WOR FIGHTS THE WAR WITH TRUTH!

Here is one of a series of hard-hitting advertisements which WOR is running in the N. Y. Herald Tribune.

It tells how WOR is fighting America's own Quislings. It shows one way in which WOR—arm in arm with all broadcasters—is . . .

1. Doing its bit to bring closer the day of Allied victory.

2. Stamp deep in the minds of millions of listeners radio's dramatic uniqueness as a realistic, stirring reporter of fact.

3. Building greater, more enthusiastic, listening audiences for WOR's sponsors and their agencies at all times of the day.

WOR ... that power-full station at 1440 Broadway, in New York

TONIGHT AT 9:30 ON WOR, HEAR A DEALER ADMIT HIS MEAT MAY BE UNHEALTHY . . . AND SAY:
"LET THE CUSTOMER WORRY"

* * * *

If you are a Live, eating, paying, decent American—you will listen tonight to a shocking, frightening, corroding broadcast over WOR, printing a finger of guilt at actual Black Market saboteurs. You will hear real, living double-dealers admit their guilt; admit that they are sabotaging the War and playing viciously with your health.

YOU WILL HEAR:
- A man admit that his meat may be unhealthy
- A real bootlegger break down under OPA questioning
- A description of the filth in a slaughter house
- The actual questioning and sentencing of a bootlegger

THIS HISTORIC BROADCAST was made by the WOR War Services and News Division under the skilled direction of Dave Driscoll and John Whitmore. It is another of WOR's many public service broadcasts. Working with the Newark office of the Office of Price Administration of New Jersey, these men took their recording equipment into actual Black Markets in New York and New Jersey. They recorded what actually HAPPENED; they told what they actually SAW. This is not fiction. This is TRUTH.

AMERICANS . . . The OPA is uncovering and indicting Black Market racketeers day and night. They can't end this madness alone. They need your help.
LISTEN TONIGHT. If you catch your fumes with rage at what you hear, WOR and your Country will be grateful.

TONIGHT AT 9:30, HEAR WOR FIGHT THE WAR WITH TRUTH
"TURN IT UP A LITTLE MORE... WLS IS OUR FAVORITE STATION, TOO!"

In Midwest cities, in rural villages and farm homes, WLS is listened to regularly. As proof, consider this offer.

WLS offered a ration book holder for a three-cent stamp, using 27 one-minute announcements in two and one-half weeks. Response totaled 52,091, with 37.3% of the Major Coverage Area mail coming from Metropolitan Chicago!

These 52,091 orders for a WLS premium are only one bit of evidence that WLS Gets Results! We have more, lots more stories of results for advertisers. Just ask us... or any John Blair man.
A-one, a-two, a-three! Let's see why 950 is a favorite spot on the dial for Philadelphia area listeners. Why? That special afternoon arrangement of 3 hours of music, from 2 until 5, pleases the whole family. It's the music they like...sweet...hot...mellow old favorites...swing...memory tunes...all bundled up in a swell package by WPEN'S 950 CLUB.

A-two, a-three, a-four, a-five. Got it? Sure...it's the 950 Club's specially edited summaries of Headline News regularly scheduled at 2, 3, 4 and 5 P.M.

And the sponsors? Yes, they're happy about the whole thing. Their messages get across, effectively to relaxed, receptive listeners. Why don't YOU join WPEN'S 950 CLUB?

Make a Note of it
HUGH FELTIS ANNOUNCES NEW PERSONNEL AND DEPARTMENTS

IN SALES

Forrest Bliss, regional sales, KOIL, KFAB, KFOR

Harry Fitch, local sales

IN SALES PROMOTION

Hart Roll, director promotion, KOIL, KFAB, KFOR

Louise Harrington, assistant

Bruce Wallace, studio manager

Had huge, commercial program director

Ortie Penwitt, national sales secretary

Larry White, news writer

Eloise Windzach, continvlity

Richard Hill, engineer

Teresa Feller, music librarian

Kern Trimble, news and special events

Lois Johnson, evening hostess

Harry Perk, announcer

GOOD LUCK TO THE OLD TIMERS

Don Searle—to KGO, general manager, San Francisco.

Art Weave—to his own radio agency, Omaha.

Frank Samuels—to help Don at KGO.

Connie Joan Connor—to staff, Ariz., for Uncle Sam.

Harvey Twyman—to Coast Guard.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

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Broadcasting U. S. Bomber's Mission
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Hops Seen for Farm Batteries

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ONE ANNOUNCEMENT!

OF RATIONED SHOES SOLD!

One announcement

over 300 pairs

One announcement

of rationed shoes sold over 300 pairs of news broadcast sold for local sponsor . . . . . . . . .

and women's sport shoes for a local sponsor . . . No, it happens often on WOL.

A PRODUCT TO SELL? USE WOL

Washington, D. C., affiliated with MUTUAL BROADCASTING SYSTEM SPOT SALES, INC., New York,

Chicago, San Francisco.
Over 1/2 Million Letters Annually — And Increasing Rapidly!

Smart time buyers know WAAT consistently delivers mail at lowest cost per dollar in America's 4th Largest Market—frequently even outpulls 50,000 watters in total response! It will pay you to send for typical mail breakdowns. Write, wire, or phone WAAT, Hotel Douglas, Newark, N. J.

Continuous Listener Survey Shows Second Largest Audience Between 12 noon and 6 P.M. in America's 4th Largest Market!

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BUY BONDS WITH WHAT YOU SAVE!

National Representatives (Outside N. Y. Area) Spot Sales, Inc.

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

*Dollar for Dollar North Jersey's Best Radio Buy*
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

John Esau
Station Manager, KTUL, Tulsa

If you could sit down and talk with John Esau about advertising, you'd soon find that he's actually worked, at some time, on almost every kind of job in the industry—from painting window displays, on up! He's a versatile fellow, and "promotion happy," to quote his own words—which partially explains why his station has done such an outstanding promotion and merchandising job.

Sort of reminds us, in a way, of the combined experience of our own staff here at F&P. No matter what sort of advertising, promotion, merchandising or research job you'd name (providing it was legal, we hope!) we'd be almost sure we could point out somebody in our outfit who's had a lot of actual experience in that field. And successful experience, too!

The result is that, as a firm, we have a perspective and balance that's bound to make us more valuable to you. We're not muscle- or brain-bound about any one little restricted phase of your job. Give us a ring and see if that attitude isn't worth something to you, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 588 N. Michigan
Franklin 6371
NEW YORK: 227 Park Ave.
Plaza 5-131
SAN FRANCISCO: 111 Sutter
Sutter 4333
HOLLYWOOD: 1543 N. Gordon
Gladstone 2949
ATLANTA: 122 Palmer Bldg.
Main 3607

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BROADCASTING • Broadcast Advertising
Probe to Ask Transfer of FCC War Units

Bill to Accompany Interim Report To Congress
By SOL TAISHOFF

FIRST tangible result of the House select committee investigation into the FCC will be the introduction of a bill when Congress reconvenes in September, to transfer the “war activities” of the FCC to the military services or other Government agencies.

It was learned last week, following recess of the COX investigation until Aug. 9, that an interim report will be filed by the Committee with the House, along with a bill seeking to abolish the functions of Foreign Broadcast Intelligence Service and Radio Intelligence Division, as units of the FCC.

Bill Like Order

The measure will be in conformity with the recommendations of the Secretaries of War and Navy to President Roosevelt that such action be taken, based on findings of the Joint Chiefs of Staff [BROADCASTING, July 8]. The recommendation to the President that an executive order be issued, transferring RID to the Army and abolishing FBIS, dispatched last February, remains at the White House without action. Overhead of these two services represent two-thirds of the FCC’s $8,000,000 appropriation.

This outcome was regarded as evident after four hectic hearing days last week, devoted almost entirely to operations of the two services, which Committee General Counsel Eugene L. Garey characterized as “useless.” The charges, however, were vigorously disputed by an avalanche of press releases and statements issuing from the FCC branding the entire proceeding as unfair and “star chamber.”

The hearings were recessed last Thursday by Chairman E. E. Cox (D-Ga.), until Aug. 5, but with the likelihood that a subcommittee of the investigating group will carry on in New York beginning about Aug. 2. This committee, Mr. Carey, said, would center alleged “Gestapo” activities of the FCC in the foreign language station field, with some 100 witnesses to be called.

Many Washington observers regarded the investigation as hitting a new high for action on both sides. Chairman Cox said he had received communications from broadcasters “large and small” that they “live in fear” of the FCC. There will be an intensive investigation of charges that the licensing power of the FCC has been used to destroy free radio and free speech,” he said.

Chairman Cox said that thus far the group has only “scratched the surface” and that all phases of FCC activities will be covered. The interim report will be filed with the House when it convenes after Labor Day, presumably covering so-called “war activities” phase alone. President Roosevelt’s intervention, through stoppage of delivery of official documents to the Committee relating to war communications, and the silencing of Army and Navy officers in pursuance of the President’s action, are expected to figure prominently in the interim report.

Efforts to strip the FCC of the FBIS and RID functions, insofar as they affect military operations, were regarded as a foregone certainty in the light of the recommendations of the military heads. Rep. Miller (R-Mo.) told BROADCASTING he would advocate committee action along that line. The measure, however, might be offered by the Committee as a whole. If that is not done, the Missourian said he would offer such a bill himself.

New York Hearing

Testimony of T.A.M. Craven, a member of the FCC since 1937 and its chief engineer the preceding two years, highlighted last week’s hearing. A persistent opponent of the views of the Commission majority, Commissioner Craven expressed admiration for but disagreement with FCC Chairman James Lawrence Fly on virtually all policy considerations. He concluded, under brisk questioning of committee counsel, that the Chairman dominated the Commission but said it was because of the acquiescence of the balance of the Commission’s membership. He denied the FCC was a “one-man commission” but opposed assumption of broad authority by chairman, past and present.

The second phase of the inquiry, to get under way in New York, will be conducted by a subcommittee comprising Reps. Edward J. Hart (D-N.J.) and Richard B. Wigglesworth (R-Mass.). The time and place have not yet been set, but Chairman Cox thought it might commence by Aug. 2. Mr. Carey will handle the prosecution but if the hearings overlap the scheduled Aug. 9 proceedings in Washington, he will turn over the examination to Ambrose V. McCall, a member of his staff. Mr. McCall for 12 years was Deputy Attorney General of New York.

Many sensations were promised at the New York hearings. Mr. Carey said it would cover activities of the FCC, in collaboration with OWI Foreign Language Branch, dealing with purported Gestapo tactics in the foreign hiring and firing of foreign language commentators.

The committee staff has been preparing for this phase of the investigation “promised us a year ago” [BROADCASTING, Feb. 15]. Commissioner Davis informed the Committee at that time that “a very thorough investigation had been made of the whole industry”.

The case was in charge of Samuel Williams, FTC chief examiner, who is now in the Army. He is known to have completed his work in the case about the first of this year. Final disposition of the matter was delayed, it was learned at the FTC, because of the absence of Commissioner Ayers in California on Commission business.

FTC Net Probe Reveals No Violations

Rate, Discount Inquiry Conducted for More Than a Year
By F. M. BANNISTER

NO VIOLATION of law by any of the four major networks was discovered during a year-long National Broadcasting Trade Commission study of rate and discount practices, Commission sources revealed last week. Since no cause of action developed, the case was said to be closed.

Rep. Wigglesworth (R-Mass.), who is understood to have requested the investigation, had no comment to make on closing of the case. It was learned, however, that he has not received a formal report on the FTC findings and it is believed he plans to pursue the matter further.

FTC Commissioner Ewin L. Davis, in charge of the case, had pointed out from the start that an investigation of this type is routine procedure and does not necessarily mean that formal action of any kind will follow.

Begun Over Year Ago

BROADCASTING learned over a year ago [BROADCASTING, Dec. 7, 1942] that following a series of informal complaints against network practices, the FTC had received one concerning the rate and discount structure of one particular network and decided on a study of all four of the major networks.

Congressional interest in the case was revealed last Feb. 15 at Appropriation Committee hearings when Congressman Wigglesworth asked the status of the radio inquiry “promised us a year ago” [BROADCASTING, Feb. 15]. Commissioner Davis informed the Committee at that time that “a very thorough investigation had been made of the whole industry.”

The case was in charge of Samuel Williams, FTC chief examiner, who is now in the Army. He is known to have completed his work in the case about the first of this year. Final disposition of the matter was delayed, it was learned at the FTC, because of the absence of Commissioner Ayers in California on Commission business.

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Rumors About Sale of Blue Becoming Hotter Every Hour

No Contract Can Be Signed Until Sarnoff Gets Back to New York, Net Officials Declare

Indications that sale of the Blue network may be consummated in the near future, possibly this week, were given weak weight by frequent reports that the deal was already completed. Recurring on an almost hourly basis and originating in Washington, Hollywood and Wall Street rumor centers alike, these reports were unanimously vague concerning the identity of the purchaser of the network, although many of them were couched in language designed to indicate that “we could tell if we wanted to.”

Blue spokesmen consistently denied that any deal was being negotiated stating that no contract will be signed until the return to New York of David Sarnoff, RCA president, fixing an inspection trip of RCA’s midwestern manufacturing plants.

In Chicago Mr. Sarnoff said several offers had been made but none since he left New York. No challenges are expected among those bidding, he said.

Concededly Warmer

Admitting the situation “is warmer than it was,” executives of the network said it may still be some time before sale is complete.

Several of the more than 30 individuals and organizations that have expressed interest in acquiring ownership of the Blue network are still in the running, it was said. While Blue executives declined to disclose names, it is believed that the interested parties at the moment are a Wall Street syndicate represented by the brokerage firm of Dillon Read & Co. and television executive Jack H. McGraw Jr., president, McGraw-Hill Publishing Co., and Edward J. Noble, owner of WMCA, New York.

Blue attitude toward all reports of an imminent sale has been that the acquisition of a nationwide network is not a simple matter and that even an actively interested prospective purchaser will probably have to wait until the Blue’s past performance record and attempting to forecast the future. It was pointed out that broadcast plans are made out of the fact that FM, television and possibly other postwar developments may completely change the present system of network broadcasting and that in any event they will involve heavy expenditures by network operators; that as soon as the war is over and equipment available, the Blue will want to establish its own studios and facilities in New York, Chicago, Hollywood and San Francisco; that, in other words, any purchaser of the Blue must be ready to make further heavy capital expenditures in the next few years.

Vick’s Annual Plans

VICK CHEMICAL Co., New York, will start its annual radio campaign for Va-tra-nol and Vaporub Sept. 15, using an extensive list of stations at a considerable rate in even more markets than those selected last year. Company is listing with the Columbia Broadcasting System, NBC, Blue and Green networks, and Spartan and Blue networks.

‘Manipulation’ Charge

Beyond that, he charged that the Commission had “manipulated” appropriations given the FCC for specific purposes by using them in a manner not authorized by Congress.

The entire six-hour session last Monday—the first full day of hearings—was so-concerned with national defense activities of the FCC. Principal witness was Harry S. Barger, chief investigator of the Committee, who identified numerous events and R&D functions, and recounted interviews with officials of the FCC, Budget Bureau, Army, Navy, and other Government agencies dealing with their operations.

Mr. Garey sought to bring out that the FCC was not authorized either by executive order or enabling legislation to create either FBIS or RID, showing that the

(Continued on page 20)
WLJ Disc Rule Departs From Custom

Some Disappointment in Industry Circles
Is Expressed

DECISION of the National War Labor Board last week to accept jurisdiction in the Petrollo case was received by the broadcasting industry with mixed feelings because of the failure of the Board to order the AFM union to resume the making of transcriptions.

