascer- tain whether the Committee pro- posed to give the Commission an opportunity to answer the allega- tions of Mr. Garey promptly. It constituted a general attack on the manner in which the proceedings have been conducted since Mr. Garey's appointment last February as chief counsel.

Also released by Mr. Fly was a letter dated April 15 to Chairman Cox regarding the examination of Mr. Flamm by Mr. Hauser and the appearance of Nicholas F. Cure- ton, chief of the FCC Service Di- vision, by committee counsel. Mr. Fly asked the Committee to make available to the Commission, at its expense, a copy of these trans- scripts and of all other testimony taken in this manner. Mr. Garey, in replying to these letters, April 19, denied the request on the ground that to grant it at this time would be "incompatible with the public intent." Mr. Garey added that the committee's investiga- tions have been completed, "your request will be reconsidered!"

Committee Denies Second Request

A second letter from Mr. Fly to the individual members of the Committee, dated May 19, reiter- ated the request for the transcripts and cited Mr. Garey's reply. "It is now apparent that various other examinations of the above type have been made by the Committee's staff," the letter said. "We earnestly request the full Committee to consider this refusal and grant the Commission the privilege of purchasing copies of all such trans- scripts."

Mr. Garey on June 3 answered this letter in behalf of the Committee in one paragraph. He said the request had been considered by the full Committee in executive session that morning and that "I have been directed to advise you that the position that the Commit- tee heretofore adhered to is sus- tained and your request is again denied."

The pyrotechnics from Chairman Cox left off on June 19. In a 1,000-word blast at the Cox committee, Mr. Fly for the first time since the inquiry began publicly took up the cudgels against the Committee. He had is- sued a short one-paragraph state- ment on July 2—the day of the hearing's opening—calling the charges "a tissue of falsehoods" and predicting that they would be wholly disproved if "anything like a fair hearing" could be expected from the committee.

Fly Picks Up Where Durr Left Off

Heretofore, the battle against the Cox committee has been car- ried by Commissioner C. J. Durr, newest member of the agency, whose petition to Speaker Ray- burn seeking disqualification of Chairman Cox on grounds of bias and personal interest still is be- fore the Judiciary Committee.

The Fly diatribe hit a new all- time high, in the opinion of many Washington observers and newspa- permen. One newspaper report cited it as "one of the most vicious and abusive attacks ever released to the public by a U. S. official."

Mr. Fly's charge [see full text in this issue] that the Army and Navy were plotting to "wreck the
FCC" and that Rep. Cox had "immediately joined forces with the radio monopoly and Wall Street interests" was received with considerable surprise in all quarters. His reference to Chairman Cox without using the customary prefix of "Congressman" or "Judge" or "Mr." also occasioned eyebrow-lifting, as did his reference to Counsel Barry only as Cox's "Wall Street mouthpiece."

Judge Cox, called by newsmen, July 5 regarding the Fly charges, retaliated with the counter-charge that the FCC chairman was attempting "to destroy the confidence of American soldiers in their commanders" [see text in this issue]. Judge Cox was reluctant to reply, asserting it was the rule of the committee that individual members should not speak on current developments. After having failed to get his committee together, he said he thought the Fly statement too serious to go without answer.

The only editorial opinion favoring the FCC position appeared in the July 4 Post, which in recent months has strongly opposed the Cox investigation and has urged Dept. of Justice action against the legislator, because of the WALB incident. The editorial was an overall indictment of the Committee's procedure and contended that Rep. Cox had an "axe to grind." Also attacked was Speaker Rayburn, who was held "chiefly responsible" because he had "failed" to remove Commissioner Durr's petition for removal of Judge Cox to the Judiciary Committee without requesting a hearing or bringing the "facts to the attention of the House." 

David Lawrence, Washington columnist, in his July 3 dispatch called attention to the "amazing and sensational document" made public by the Cox committee, revealing that there had been reposition on the President's desk since February the draft of the proposed Executive Order requested by the Joint Chiefs of Staff to transfer the responsibilities of the FCC's purported national defense functions to the Army. Declaring that it had been supposed till now that the President saw eye-to-eye with his military and naval chiefs, Mr. Lawrence said the evidence produced at the hearings shows that instead the wishes of the civilian chairman of the FCC apparently have prevailed.

No explanation has been forthcoming as to why this simple request from the responsible heads of the Army and Navy has been sidetracked, Mr. Lawrence said. It will be recalled, he stated, that "division of responsibility over communications led to an unsatisfactory situation at Hawaii, out of which the Japanese agents were unable to transmit information about Pearl Harbor before the attack came on Dec. 7, 1941, which cost the lives of nearly 3,000 American soldiers and sailors."

Emphasizing the element of conflict of jurisdiction, Mr. Lawrence asked whether the American people will acquiesce in a situation wherein the head of the Army and the head of the Navy can be "brushed off when each formally requests action which to them seems essential in order to protect the United States from a military and naval point of view."

**Congress Steps In To Blast Commission**

Congressional blasts at the FCC came thick and fast in the waning days of the session. In addition to the withering attacks of Senator Taft and Rep. Short against the Commission and the Supreme Court, opinion, plus the statement of Chairman Wheeler that steps should be taken (story on p. 42) Rep. Boren (D-Okl.) told the House last Wednesday it was high time that Congress, as millions of our people are now doing, take note of the fact that "we are wasting our taxpayers' money in carrying on alleged war activities which, when examined, are not war efforts at all, but are figments of the brain of bureaucrats who have been permitted to magnify their importance beyond all rhyme or reason."

Citing the recommendation of the Joint Chiefs of Staff for transfer of the FCC's "so-called intelligence activities to the military establishments," Mr. Boren said there either has been nor can there be any denial by Mr. Fly of these facts. He said it was unfortunate that the Army and Navy officers have been "silenced," adding it was now known that both the Secretaries of War and Navy had informed the House committee "of such a gag on their officers, although it is clear to all that testimony to the effect that FCC's alleged war activities render no valuable services to the military establishments, from the standpoint of intelligence, does not, and in the nature of things cannot, involve the disclosure of any military or naval secrets."

The silencing of the Army and Navy officers is not pitched upon any possible disclosure of military or naval secrets, or on possible interference with the war effort, Mr. Boren said. "The order is predicated upon the tenetous ground that, to inquire into such matters, will be incompatible with the public interest."

Mr. Boren called "utterly absurd" the Fly charge that the Army and Navy and the House Committee are "conspiring to wreck the FCC."

Mr. Boren placed in the record the text of a column published in the New York Sun last Tuesday by George E. Sokolsky on the Fly inquiry. The article stated that although every effort had been made to "snare the FCC committee in advance of its open hearings," Mr. Garey got it off to a good start by a "careful, documented statement" revealing the military attitudes toward the FCC's war functions.