At Walter Slavick, attorney for the seven transcription companies involved in the dispute, expressed astonishment that the Board departed from its policy of suspending a strike pending decision of a case.

Chance of Relief

A number of broadcasters queried on the WLJ action expressed keen disappointment over the failure of the Board to order prompt resumption of recording, to bolster depleted inventories. They felt, however, that by taking jurisdiction, the Board, itself, and the fact, would conclude that AFM had in effect called a "strike".

Apprised of the Board's decision, Mr. Petrollo's only comment was that the Board had not granted the request of the transcribers to order the musicians back to work before hearings are started.

The Board's action in accepting jurisdiction in the Petrollo dispute was taken by unanimous vote. An order appointing a panel to examine the merits of the case and the opinion by which the Board decided to act were not yet issued as of July 8.

One of the principal issues in the dispute is whether a strike exists, an issue argued at a preliminary hearing in Washington, July 9 in which Joseph A. Padway, attorney for the AFM, questioned the power of the Board to act, contending the musicians simply "quit".

Dispute to Petrollo

JAMES C. PETERLLO, AFM president, has been requested by Local 77, Philadelphia musicians' union, to step in the breach between the union and the station on the signing of a new contract for the studio orchestra. Major point in dispute is the signing of a new contract for the studio orchestra. Under the old contract, which expired on Jan. 1, the studio orchestra took a compulsory vacation of five weeks and three days. Since the first of the year, the musicians have continued at the station on an extension of the old contract pending settlement.

National War Labor Board announced assumption of jurisdiction over the strike of the American Federation of Musicians against the electrical transcription manufacturers. I am astonished that in assuming jurisdiction it is reported that the Board for the first time has deviated from its sound policy of ordering a suspension of the strike pending a decision of the case on its merits. This is all the more extraordinary in the present case, since Mr. Petrollo announced in advance that he did not intend to comply with any ruling of the Board.

The electrical transcription companies are thus placed in a position of proceeding with what is in effect an arbitration when they have promised to abide by the decision, but the other party has announced in advance that he intends to disregard the result if he does not like it. Moreover, in permitting this strike to continue, the Board has disregarded the cautions of high governmental officials that the continuance of the strike acts as a drag upon the war effort by interfering with wartime communication and with national morale.

"The electrical transcription companies will appear before any panel appointed by the Board but will urge that the American Federation of Musicians should agree in advance to abide by the ultimate decision of the Board. No premium should be placed upon defiance and if Mr. Petrollo does not withdraw his threats of non-compliance, the employers will ask the Board to take further measures to protect the transcription industry against the union's announced plans to destroy it."

Special Meeting of NAB Board Called
To Hear Legislative Committee Report

Matters pertaining to organization of the NAB are slated for consideration at a special meeting of the association's board of directors called for next Friday in Chicago, according to President Neville Miller.

The meeting, requested by petition of a number of board members who are on the legislative committee, was decided upon following a session of the legislative committee in Washington last Wednesday.

Telegrams to the NAB seeking the meeting were received last Thursday.

The virtually identical telegrams stated that the petition for the meeting of the full board was "to receive and act upon a report and recommendations of the legislative committee." The legislative committee was formed last May, following the so-called Frankfurter opinion of the Supreme Court. Comprising 10 members, all members of the board, it was given virtually unlimited powers. At its organization meeting in May the committee stated that new legislation is "the only hope of free radio in America."

Plans for the board meeting were made following adjournment of the legislative committee session, of which Mr. Miller also is chairman. Mr. Miller stated, however, that at its three-hour session the committee discussed pending legislation, but did not reach any conclusion on a report and recommendation. It is presumed, therefore, that the report and recommendation made to the full board will be by several of the legislative committee, rather than as a matter of formal action of the full committee.

Members of the committee who met in Washington at the three-hour morning session, at the call of President Miller, last Wednesday were: Nathan Lord, WAVE, Louisville; G. Richard Shafio, WIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Ed Yocum, KGHL, Bakersfield, Calif.; Don S. Elias, WWAC, Asheville; Clair R. McGolough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, WABC, New York; and Harry K. Johnson, KSL, Salt Lake City; Joseph H. Ream, CBS vice-president and secretary.

A conference of the committee was held in the afternoon and was not attended by Mr. Miller. The telegram for the call for the special board meeting ensued.

AFM Local Calls Strike on Discs

Walkout at WMC, Memphis,
Is Blow at Bill-Billies

AFM LOCAL No. 71, Memphis, called a musicians' walkout at WMC effective July 20, after Henry W. Slavick, station manager, refused to discontinue the making of electrical transcriptions by non-union hill-billy players.

The transcriptions, for regional advertisers, have been scheduled on approximately 20 stations in the South for more than a half year without objections or complaints.

In the past and present, the local union does not have any objection to station employment of non-union hill-billy musicians, and according to Slavick local hill-billy musicians have not been welcomed or solicited for membership in the local union.

The station does not consider that the local or national union has jurisdiction over employment of non-union musicians. It is not decided whether for broadcasting or transcribing; the station has no contract with the local union effecting employment of non-union players. When the last contract with the local expired more than three years ago. Nevertheless the station has maintained its national quota of musicians for over two years.

Seven union staff musicians were called out with an additional five members being engaged for spot broadcasting. There was no controversy between the local and station over wages or hours of working. The Strike was called strictly because of the making of tailor-made electrical transcriptions by non-union hill-billy musicians. The proposed programs were designed exclusively for the promotion of the war effort by local advertisers, Mr. Slavick stated that station programs have not been materially affected.

were: Nathan Lord, WAVE, Louis-ville; G. Richard Shafio, WIS, Co- lumbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Ed Yocum, KGHL, Bakersfield, Calif.; Don S. Elias, WWAC, Asheville; Clair R. McGolough, WGAL, Lancaster; James D. Shouse, WLW, Cincinnati; Frank M. Russell, WABC, New York; and Harry K. Johnson, KSL, Salt Lake City; Joseph H. Ream, CBS vice-president and secretary.

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STATING HIS CONVICTION that department stores will depend more and more on radio as an advertising medium, Benjamin Sisholz, president of Francis Rogers & Sons, New York department store, signs a 32-week renewal for News Through A Woman's Eyes, conducted by Kathryn Cravens on WNEW, New York. Left to right are Alfred Rogers, treasurer of the store; Kermit Moss, WNEW account executive; Miss Cravens, Joseph F. Callo, president of Callo, McNamara, Shoenich, agency for Rogers Store, and Mr. Sisholz.

NBC Breaks Anti-Disc Ruling For Army Embarkation Pickup

EMBARKATION of the 45th Division from American shores direct into the Sicilian battle was portrayed by actual recordings during the July 26 Army Hour on WBB. It was one of the few times NBC has carried recordings on the network.

On three previous occasions NBC has departed from its anti-recording policy. The first occurred at the time of the Hindenburg dirigible crash, when a WLS crew was present with a portable recorder; the abdication speech of Edward VIII of England, and the broadcast in French by President Roosevelt at the time of the African invasion in November, 1942.

Novel Technique

Novel broadcast technique was devised to present the details of what soldiers feel and what they say as they sail into battle. Maj. Jack Harris, acting chief of the Radio Branch, War Dept. Bureau of Public Relations, and Capt. Ed Byron of Mr. District Attorney fame, recorded the troop movements with the aid of Signal Corps crews and equipment. Concealed microphones were placed in strategic places to catch actual reactions of troops during the combat-headed embarkation. The 45th Division, trained in this country, was commended last week for its achievements in Sicily.

Conversation of troops, entertainment, speeches of captains to their companies, message of the commanding general to the task force—all are recorded vividly in the 24-minute document prepared from the recorded material.

After embarkation, the sound films were locked in vaults. No civilians took part in any phase of the process. Films were edited by the Army and a 24-minute disc was prepared for the Army Hour. High War Dept. officials requested use of the recording on the Hour.

Daniel Gellerup Given Leave for War Activity

DANIEL W. GELLERUP, since 1926 technical supervisor of radio of the Milwaukee Journal stations, WTMJ and WSYM; last week was granted an indefinite leave to serve in the war effort. He will be associated with Columbia U. Division of War Research, engaged in specialized electronic development work for the armed forces. He will be assigned to the Navy as a civilian consulting engineer, operating under the National Defense Research Committee.

Mr. Gellerup's connection with broadcasting goes back to the beginning, when he was engineer for Milwaukee's first station, WAK, in 1921. He joined the Journal Co. in 1926 as chief engineer for WHAD, then operated jointly by the newspaper and Marquette University. In 1927 the Journal acquired WTMJ. One of the country's best-known radio engineers, Mr. Gellerup has engaged in television, experimental facsimile, ultra-high frequency broadcasting and FM, pursuits. He planned the technical as well as standard broadcasting setup of the Journal's Radio City Bldg. with all equipment installed under his supervision.

Patience Rewarded

DELIVERED seven years (to the day) after mailing, a letter addressed to KMOX, St. Louis, has at last been answered. The reply states that KMOX does not have a "saint bulletin and automobile driver's guide" requested but notes that since the writer had been so patient these past seven years KMOX would be very glad to make compensation in some way—perhaps by sending any of the offers now available at the station. The letter delayed longer had just recently been found in a box near Springfield, Ill.

KIRBY ABROAD ON RECORDER PLANS

COL. EDWARD M. KIRBY, chief of the Radio Branch, Bureau of Public Relations, War Dept., is now abroad in connection with plans for use of wire and wireless recorders and other radio matters. Maj. Jack Harris is acting chief of the branch in his absence.

John McVane, speaking last Wednesday from London on the NBC World Round-up, said that a demonstration of the wire recorder given for the benefit of network correspondents. The apparatus will be employed to record sounds of actual battle for use in action broadcasts of the fighting fronts, he said.

Col. Kirby took three recorder units with him for use in public relations offices in various theatres of operation. He will give instructions in the utilization of the devices in radio coverage of the war which has been projected for some months. [Broadcasting, June 28, April 26].

The War Dept. plans to use many more of the recorders when they can be obtained in quantity. The new installation is to be made but it is expected that volume production will start in the fall.

While abroad, Col. Kirby will confer with network representatives in connection with operations of WHAD and will visit various Allied public relations offices to coordinate the work of the home and fighting fronts.

WSAY Settlement Viewed As Likely

WLB Urges That Status Quo Be Maintained For Present

LIKELIHOOD of peaceful settlement of the dispute between WSB, Rochester, and James C. Petrillo, president of the American Federation of Musicians, was seen last week as the National Labor Board took steps to maintain the status quo pending investigation of the case.

Queried in New York about the musicians strike at WSB, Mr. Petrillo said he had met Wednesday with Gordon P. Brown, owner and general manager of the station and a further meeting was scheduled for today (July 26).

Action to effect settlement was begun July 17 when the Board telegraphed Mr. Brown, Leonard Campbell, president of the American Protective Assn., Local 66, and Mr. Petrillo as follows:

"The dispute involving radio broadcasting station WSB, Rochester, and the American Protective Association, 66, affiliated with the AFL, has been certified to the National Labor Board. The WLB urges the parties to this dispute to maintain the status quo until such time as the issue can be settled by peaceful and orderly procedures established by your Government for the settlement of labor disputes. Please reply."

Case in Abeyance

Formal acknowledgements of the telegram were received from the parties involved, WLB stated, adding that there were indications that the matter would be adjusted without much difficulty. The dispute is still before the new case committee which has not yet determined whether it shall go before the full board.

The dispute arose when the union's contract with WSB expired last January and the union demanded that the new contract provide five standing rooms. When the station refused to meet this demand the union decided to stop supplying the station with live musicians and asked the Mutual Broadcast& System not to supply WSB with live musical programs. The Board's telegram has the effect of holding the case in abeyance until the merits can be determined.

Ad Tax Agitated

AN EXCISE TAX on all advertising of consumer goods was advocated at the seventh annual meeting of Union of which group whose functions is to evaluate consumer products for members. Attacking the prevail- ing "advertising" attitude "in a period in which the need is to retard current consumption," rather than to stimulate sales, the Union purposes the tax as part of a five-point program for wartime advertising.

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Pictures below show newly added quarters from which this 50,000 watt CBS station serves the Great Dallas-Fort Worth market area and the Southwest.

Upper left, main reception room with double doors at back leading into executive offices. Lower left, interior of newest studio A, with staff orchestra.

Upper right. Managing Director Clyde Rembert. Lower right, close-up of secretarial staff. Insert, President John W. Runyon.

THE BRANHAM COMPANY
National Representatives
FIRST" full-hour program to make its debut this fall will be the new series title "What’s New," under which RCA will sponsor on 158 BLUE stations in the Saturday evening 7-8 period, starting Sept. 4. Series has been under consideration since last April when RCA asked some of its advertising agencies handling parts of its account to submit program ideas for an institutional program. J. Walter Thompson Co., New York, was the agency selected and the series was approved early in July by the RCA board of directors.

Theme of each week’s show will be a kaleidoscopic picture of "What’s New" in the world today — in such fields as news, science, sports, the arts, education, agriculture and the home. Most of the hour will originate in the Hollywood studios of the BLUE with occasional switches to New York, Washington, etc., and shortwave pickups from abroad.

Reaching All Ages

According to David Sarnoff, president of the firm, the show's management will be to present a timely performance of interest to listeners of all ages. We will draw upon the latest in radio and film technique and in science to make this program of high quality entertainment for Americans in all walks of life.”

Don Ameche, noted star of radio and film, was chosen as the RCA "host" who will appear with Hollywood stars in dramatic scenes from new plays, books or moving pictures. Comedians who have returned from entertaining troops overseas will tell of their experiences; commentators, research scientists, opera stars, sports heroes all will be featured along with the RCA-orchestra and chorus.

According to J. Walter Thompson, a working staff of 46 men and women will be required to produce the show in operation. They are already at work preparing pictures, reading scripts, and writing experimental spots for future presentation. Robert T. Colwell, vice-president in charge of writers at the agency, is leaving shortly for Hollywood to line up the show, and Tony Sanford has been tentatively set as director. Among the producers is Fritz Blocki, who recently joined J. Walter Thompson to work on the RCA account.

In addition to the hour show on the BLUE, RCA is lining up a campaign of one-minute spot announcements to start on an extensive list of stations from coast to coast the week of July 26. This campaign of transcribed announcements, placed on several stations in each market and expected in some cases to run on a 15-20 times-a-week basis, is being placed by Ruthrauff & Ryan, New York. No further details on the total number of stations or the nature of the spots was available as BROADCASTING went to press.

Two Kroger Serials

KROGER GROCERY & BAKING Co., Cincinnati, beginning Aug. 2, will sponsor two daytime transcribed serials on WMAQ, Chicago. The firm will advertise meats and bread. Both the dramas, Linda’s First Love and Editor’s Daughter, will be presented by WMAQ for one week on a sustaining basis beginning Aug. 2. The former show will be heard from 12:15 to 12:30 p.m. and the latter from 12:30 to 12:45 p.m. In addition, Kroger sponsorship of serials under Kroger sponsorship Aug. 2, Editor’s Daughter will be heard at 12:45 and Linda’s First Love at 12:15 p.m. Agency is Ralph H. Jones Co., Cincinnati.

WBBZ Transfer Approved

ADELAIDE LILLIAN CARRIEL, executive of the old WBBZ, Chicago, band, Charles Lewis Carrell, was last week granted consent by the FCC for assignment of the license of WBBZ, Pontiac, Ohio, to herself in her individual capacity. The license was also transferred for the same reason to the new owners. It will operate on 1280 kc with 250 watts.