Rep. Gibson (D-Ga.) told the House last Wednesday that he had noticed Mr. Fly is now attacking the Army and the Navy. "This shows to what extent a bureaucrat will go when he gets you on the run," he said.

In an address on the conference report relating to the Watson-Dodd-Lovett controversy, based on allegations that these men have had Communist front connections, Mr. Gibson stated that if the House had stood up and "let Fly know that we would not tolerate the use of Communist idealists in that service, with probably some more Pearl Harbors to result, it would probably have clipped his wings to where he would at least respect the Army and Navy that are fighting to protect his home today."
FLY LETTER TO COMMITTEE

FOLLOWING is the text of the July 6 letter sent by FCC Chairman Fly to the House Select Committee to investigate the FCC, requesting replies to 12 questions covering the purpose and plans of the investigation. (As Broadcasting went to press last Friday no reply from the committee had been released.)

In view of the gravity of the formal public statements issued through the Committee Counsel, in further view of the extremity and unfairness of the procedures heretofore followed by the Committee and its Counsel, and in further view of the need of the Commission, its Commissioners and staff members for some information as to what procedures may be expected from the Committee, I sincerely request the Committee to respond to the following questions at its early convenience:

1. Has the Committee already concluded that it will make findings as set forth in its Counsel's formal and broadly publicized statement?
2. Does the Committee have an open mind on the matter so that we may have a public statement to that effect?
3. Did the Committee authorize the publication of those conclusions of its Wall Street Counsel?
4. Is the Committee going to continue to permit such conclusions to be broadcast without giving the Commission an opportunity for a hearing?
5. Is the Committee now going to, and will it, for the summer without giving the Commission an opportunity for a hearing on the publicly announced conclusions?
6. Will the Committee now give to the Commission whatever notice it is possible to afford it as to when hearings may be expected to be held and as to when individual Commissioners or staff members may be expected to be called for testimony?
7. Is the Committee going to continue the services of dollar-a-year men on Wall Street?
8. Is the Committee going to continue to permit lawyers to issue subpoenas requiring appearances before themselves?
9. Is the Committee going to permit its Wall Street lawyers to prepare to put witnesses under oath?

Listening Frequency is the basis for the “First Audit of Network Circulation” explained by CBS Sales Research Director John B. Karol (left) to A. E. Joselyn, general manager of WCCO, Minneapolis. Study was presented at a Minneapolis Club meeting attended by business and advertising executives.

Urges ‘World Radio’

WORLD RADIO, operating through a system requiring every nation “to grant permanent authorizaton and international commission to establish and operate at least one ordinary broadcast-band station in every broadcast area,” is favored by William B. Lloyd Jr., director of the Campaign for World Government, writing in an issue of the Senate. In return for giving the world the right to talk to us, writers Mr. Lloyd, we grant the right to address the rest of the world, and through this exchange of ideas and information, race humanity to a new minimum standard of knowledge fast enough to avoid another global war.

Dietrich Dirks to Head Sales Managers of NAB

Dietrich Dirks, KTRI, Sioux City, la., last Friday was named chairman of the NAB Sales Managers Executive Committee for the ensuing year by NAB President Neville Miller. Work of the committee, one of the most active of the NAB, is coordinated through Lew Avery, NAB director of broadcast advertising.

Mr. Dirks

Other members of the committee are C. K. Beaver, KARK, Little Rock; Sam H. Bennett, KMBR, Kansas City; Arthur Hull Hayes, CBS, New York; James V. McConnell, NBC, New York; John M. Butler Jr., WSB, Atlanta; W. B. Krom, KSL, Salt Lake City; and John E. Surrick, WPIL, Philadelphia.

FTC Avalon Agreement

In a stipulation with the Federal Trade Commission, Brown & Williamson Tobacco Corp., Louisville, Ky., makers of Avalon cigarettes, agrees to discontinue representing that the report of laboratory tests appearing in the July, 1942, issue of The Reader's Digest proves that Avalons are the finest quality. Russel M. Seeds Co., Chicago advertising agency which prepared the advertisements, also signed the stipulation.

WJZ Names Chapin

SLOCUM CAPIN of the sales staff of WJZ, New York, has been appointed acting sales manager of the station, succeeding Robert I. Gardner, who is on leave of absence. As announced by John McNell, WJZ station manager. Mr. Chapin was formerly on the sales staff of Howard H. Wilson Co., New York, and prior to that general manager of WSRR, Stamford, Conn.

FOR OUTSTANDING PROGRAMMING IN RELATION TO LABOR PROBLEMS

COUPLED WITH SUPERIOR MUSICAL OFFERINGS

AND INTELLIGENT HANDLING OF

SPOT ANNOUNCEMENTS

BRINGS WLBP A SPECIAL AWARD

IN BILLBOARD'S

6th Annual Radio Publicity Exhibit

NEW YORK'S

WLBP

"The Voice of Liberty"

HENRY IN CAPITAL FOR CBS

BILL HENRY has taken Eric Sevareid's place as chief CBS correspondent in Washington. Sevareid left the post for assignments in China, India and the Middle East. The new WTOP newsmen came in his radio activities in 1935 and has since been around the world covering athletic, political and sports news events. Broadcasting descriptions of Olympic games, London raids, and the� Nato plans down over France, he has also covered both major political conventions and has conducted a quarter-hour news analysis. He was named winner of the National Headliners Club 1943 award for columnists, having served for many years with the Los Angeles Times as sport editor, Sunday editor, feature writer, war correspondent and columnist.

WOR's Big June

BIGGEST JUNE in its history is reported by WOR, New York, with a 60% increase in new business sales and a 25% rise in total dollar volume business over the same month last year. Comparing the second quarter of 1943 with a similar period in 1942, retail business is found to be 45% higher and total business 28% higher, according to Eugene S. Turtoro, sales manager. New accounts using WOR in the first six months of the year total 9.8 as of last year. The amusement field continues as the leading advertiser, as was the case in a previous sales review [Broadcasting, June 14].

Baldwin Joins Blue

HANSON W. BALDWIN, naval and military analyst and Pulitzer prize winner, who joined the news staff of the BLUE and on July 25 will start a weekly series of Sunday afternoon quarter-hour broadcasts on the network. Author of numerous books on tactics and strategy and contributor to well known navy magazines, Dr. Baldwin plans to interpret on his program the pattern of naval and military developments in laymen's language.

EXCLUSIVE coverage of the only major golf tournament in the U. S. this year will be provided by NBC during the All-American Open Golf Tournament at Tam O'Shanter Country Club, Chicago, July 21-25 inclusive. Bill Stern, NBC sports announcer, will describe the meeting.