Oil Field’s Plans

ASSOCIATED OIL CO., San Francisco, sponsors the "Southwestern Oil Field" broadcast exclusively on the Pacific Coast, plans to reinforce its fall schedule with a supplementary variety program. "Southwestern Oil Field" is now handling the account, is auditioning at NBC, BLUE, Don Lee, Mutual and CBS.

Texas A&M Full Daytime At 1150 kc

KTBC, Austin, Gets Fulltime; No Longer Shares 590 Wave

CLIMAXING a two-year effort to acquire better facilities, KTBC, non-commercial educational station of Texas A & M College, College Station, last week was granted full daytime operation on 1150 kc by the FCC. KTBC had previously shared time with KTBC Austin on this frequency.

Falknor Now a Major;
Tube Post to Beloungy

FRANK B. FALKNOR, chief engineer of the CBS Central Division since 1933, has been commissioned a major in the Army and is expected to leave the country shortly. James Beloungy, CBS engineering executive, who for the past year has been in charge of the vacuum tube rebuilding plant for Freeland & Olsenher, in New Orleans, has been named Maj. Falknor’s successor.

Maj. Falknor, prior to joining CBS, was partner in the firm of Doolittle & Falknor, broadcast equipment manufacturers. He has been responsible for the installation of a number of high-powered transmitters for CBS. Mr. Beloungy was chief engineer of WPTF, Charlotte, CBS-owned station, prior to assignment to the New Orleans tube project, and has been with the network for nearly a decade.

Corpor. Koops’ Ft. Wayne
Is Awarded Two Medals

CORP. EDWARD C. KOOPS, former production manager of WGCA, Fort Wayne, Indiana, has turned to Fort Wayne last week on a brief furlough. Recently lost in action for three days without food, during which time he was wounded in hand-to-hand fighting. Corpor. Koops has received the Order of the Purple Heart Medal and the Air Force Valor Award for bravery in action.

BTC Station Sessions

NILES TRAMMELL, NBC president, and William S. Hedges, vice-president in charge of the network’s stations department, will address a meeting of NBC affiliates in the Mountain and Pacific Coast areas, to be held in San Francisco on Aug. 2, for a general discussion of network-station problems. Mr. Trammell will visit NBC’s Hollywood headquarters before returning east, while Mr. Hedges will swing through the northwest to check over our offices in Seattle, Portland, Spokane and St. Paul-Minneapolis on his way back to New York.

EMPLOYEE GOODWILL

Now Boosted by N & W With

Radio Get-to-Gathers

NORFOLK & WESTERN Railway Co. uses radio to maintain contact with its employees.

Before Pearl Harbor 500 or more delegates representing the 23,000 N & W employees met each year to discuss items of mutual interest and then these delegates reeled the story of the convention at the regular meetings of the N & W local Better Service Clubs.

But now with war transportation has made conventions out of the question. N & W solves the problem with its periodic broadcasts begun last December.

The last program, featuring on-the-job interviews with N & W employees as well as fireside talks by employees and the public in Norfolk & Western territory over 19 stations in Virginia, West Virginia, North Carolina, Tennessee, Maryland and Ohio.

Scheduled for the evening hours, the self-introduction program was promoted by spots, newspaper advertisements, 8,000 posters, and letters to chairmen of the Better Service Clubs.
4.2

Achieving a new high in Hooper rating

17% of listeners

O'Neil Is Opening WJW on August 29

New Cleveland 'Blue' Unit
On 850 kc With 5,000 w

OPENING of a new radio station, an unusual event, since the break-out of war, is scheduled to take place in Cleveland this week with the installation of WJW, new BLUE outlet, will go on the air for the first time on its 850 kc. frequency, William M. O'Neil, owner of the 5,000 watt station, has announced special features for the first day's broadcast, including a special program in one of the large Cleveland auditoriums, Wendell L. Willkie and Governor John W. Bricker, leading Republican candidates for the 1944 nomination, have been asked to participate by giving the country their views on national issues, Mr. O'Neil announced.

It is of interest that the General Tire & Rubber Co., headed by William F. O'Neil, father of the WJW president, is the owner of the Yankee Network in New England. The younger O'Neil is transferring to WJW from Akron where he still owns Mutual Network facilities. The FCC has not yet ruled on his ownership of the Akron outlet.

No B-S-H Split

H. M. DANCER, president of Blackett-Sample-Hummert Inc., last week denied that the company, which is in the advertising business was about to undergo a major reorganization, involving the division up of the company's western and Chicago into organizations in separate companies. Stating that such rumors are annual occurrences, Mr. Dancer said that any crop of rumors is no truer than those in the past. He said that there are no plans for any general reorganization of the agency.

WOR Conductor Heads
Los Angeles Orchestra

ALFRED WALLENSTEIN, musical director of WOR, New York, and noted as a conductor and musician, has been appointed permanent conductor and musical director of the Los Angeles Philharmonic Orchestra, according to an announcement last Friday by Harvey S. White, president of the board of directors of the orchestra. Mr. Wallenstein is taking a leave of absence from the NBC radio network to resume his position as conductor of the Los Angeles Philharmonic Orchestra.

From Allen to Benny

FRED ALLEN is "lending" his two stooges "Mrs. Nussbaum," and "John Doe," to Jack Benny, who returns to his program on NBC Oct. 3 after a five-week stay in Great Britain. His broadcasts are heard on CBS Sunday, 10:30 p.m.

Swain Tobacco on Air

R. L. SWAIN TOBACCO Co., Danville, Va., is entering radio for the first time with the November 1 broadcast of WTOP, Washington, and may extend to other markets. Firm's product, Pinehurst cigarettes, has been on the market for about seven years. Agency is Gotham Adv., New York.

WIZ, New York outlet of the BLUE, on July 27 is giving a luncheon for the trade press at the Waldorf-Astoria, New York, to announce results of a survey conducted by Croseley Inc. for WIZ.

AFM Strike Halts British Disc Plan

WNEF Forced to Quit Use Of Records From Abroad

USE OF BRITISH-MADE records of popular American dance tunes on Martin Block's Make-Relax records, followed by recordings on WNEW, New York, resulted in a two-day strike of the station's house orchestra last week. Musicians at work at WNEW on Friday, following an agreement by the station management that no records made after Aug. 1, 1942 (date the AFM ban on the manufacture of recordings went into effect) would be broadcast by WNEW, regardless of the source of manufacture of the discs.

Performance of the new tunes on Mutual's Block program was described as another of his many "firsts" in the broadcasting business by WNEW, which explained, "The method was simple, being that Mr. Block had an experimental trans-Atlantic telephone call to his friends in London. The minute a new record is off the press, his nonchalantly walks into the first room in his house, dons his bathrobe, wraps the record up and mails it to Martin Block at WNEW.

AFM Objects

First realization that the American Federation of Musicians would object to the broadcast of records made in Britain after their recording ban came last Tuesday, when Bernie Judis, general manager of WNEF, and Merle Pitt, director of station staff orchestra, received telegrams from William Feinberg, secretary of AFM Local 802 in New York, to the effect that the band would not work for WNEF. Date of the band's refusal is the station's use of "non-union made records." AFM had made public last March a letter from the English musicians' union agreeing to suspend their position by refusing to make records for export to America [BROADCASTING, March 22], but it had been believed that this applied to master recordings only.

Immediately after the receipt of the wire from the union, WNEF withdrew the English records from use on the air, but the strike continued until Miss Judis and Milton Cramer of White & Case, WNEF counsel, met with James C. Pettrillo, AFM national president, in his office later the same week. Following that meeting Mr. Pettrillo said that the musicians would resume work at WNEW the following morning. The station, according to a statement, had agreed to pay the men for their two days of unemployment and had also agreed not to use any records, wherever made, that were recorded after Aug. 1 of last year.

MEETING of New York City station managers will be held July 30 at WOR to consider plans of promotion managers to promote the New York market by a cooperative trade paper campaign.

ASCAP Membership Extension to 1965 Would Forestall Result of BMI Suit

A RESOLUTION authorizing extension of current ASCAP membership agreements for an additional 15 years, or until Dec. 31, 1959, was adopted by the board of directors at a special meeting July 14, it was learned last week. The action is not binding on individual ASCAP members until and unless they individually sign agreements extending their contracts with ASCAP until the proposed expiration date, more than 22 years away.

Mr. Paine, general manager of ASCAP, said that one of the chief reasons for the change was to assure the broadcasters who have taken licenses for the performance of ASCAP music that the renewal clauses in these contracts mean something. These renewal clauses provide for an automatic extension of the present contracts for an additional 15 years beyond that of the original contracts, but not to exceed nine years, on the condition that ASCAP "has or obtains" a "sufficient number of all present or future members that will sign to contract" for the broadcasting of their music.

Explains Meaning

"For some reason," Mr. Paine said, "a feeling has arisen among broadcasters that the renewal provisions of the present contracts are without meaning as long as the ASCAP membership agreements run for only one year longer than the station contracts." Station and network ASCAP contracts expire Dec. 31, 1949. ASCAP's current membership agreements expire Dec. 31, 1950. A new contract signed by a broadcaster with ASCAP on the former date might, then, become much less valuable after the first year if the majority of the ASCAP members refuse to renew their contracts with ASCAP, but to license their music through BMI or some other licensing organization. "If this extension plan goes through, a nine-year period will be more than covered," Mr. Paine explained.

Effect on BMI

Major purpose of the proposal, however, is generally seen as forestalling the possible disruption effects on ASCAP of the suit of BMI and Edward B. Marks Music Corp., for breach of contract. As a condition of its obtaining and retaining ASCAP licenses, BMI had agreed to enter into a "contract" with ASCAP for the assignment of BMI's copyrights to the latter organization, or to the writer of the piece if BMI would not assign its rights to ASCAP until Dec. 31, 1965, the effects of the decision, whichever way it may go, will not be felt by either group for more than 22 years, and the continuation of ASCAP for that period would be assured.

Capt. Baldwin to WTOP

PHILIP BALDWIN, former chief engineer of WEEI, Boston, and WTOP, Washington, recently announced last week by Palmier Hoyt, Director of Domestic Operations, as deputy director of OWI since January, 1943. He was previously associated with Benton & Bowles, New York advertising agency, as vice-president and general manager. In his new post, he will coordinate the information activities of the agency.

Hoyt Names Rogers

APPOINTMENT of James G. Rogers Jr. as assistant director of the WTOP, 1080 kc., was announced last week by Palmer Hoyt, Director of Domestic Operations, as deputy director of OWI since January, 1943. He was previously associated with Benton & Bowles, New York advertising agency, as vice-president and general manager. In his new post, he will coordinate the information activities of the agency.

Mr. O'Neil
one-third of a postage stamp

All you need to demonstrate the economy of radio as an advertising medium is a three-cent postage stamp. Simply tear it in thirds and contemplate the piece that falls to your desk.

That scrap represents one penny. Do you realize how few pennies it takes to reach people through network radio?

For 25 pennies, your message could be heard in more than 1,000 homes during an evening half-hour on Mutual. The 209-station Mutual Network serves 83% of all U.S. radio families with regular, primary coverage—25,400,000 homes at a net cost of $6,284 per evening half-hour. There's the potential economy of Mutual in terms of your penny.

As for actual audiences delivered by Mutual, one client reports that he reaches listeners with a half-hour program one night a week at the rate of 195 pennies per 1,000 families. And another sponsor, with a quarter-hour three evenings a week, tells us his costs average only 112 pennies per 1,000 homes!

Now suppose you reassemble that postage stamp and write us a note. We'll be glad to tell you how much your pennies can produce on this network.

THE MUTUAL BROADCASTING SYSTEM
**Store Launches Big Radio Program**

**Plan Based on Hour of Music Nightly For a Year**

By BURTON C. GRANICHER

Account Executive

McCann-Erickson, San Francisco

**REAL INDUSTRY**

**PAPER INDUSTRY**

**IN DRIVE FOR PULP**

ORGANIZED to meet the pulp and paper crisis brought on by diminishing supplies of pulpwood, the War Activities Committee of the Pulpwood Consuming Industries, New York, is starting a nationwide paper-saving drive. Among its basic objectives: to increase labor for cutting pulpwood; and to persuade officials responsible for the allocation of materials that pulpwood is essential to the war effort and deserves an adequate share of available materials.

The new drive will be supported by advertising in newspapers, magazines and individual letters. Propaganda material will be underwritten by asking daily newspapers to contribute 8 cents per column inch to the drive. This money will be turned over to the publisher during the year 1942. A total of $50,000 has already been assured for this purpose.

No over-all sum has been set up for radio time purchases, but it is expected that individual Mills will be able to buy radio time locally. Specific objectives locally are to urge farmers to give three extra hours to the pulpwood, to lessen absenteeism from pulpwood cutting, and in the North, during winter months to encourage guaranteed pulpwood cutting operations. Pulpwood mills, of which there are some 250, representing 15,000 to 20,000 companies, are located, for the most part in small towns offering sales opportunities to the smaller stations.

**Serial Critic to Appeal Dismissal of Libel Suit**

ACTION of the Federal Court in New York in dismissing the suit brought by Dr. Louis Berg against Printers' Ink for libel per se in an article titled "Dusting Off Dr. Berg," is to be appealed to the Appellate Court by the plaintiff, who was learned last week. Case involving suit for $250,000 was dismissed July 14. A similar suit against the writer of the article, Max Wylie of the radio department of N. W. Ayer & Sons, New York, remains open.

Describing the article as being within the limits of fair criticism and comment, U. S. District Judge John Bright's opinion dismissing the complaint said the plaintiff could hardly expect a "gentle or meek reply" to his attack on serials, having dealt such "stout blows and criticism at an industry, which let and large, seems to be rendering a pretty fair service to a very large and increasing audience".

**Now Major Patrick**

TALBOT PATRICK, vice-president of the Eastern Carolina Broadcasting Co., operator of WGBB, Goldsboro, N. C., on leave as a special writer with the OWI, has just been commissioned a first lieutenant in the Army Military Government organization, and is awaiting orders. Mr. Patrick, publisher of Goldsboro (N. C.) News-Argus, helped organize the broadcasting company in 1938 and is currently assistant and director until he was asked to join the old Office of Facts and Figures more than a year ago. He continued with the OWI in various capacities when it succeeded the OFF.

**BROADCASTING • Broadcast Advertising**

**REAL PROMOTION**

has been put behind the Hour of Melody which Hale Bros., West Coast department store chain, is sponsoring on KSFQ, San Francisco. These enthusiastic gentlemen are previewing an outdoor poster announcing the program. (L to r) Marshall Hale Jr., president, and Junius C. Smith, general sales promotion manager, Hale Bros.; Richard Oddie and Burton C. Granicher, McCann-Erickson Inc.; Mort Sidney, sales manager, and Edward J. Jansen, manager, of KSFQ.

**GRANTING the mutual advantages, to radio and to retailing, of a greater use of the medium by the nation's department stores, it remains true that experience is lacking as to just what kinds of programs and promotions these important advertisers should use — when they use radio. Every department store radio program therefore becomes of interest as a precedent for future developments. And when a chain of important stores in a major market undertakes an extensive effort in this direction, station and store management are both interested. Here's the story, by Burton Granicher, who handled the account for McCann-Erickson and KSFQ.
There's no summer slump for Denver's dominant station ... nor for its advertisers.

KOA time sales are reaching higher levels, and sales for KOA advertisers are shooting for the moon.

KOA availabilities grow scarcer, but any time on KOA is as good or better than the best time which most other Denver stations can offer ... better for coverage, better for audience and better for results.