24 Hours a Day!
PRESS dispatches last week told a story of the heroism of 2d Lt. William H. Shaw of Waterloo, Iowa, son of late Harry S. Shaw, former owner of WMT, Waterloo, la., who financed the founding of omnibus BROADCASTING, and who served as president of the NAB, in 1931-32.

Lt. Shaw brought the crew of a medium bomber safely to Malta after the ship's pilot was killed in a raid over Sicily. Despite an injury to his left arm, Shaw took over the controls and came in with a perfect landing. Fellow crew members praised Shaw for his coolness and skill. Mrs. Margaret Shaw, mother of the flyer, resides in Waterloo.

**FTC Miles Complaint**

MILES LABORATORIES, Elk-hart, Ind., following an adverse decision June 23 by the U. S. District Court for the District of Columbia in its suit for a declaratory judgment to restrain an impending action by the Federal Trade Commission, has now been served with a FTC with a complaint that advertisements for three of its products fail to reveal harmful parts or excessive use. Remedies named in the complaint are Dr. Miles Liq uid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Advertisements for the Nervine preparations, it is charged, also misrepresented their therapeutic value (BROADCASTING, Dec. 21, 1924). The FTC had sought a stipulation from Miles agreeing to modify their publicity and advertising for the three products and in response Miles rejected the stipulation and challenged the Commission's authority to ask for these changes. The FTC countered by moving dismissal of the suit (BROADCASTING, Feb. 15) on the ground that it was an irregular means of redress.

**Candy Council Renewes**

THE COUNCIL on Candy as Food in the War Effort, Chicago, on Aug. 15 renews for 13 weeks Washington Reports on Rationing, heard Sundays 3-3:15 p.m. on 48 NBC stations. The program, with Ernest K. Lindley as commentator, featuring interviews with outstanding Washington persons, is sponsored by the National Confectioners Assn., and is handled through the offices of Jos. W. Hicks, public relations counsel, Chicago. Account is handled by BBDO, Chicago.

**General Mills Switch**

TWO DAYTIME dramatic programs, sponsored on NBC by General Mills, Minneapolis, are exchanging time periods July 15. They are Light of the World, formerly heard for Cheerioats, 2-2:15 p.m., and Good Light, promoting Wheaties, which will shift from 2:30-2:45 p.m. to 2 p.m. Both are heard five days weekly. Blackett-Sample-Hunter, Minneapolis, handles Cheerioats and Knox-Revues Adv., Minneapolis, is agency for Wheaties.

**STANTON DESCRIBES PROGRAM ANALYZER**

FRANK N. STANTON, CBS vice-president, described the operation of the program analyzer developed by himself and Dr. Paul Lazarsfeld of the Office of Radio Research, Columbia U., in checking audience reaction to programs, in a talk at a meeting of the American Marketing Assn. discussion group on market research, at the Hotel Sherman, New York, last Thursday.

The simple process, whereby listeners express their likes and dislikes by pushing green or red buttons which activate stylus resting on a moving tape to supply an emotional program curve, affords a basis for questions which have not proved helpful, he said, in assisting program writers and producers to discover flaws in their techniques which have adversely affected the reception of the programs.

Although no programs have been put on CBS solely as a result of favorable analyzer tests, Dr. Stanton said that a number of former network shows have been dropped after the analyzer had shown consistently bad audience reactions.

**RCA Series Approved**

PROGRAM idea suggested to RCA-Victor for its institutional network program by J. Walker Thompson Co., New York, received full approval of the RCA board of directors at its meeting last Friday. No details as to format of the series network or starting date were announced by RCA, although it is expected the show will begin in the early fall on the BLUE. Lloyd A. Briggs, general superintendent of RCA communications, was elected vice-president and general superintendent at a meeting of the RCA board of directors last Friday, as announced by David Sarnoff, president of RCA.

**Altman Expands**

B. ALTMAN & Co., New York department store, has started sponsorship of The Music Festival on WQXR, New York, in addition to participations on WJZ, New York, started earlier this year. WQXR program is a 25-minute series of light classical music aired three times weekly, Agency is Kelly, Nason Inc., New York.

**Brewery Series**

PETE HAND BREWERY Co., Chicago (beer), on July 8 began The Weird Circle, a series of 26 weekly horror tales on WGN, Chicago, at 9:30-10 p.m. First drama in the new program is based on Poe's "Fall of the House of Usher." Agency is Mitchell Faust Adv. Co., Chicago.

**KFAR Reports Boom**

KFAR, Fairbanks, Alaska, has been sponsored by Free & Champion representative, W. K. (Bud) Foster. KFAR, manager, reports Alaska booming. Free&Champion, he says, seems destined to become the travel center of Alaska and possibly, at some future time, the "air center of the world."
OFFICIAL White House recognition of the importance of radio as a news disseminating agency, is given in a letter from the President's secretary, Stephen Kenn, announcing that the Chief Executive's meetings with newsmen will hereafter be designated as "press and radio conferences".

The letter, dated July 1, was a reply to a suggestion submitted by Walt Dennis, news bureau chief of the NAB.

Mr. Dennis' letter, written June 29, pointed out that the customary use of the term "press conference" "does an injustice to what is now the greatest news medium in the world—radio." Suggesting that a simple and easy solution would be to refer to such conferences as "news conferences", Mr. Dennis said that the NAB is urging the use of this more accurate term by all members of the broadcasting industry.

Replying, Secretary Early said: "The suggestion that you make is entirely consistent and in principle I am quite willing to go along with you. Accordingly, we will hereafter at the White House designate Early, President's stated meetings with news gatherers as "press and radio conferences".

HOWARD W. THORNLEY, president of the Pawtucket Broadcasting Co., announces the appointment of the William G. Rambeau Co. as national sales representatives for WCFI.

Navy because of his BWC connection; his attempt to assume BWC power over communications facilities of other government departments; his insistence on reopening the Consent Decree and refusing to renew RCAC licenses in spite of protests from the Army and Navy; his insistence on reducing telephone toll rates over the objection of the Army and Navy due to the saturated condition of the telephone system; his refusal to approve operation of miniature broadcast stations in isolated combat outposts if the stations are to be soldier operated; the FCC's insistence that no commercial company can permit the War or Navy Departments to take over and operate a transmitter without a license from the Commission.

Admiral Hooper, which Mr. Garey said was to the Secretary of the Navy, follows:

The Navy Department considers as unsatisfactory the functioning of the Defense Communications Board, having the Chairmanship of the Defense Communications Board vested ex-officio in the person of the Chairman of the Federal Communications Commission, especially during wartime. This decision is based not only on the general principles involved, but on the fact that the functioning of the Defense Communications Board during the past months has been unsatisfactory to the Department to the extent that it believes the successful prosecution of the war is being jeopardized thereby.