Because KOA availabilities grow scarcer—many advertisers, planning Fall campaigns, are taking time by the forelock, and are including KOA in their schedules now.

Fortnight ago, KOA was selected by a leading national advertiser, as one of the few stations in the nation, to continue five-a-week, daytime quarter-hour program throughout summer. This marks their sixth consecutive year of broadcasting via KOA. Reason why: listener-loyalty, dealer preference and sales results.
Clapper Witness To Rome Bombing

Attacked Got Usual Bulletin Coverage by Net Stations

FIRST RADIO reporter to relate an eye-witness account of the bombing of Rome was Raymond Clapper, Mutual’s columnist-commentator, who flew in the nose of a B-17 bomber beside the bomb crew in one of the lead squadrons. Clapper spoke on Mutual on his usual 10:10:15 p.m. program, sponsored by General Cigar Co., New York, describing the tremendous destruction itself as well as the pre-bombing pilots’ meeting which it attended.

The Rome raid, last week’s headline development in the Allied advance on Europe—received the usual bulletin coverage by the major networks’ New York outlets in the early morning hours of July 18 before network lines opened for the day.

That evening, CBS, NBC and Mutual each carried eyewitness reports. CBS, on its 6:45 p.m. World News Roundup program, sponsored by General Electric Co., Schenectady, carried a report by Farnsworth Fowlie, CBS correspondent in Algiers, who introduced Major Warren Whitmer of Toluca, Ill., one of the officers leading a formation of Flying Fortresses over Rome.

In a similar manner, NBC’s Ralph Howard, speaking from Algiers, on the 7:15 p.m. Alka-Seltzer News of the World July 19, introduced Tom Trenor of the Los Angeles Times, who gave a description of the raid as he saw it from a Mitchell medium bomber.

BLUE on Sicily at 12:06

News of the Allied invasion of Sicily in the early morning hours of July 10 was broadcast on the BLUE at 12:06 a.m. immediately after Allied Force Headquarters in Algiers announced the long-awaited move. Broadcasting from New York, Roy Porter, BLUE commentator, went on the air at 12:16 a.m. with a brief summary and again at 12:30 a.m. for a five-minute report.

This was followed at 12:45 a.m. by a commentary from Washington by William Hillman, and up until 1 a.m., when George Hayes read spot bulletins on the invasion, frequent flashes of the event were broadcast by the BLUE.

The other three major networks gave the news to American listeners between 12:05 and 12:15 as report in the July 19 issue of Broadcasting.

‘Lum & Abner’ Renewed

FOR THE THIRD consecutive year Miles Labs, Elkhart, Ind., has renewed the contract for the Kenstone Broadcasting System. Renewal went into effect July 1, on the KBS and WKIS stations newly covered by Miles’ distribution. Program is aired for Alka-Seltzer and Vitamins. Agency is Wade Adv., Chicago.

RECENTLY AWARDED a $25 prize for neat appearance in competition with other recreation centers at the Army Air Force’s Classification Center near Nashville, Tenn., is this day room furnished by WSM, Nashville. Cadets assigned to the room plan to use the prize money for magazine subscriptions. The award has presented the airmen with subscriptions to two Nashville dailies.

Funds Cut Off, AAA News to Farmers Must Be Initiated by Local Stations

PROHIBITED by Congress from using funds for radio and other informational activities in its state and county offices, the Agricultural Adjustment Agency will henceforth depend on stations to initiate programs to reach the farm audience with news and information on AAA and County War Board activities.

A provision in the AAA appropriations act for the fiscal year started July 1, 1949 specifies that "none of the funds... shall be used to pay the salaries and expenses of any regional information employees or any state or county information employees, but this shall not preclude the answering of inquiries or supplying of information to individual farmers."

200 Stations Affected

Affected by the Congressional limitation are more than 200 small stations which carried AAA programs arranged by local community committees. Most of these stations possess limited facilities and will probably be unable to arrange similar programs on their own. To some, this will mean a loss of revenue received from spot announcements immediately following AAA broadcasts.

In an effort to assist larger stations in carrying AAA news to farmers, the radio service of the Office of Information, Dept. of Agriculture, has sent a memorandum to about 65 stations having farm program directors which outlines informational assistance available for program development. According to this memorandum, farm program directors can:

1. Ask committeemen questions, and quote their replies.

2. Request from an AAA office the names of farmers whose operations would qualify them to broadcast on specific subjects.

3. Use AAA officials from Washington on their broadcasts, either transcribed or in person.

As a further aid in disseminating information to farmers and others directly concerned with the AAA programs, State Extension Directors are being asked to utilize their facilities for radio and other media. A suggested procedure and gunner in between the state AAA chairmen and Extension offices, issued from the offices of N. E. Dodd, Chief of AAA, and M. L. Wilson, Director of Extension Work, outlines informational activities with respect to radio as follows:

"Some script outlines designed for adaptation and completion in the States will be issued from the Washington offices of the AAA. Copies of these outlines will be sent by the Washington office of the Extension Service to the State Extension Directors, and by the Washington offices to the State AAA office. The scripts where suitable will be adapted and completed by the Extension Service, or by stations, to fit the local conditions. Requests for AAA office for approval. Upon approval they will be issued by the Extension Service."

"Other scripts will need to be originated, or programs produced in the States and counties. The scripts will be prepared by the Extension Service and submitted to the AAA office for approval. AAA cooperators not employed by the AAA may participate in such broadcasts provided no AAA funds are used to pay expenses in connection with such broadcasts."

Insurers on MBS Employers Group, Boston, comprised of three companies dealing in insurance, has purchased the Friday, 10:10:15 p.m. period on Mutual for a news broadcast by Cedric Foster, MBS commentator. Program is scheduled to start Aug. 6 on an undetermined number of stations. Agency is H. C. Humphries, Boston.

FTC Cites Velskin

VELSKIN, a cosmetic product of R. H. Tillson, trading as Isabelle Benedict Co. and R. H. Tillson Co., St. Louis, is cited in a Federal Trade Commission complaint which alleges that the preparation will not 'expose new and different skin, will not effect the functioning of the skin, will not penetrate clogged pores and remove dirt, and cannot be depended upon to remove all kinds of stains.' The complaint states that there is no scientific substantiation for the alleged claims made on the radio and in other media.

Cleaner Spots

CLUB ALUMINUM PRODUCTS Co., Chicago (Club Aluminum Cleaner), new to radio, on July 22 started a test campaign of 15 station-break announcements weekly on WCFL and WMAQ, both Chicago. Copy features low-cost sale, sure, casual-news-style approach, and will also mention four other products of the company, which formerly advertised aluminum ware: cream furniture polish, scratch-concealing polish, general cleaning agent, and brush. Co. test is due for a month’s run for 13 weeks was placed by Blackett-Sample-Hummel, Chicago. copy probably will be expanded later.

Italian Appeals

ITALIAN-AMERICANS gathered in the studios of WIN5, New York, recently to transcribe personal messages to their forbears in Italy urging them to lay down their arms and welcome the forces of liberation. Messages were to be short-wave'd to Italy by the OWI. Those who made the appeals identified themselves by name and by association with some Italian village of their forbears. Included in the group was the widow of the famous Italian singer, Enrico Caruso.

GABRIEL HEATTER, noted commentator, last week signed a five-year contract to continue broadcasting on WOR. In addition to his one-hour show, MBS in addition to over 100 other Mutual affiliates on a locally-scheduled basis. Contract may be extended to Dec. 31, 1949, with renewal options.

GIVES LAPEL PINS

KGIR Awards Tokens for Home Front Service

OUT in Butte, Mont., where citizens never see battleships, or tanks, or even men in uniform, KGIR is stimulating a patriotic interest in the home front war service by distributing the WJR-WJAR “In Service of Home and Country” pins to individuals of outstanding job for the war effort.

Station puts on a half hour show daily as a war news week, paying these for names and sketches of persons eligible for the pin. Typical winners are school teacher who has knitted over a hundred pairs of socks for the Red Cross and a farm woman who has made over a hundred prayer cards. The token costs 16 cents daily, and serves at the AVS canteen for servicemen at the Butte railroad station.
He got me
Jimmy Cagney, too

Barbara sold lots of War Bonds. She asked no glory or praise for it. All she wanted was Jimmy Cagney’s signature in her autograph book. And, she got it... because Sidney Andorn, 'round-the-town reporter of WGAR, goes out of his way to serve Cleveland in many different and unusual ways.

On the air every day for eight years, Sid has won a loyal following for his newsy air column. In addition, he probably has emceed more civic shows and broadcasts than any other individual in radio.

It was Sid who created our Annual Easter Egg Hunt in local parks, an affair which has been fun for thousands of Cleveland youngsters. Another popular feature is his yearly Fathers' Day broadcast which introduces Cleveland's newest pater minutes after the stork arrives. He originated the Cleveland At War program that, weekly, has documented this city’s part in the war effort... organized and programmed the Singing Airmen from near-by air force colleges... inaugurated singfests at local induction centers.

As director of special events for Cleveland’s Friendly Station, Sid has interviewed hundreds of celebrities, been responsible for many “firsts"... also serves on Mayor Lausche's public events committee.

Sid is another of the friendly, helpful people with ideas who work with you when you make use of the facilities of WGAR.
Craven Takes Stand as
Garey Asks About
Fly Control
(Continued from page 8)

initial funds came from the Presi- 
dent's war emergency budget, with 
 supplemental appropriations pro- 
cured from Congress on the strength of the President's action.

Mr. Garey also sought to prove that the FCC improperly had pro-
cured supplemental appropriations for specific FBIS activities, pur-
portedly demanded by war agencies of the Government, and then had 
disbursed the bulk of these funds for other purposes. In this con-
nection, he read testimony to the Hooper Appropriations Subcommit-
tee by Chairman Fly seeking some $254,000 for 148 new employes 
whereas, based on FCC minutes and other data, it developed only 31 
additional employes were added, with the balance of the funds used for 
"other purposes."

Overall, he said, FCC for the 
fiscal year 1943 procured $658,000 
in a supplemental appropriation 
feared $768,000 had been request-
ed), which funds, he declared, were 
used for a "Roman holiday" by the 
FCC through allocation to 
various agencies of the Commission 
other than the so-called war activi-
ties.

Adm. Hooper's Experience
Contrasted With Fly's

In opening the session, Mr. Garey 
placed in the record the "official 
record" of Admiral S. C. Hooper, 
retired, which included high com-
mandments from Secretaries of the 
Navy and other high-ranking 
officials of the department. These 
documents revealed that Admiral 
Hooper had been commended for 
his outstanding contributions to 
communications, both Naval and 
commercial, over the years, and has 
been credited with many pioneering 
developments in the art. He was 
credited with safeguarding alloca-
tions for this country at interna-
tional conferences. Upon Admiral 
Hooper's retirement from active 
service last March 15, he was the 
recipient of a number of congratu-
ulatory telegrams from high officials 
of the Navy, crediting him with 
outstanding accomplishments in the 
development of radio. Mr. Garey 
explained he introduced this data 
in the light of the testimony by 
Chairman Fly following introduc-
tion of the Hooper memorandum to 
the Secretary of the Navy re-
garding the undesirability of the 
chairmanship of the BWC reposing 
in the chairman of the FCC. Mr. 
Garey expressed the desire of 
call Admiral Hooper to testify on 
all the facts and circumstances in 
connection with his provocative 
memorandum, but that the instruc-
tions of the Secretary of the Navy 
precluded this appearance.

Mr. Garey, "in one of his numer-
ous press releases," said Mr. Garey, 
had characterized the Hooper views 
as "irresponsible charges." For 
that reason, he said he thought it 
was desirable to place in the record 
the outstanding accomplishments 
of Admiral Hooper.

Chairman Cox said he had heard 
it said many times that Admiral 
Hooper had contributed more to 
the Navy since the war than any 
other man since the War Rituals.

Mr. Garey then asked permission 
to supplement the biographical 
data placed in the record prepara-
tory to Mr. Fly's testimony of July 
9. He pointed out that there was no 
mention of Mr. Fly's communications 
background in the official 
biography. He had said he had since 
discovered that for a period of six 
months, as a boy, Mr. Fly "had 
worked as a telephone operator in 
Texas."

Declaring that was the extent of 
his communications experience, Mr. 
Garey asserted that Mr. Fly, upon 
being appointed chairman of the 
FCC, became an "expert ex-officio."

At great length, Mr. Garey 
placed in the record memoranda and 
communications dealing with the 
creation of the Defense Communica-
tions Board, predecessor of the 
Board of War Communications, in 
1941. These data purported that 
the original plan was to restrict its 
membership to the military. Afterward, Mr. Fly, as chairman of the 
FCC, reported that the Commission had 
directed that the chairman should act as 
the FCC member of the Committee 
which originally was contemplated, 
rather than the FCC chief 
engineer.

Mr. Garey charged that the in-
vestigation made by the Commit-
tee showed that this statement, at-
tributed to Chairman Fly, "is not 
true." He said testimony would be 
adduced to establish that point.

Funds Augmented 
By Other Agencies

Read into the record also were 
FCC appropriations from its crea-
tion to the present. These increased 
from $1,896,855 for the fiscal year 
1935 to $7,600,944 for 1944. Mr. 
Garey declared that the 
Committee, in its investigations, 
had been unable to justify the FCC 
appropriations for 1943. He men-
tioned an item of $300,000, trans-
ferred from the President's emer-
gency fund to the FCC with the 
understanding that it would be re-
turned, but that as of the present 
this money had not been reimbursed. 
There is a deficit of some $205,000 
in the figures given the Committee 
by the FCC and the budget figures, 
he declared.

Pointing out that FBIS is held 
to engage in intelligence work for 
other departments of the Govern-
ment, Mr. Garey said the inquiry 
indicated that while Congress ap-
propriated the money for that 
work, the FCC, whenever it can, 
goes to other agencies to collect for 
the service. He said he did not 
know whether this was a "skillful 
way of augmenting its appropria-
tions. His own view, he added, "is 
that it is a way of the FCC getting 
money that Congress never in-
tended it should get."

The mushrooming of RID and 
FBIS was outlined by Mr. Garey, 
based on data procured from the 
FCC. RID had 16 employes in 
1940, as against 850 in 1943. FBIS in 
1941 had 17 employes, as against 
498 last year. The two agencies 
together since 1940 have expended 
an approximately nine million dollars, he declared.

Mr. Barger, sworn in as a com-
mittee witness, testified he had 
been before the bar since 1914 and 
practiced law until 1934. Since 
that time he has been eng-
gaged in Governmental investiga-
tion work, having spent two years 
with the FCC, four years as a 
vesigator for the General Accounting 
Office. He has done work from 
time to time for committees of 
Congress in connection with investi-
gations of FBIS and other agencies.

Mr. Barger declared that the 
oath of allegiance and secrecy 
administered by BWC to staff mem-
bers and employes represented, in 
his judgment, a "great departure 
from the standard form of oath." He 
said he knew of no statute or law 
authorizing the imposition of such 
an oath. He expressed doubt as 
to its legality and whether it is 
bounding on employes.

No Authority Found
For Starting FBIS or RID

Under cross-examination by Mr. 
Garey, Mr. Barger said he had 
been unable to find any authority 
in the statutes or by executive order 
authorizing the creation of either 
RID or FBIS. RID, he said, was 
started in July, 1940, with a fund 
of $1,600,000 transferred from the 
President's emergency fund. It 
originally was referred to as the 
National Defense Operations Section 
of the Field Division of FCC, but 
subsequently was elevated to the 
status of a division. Mr. Barger 
said it had been unable to find any 
executive order or statute authorizing 
creation of RID, Mr. Barger said 
that the only legal authorization 
apparently was that the FCC 
Chairman had appropriated money for 
it.