Specifically, the following points bear on the matter:

1. The Defense Communications Board has failed to take any action on the recommendations of the Secretary of the Navy that certain committee members were believed to be disloyal to the United States.

2. The Federal Communications Commission has refused to turn over its file of fingerprints and confidential information bearing on the loyalty of commercial communications companies to the Federal Bureau of Investigation, without restrictions which would render the work of the latter agency ineffective.

Lacks Experience

3. The Chairman of the Federal Communications Commission has frequently taken it upon himself to speak for national defense, thereby exposing his ignorance of the subject.

4. The Chairman of the Defense Communications Board, by action and by public utterance, has shown that his primary interest is in keeping the support of the G.I. Radio Communications Union, which has constantly opposed our interests, and not national defense.

5. The Chairman of the Federal Communications Commission has had no previous experience in the field of communications.
Radio Cuts Costs For This Sponsor; Boosts His Sales Tested Copy for Neweast Periods Brings Results

ARE YOU INTERESTED in advertising that cuts the sponsor’s cost of sales?

Dr. E. W. Laisne, head of the Electro Optical Co. of Fresno, Cal., accomplished this feat and at the same time changed a long-standing policy to aver a seriously threatened loss of sales.

The story is one which shows how radio can serve business management in periods when normal operations are frequently upset or even discontinued.

Early in 1941, Progressive Optical foresaw the approaching manpower shortage and began training women replacements. Surprisingly, women were found to learn faster than men and more adaptable to fast, careful work with delicate lenses. Production increases up to 75% were achieved. At the same time, a product lineout that has been readily sold by stepping up of the efficiency of Progressive Optical’s advertising.

Entirely by Air

For 30 years, the company had relied on newspaper and billboard copy, which at one time ran in 100 newspapers. Today the entire job is done by Progressive Eye Comfort Commercials carried over 14 radio stations. Switching from negative appeals based on the handicaps of poor eyeglass, Progressive started emphasizing the advantages of good vision. It was found that a voice cannot be so easily perceived as a newspaper, and that radio can be adapted to service for a specific purpose.

The program introduces Progressive Eye Comfort Commercials as a means of giving the audience a new sense of good vision.

A WHITE STAR has been added to the Army-Navy "E" flag of the Simplex Radio Division of Philco Corp., Sandusky, Ohio, for continued excellence in its war production record. This is the fourth star award to Philco Corp. plants.

Hugh O. Potter, manager of WOMI, Owensboro, Ky., has solved his station’s technician manpower problem and offers this solution to other local station managers who would like to sleep easily once more, undisturbed by the fear that the draft may soon take their last first-class operator: get a first-class radiotelephone operator’s license reversed.

Mr. Potter began preparing for the examination in December, 1941, when he was instrumental in getting a U. S. Department of Education radio class started in Owensboro, although he hadn’t used mathematics higher than arithmetic in eighteen years. The first step was to put in 268 hours of class work in the U. of Kentucky Engineering, Science, Management Defense Training Program, which has prepared him for the work of fundamentals. The next step was to study the FCC Study Guide and Reference Manual and a question-and-answer manual, and Mr. Potter soon qualified for a restricted license. With the aid of a first class license holder, Mr. Potter studied in turn for second and first class licenses, earning both tickets.

To make the answer to the technician manpower problem complete, Mr. Potter became 38 years old seven days after obtaining WOMI’S "insurance policy" against an engineer shortage.

FARNsworth Net Up

FARNSWORTH TELEVISION & Radio Corp. annual report for the year ended April 30, 1943, shows gross profit of $2,532,001, compared with $10,433,118 for the previous fiscal year. Profit before taxes was $2,532,001 and after taxes and including a postwar credit of $98,000 was $1,071,005, compared with a net for the previous year of $742,237. Both gross income and profits were the largest in the company’s history.

WHAT advertising can do to get public recognition for any company was demonstrated by "Elevate Farm Produce to its Rightful Place in American Thinking—On the same level of war importance with guns, tanks, planes, ships," is presented in a 20-page brochure titled "Light Reading for Your Lunch Hour," prepared for the U. S. Dept. of Agriculture by the War Information Council, with the cooperation of Republic Steel Corp.

NORAN E. KERSTTA, manager of NBC’s Television Department, has left to join the Marines as a first lieutenant. John J. Williams, of NBC Radio-Recording Division, replaces him as acting manager.

explaining to the public the reasons for the change in a convincing and understandable manner.

Net result of this company’s experience with radio is that it has definitely reduced the cost of sales so far as advertising is concerned, and defeated the sales slow-down incipent when credit was discontinued.

PROBLEM SOLVED

Station Manager Studies for Operator’s License

Eddie Chase, 1

Harry Needham, Louis Brorby, Chicago, to be the most effective form of radio advertising. Speaking before students of the NBC-Northern Michigan University Summer Radio Institute last week, Mr. Brorby said, "In preparing commercials for our shows we always try to identify the advertising message with the listeners’ interest at the moment. We believe, further, that the best commercial radio writing is based on understatement.”

AFTER SEVERAL weeks on WEAF, New York, Babe Ruth’s baseball program has been extended to the NBC network. Titled "Babe Ruth’s in Person," the program features the famed baseball player in a question-and-answer session.

WDBN

ALTOONA, PA.

Complete Coverage

NBC affiliate and BLUE Network

19 years in the public service

HEADLEY-REED CO.

National Representatives

BROADCASTING • Broadcast Advertising

July 12, 1943 • Page 61
for business reasons, and because it involved secondary boycott.

Replying to Mr. Padway's frequent assertions that the Board would invoke involuntary servitude, and violate labor's fundamental rights if it ordered the men to go back to work, Mr. Socolow declared:

"The rest of the public has constitutional rights, too. We are legitimate businessmen and have a right to conduct our businesses in any orderly way."

"What does this no-strike pledge of labor's mean?" Mr. Socolow asked the Board, in arguing that in truth the case constituted a strike.

"Here we have at stake a cessation of work with a direct or implied demand for better conditions. The attitude of this union is not only critical to our industry, but the very existence of this Board is at issue."

'Let Them Die' Mr. Padway, arguing that there was no issue that the Board could settle, commented, "We don't want to work for them. We have no wage claim to ask you to consider. We have no employment conditions to correct. We are not their employees, nor do we seek to be. We want no terms or conditions. A thousand dollars wouldn't be inviting to us."

In course of discussion, William E. Davis, chairman of the WLB, asked Mr. Padway if in fact the AFM's purpose was to put the transcription firms out of business. Avoiding direct reply, Mr. Padway said the ban might have that effect.

"All we are trying to do," Mr. Padway insisted, "is to protect our members. We say if it is a question of whether these companies die, or whether we die, let them die."

"We Will Not' During the morning session, Chairman Davis attempted to pin down the AFM counsel on whether the union stood by the statements of Mr. Padway before the Senate Interstate Commerce Committee, when both men said the union was anxious to settle the strike. After Mr. Padway had talked at length without stating his position, the WLB chairman interrupted with:

"Give me a straight answer."

Mr. Padway finished abruptly with a flat, "we will not sit down to make recordings or transcriptions."

Star witness of the morning session was Mr. Petrillo, himself, who took over at that point to insist that the only possible chance for a settlement lay in whether "these people are ready to recognize unemployment problems."

"It is a question of not making recordings, or of placing musicians in stations when recordings are played," he said. Mr. Petrillo proposed that a station would have to hire as many stand ins as the recording orchestra used.

Commenting on the proposal, industry member Roth asked Mr. Petrillo what these standbys would do while the recordings were playing. "Listen to the music," Mr. Petrillo replied.

Making Bullets "How do you square that with the manpower shortage," industry member Roth shot back. Mr. Petrillo said that union members were making bullets now. Mr. Roth commented, "you can't make bullets while you listen to records."

Mr. Petrillo admitted to the board that the AFM had no labor surplus at present. He said he was trying to create jobs that would be ready "for the boys when they come back."

The AFM president lamented to the board that he had nothing but legal trouble since he ordered the strike. "They come along now and say we are going to lose the war if we don't have more music. They say the soldiers can't fight unless they have jube boxes."

"The party is over," Mr. Petrillo shouted.

AFM counsel dwelt at length on the union's war services asserting that it was giving freely to all war causes, and letters of commendation had been received from important agencies. "We have made records for this board," Mr. Padway commented. A member of the board looked up, and interjected that they had never been used. Mr. Padway, not missing a trick, replied, "You just didn't want to exploit us."

Mr. Padway ended his morning testimony with an eloquent defense of the musician's right to not interfere with his job. "If it's suit four weeks, he declared, "sometimes jail is a better answer."

Socolow's Argument Mr. Socolow, replying, outlined the transcription company position. He said they were independent and competing firms; that they made both commercial and library recordings; that they syndicated their material, just as newspapers were served by syndicates.

He produced statements by Elmer Davis and Chairman James L. Fly of the FCC to show that these transcriptions were essential to maintenance of the small radio stations, and the Government war work.

He asked the board to restrain the union from interfering with its members working for the firms. There is no obligation of an individual musician to work for us," he said. "The question is whether the worker shall choose his employer or the union shall prevent him from going to work." Mr. Padway insisted this represented interference with the union's internal affairs.

We are not asking you to order individual musicians back to work," he declared, "but to remove restraint on members from free interplay of employer-employee relationships." Mr. Padway replied that AFM members had all the work they wanted. They didn't want to go back. "Call it what you will," he shouted, "a strike or a dictatorial action. You can't resolve it by ordering us back to work."

Milton Diamond, attorney for Decca Recording Corp., which recently bought control of World Broadcasting Corp., told the board his firm had been negotiating with Petrillo for the past few weeks. Mr. Diamond said he saw some hope for a solution of the recording ban, and then expressed faith that the transcription problem also could be met.

FORD TO CONTINUE EARL GODWIN NEWS

ALTHOUGH Ford Motor Co., Detroit, announced in June its intentions of substituting a musical variety program five times weekly for its present Earl Godwin daily news series on the BLUE (BROADCASTING, June 21), its plans were changed again last week to a news program. Effective July 11, the company renewed its contract with the BLUE for 13 weeks, using the Monday through Sunday 8-8:15 a.m. time slot. Salaries of the offended lineup is increased from 130 to the BLUE nighttime hookup of 151 outlets, and Earl Godwin has been renewed.

Roy Porter, the BLUE news analyst who has been substituting for Godwin for a week or so, has been signed by Ford to handle the program from July 13 through Aug. 2, while Godwin is on vacation.

Chairman Davis called a halt to the morning session at 12:30 after A.M. Allied said that after Petrillo's testimony of the transcription firms, had spoken for less than a half-hour. More than three-fourths of the morning session was taken up by Mr. Padway and Mr. Petrillo.

Mr. Padway opened the hearing with a blunt declaration that there was no question at stake for the board to decide. "No employment relationship exists," Mr. Padway told the board, "and none is sought."

He said that for many years, musicians had made discs for home use. But after the invention of radio "enterprising businessmen" saw in the discs the opportunity for a profitable business.

"The members of the AFM found themselves confronted," Mr. Padway declared, "with the making of the instrument which destroyed their employment possibilities. Instead of increasing the number of musicians that were employed, they put them out of business."

Radio made the problem acute, Mr. Padway said. He claimed that in Chicago, the union paid $3,000,000 a year unemployment benefits, and a larger sum in New York. In 1937, he said, the industry agreed to contribute $3,000,000 toward unemployment, a sum he described as a "drop in the bucket" which "at least recognized their responsibility."

When Mr. Padway commented that even this arrangement had been upset by the Government's threat of an anti-trust suit, Chairman Davis interrupted to comment that such was exactly the right procedure. "I could have told you that arrangement was illegal," the WLB chairman commented.

Mr. Padway, describing the threat of an anti-trust suit, remarked that the transcription firms...
"were only too happy" at that, and that "while a few kept faith the majority didn't".

After waiting a year for a new offer from the industry, Mr. Padway said, the Dallas convention of 1942 at the insistence of locals throughout the country ordered the ban on disc making.

"This was no arbitrary action," Mr. Padway insisted. "It was the will of the convention. The companies had a year's notice, he said, "and in that year they had to think about the problem, they offered no solution."

Repeatedly Mr. Padway tried to convince the WLB that the recorders had shown no interest in settling the dispute. He said that after the Dallas convention, the firms still made no offer, although the problem was theirs as well as the union's.

The AFM counsel asserted that instead of meeting with the union, the firms embarked on a campaign to vilify Petrillo and paint him as a cary. For seven months, he said, they relied on propa-ganda, backed by NAB; they distributed thousands of pamphlets and cartoons, libeling the president of the AFM.

Senate Probe

After this build-up, the AFM representative told the board that Petrillo's letter refusing to renew the licenses terminated the employ-employer relationship. He insisted that the actions of the transcription firms confirmed this, for if these employers recognized us as continuing employment, why didn't they ask us to explain why our notice was sent?

"Was the seven-month propaganda campaign consistent with employer-employee relationships?" Mr. Padway asked.

Mr. Padway said that having failed in their propaganda campaign, the firms then arranged the

FTC Schedule

FEDERAL Trade Commission's Radio & Periodical Division has adopted a new schedule wherein copies of advertising script originating in the studio of a station as an individual broadcaster will be procured on an average of twice yearly. Calls for the commercial script will continue to be for 15-day broadcast periods on a staggered basis. Sampling of individual stations, the Commission statement explains, "should be considered as entirely separate from the weekly rendering by certain individual stations of commercial network announcements which may have originated in their respective studios."