Mr. Barger's testimony was 
interrupted to permit the appearance 
of Philip C. Garey, Jr., assistant 
attorney for the OWI Overseas Branch. Mr. 
Hamblett said he believed FBIS 
had some 31 or 32 people in North 
Africa. Under questioning, he said 
it was not a military secret that the 
Army wanted them "out of there." He declared he was not cer-
tain where he had procured that 
information but he believed he had 
heard it in War Department circles. 
The entire staff, he added, was 
transferred to the Psychological 
Warfare Branch out of OWI funds. 
Only one FBIS employe, Peter 
Rhodes, remained as news editor. 

Mr. Garey sought to ascertain 
the degree of duplication of OWI 
and FBIS monitoring functions. 
OWI and FCC, it was brought 
out, maintain separate staffs in London 
and in other places. Mr. Hamblett, 
however, claimed there was no 
duplication in material cabled to 
this country. Whereas FBIS inter-
mits and analyzes news, OWI 
deals in full texts, he said. Mr. 
Hamblett said he did not know of 

SIGNING CONTRACT FOR Coronet Little Show on Columbia network is Robert L. Schutter, president of Schutter Candy Co., Chicago. Watching are (l to r) : Paul R. Trent, vice president; Robert L. Schutter; R. J. Scott of Schwimmer & Scott Adv. Agency; George M. Schutter, sec'y and 
treas. Despite serious corn syrup shortages and restrictions on other 
materials, Schutter Candy (Bit-O-Honey and Old Nick) has an eye to 
post war markets in furthering its radio advertising. 

BROADCASTING • Broadcast Advertising
The capacity for leadership today is reflected in the combination of experience and youthful vitality. Such a combination is found in WDOD, the Columbia outlet of Chattanooga. WDOD is the oldest station in the Chattanooga area, now in its 19th year of service. It has the "know-how" of years devoted to radio broadcasting. It also has the dynamic punch of the new, the modern and up-to-the-minute features of present day broadcasting.

That's why, today, WDOD means real leadership in audience, in advertising volume, in power, and in public service.

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.
FCC Handout Claims Gen. Eisenhower Asked Commission Experts for Africa

TO COUNTERACT a contention of Eugene L. Garey, general counsel, House committee investigating the FCC, last Wednesday issued a press release stating that Gen. Eisenhower, members of his staff, and the OWI checked on the matter of transferring military personnel to North Africa. Mr. Garey earlier had cited letters and other documents purporting to show that the Army had requested the FCC to send personnel to the OWI. Mr. Leigh was asked to lend personnel to the military in an emergency because we had people who were skilled in the broadcast monitoring operation. They are still there doing that work. In the emergency we sent them without raising the immediate question of paying their salaries. When we raised the question the War Department decided that OWI should pay their salaries and the transfer was made.

Barger Found RID And FBIS Little Used

Returning to the stand, Mr. Barger brought out that approximately 41% of the FCC's appropriation of $260,000 for FY 1943 and FBIS combined absorb 2/3 of the total Commission fund. Reciting interviews with Army and Navy officials, Mr. Barger said it was difficult to say how much was made of these FCC services by the military. The Army did not supply any material data, he said, while the Navy officials staunchly commented, "It's a nice day outside." He said that these interviews indicated to him that very little use is made of these services by the military, particularly of the FBIS. The Navy. He declared these conversations appeared to confirm the views expressed by the Joint Chiefs of Staff in their letter recommending the elimination of the FBIS services and transfer of RID to the Army.

"The development of FBIS, Mr. Barger said their investigation showed that on Feb. 25, 1941, it received $150,000 from the President's emergency fund, of $500,000 requested. The Bureau of the Budget in its report requested $100,000. He said, held that this work might well be done by the State Department or by the CIA. He said that his investigations did not reveal that FBIS is active in any new service to "shape military policy," as had been held by Chairman Fly.

As in the RID case, he said, he could not find authority for the creation of the FBIS by a resolution adopted by the Board of War Communications. There was no executive order and no legislative authority, he said. He expressed the opinion that the creation of the FBIS and FBIS was "without legal authority." Alluding to the change in the name of "Foreign Broadcast Monitoring Service" to "Foreign Broadcast Intelligence Service," Mr. Barger testified that he had reached the conclusion the change was made only for the purpose of "dignifying the activity as a war function," whereas its main function is that of a "news service."

Rep. Hart opposed the introduction of testimony of "unknown authorities," asserting that it must be understood that these are not the conclusions of the Committee. After Mr. Garey observed he was taking this tack only because the House committee's report of March 26, as called, Chairman Cox said the testimony would be permitted to go into the record "for the consideration of the Committee."

Obtains Some Exhibits From DCB

Mr. Garey introduced a number of DCB exhibits produced by the FCC and commented that the Commission should know "where Mr. Fly is not involved we have no difficulty in getting the minutes of DCB."

He alluded to Mr. Fly's contention that DCB-BWC activities were confidential to the Commission.

Mr. Barger testified that there are 1,331 individuals in Government and private life who receive the analyses of FBIS and that some 280 "newswires" are sent out on an annual basis. His interviews of a number of recipients, he said, revealed that "very little use is made of the FBIS analyses." Army and Navy people, he said, in many instances throw them in "the wastebasket." He added that he understood that some military people had asked FBIS not to send them anymore because they "clutter up the offices."

Jett Said FCC Could Not Do Navy Job

Mr. Barger outlined to the Committee the testimony of R. E. K. Jett, FCC chief engineer and chairman of the BWC Coordinating Committee, regarding RID monitoring activities, added June 26 at the Committee offices. He reported that Rear Admiral Joseph R. Redman, director of Naval communications, had shown him a new monitoring service created by the Navy on enemy military activities. Mr. Jett "frankly admitted that the FCC was not equipped to do that job," Mr. Barger said. Mr. Jett testified by Gen. McClure, chief of "hit and miss monitoring of enemy transmissions." He pointed out that as a retired Naval officer himself, he understood that the Navy would have to "change the character of the agency to handle that type of intelligence work. Because there has been no official request from the Navy to cease RID operations, Mr. Jett said he felt there was any recommendation that the service be discontinued.

FCC General Counsel Charles R. Denny Jr. interrupted to advise the Committee that Lt. Jett is available to appear before the Committee. He pointed out that piecemeal testimony of this character might be misunderstood. Chairman Cox commented that the witnesses should "get to Mr. Jett in due course."

After Mr. Garey had read into the record testimony of Chairman Fly seeking the deficiency appropriation. Subsequently he said that the additional FBIS work was requested by various Governmental agencies, Mr. Garey cited FCC documents to show that funds appropriated by Congress for this purpose were allocated for other purposes. Mr. Fly, he said, had told Congress that "urgent requests from the war agencies" had been made for the additional FBIS actions in "shaping foreign and military policy" and for "countering enemy propaganda." Within a week of such appropriation, he said, Robert D. Lough, chief of FBIS, advised the FCC that the appropriation of this money provided funds for "personal reconstructions which has been long overdue."

Raises Allegedly Paid With War Funds

This, he called "in disregard of representations made to the Congressional committee." The committee approved the recommendations, he said, subject to "clearance of the Budget." Mr. Barger then reported on interviews with B. S. Beecher and J. L. Love, of the Bureau of the Budget. He declared that they disclaimed any understanding of the FCC's actions and had not been consulted regarding it. They claimed that reclassification of employees was not the function of the Budget Bureau but that if the new understanding were true, the Budget Bureau would have been "frowned upon."

In resuming the hearings Tuesday morning, Mr. Garey reiterated his allegations of "uselessness" of FBIS work, placed in the record additional data dealing with "deception" by the FCC in allocating funds procured for specific FBIS activities. He placed in the record a series of FBIS dealings with pay increases given to Commission employees in all departments with funds allegedly procured for that purpose, which were described as "war activities."

Among those who benefitted from reclassification he said, was William E. Dodd Jr., FEBS employee, who, along with Dr. Goodwin B. Watson, has been the target of Congressional committee attacks because of purported membership in Communist front organization.

Dr. Dodd, he declared, was increased in pay from $2,600 to $3,200 a year, the increase having been authorized because of a proposed assignment for FBIS in London. He said, the State Department refused to issue a passport to Mr. Dodd and he was
Mr. Hoge said TALK IS TWICE AS CHEAP...

Our “Showmanship department” said, “we could build a terrific show with him if... if you dared.”

We dared.

For an hour and a half every day, Paul Gibson went on WBBM — to talk. (It took foresight to venture 90 minutes of talk.) About anything interesting. Or stimulating. Or informative. Just good conversation!

The letters started pouring in. “My wife and I argued your fascinating views on teenage troubles”... “Your intriguing biography of Eisenhower”.... “I would like my class at Indiana State Teachers’ College to read your talks on getting along with people”... “Did Du Barry really?”... “A copy for our Rotary Club”... “You take the place of night school”...

Pretty nearly everybody writes him sooner or later. Company presidents, taxi-drivers, housewives. A Missionary-to-Moscow wrote, “your sparkling intelligence commands my admiration and respect.”

Advertisers write him, too. They write letters like this one from the Huber Hoge agency who sold books through Gibson’s show:

“Your Paul Gibson’s Housewives Protective League paid out at just twice as low as the nearest competing station. This despite the fact that we used nearly every station over 1000 watts in the country.”

Participating sponsorships on “Housewives’ Protective League” are now available. But aside from your selfish interest in the program, the story is one more example of why WBBM, Chicago’s Showmanship Station, has been the most bought-out radio station in Chicago for 18 straight years.
TAKING PART in the 911th consecutive broadcast and 19th Anniversary of Farm Question Box Program at KOA, Denver, and the Western Farm Life magazine are (1 to r): Mrs. Mina Burke, home department editor of Western Farm Life; James E. White, editor of Western Farm Life; Rex Brown, KOA newscaster; Rennie Miller, ass. editor of Western Farm Life; Glenn Killam, KOA announcer. Preceding by several years the National Farm and Home Hour, Farm Question Box is the second oldest program of its kind. First broadcast was July 9, 1924.

In pursuing the manner in which the FCC "passed around" the $558,000 supplementary appropriation, Mr. Garey drew from Chief Investigator Barger the statement that Bureau of the Budget officials interviewed by him had no knowledge of the FCC's action. Mr. Barger reported that a recent check with the FCC's budget officer, George L. Stillwagon, produced the information that it was the latter's understanding that the matter had been taken "orally" with the Budget Bureau.

H. J. Ehrsam, of the Civil Service Commission, Mr. Barger declared, stated that the action of the FCC on reclassification of employees had been requested by Dr. Leigh and approved. Mr. Barger declared that based on his inquiries, he did not believe that the reclassification was "in keeping with the intent of Congress." He said the Civil Service Commission did not know that the specific appropriation had been made for 145 additional employees of the FCC. Civil Service Commission officials also reported, Mr. Barger said, that other agencies "indulging in deficit spending and are exceeding their budgets."

Army Told FCC to 'Get Out of Africa'

When Chairman Cox asked whether it is permissible under the law to engage in deficit spending, Mr. Garey cited the United States Code provisions to show that such activity is prohibited. Any person responsible for it, he said, can be "removed summarily" from office and fined or imprisoned. Mr. Garey said the FCC is "guilty of it" and declared it closed its last fiscal year with a deficit of $235,000. He also cited an item of $40,000 which he alleged the FCC expended without authorization, for the CB1 listening post in San Francisco, taken over by FBI, asserting this violated the law on deficit spending.

Mr. Garey read into the record detailed correspondence, cables and other communications relating to the establishment by FBIS of activities in North Africa shortly after our landing there in November, 1942. The sum total of this evidence, he said, showed that the Army initially desired to have a single civilian technician, which it thought it could get from the FCC, in North Africa for monitoring purposes. The Commission, he held, "seized the opportunity to extend its jurisdiction and authority" and from a small beginning it sought to develop a "full-fledged FBIS unit in Africa."

The FCC, he charged, sought to get funds from the Army to compensate it for this unit and that the Army last year charged the FCC to "get out of there." The effort of the FCC, Mr. Garey contended, was to "fold itself in the flag as an essential war agency and extend its authority and prestige."

Secrecy of documents dealing with the war again came into focus when Mr. Garey identified an exchange of correspondence in March, April and June between Chairman Fly and the Secretary and Undersecretary of War. He pointed out that these documents were marked "confidential," along with the descriptive notice that unauthorized use of their contents would violate the Espionage Act. Mr. Garey said labeling these letters as confidential "is a pure matter of hooey." He held that the Genial of the practice of labeling documents confidential is found in regulations issued by the OWI.

"Is this a mutiny against the authority and power of Congress by which this committee operates?" asked Judge Cox. Mr. Garey said that other investigating committees of Congress are experiencing the same difficulties. The agreed with Chairman Cox that Congress will be denied such material by the heads of the various agencies if Congress "lets them get away with it and permits them to make committed requests."

After Mr. Garey had read into the record the OWI "definitions of what is confidential," he said they bore "all the earmarks of Harvard." When Rep. Miller inquired how Congress could legislate intelligently unless it had information of this character, which admittedly would not be "prejudicial to national interest," Mr. Garey said it could not unless Congress "wants to be a rubber stamp."

Aluding to the activities of the "bureaucrats," Chairman Cox said he felt Congress "must hold its authority" and that it might as well be now as later. He held the material sought could not be construed as confidential and could not be made public by any stretch be classified as secret.

Rep. Hart, who has taken up the cudgels in defense of the administration and the FCC position, inquired whether there had been any court interpretations of the OWI "confidential" definitions. Mr. Garey pointed out that the OWI was created by executive order and not by Congress. The regulations, therefore, he said, are issued for the guidance of the executive department and agencies and not the Congress. OWI, he contended, "can't tell Congress what to do."

Secrecy Rules Called Assault on Congress

Mr. Miller asked whether this "assault upon the sovereignty of Congress" is not one of the "legislative paralyses." Mr. Garey went further—he said it would mean that, plus "frustration and futility as well." He predicted that if nothing is done to prevent it, "it will practically abolish one of the three branches of Government.

The original question whether the exchange of letters between Mr. Fly and the Secretary and Undersecretary of War should be admitted in the record was placed aside by Chairman Cox, with ruling regarded.

Taking up another subject, Mr. Garey offered for the record a compilation of newspaper subscriptions of the FCC, showing that annual subscriptions for 95 newspapers, with extra copy purchases during a 23-day period to approximately 1,000. Scientific, technical and trade journals were not included in the listing as essential to the functioning of the agency.

In citing the list, Mr. Garey pointed out that Congress had limited to $50 the amount that may be spent by a Government agency for the purchase of newspapers. He did not elaborate on the point, however.

Cities Subscriptions To Home Papers

In citing individual subscriptions, Mr. Garey pointed out that the Atlanta Journal, for instance, twice in one year, went to the office of Commissioner Durr. Then he observed that "it's getting your home newspaper to public expense. In the "pre-warn" he brought out, the Fresno Bee went to Commissioner Wakefield (from Fresno); that the Greenville (S.C.) News was delivered to Nicholas Cure, another "chasing agent" of the Commission and who hails from South Carolina. The Houston Post, Mr. Garey brought out, was delivered to Commissioner Whitten (a native of Oklahoma); the New York Times went to Chairman Fly.

Among other subscriptions listed were the Daily Worker and PM, to which third annual subscriptions. Asked if they were earmarked to any individual, Mr. Garey said the records did not show how but he supposed a lot of them read them. The extra copy purchases, which totaled 947 for a 23-day period, FBIS purchased some 800 editions of the New York Times. The New York Herald Tribune, New York Post and Washington Times-Herald had extra purchases of about 40 each. Extra New York Times Sunday editions purchased totaled 27.

There was only one subscription to the Washington Post, which has supported the FCC and has opposed the Cox inquiry. Mr. Garey commented, Mr. Garey "can look for increased business in the future."

Mr. Garey read into the record an exchange of correspondence with Judge Hoover, FBI chief, regarding a use made by his organization of FBIS and RlD services. Only those replies relating to the phase of the inquiry under investigation were read by Mr. Garey.

Hoover Indicates FCC Service Little Used

The purport of the reply, Mr. Garey said, was that little or no use was made by FBI of these services. FBI from time to time had made specific requests for information, totaling approximately 35 for the fiscal year July, 1942 to June, 1943. FBI requested RlD to furnish intercepts on 4 instances, direction finding in 6 cases and monitoring in 2 cases. FBI said it did not receive the wire service of FBIS and that it did receive the daily reports which were considered to be 'occasionally of interest.' Mr. Garey interpreted this as a careful explanation of something that is useless to FBI.

Chairman Cox interposed that Congress had a very high regard for Mr. Hoover and wanted to confer the Congressional Medal of Honor upon him. When Rep. Hart inquired if the Mr. Fly had blocked that, Mr. Garey said he thought he "would like to."

Whereas the records disclosed that FBI had requested FCC service in 14 instances, Mr. Garey declared that FBI had furnished information to the FCC in some 250 instances. The report also showed that FCC submitted "no requests to FBI not requested by the latter."

Mr. Garey placed in the record additional excerpts of testimony.
There's something "SPECIAL" about WOV

IT ISN'T the "special" award WOV has just won in Billboard's 6th Annual Radio Publicity Survey for "creating new public acceptance" among its listeners and the radio industry.

Nor is it the "special" plaque which the publishers of Tune In Magazine awarded WOV last April "for meritorious and outstanding efforts" in bringing to its audience an appreciation and understanding of the war effort.

It isn't the "special" award WOV received at the 1942 NAB Convention either. Although WOV was the only New York City station to be cited for broadcasting activities at that time!

No . . . the something "special" is the fact that between the Hooper checking hours of 8:00 and 10:30 P.M., WOV reaches more people at lower cost than any New York independent station.

That's the "special" that makes WOV one of America's important radio stations!

WOV . . . FOR VICTORY

JOSEPH HERSHEY McGILLVRA, National Representative  •  RALPH N. WEIL, General Manager
given to Congressional committees by Mr. Fly, which he said he could characterize "most charitably as rash." These referred to claims made by Mr. Fly of work carried out at the request of war agencies dealing with location and presence of ships and with other military activities.

**Craven Comments on 'Confidential' Matter**

Commissioner Craven made his first formal appearance before the Committee in open session Tuesday, in reply to a subpoena. He was the second member of the Commission to testify under permission to read a prepared statement, Commissioner Craven said he had been "warned" about making disclosures to the Committee even after it was regarded as "confidential and secret." He explained he had received no directive from the President to withhold any information. Some of the documents cited by Mr. Fly, Craven said, had requested him to furnish, he said, were marked "confidential". Declaring it was his opinion that Congress is entitled to any information it may desire, he said there may be a question as to whether he should divulge at a public hearing information contained in documents marked "confidential".

"I recognize, of course, that I am subject to this Committee's direction because it has been empanelled by the Congress to investigate the agency of which I am a member and of my acts and doings as a commissioner," Craven continued. "Whether I shall disclose here information contained in documents which are marked 'confidential' must be the responsibility of this Committee. I don't feel that I am competent to pass on whether that is as it should be. I must, of course, be governed by the Committee's direction."

**Fly Said President Was 'Deeply Concerned'**

Expressing surprise over this statement, Mr. Garey asked Com. Craven "who warned you?" The witness explained that Chairman Fly had called to his attention certain matters in connection with the Cox investigation. His recollection was that on July 7, during the Whirlwind, Col. Patterson, a member of the hearings, Mr. Fly called him into an anteroom. The chairman said he had heard that he (Craven) was "cooperating with the Committee". Craven said he had advised the chairman and other members previously of his appearances before and after committee counsel in executive session at the request of the Committee.

Disclaiming any "coercion", Com. Craven then related that Mr. Fly said he did not want to tell him what he should or should not do, but only that he wanted him to know that he and the President were "deeply concerned" about the protection of the public welfare and the preservation of the security of confidential and secret material.

Com. Craven related further that he had told Mr. Fly he did not want to be cited "for contempt of Congress" but added that he had "nothing".

Asked by Mr. Garey whether he challenged the good faith of the Committee, Com. Craven said that he had "every confidence" in the integrity of the chairman and members of Congress. He disclaimed any intent of challenging the "dignity or authority" of the Committee, and said he was willing to testify freely and express his opinions within the prescribed limitations. He pointed out that he had differed with Chairman Fly on many policy matters, but that these differences were honest ones and he respected the "sincerity" of the FCC's majority.

When Mr. Garey asked whether he agreed with the majority effort to gain "more and more power", and mentioned specifically the letters of the Joint Chiefs of Staff on the FCC's so-called war activities, Craven said he did not agree with the Fly statement that the military services were seeking to destroy the Commission or to "control civil communications."

Explaning he did not "share the views expressed by Mr. Fly," Com. Craven said he felt the Commission should "stay out of the headlines". He declared civil control of military operations in war is just as dangerous as military control of civil operations in peace.

"In view of Com. Craven's statement, Counsel Garey asked the Committee to instruct the witness to answer questions propounded and to produce the subpoenaed documents. Chairman Cox told Com. Craven the Committee desired to be courteous. He pointed out that Mr. Fly, in his various press releases, had insisted that the Commission be given an opportunity to answer his charges and that he was "here ten days ago and refused to talk." He added that the Committee called Commissioner Craven to testify on matters pertaining to FCC operations and that he did not want to hide behind the phrase public interest."

Describing Com. Craven as "highly intelligent, intensely patriotic and one of the world's outstanding authorities," Chairman Cox said each Committee wanted him to testify without the slightest fear of punishment or hope of reward. He assured the witness that counsel would not raise any questions dealing with military secrecy.

**Craven's Record Thoroughly Examined**

Com. Craven was questioned extensively by Counsel Garey on his Naval radio background and Naval service. Nearly two hours were devoted to this type of examination, beginning with the Commissioner's appointment to the Naval Academy, the many radio assignments given him, his original service with the former Radio Commission in 1927, his appointment as chief engineer of the FCC in 1935, at the request of President Roosevelt, and his appointment to the FCC as a member.

Com. Craven said he considered Admiral Hooper "one of the most outstanding radio men of all time." He praised his integrity and ability "without limitation."

Asked whether the Navy was not largely responsible for the development of broadcasting, Com. Craven said that in wartime there is a stimulus to its development. That occurred during the last war and while the Navy does not claim any credit for radiotelephone development, he said it contributed in its own way and urged credit must be given to the enterprise and genius of private industry and manufacturers, he said. The Navy probably did not see those commercial aspects. Adm. Hooper did encourage electrical manufacturers to go into the radio and communications field, he said, relieving this country of its dependence upon foreign manufacturers.

In alluding to his private practice as a consulting engineer, from 1930, when he resigned from the Navy, until 1938, when he was drafted as FCC chief engineer, Commissioner Craven said the practice had been a lucrative one and the net return was "far less than chief engineer". He explained the circumstances which led to that appointment.

When Rep. Miller inquired whether he thought experience as a telephone operator (alluding to Chairman Fly's boyhood work) qualified one for service on the Commission, Com. Craven asked to be excused from answering the question. Chairman Cox granted the request.

Commissioner Craven explained that when he took the chief engineer's post he did so with the understanding that he would be permitted to reach his own individual judgments on technical matters. He said he "didn't mind being overridden" but desired to arrive at technical conclusions independently.

When Mr. Garey asked him whether he did not mean that he wanted no "outside pressure being exerted," Commissioner Craven said "I do not want to be 'influenced by other considerations.'"

Mr. Garey explained that he desired to have Commissioner Craven complete his testimony on certain phases of the inquiry, subject to call later. Chairman Cox said the Commissioner to return Wednesday morning prepared to answer questions propounded by committee counsel. He again assured the witness that there should be no questions "incompatible with the public interest."

**'Confidential' Letters Kept Out of Record**

At the outset of the third day's session, with Commissioner Craven on the stand, it was evident the Committee had decided not to place in the record the exchange of letters marked "confidential" by the FCC. After a hurried conference between Counsel Garey and the Committee, the attorney was authorized many civilians in Examination of Commissioner Craven.

Commissioner Craven read three letters given him and said that he had never seen them before and was not familiar with the matter except "in the remotest way."

Mr. Garey then revealed that the letters referred to monitoring operations in North Africa. The three letters, dated in March and June, included a letter from Chairman Fly to Secretary of War Stimson, a reply by Under-Secretary of War Patterson, and a second letter from Mr. Fly to Mr. Patterson. Commissioner Craven said the extent of his knowledge was that FBIS had four men in North Africa. There was there the request of the Army. He understood an agreement had been worked out because of the protest by the Army that there were "too many civilians in North Africa" and that something had to be done.
AN AWARD...

WCAU is honored by TUNE IN National Radio Magazine for "meritorious public service in the creation and development of The Children's Hour." This program, under the direction of Stan Lee Broza, has been a Philadelphia institution for 15 years.

WCAU

PHILADELPHIA'S PRE-EMINENT RADIO STATION
to reduce the number. The agreement was between OWI and the FCC, he said.

Commissioner Craven disclaimed any previous knowledge of the fact that the Army had requested only one FCC employe and that he did not know that FBIS had 31 men in North Africa (as Mr. Garey claimed). He did not recall any Commission vote on the opening of an office there and failed to recollect any Commission consideration of a staff larger than four.

Craven Declines To Criticise Fly

When Garey asked who authorized this, and the witness replied that he assumed Chairman Fly had handled the matter, Chairman Cox inquired whether the FCC “is a one-man Commission?”

Asserting he did not think so, Commissioner Craven said he knew that he maintained his independence, but he did not know about the other members. In a rather detailed discussion of the manner in which the FCC functions, Commissioner Craven admitted that the FCC had “granted the Chairman” broad responsibilities and that he did not agree with the Commission’s organization. He said the information regarding North Africa “took him by surprise” but he did not go along with the Committee Counsel that this was typical of “a great many similar instances” of alleged one-man control of the FCC.

Declining to be placed in the position of criticizing Chairman Fly, Mr. Craven insisted that matters pertaining to delegations of authority in the Commission went back to previous regimes. He said that sometimes members of the Commission were placed in a position of dealing with “fait accompli.” He said he did not think that the Chairman should be criticized for current methods because the Commissioners themselves “permit him to do these things.”

“I think the situation could be improved,” said the Commissioner. “It goes back to the previous Commissioners.”

Reiterating that he did not want to be placed in the position of criticizing the Chairman personally, Mr. Craven said he did have his “faults” but he also has his “virtues.”

Commissioner Urges New Legislation

Under brisk questioning by Mr. Garey, the witness agreed that there is no provision in the Communications Act giving the Chairman powers beyond those held by other Commissioners. As a practical fact, he agreed, the Chairman does dominate the Commission. He pointed out that the vote on important matters usually was split 5-2 or 4-3. Describing Mr. Fly as a “strong-willed personality” Mr. Craven said he could not be criticized for that. He agreed with Committee Counsel that the Chairman was stronger than the fellow Commissioners and that the majority usually went along with Mr. Fly.

Going from the North African theater to the London office of FBIS, Mr. Garey asked Commissioner Craven how many employes FBIS had there. The witness recollection was eight. Mr. Garey informed him there were 40. The witness said this surprised him because he understood the office was to be decreased rather than increased.

Commissioner Craven said the questions were being asked “the wrong man.” He declared he had not informed himself on FBIS operations beyond the original formation of the organization.

Asked pointedly whether the Commission had power to engage in FBIS operations, Commissioner Craven said he was not a lawyer but he felt there was no authority in the Communications Act or by executive order. He assumed, however, that the President and the State Department wanted the service and that since Congress had appropriated for it, it had legal authority. In wartime, he said, “I subordinated my views and didn’t question” creation of FBIS. He said he had always advocated Congressional authorization before engaging in any functions not clearly prescribed by law.

Concurring with Mr. Garey in his observation that the FCC assumed unauthorized powers in many instances, Commissioner Craven pointed out, however, that the Supreme Court “didn’t see it that way.” Later he alluded to the Frankfurter opinion as practically eliminating all of his views of regulation and urged the Committee to put new legislation clearly defining the scope of the FCC’s authority.

Without indicating whether the

The Stuff that Sales Are Made Of

“JUDY CANOVA”

C.B.S. 120 Stations. 8:30 P.M. Tues. E.W.T.
for Colgate Tooth Powder

“BILL STERN”

N.B.C. 66 Stations. 10:30 P.M. Fri. E.W.T.
for Colgate Shave Creams

“TERRY & THE PIRATES”

BLUE. 155 Stations. 6:00 P.M. Daily. E.W.T.
for Quaker Puffed Grains

“THE MAN ON THE FARM”

Spot. 46 Stations. 12:00 Noon Sat.
for Quaker Oats Poultry & Stock Feeds

“The Family Friend”

One Minute Spots. 258 Stations
for the Dr. W. B. Caldwell Division
STERLING DRUG, INC.

Sherman & Marquette, Inc., Chicago, New York
In Peoria, an energetic canvas of present employment got the facts about the city's 56 factories employing 32,423 workers.

This study uncovered possibilities which have wide interest. Peoria employment in 1940 was 24,721; last year it was 32,423; after the war, the committee calculates carefully, it can be held at 31,830. That is 29 percent more than the "normal" of 1940; and it is less than two percent below the high wartime figure.

On the drawing boards and blueprints of Peoria factories are ideas for new production, in clear, sharp form.
“second only to FIBBER McGEE and MOLLY”

“Bill” Barret
CHNS • HALIFAX

"Some time ago we inaugurated a prestige programme for one of our important local sponsors. This programme, featuring THE COTE GLEE CLUB, was an instant success. We were not greatly surprised, therefore, when the Elliott-Haynes survey gave it a rating of 30.6 — second only to 'Fiber McGee and Molly.'

As you know, Halifax, Nova Scotia, since the war, has expanded into one of the great Allied ports, a population cross-section of vast numbers combining people from every part of Canada, the United States, and other Allied Nations. I feel, therefore, that this 30.6 rating is a true barometer of THE COTE GLEE CLUB's popularity throughout North America."

THE COTE GLEE CLUB is a modern male choir, trained and directed by the eminent arranger and conductor, Emile Cote. Over 100 recorded selections are now available. They feature today's "hit tunes," yesterday's favorites and the best known "memory" songs. It is an integral part of Lang-Worth Planned Program Service.
★ TEN THOUSAND WATTS ON 1010 KC.* ★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ★ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

LITTLE ROCK, ARKANSAS

KLRA

Affiliated with the ARKANSAS GAZETTE

Represented Nationally by the Katz Agency, Inc.
NEW YORK • CHICAGO • DETROIT
ATLANTA • DALLAS • KANSAS CITY • SAN FRANCISCO

★ 5000 WATTS AT NIGHT
his sworn oath and vote his conscience.