Senate investigation under Sen. Clark (D-Idaho), although, he claimed there was still no word from the employers of "on what basis will you go back to work."

The Padway version of the hearings had the AFM agree, at the suggestion of Sen. Clark, to meet with the firms. "This was not evidence of continued employment, or a strike, or anything of that sort," he said. "Even then," he said, "the companies had no offer to make. We deemed to make an offer to them."

Of all these meetings, he said, nothing resulted. He said the union had made a simple statement for the Senate: "We cannot live any longer under conditions as they exist now."

The AFM counsel attempted to convince the board that the transactions involved were merely jingles, which could in no way affect the war effort. At one point he brought a resounding laugh by singiing several bars of a Pepsi-Cola jingle.

A Labor Dispute

In a memorandum submitted to the board on behalf of transcription companies, Mr. Socolow reviewed the history of the transcription negotiations. The present controversy by its very definition is a labor dispute, he argued. "It involves a concerted cessation of work at the instigation of a labor union for the purpose of accomplishing an ultimate objective," he said. "Indeed, the instant case has been held to be a labor dispute by the Supreme Court of the United States."

He reminded the board that the union argued in the Dept. of Justice litigation that "there is involved in this case a simple refusal to work on the part of the members of the AFM." The union further stated that its refusal to work was "for the purpose of protection, preserving and extending employment opportunities, and constituted a labor dispute." Mr. Socolow read excerpts from union briefs. He reminded that the Federal Court had upheld the contention of the union and that this court decision had been affirmed by the Supreme Court.

After reciting how the AFM labor dispute has actually resulted in an interruption of work for many months, Mr. Socolow quoted statements by Federal officials before the Senate investigation in which actual interference with the war effort was reviewed.

Pointing to the importance of transcripts to the broadcasting industry, Mr. Socolow said hundreds of stations are in locations far from the nearest supply of musicians. Almost 200 stations, he said, are located in communities where the union has never even troubled to establish local Small independent stations, especially those without network affiliations, depend on transcripts for a large proportion of their musical programs, he said.

Miller Steps Out

Following certification of the issue to the WLB by the Labor Dep't. last Monday, the matter promptly was considered by the New Cases Committee of the Board. Two of the five members of this committee—Joseph L. Miller, labor relations director of the National Association of Broadcasters, and Harry Roberts, of CIO—disqualified themselves. The other three members, by a 2-1 vote, recommended to WLB that it accept the certification and further recommended that the board order the AFM "stickers" back to work.

Members of the New Cases Committee, which recommended to WLB that it take forthwith action, were Frank Morley, representing the public; Walter White, executive secretary of the Business Advisory Council, Washington, an industry member; and John Brownlow, of Denver, representing AFL, who dissented.

Unprecedented Action

Action of WLB in calling the hearing on the question of jurisdiction was virtually unprecedented. Accompanying the certification of the AFM strike to WLB by Secretary of Labor Perkins was a memorandum reciting the facts in the case. Miss Perkins reported to the board that AFM had given notice that it was not interested in negotiating a settlement because it intended to stop permanently electrical transcriptions for broadcast purposes.

Secretary Perkins advised the board that "it is understood that the discontinuance of the electrical transcription manufacture has an indirect effect on the enlisted personnel of the armed forces." In reciting the facts in the case, Secretary Perkins said that a licensing agreement was in existence from 1937 until Aug. 1, 1942 regarding transcription manufacture. Representatives of the union refused to negotiate or continue the license in effect. The whole matter was referred to the Commission Service of the Department on June 9 by the transcription manufacturers.

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.

350 Madison Avenue, New York

Representatives

In BALTIMORE

and the Central Atlantic States

WBAL PRO PRETION

is building more

and more listeners

for your programs

Edward Petry & Co., National Representative

BROADCASTING • Broadcast Advertising

July 12, 1943 • Page 63
DECISIONS 

JULY 6

KMR, Los Angeles (continued hearing for July 7 to July 28, 1945, re application for license renewal. WVOU, Boston—Granted petition to grant without hearing license renewal.

985, Chico—Denied renewal, regular basis.

Stanley O. Boyden—Granted authority transmit religious programs to CKGO, Ont.

WEMP, Milwaukee—Granted license renewal, regular renewal.

WKV, Richmond, Ind.—Granted authority transmit religious programs to WYHE, IND.

TENTATIVE CALENDAR 

KSJB, Jamestown, N. D.—Mod. License for 600 kc., 250 w., unlimited (July 16).

ED WATKINS, studio engineer of WTM, Charleston, S. C., has joined WVOV, Valdosta, Ga., as chief engineer.

CHARLES E. SIEBECK, Signal Corps Reserve, has completed pre-draft study at State College, Raleigh, N. C., has been assigned to Philco Corp., Philadelphia, for further research. While at Raleigh, Mr. Siebeck was with WRAL and the Tobaccowire Network, and received his first civilian FCC operator's license.

HARRY FAULKNER and Noel Haucock were feted last week by the New York Post. Faulkner, who came to WRT from RCA Communist Party of the Navy's Radar Division, and Haucock, who was for the Radiation Lab. of MIT, Cambridge.

BERNARD F. GOODRICH, sales manager of WHCU, Ithaca, N. Y., is the father of a girl born June 27.

FCC Vacancy

(Continued from page 12)

machinery at the White House. But how that slip developed remains one of Washington's few untold stories.

FCC Chairman James Lawrence Fly denied on last Monday that he played any part in the Payne ouster. On the contrary, he rather strongly inferred that he had supported the Payne candidacy. At a press conference he revealed he had been at the White House July 1—the day the nomination was withdrawn—just long enough to explain the discussion of the Payne matter. The visit, he said, was off the record and was at the “invitation” of the White House. He did not say whether he talked with the President. That it had to do with the House investigation of the FCC was not denied, since Mr. Fly said it was a matter of “serious import.”

“I did not know that day why the nomination had been withdrawn,” said Mr. Fly in referring to the Payne matter. “I have since learned something about it. I do not want to comment on the facts for the withdrawal of the name. I know I do not know the reasons. I knew nothing about it until fairly late after the White House that morning and the action was dropped.”

As for a statement on Commissioner Payne's public record, the FCC chairman observed he had voted “with me and a majority here consecutively, and he had supported most of the policies I had supported.”

Another story was that both the Senate and House leadership indicated disapproval of the nomination, in the light of the Cox investigation, and inferred no confirmation would be forthcoming until after the inquest had been completed. Moreover, the view was expressed in some quarters that the Senate Interstate Commerce Committee, which must act on nomination of the FCC, was not likely to approve the Payne reappointment as a springboard for hearings to conduct its own investigation into the FCC.