The purport of the memo was that the Chairman should not have a "preponderant voice" in Commission actions, particularly since the law did not delegate special or superior duties to the chairman. Because Congress placed the entire responsibility on the Commission as a whole, Mr. Craven said, he felt the Commission should follow a definitely prescribed course. When Chairman Fly was appointed, Commissioner Craven said he offered to "cooperate with him" but told him he would vote his own dictates. "Mr. Fly has never deviated from that," said Commissioner Craven, despite his many agreements of policy with the FCC's chairman. He added he felt there should be some changes in the law so as to make clear the duties of the Commission and that we will "never have a repetition of what exists today."

Agreed With High Court's Minority

Asserting that the Frankfurter opinion had upset everything for which he stood, Commissioner Craven declared he agreed heartily with the minority of the Supreme Court. He added that he felt the Communications Act is not clear and should be clarified, and that he now felt more strongly than ever that Congress should reconsider the Act. He pointed out that he testified before the House Interstate & Foreign Commerce Committee on the Sanders bill a year ago in the same vein, and that was before the Supreme Court opinion.

Commissioner Craven said he had heard charges that the Commission is made up of "experts ex-officio" rather than experts "in fact," but that he did not commit himself. Asked by Mr. Garey whether he believed the Commission should engage in such operations as FBIS and RID, Mr. Craven sought to qualify his answer but was asked for a "yes or no answer." Answering negatively, he said he wanted to justify that answer. Pointing out that at the outbreak of war the FCC had certain facilities in direction finding and monitoring that might be useful, he said he agreed that the Commission should assume some of that work, particularly since no one else appeared to be doing it.

As time went on, he said, the military services became more proficient in these fields and OWI was no longer interested in them.

Then, Acting Commissioner Craven said he was surprised about the attitude of the Joint Chiefs of Staff as indicated in the letters placed in the record regarding transfer of RID to the Army and abolition of FBIS. He said he had heard some rumors of the military view and had taken it up in Commission meeting, asserting he had been told that the matter was being considered by the Bureau of the Budget.

"I was assured there was nothing to it," said Commissioner Craven. When asked by Mr. Garey who told him that, he replied "the chairman."

Favors Constructive Action by Confering

Commissioner Craven said he thought something constructive could be done. He paid tribute to the men in the FCC monitoring service, declaring they do the "best job in the world as other policemen," said he this was not "intelligence" in the "military sense of the word."

Asked whether one way of improving service was to transfer it to the military, Mr. Craven agreed, but said that if there were some way the Commission could do a better job for the military, he would be for it.

There are two distinct divisions of monitoring service—one military and the other civilian. The primary function of the military is to see that there be no illicit or illicit stations on the air, whether in peace or war. He declared he thought the situation could be solved "without all the fuss and furore."

Suggests FCC Should Stay at Home

Everybody wants to win the war, he added. Asked by Chairman Cox whether he agreed with the Joint Chiefs of Staff on the recommendations, Commissioner Craven said they were right in large part but not 100%, in his judgment. The Commission should recognize the jurisdiction of the armed forces, he said, but added that on the other hand the military should recognize the Commission's field. He declared it was not his view that the Commission intended to usurp the Army and Navy functions.

"I would recommend to the Commission and to the President of the United States," he said, "that we stop throwing brickbats and sit around the table and work it out, by transferring some of our men and equipment to the Army. I would

(Continued on page 50)
You would never guess by looking at the volume of spot business in Chicago. Summer slump? Why, business has never been better!

And thru this terrific upsurge of spot business, WGN clearly remains the leader with twice as much spot advertising as the next 50,000 watt Chicago station and as much retail business as all of them combined.

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

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 KILOCYCLES

MUTUAL
BROADCASTING SYSTEM

Eastern Sales Office:
220 E. 42nd Street, New York 17, N. Y.

Paul H. Raymer Co.
Los Angeles 14, Cal.; San Francisco, Cal.
TWO OF CINCINNATI'S LARGEST
BOUGHT WCKY TO
OF WOMEN IN T

Jane Alden, featured daily as the H. & S. Pogue Beauty Consultant.

Nancy Prentice, child proponent "Our Children" prog
GEST DEPARTMENT STORES REACH THOUSANDS THE OHIO VALLEY

psychologist, Direc-sam for Rollman's.
FCC's Blank Check

THE BROADCASTING industry, it is evident, is in one of those "let well enough alone" moods. Last May, after the Supreme Court decision which handed the FCC a blank check, there was great tumult. A new legislative committee was formed and given plenary powers to retain personnel and get things moving toward new legislation. The House Committee to investigate the FCC is holding hearings. It is gearing its record toward new legislation, despite contentions to the contrary. Last week Commissioner T. A. M. Craven, who thinks and votes independent-ly and who favors a minimum of regulation, gave the Committee his views. He advocated new legislation clearly defining the Congressional intent. He has opposed arrogation of authorized powers. He, along with Commissioner Norman B. Case, has bucked the FCC majority on all grabs for power. The Committee was authorized by almost unanimous vote of the House to conduct this inquiry. It is the same House to which the industry plans to go in the fall in the quest for new legislation, to break the shackles of the Frankfurter opinion. The FCC majority has resorted to little short of mayhem in attempting to smear and discredit the Commit-tee.

It should be clear that the FCC majority will oppose any industry effort for legislation limiting its powers. It has done everything possible to frustrate them. However, the NAB is for new legislation, so the FCC majority is against the NAB. Irrespective of personalities, it will always be thus.

Because the industry is silent, and on the sidelines, its position is being misunderstood. Such a passive attitude is being construed as indicating industry satisfaction with the type of regulation it is getting, and the kind it will get under the Frankfurter opinion.

War Suspensions

PRESIDENT ROOSEVELT on July 9 signed an innocuous one-paragraph bill passed by Congress, now known as Public Law 124—78th Congress. It is titled "to relieve newspapers and periodical publications which have voluntarily suspended publication for the duration of the war from the payment of second-class application fees upon resumption of publica tion".

The measure means more than that, how-ever. It retains for publications that have suspended their privileged status with regard to legal notice advertising. They will not be required to start from scratch six months after the war.

There has been much talk about the plight of small broadcasting stations. Few, however, have given up the ghost—only about a half-dozen since the war began. Those that wanted to suspend for the duration because of economics and manpower shortages were denied that right by the FCC because there is no provision of law for it.

That, it seems to us, is discrimination. Radio stations are licensed. Newspapers nomi-nally are not. Yet the second-class privilege is to the small newspaper what the license is to the small station. It seems unjust to require a station in a poor market to continue unprofitable or inefficient operation because of war-born reverses, or else turn in his license and prejudice his return to the air in normal times.

There isn't much public discussion of the small station problem these days. The problem probably never was as serious as some people believed, but it's still life-and-death for many small broadcasters. Happily the idea of subsidy has been brushed aside—for the present anyway. There's some clear-thinking in industry circles on sale of these stations to national advertisers on a small market package basis—just as small newspapers are sold normally.

We think the problem will be met by the industry, without Government subsidy. Resourceful planning and selling will do it.

Meanwhile, however, provision should be made to authorize the suspension of opera-tion of those stations which cannot maintain satisfactory service during wartime, so long as particular areas involved will not be deprived of all acceptable station signal. When Congress reconvenes in September, a simple bill should be introduced according to radio the same, or comparable, privileges given newspapers.

"No" Is a Good Word

WHATEVER new arrangement OWI makes to replace its field services, broadcasters will be obliged to accept additional responsibility for the war information job. We think there field services were hit in a fit of ill- advised Congressional economy. Be that as it may, broad-casters want to continue the outstanding job they have been doing for the nation.

That task becomes more difficult, now that stations are once more to be exposed to individual demands from some 32 agencies in the field, and radio people are going to find it desirable to meet them with informed restraint.

In judging these local time requests, man-agers should get effective guidance from the statement of Don Stauffer, chief of the OWI Radio Bureau (Broadcasting, July 8), who as-sures the industry that all national war infor-mation needs will continue to clear through Washington. In view of this, a station should have no qualms about rejecting appeals for additional local or regional time demands for national campaigns.

If radio is to retain its value as a purveyor of information, broadcasters must see that the air is not saturated with war messages. As Paul West, president of ANA, pointed out to the Senate Appropriation Committee in the OWI proceedings, the public will listen to these messages just so long, then they will turn their sets off.

A well advised "No" will not hurt the war effort. The broadcaster's responsibility is to see that the "No" is well advised, that valuable radio time goes to the most urgent causes, and that in war messages first things are put first.

Broadcasters who yield indiscriminately to local pressures for time help no one. Good pro-gramming requires careful balancing of sched-ules. Thus, those responsible for war pro-gramming on each station must be judicious in their selections.

Fellow Broadcasters,

For a fellow who has been in radio scarcely a decade, Lincoln Dellar, vice-president of Associated Broadcasters Inc., has really gone places. As station manager, program producer, network station relations man, advertising salesman, and, until recently, OWI radio chief in San Francisco, Lincoln has covered a lot of territory and acquired a world of experience which has carried him to a position of prominence in the indus-try; vice-president and general manager of Associated Broadcasters Inc. (KFSO and the 100 kw. shortwave KWID, San Francisco). Which isn't bad for a chap just reaching his 37th birthday!

Born Aug. 11, 1906, in Seattle, where he received his early schooling, Lincoln went to California in 1925 to attend the University of Berkeley and to take his B.A. in 1929. At col-lege, his advertising career started. He sold space for the Pelican, the campus humor maga-zine, and in his senior year he opened his own advertising agency in Berkeley, handling retail accounts.

His first job after graduation was with the M. E. Harlan Adv. Agency in San Francisco, as advance publicity and contact man for a traveling West Coast cooking school, one of their accounts. In 1930 he resigned from this position to accept another as advertising manager of Motorland magazine, a Northern Cali-fornia publication with headquarters in San Francisco.

In the spring of 1932 he opened his own busi-ness as a publisher's representative in San Francisco, representing several Eastern and Southern California magazines. "My business held out only as long as my limited savings ac-count," Lincoln recalls, "and hence after nine months, I decided that the depression was not 'quite' over."

So in November, 1932 when he was offered a position as manager of KGB owned by Don Lee, and at that time the CBS outlet in San Diego, he jumped at the chance, even though he had never been inside a radio station before. He helped produce several transcontinental shows and sold radio the hard way, through audience-building, to local sponsors.

However, because of his desire to broaden his radio experience and having never been East, he resigned from KGB in the spring of 1935 and secured a position at CBS, New York as salesman for Radio Sales, the national spot sales department for the CBS managed and owned stations.

In December of that year he was promoted to the station relations department, assisting...
WE MAKE CANDLES BURN AT BOTH ENDS!

WITH is two years old . . . and before you can say, "So what," let us jump in with a "So this:"

In this short space of time WITH has earned the loyal patronage of Baltimore merchants and has a long list of national "names" known as keen buyers of time.

When WITH can produce sales flames at both ends of the stick, are we being presumptuous in thinking WITH can do a great sales job for you?

*WITH carries more retail accounts than any other Maryland station.

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
Our Respects to
(Continued from page 36)

H. V. Akerberg, vice-president in charge. He traveled almost constantly during 1936 and 1937 as station relations field representative over the entire CBS network, working with each affiliate on local and national sales problems, merchandising problems, station contractual negotiations, etc.

In the spring of 1938 he became general manager of WBT, CBS-owned 50-kw. station in Charlotte, N. C., where he helped the station gain national recognition for its accomplishments in making radio of greater service to the farmers. “But while life in the South was grand, I nevertheless was always homesick for the West Coast,” he relates. So when W. I. Dunn, owner of KSFO in San Francisco (which was then a CBS outlet) invited him to the Coast to manage that station, he went to San Francisco in February, 1940.

In the fall of 1942, this company received a construction permit to build the 100-kw. shortwave station, and in conjunction with W. I. Dunn, president, and R. V. Howard, chief engineer, he was busily engaged in the construction of that high-powered shortwave outlet. After that time until January, 1943 he devoted his entire attention to managing KWID.

Last January at the invitation of the Overseas Branch of OWI, Lincoln took leave of absence from Associated Broadcasters to accept a position as Chief of the Radio Division of the OWI Pacific Bureau in San Francisco. Here he engaged in the biggest advertising job of all — advertising to overseas listeners the Four Freedoms and broadcasting programs directed to our overseas forces.

Lincoln is now back with Associated Broadcasters as vice-president and general manager but he is continuing with OWI in an advisory capacity.

In 1933 he married Grace Gould of San Francisco. He prefers living in the country, just out of San Francisco, but until the war is over, the Dells live close to the office in town. Grace is engaged in wartime nursing activities. His hobbies, when time permits, are horseback riding, golf (at which Grace is also adept) and helping OWI find new ways to increase our “Hoopers” in Tokyo.

U. S. Royalty Savings

GOVERNMENT savings in royalty payments on radio patents will reach inestimable millions, it is believed, as the result of a plan proposed to the Signal Corps in 1941 by C. E. F. McDonald, president of Zenith Radio Corp., Chicago. Through the plan, being practiced by all but a few U. S. radio equipment manufacturers, the Government is granted free license for the duration of the war under all patents owned or controlled by each company.

WILLIAM DOTY EDUARDE

SHOWMANSHIP has been the keynote of William Doty Edu╠дуarde’s business career, and it was only logical that eventually he should find his way into the radio business in an advertising agency. Today, Doty is helping Hort Mallinson at Badger & Browning & Hersey, New York, buying time for American Chicle & Denver Chemical Mfg. Co. spot campaigns.

Eduarde was born in New York in 1911, and a few years later when his father opened the New York Strand theatre Doty got his first taste of the show business. He’s been attached to it ever since.

His education was acquired at Trinity School in New York and Hobart College, in Geneva, New York. During summer sessions, Doty assisted his father in producing short subjects and feature-length movies, later moving into the talent management field handling name orchestras.

After college, Eddarode produced sustaining radio shows over WOR, handled vaudeville units for Loew’s, New York, and later entered AW-Advertising Agency as radio director.

In 1938 Doty joined Courir Productions Inc., specializing in production and distribution work on documentary and commercial sound films. In 1941 he again entered the agency field, this time with Compton Advertising, New York, buying spot for Ivory, Dus and Fluffy. The following year he joined Badger & Browning & Hersey and is still holding forth until he joins the colors.

At present, Doty is awaiting U. S. Army Service call. He recently graduated from a U. S. Army Enlisted Reserve Corps Radio Technician Course which he attended every morning at 6 a.m. His hobbies include record collecting and his library of recordings is a source of wide interest.
AN OPEN door to 1,000,000 people with a minimum of competition from other stations. Few stations, we believe, are equal to WJHL's physical dominance or popularity in the market it serves. Take a look at the reason why it is the preferred station in one of the wealthiest of Southern markets.

COVERAGE—1000 watts full-time on 910 KC. The only station of 1000 watts or greater power within 75 miles of the WJHL transmitter. The only single station that can offer coverage of all of the rich Appalachian area included in WJHL’s 0.5 MV/M contour. 1,000,000 people; 250,000 families; 125,000 radio homes. In addition to its coverage of Upper East Tennessee, it offers primary service to counties in Western North Carolina and Southwestern Virginia.

AGRICULTURE—The Appalachian area is one of the richest agricultural sections of the South. Millions of dollars of burley tobacco are sold annually. Warehouses in seven cities in WJHL’s coverage area serve tobacco growers. Poultry and dairy farming are of prime importance in this area’s farm income.

CITIES—These cities make up the metropolitan centers of WJHL’s primary area. Population figures are official wartime estimates. Johnson City, 32,000; Bristol, 28,000; Kingsport, 25,000; Greeneville, 15,000; Elizabethton, 14,000. Other important trading centers include Erwin, Tennessee, Abingdon, Virginia and Boone, North Carolina.