Yet another report was that Attorney General Biddle had urged withdrawal of the nomination promptly after it was made. The fact that Frank R. McNinch, chairman of the FOC from 1927 until 1939, is a special assistant to the Attorney General dealing with communications matters, was cited to give credence to this report, particularly since he often had been at odds with Mr. Payne during his FCC tenure. Mr. McNinch, however, told BROADCASTING last week that, so far as he was aware, there was no foundation for this report.

That the White House has looked askance upon the Cox inquiry is a fairly well established fact now. It is also recognized that the investigation had some bearing on the decision not to have Mr. Payne serve another seven-year tenure on the Commission. He sided with the Fly majority most of the time.

BROADCASTING • Network Advertising • Speed-Up Effect of By News Services PA and UP Now Transmitting 60 Words Per Minute

IN ACCORDANCE with recent announcements by both Associated Press and United Press of plans to speed up their respective radio news wire services, both news-gathering associations last week received word that high-speed circuits have been effected and are now in operation.

All New York and New England Associated Press, radio subsidiary of AP, began, beginning the increased volume of AP radio news services, July 7, the conversion from 40 to 60 word-per-minute service on July 7.

The early in the morning hours to keep from impeding the service as little as possible.

Soon Nationwide

In commenting on the speed-up, Oliver Gramling, associate general manager of AP, stated: “It is our present intention to have the entire AP nationwide circuit be operating on the 60-word-per-minute basis before many days have passed. We would like to be first in extending this service to affiliated radio stations for their splendid cooperation during the trying switch over period.”

UP's changeover of transmission facilities to five words-per-minute was accomplished early last Sunday morning between midnight and 5 a.m. (July 11) on a complete line of service, according to the announcement by A. F. Harri- son, radio sales manager of UP.

“This is the greatest forward step we have made since the inauguration of our transcontinental radio wire,” he said. “It means we now are able to expand our feature service as well as our national and regional service to 60 words-per-minute service by July 11.

With speeding up the radio news wire, UP announced the addition of two features to its service. One is the bi-weekly presentation of a biographical sketch and biographical sketch of world leaders titled “Names in the News” and slated for presentation six days weekly, commencing July 12. The other is a Sunday-six-week feature on food preservation and cooking, titled “Canning For Victory”, the first script of which was carried July 11.

POOR RICHARD CLUB, Philadelphia, is conducting several advertising forums during the coming year, covering newspapers, magazines, radio and principal advertising groups.

EMERSON DRUG CO., Baltimore (Bromo Seltzer), is making a 500 stations, 1800 segments, one-time exposure, $500 program for 69 stations. Agency: Dreyfuss & Davis, New York.

BERNASCO, Cleveland (Photodisk), is making a 517 stations, 2200 segments, one-time exposure, $500 program for 220 stations. Agency: Dreyfuss & Davis, New York.

Page 64 • July 12, 1943
Help Wanted

First or Second Class Operator—With announcing experience—For nearby station. Box 808, BROADCASTING.

Wanted in Broadcast Station, Miami, Florida—First class engineer; must be capable of installing and maintaining 6 kw equipment; either Western Electric or RCA. Must have good references and be draft exempt. Give all details relative background, salary in first letter. Box 809, BROADCASTING.

Engineer—First class radio telephone license; draft deferred. In Southwest. Pay $800—Address Box 815, BROADCASTING.

Announcer—For important job in progressive station, one who can answer to outstanding personality. Man we want desires change to permanent job where good conditions and salary are possible. Outgoing urinal and gift of gab. Send transcript. Our letter. Give us your salary requirements first letter to save our time. Box 822, BROADCASTING.

Announcer—Permanent position with 6 kw regional network station for draft deferred, experienced man. Box 832, BROADCASTING.

Announcer—Good pay, good working conditions. Wire or write Jack Rathburn, WFLA, WJACK, WJHG, Jacksonville, Florida.

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

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permit will be issued with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 825, BROADCASTING.

Salesmen—Good station with growing business, good organization, good volume of established business. Contact J. B. Bondley, Commercial Manager, WCOM, Ashland, Kentucky.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 6 kw. network station. Box 833, BROADCASTING.

ANNOUNCER—Permanent staff position. $45.00 45-hour week. Want good commercial man. State draft status, experience, availability. Write W.J.-N-D, Gary, Indiana.

Situations Wanted

Announcer-Producer—S1. Theatrical background. Commercial, intelligent. Job can include presentation of own day-to-day serial. Sponsored by national advertisers, program is homey quixotic family story, acted by director and wife. $800, BROADCASTING.

Executive—Experienced all phases station operation. Programming, production, general management. $600. 50,000 watt station. Draft status 3A, father, East, South or Southeast preferred. Available April 15. Box 829, BROADCASTING.

Announcer-Producer—Network affiliate experience. Draft deferred. Available now. Wire Box 834, BROADCASTING.

Technical Supervisor—Now employed 10 kw midwest station. Desires permanent connection on West Coast. 30 years in radio including 10 kw. experience. Qualified chief engineer, audio supervisor or trans- mission-supervisor. Married, one child, home 9A. Box 835, BROADCASTING.

EXPERIENCED NEWSMAN—Program director desires permanent position in California. Box 817, BROADCASTING.

Situations Wanted (Cont'd)

Five Years' Experience—Married, two children. Am news editor for recognized daily paper. Good in play-by-play sports, staff announcing. Prefer special news or program director position. Prefer midwest. Will take change or west. Present salary sixty per week. Reason for leaving. Personal. Box 831, BROADCASTING.

SPORTSCASTER—Fully experienced. Major league baseball, football, basketball, etc. Now handling all sports at metropolitan net affiliate. 4F draft status. College graduate. Family. Nothing under $650 week considered. Box 821, BROADCASTING.

Ambitious,Alert Young Man—With radio and stage ability exciting to write and produce dramas. Has desire to place himself as a writer. Has previous experience with progressive radio stations. Needs opportunity. Self-sufficient and accept responsibility. Married, 4F. Box 837, BROADCASTING.

MIDWESTERN COLORED BOY—With excellent voice wants job either announcing or operating. Third license. Draft 4F. Available at once. Box 830, BROADCASTING.

Announcer—Ready August 1, Graduate, NBC - Northwestern University Summer Radio Institute. Rated in announcing, newscasting, control room technique. Preparation qualifies for small station. Draft exempt. Locate anywhere in USA. Education—Box 819, BROADCASTING.

Radio Reps—Attention—Sales executive seeking connection with live wire rep organization. 30, college graduate, excellent record. Box 838, BROADCASTING.

MANAGER—Especially interested in station operation problem. Experienced in building a five in theatre. Responsible family man. Thoroughly experienced any phases station operation and evidence to prove it. Box 826, BROADCASTING.


Available at Once—Top notch announcer with 15 years successful newscasting production. Available for general major station experience. Executive ability, 41 years of age. Wire Box 897, BROADCASTING.

Experienced Continuity Editor-Writer—Who can write copy that sells. Now available, 4F. Can also handle news, sports publicity. Box 835, BROADCASTING.


Engineer—With first class ticket, ability as chief, wants situation. Available April 30, 50,000 watt broadcast engineer. Call anytime. Box 828, BROADCASTING.

Wanted to Buy

Radio Station—Full or part ownership. Replies confidential. Send full particulars to Box 824, BROADCASTING.

55 kw or 11 kw Transmitting—We are also interested in balance equipment necessary for complete station. Apply Box 816, BROADCASTING.

25 watt Broadcast Transmitter—Any make, must be in good condition. Box 811, BROADCASTING.

Sales Promotion Manager
50,000 Watt NBC Affiliated Station in major market has opening for a high caliber man to take complete charge of sales promotion activities. Please furnish complete application stating your qualifications and experience and include a recent photograph. This is a job with a real future for the right man. Box 883, BROADCASTING.
New Solutions in the Works For OWI Program Clearance

Radio Bureau to Expand Station Relations Work; Broadcasters Resume Channeling

EXPANSION of station relations activities of the OWI Radio Bureau was under study in Washington last week as the solution to the problem of program clearance on the local level, major headache resulting from the shut-down of all OWI domestic field operations. In view of the extensive Congressional trimming of the domestic branch budget, however, authorities admitted that the expanded station relations staff would need outside help.

Granted only $2,750,000 to do the job it wanted $8,000,000 to handle, the domestic branch spent last week paring its payroll and curtailing non-critical functions. In addition to discontinuing the field service, OWI let out all but four writers in its publications section, all but abolished Lowell Mellett's motion picture bureau, and was reported to have released over half the staff of the domestic branch.

'Parade' Cancelled

On the radio front, Don Stauffer, chief of the Radio Bureau, announced Tuesday that the revamped Uncle Sam series, scheduled for release next month as the Victory Parade series on a sustaining basis, had been cancelled due to budget limitations. This series, which was to star top-notch talent and to follow the format of leading shows, had already been endorsed by agencies and sponsors concerned, Mr. Stauffer said.

In addition to cancellation of the Victory Parade series, Mr. Stauffer said the only program transcriptions that the bureau will handle in the future will be those covering particular regional problems. These will be sent to stations at the need arises.

Despite the keynote of curtailment, however, Mr. Stauffer said the Radio Bureau would continue to send the transcribed spot announcements covering war information needs to every local station from Washington.

The expanded station relations staff, for which plans will be completed within the next week, will function under John H. Hymes, Foote, Cone & Belding's Mohrman, now chief of station relations. The size of the new organization has not yet been determined, but it is expected that it will have sufficient personnel to handle the most pressing clearance problems. At best, however, Radio Bureau officials admit the new unit will be only a skeleton operation compared with the field offices that until now have been responsible for clearing programs on the local level. As a result, it is expected that the radio industry will be asked to supply volunteer support, and that regional consultants will take a more active part in operations.

Broadcasters had already begun to act last week to protect themselves against time demands from the 32-odd government agencies in the field. The Southern California Broadcasters Assn., Los Angeles, resumed channeling of all war messages in that area, a function that had been discontinued in February with the advent of the OWI regional domestic radio bureau.

Clearance Plan

According to the arrangement in Los Angeles, all requests for sustaining time on the 29 Southern California member stations must clear through Mrs. Ethel Bell, radio coordinator of SCBA. It is anticipated that this procedure will eliminate pressure upon station managers.

E. Palmer Hoyt, new director of the domestic branch, began his operations last week by announcing that OWI would call in a committee of newspaper publishers, radio station managers, and leaders of other media for advice from time to time. The newspaper committee, including several sharp critics of OWI, was named immediately, but the radio committee has not been selected. It is understood that Mr. Hoyt will discuss the Radio Committee with Mr. Stauffer this week. Mr. Hoyt, who is on leave as editor and publisher of the Portland Oregonian (KGW-W KEK), named the following to the newspaper committee: Roy Roberts, managing editor, Kansas City Star (WDAF); Laurence L. Winship, managing editor, the Boston Globe; George W. Healy Jr., managing editor, the New Orleans Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSO-KRTN, Des Moines; WMT Cedar Rapids; WXIX, Vankton); Fred Garstner Jr., managing editor, the Detroit News (WWJ); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refresher

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.

Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSO-KRTN, Des Moines; WMT Cedar Rapids; WXIX, Vankton); Fred Garstner Jr., managing editor, the Detroit News (WWJ); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refresher

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.

Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSO-KRTN, Des Moines; WMT Cedar Rapids; WXIX, Vankton); Fred Garstner Jr., managing editor, the Detroit News (WWJ); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refresher

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.

Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSO-KRTN, Des Moines; WMT Cedar Rapids; WXIX, Vankton); Fred Garstner Jr., managing editor, the Detroit News (WWJ); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refresher

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.

Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Cowles Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSO-KRTN, Des Moines; WMT Cedar Rapids; WXIX, Vankton); Fred Garstner Jr., managing editor, the Detroit News (WWJ); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI. It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

OCD Blackout Rules

THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Refresher

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.
Speaking of Pick-ups...

A pick-up in population, retail business or industrial activity has become hackneyed talk these days. While Kansas City is no exception, with pick-ups so great that definite figures are military secrets, the compelling trend from an advertising cost standpoint is the constantly decreasing per listener rate of KMBC. There are now many more potential listeners to pick-up KMBC programs and personalities—and it's such personalities as Walt Lochman, America's best known local sportscaster, who maintain KMBC's dominance in the "Heart of America."
“THE SALESMAN DIDN’T TELL ME THIS!”

How much will it shrink after you buy it? That’s the question to ask when buying radio station coverage.

What’s the size of the audience? How many people actually listen? That is the only basis on which to compare station coverage.

In square miles, WKY delivers more coverage in Oklahoma than any other Oklahoma City station. But differences in this kind of coverage are largely matters for academic debate.

The important point is that WKY also has MORE ACTUAL LISTENERS than any other Oklahoma City station. April-May Hooperatings for Oklahoma City show that WKY has just about half the morning listeners... 47.5% to be exact. The other three stations share the balance. During the afternoon and evening, WKY has considerably more than all three other stations put together... 55.2% in the afternoon, 57.9% in the evening.

Because it delivers this kind of coverage, WKY does an unexcelled job of selling merchandise, services, and ideas in Oklahoma, and on a scale that makes WKY the most desirable, most economical, most profitable Oklahoma City station for your radio advertising.

WKY
OKLAHOMA CITY

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