INDUSTRY—The Appalachian area is enjoying industrial prosperity as a result of the war effort. This prosperity is founded on a large and sound pre-war industrial section. Such large manufacturing concerns as North American Rayon Corporation, American Bemberg Corporation, Tennessee Eastman Corporation contribute large payrolls. Johnson City is the second largest hardwood floor manufacturer in the nation. Silk and knitting mills, pottery plants, railroad centers, foundries and other manufacturing plants are found in this area.

WJHL
Johnson City, Tenn.
W. H. Lancaster, Pres.—Ken Marsh, Mgr.
1000 Watts
910 KC
Represented Nationally by Howard H. Wilson Co.

Broadcasting • Broadcast Advertising

July 26, 1943 • Page 39
Arthur Lucas, 61, Dies In Atlanta After Illness

ARTHUR LUCAS, 61, died at his home in Atlanta last week from a heart attack after an illness of more than a year. Mr. Lucas was associated with William K. Jenkins in the William K. Jenkins Arthur Lucas Stations, comprising four Georgia outlets, WDRW Augusta, WXOG Brunswick, WLAG La Grange, WSAY Savannah.

Mr. Lucas left a career as a telephone executive to enter the film industry 35 years ago and is credited with many pioneering innovations. He expanded his interests until Mr. Jenkins, also of Atlanta, he operated a chain of more than 50 Georgia theatres in partnership with Paramount pictures.

MRS. MARGIT SMITH has been appointed manager of KEVE, Everett, Washington, replacing John R. Mevres. MICHAEL W. VAUGHAN, new to radio, has joined the guest relations staff of NBC central division.

NILES TRANSMISSION, president, and William S. Delves, vice-president in charge of sales of NBC, will attend a two-day meeting of NBC Pacific Coast affiliated stations in San Francisco, Aug. 2-4. Participating will also be Sidney M. Stroitz, NBC Pacific Coast vice-president and network department heads.

FOX CASE, West Coast public relations director of CBS Hollywood and Arthur Woodland, manager of KBEK, Berkeley, Calif., have been appointed members of the Advisory Committee on Public Information to the State War Council by Gov. Earl E. Warren.

JACK BEARDALL, manager of CHICAGO, Clighthouse Unit, has marked 20 years in Canadian broadcasting. He took out his first amateur license in Minneapolis in 1922 and has operated a broadcasting station since shortly after that time.

LOUIS G. FROELICH, account executive for WING, Dayton, is father of a boy.

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JACK BEARDALL, manager of CHICAGO, Clighthouse Unit, has marked 20 years in Canadian broadcasting. He took out his first amateur license in Minneapolis in 1922 and has operated a broadcasting station since shortly after that time.

LOUIS G. FROELICH, account executive for WING, Dayton, is father of a boy.
AUDREY CALDER, former program director of KHIU, Watsonville, Cal., where she also broadcast as Yvonne Dale, has joined KSAN, San Francisco, as a writer-operator. KEN POWELL, who entered radio at KDKA, Pittsburgh, and has since done announcing at WOGY, Shencedcuty, and WESWENY, Elmira, has joined the announcing staff of WOR, New York, as Scott Douglas and Eric Norman, both announcers, have resigned. OLIVE KACKLEY, WENY, Elmira, has joined KXAN, San Antonio, as director of programs. AUDREY CALDER, former program director of KHIU, Watsonville, Cal., has joined KSAN, San Francisco, as a writer-operator. KEN JOSEPH, formerly of WITL, Watertown, N.Y., has joined KFBS, San Francisco, as a writer-operator.

JEFF SMITH, former announcer in the South, has joined WWIG, Philadelphia, as an announcer. JOHN BARLETT has joined WINX, Washington, as production manager. He was formerly with WTOI and WMAL, Washington, and replaced Howard Stanley, now at WTOP, as promotion-publicity director. Gardner Francis takes over Stanley's promotion and publicity duties at WINX. DOROTHY ROWDEN, formerly public relations director of the American Library Assn., has joined the CBS education department Aug. 1 as liaison with women's organizations. Mrs. Rowden is on the staff of the Institute for Adult Education of Teachers College, New York, and is editor of the "Adult Education Journal."

LEADERSHIP

A compliment to the aggressive leadership of this winning combination:

THE BLUE AND WWVA

STONE & THOMAS

West Virginia's largest department store contracts for 52 weeks' local sponsorship of Martin Agronsky (Monday Through Friday)

The effective team of America's fastest growing network and America's fast growing 50,000 Watter is doing things that count for Advertisers!

50,000 Watts

WWVA

WHEELING, W.VA.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

BROADCASTING • Broadcast Advertising

July 26, 1943 • Page 41
WILL STEVENS, formerly with little theatre groups in New York and Providence, and Jackson Fleming, both new to radio, have joined KOL, Seattle, as announcers. Sylvia Green, receptionist, has been promoted to the continuity staff.

HAL MOON, news editor of KGVO, Missoula, Mont., for two months, has resigned because of ill-health.

GEORGE JOHNSON, announcer at WCCO, Minneapolis, on July 12 married Lucille Kenny of Hibbing, Minnesota.

Russell Snow, formerly of WBZ-WBZA, Boston, has joined the announcing staff of KZO-ERNT, Des Moines. Before joining the Army he was announcing at KGLO, Mason City, Ia. New part-time announcers are Meredith Griffin, of the Drake U. law school, and Jim Loundsberry, of Drake U.

Evelyn Howes, formerly of WXYZ, Keene, N. H., is now heard on WERI, Boston, in Five O’Clock Follies, Monday thru Friday from 3 to 5:45 p.m., an afternoon musical in which Miss Howes interviews visiting notables.

Loyd Brownfield, assistant Pacific Coast publicity director, has been made head of the department. He succeeds Andy Kelly who resigned to join Tom Fiducia Inc., radio publicity service, as West Coast manager. Neil McDonald, who formerly headed the Fiducia office in Hollywood, has gone to CBS as assistant to Mr. Brownfield.

Wayne Hutchinson, with the Army until recently, has joined the announcing staff of KSO-ERNT, Des Moines. Before joining the Army he was announcing at KGLO, Mason City, Ia. New part-time announcers are Meredith Griffin, of the Drake U. law school, and Jim Loundsberry, of Drake U.

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12 NEW MEMBERS JOIN KOIL’S STAFF

KOIL, Omaha, has added 12 new newscasts to its staff, formerly under direction of Rollie Rollie, general manager of Central States Broadcasting Co., operator of KOIL, KFAS and KPOB.

New manager of the sales promotion department is Harold Rollie, formerly of Allen & Reynolds, Omaha agency. He is assisted by Miss Louise Harrington.

New members of the sales department are Harry Rich, local sales, and Forrest Blair, regional sales. Fitch formerly represented Successful Fancing.

Other additions included: Richard Hill, engineer, Eden Anspach, studio announcer, Jacqueline Gundlock, continuity writer, Teresa Weaver, sales, and Harvey Searle, newscaster; and Louis Johnson, newscast manager. Phone number for the studio is 5-7.59.

The newsroom, converted from a studio and furnished with built-in copy desks, is now the center of all news activity at WCCO with news service machines (AP, UP, PA, and UP radio) located at this central point. A broadcasting booth in the room facilitates originating newscasts at the source.

The WCCO news staff now consists of the following: John McCutcheon Balleigh, analyst, who was correspondent for the Chicago Tribune in Berlin at the start of the war and in 1932 attached to Gen. McArthur’s staff in Australia; Larry Haag, farm news editor, representative in Minnesota legislature and active in AAA work since 1932; Rollie Johnson, sports editor, broadcasting over WCCO for almost ten years, director of athletics in several Twin Cities high schools; Dr. Lennox Mills, news analyst, familiar with conditions in the British and Dutch East Indies; Cedric Adams, newscaster, daily columnist for the Minneapolis Star; Hale Byers, newscaster, veteran newscaster, once at WJTL, Des Moines; Condenfenny, newscaster, local correspondent for Chicago Tribune and Milwaukee Journal; William R. Kruger, news writer, former editor of the Minnesota Daily; Franklin Page, news writer, former UP correspondent.

Anti-Axis Discs

U. S. NEWS bureaus of Belgium, Australia and Greece, all active in the production of programs for free distribution to local stations, have jointly released a series of weekly transcriptions containing news of the anti-Axis activities of the three countries. Program consists of three five-minute talks on one side of a record, with the possibility that programs from the other three nations may be added later to the other side. Each five-minute program may be broadcast separately, the plan being eventually to produce a transcription offering six programs, one for each day of the week. Programs will be offered for local sponsorship.

“BLIND DATE”

This radio program, so successfully sponsored by Maxwell House Coffee, is the exclusive property of Mr. Joe Floyd, Sioux Falls, S. D.

All inquiries regarding same should be addressed to his representative, Wallace Radio Productions, 605 N. Michigan Avenue, Chicago, Illinois.
FAXFILE, a comprehensive collection of information on WLW, Cincinnati, to serve the needs of timebuyers and advertisers, is being mailed to agencies and advertisers throughout the country. The package includes a set of maps on early morning, early evening and nighttime and three inserted sheets on WLW's nighttime, afternoon and morning audiences in 32 cities and 218 rural communities. Released in the mid-winter C. E. Hooper study. Additional material is to be released from time to time, including special wartime market studies. Teaser campaign titled "Commando Course for Secretaries" was employed in mailing the file. A series of hand-drawn instructed secretaries in judo techniques for use against time salesmen who bring in unfilable material, with movie fade-out for WLW representative armed with the new streamlined, attractively colored Facile.

Radio War-Grams

PHOTOSTATIC copies of a Western Electric Co. "Radio War-Gram" advertisement, as published in Broadcasting June 7, which includes notices of a phase of the war job WHEB, Portsmouth, N. H., is doing have been mailed by WHEB to over 500 radio outlets in Central New England. Superimposed on the face of the sheet is a copy of a letter from H. W. Willetts of the W-E radio division to E. Georges, WHEB general manager, congratulating the station and calling attention to mention of WHEB in the June 7 War-Gram.

Miss Hewson, Too

OFFERING a bargain purchase as well as a premium to try its product, Joseph Tetley & Co., New York, sponsor of the Morning Market Basket on the BLUE three-weekly has invited listeners to mail 25 cents to Isabel Manning Hewson, m.c. of the show, for a utility bag useful for knitting, shopping or the beach. In the bag is a picture of Miss Hewson, a coupon entitling the listener to one package of Tetley's Jiffy soup with purchase of another package. Agency is Duane Jones Co., New York.

New Gremlins

CREATED and edited by Edward Shurick, sales promotion director of KMBC, Kansas City, Mo., "KMBC Heartbeats", a new house organ, appeared July 1 to promote distribution and sales for KMBC advertisers and give news of the station's activities, personalities and programs. Mr. Shurick also originated the idea for the "Heart of America Gremlins", illustrating the station's audiece. Characters were assembled about the microphone by Christine Wilson, ett director (Broadcasting, July 12, page 50).

Ghost Trap

TO SELL TIME on its Saturday Smorgasbord, half-hour variety show, KSTP, Minneapolis-St. Paul, has issued a folder in which a miniature ware check is clamped within the teeth of a trap, "We set a trap for the ghost and caught it", reads the folder, "ghost" referring to the big Friday pay-day in the Twin Cities market, followed by the big spending day on Saturday.

Success Stories

A TEN-PAGE brochure in three colors prepared by WLS, Chicago, compiles the success stories of eight widely-varied advertisers, from candy-maker to fruit jar manufacturer. The pages, each dealing with an individual radio advertiser, are reprints on heavy coated stock of a series of ads which appeared in Broadcasting earlier this year.

Automatic Hostess

PATRONS of 30 taverns and "coke parlors" and workers at two war plants now hear top features of WHIO, Dayton, via "The Automatic Hostess Music Studios", which is connected by a line from the WHIO control room. The Automatic Hostess studios are in the Mutual Home Building, Dayton, and from these outstanding news and sports broadcast are fed.

Program-Talent Folders

WBT program-talent folders have been distributed to representatives in Radio Sales for use in personnel contacts. Each sales-data brochure, with name of program or star printed across the tab, contains a picture in addition to sales and other interesting facts.

Gift Flags

AMERICAN FLAGS were offered to all who bought war bonds at a rally staged recently at Lane Bryant's, women's apparel store in Brooklyn, and broadcast on WLIB, Brooklyn. Firm is a regular advertiser on WLIB.

Farflung

DAILY NEWS schedule of WCCO, Minneapolis, has been distributed to more than two thousand resorts in the state through cooperation of the Minnesota State Tourist Bureau.
Irna Phillips to J-W-T

IRNA PHILLIPS, serial author, will join the Hollywood office of J. Walter Thompson Co., New York, Oct. 1. Miss Phillips said she approached the agency to learn their side of the business and does not know what her duties will be. Leaving Chicago with her will be the three writers of the scripts which she supervises, Lonely Women, written by Janet Huckins, The Guiding Light, written by Virginia Thacker and Road of Life, written by Gertrude Pryz.

Executive. Recently executive capacity. Executive of Grey Cleveland, Cincinnati and Youngstown. The top three stations conceded in the Midwest are WKBN, with its 1,599,819 people in Cleveland, and WENKO, with 905,500 people in Cleveland, the nation's largest radio market. A Los Angeles market, encom-

BRIAN DEVLIN has joined the Montreal office of Young & Rubicon.

L. G. MOSELY, former vice-president of Bowman, Deutz, Cummings, San Francisco, has joined Foote, Cone & Belding, New York.

MOSELY, former manager of Youngstown station, has joined the Montreal office of Young & Rubicon.

IRNA PHILLIPS, serial author, will join the Hollywood office of J. Walter Thompson Co., New York, Oct. 1. Miss Phillips said she approached the agency to learn their side of the business and does not know what her duties will be. Leaving Chicago with her will be the three writers of the scripts which she supervises, Lonely Women, written by Janet Huckins, The Guiding Light, written by Virginia Thacker and Road of Life, written by Gertrude Pryz.

Upper Third, Of Course

- Unlike the lady in the illustration, WKBN is far from snooty. Like madame, however, we are happily ensconced in the "Upper Third"—in the top three of Ohio's market areas—Cleveland, Cincinnati and Youngstown! The big Youngstown Market, encompassing one of the nation's largest Steel centers...with thousands of men and women swearing to produce the "heavy stuff" for our myriad battlefronts...gets complete radio coverage through only one Youngstown station—WKBN.

This powerful 5000 watt CBS outlet commands a potent influence-power among 1,599,819 people in Northeastern Pennsylvania and Northwestern Pennsylvania. A half-billion dollar retail market! A concentrated, rich market! Covered completely—and intensively—with one station—WKBN.

You don't get the complete Youngstown Market unless you get Warren, Ohio (population: 53,600); Sharon, Pa. (population: 26,000); New Castle, Pa. (population: 48,000); and all the smaller cities and towns that comprise Ohio's Third Market. The ONLY Youngstown station that gives you these important communities is—WKBN.

MILLS IS NAMED KUDNER MANAGER

GORDON MILLS, sales executive of NBC, with the network for 10 years, during which time he organized the NBC guest relations division, has been named general manager of the radio department of Arthur Kudner Inc., New York, according to Myron P. Kirk, radio director of the agency.

Before joining NBC, Mr. Mills was in the sales and advertising department for RCA. He served with the Chicago Herald-Examiner and New York Times, and had been manager of the Philadelphia office of Erwin, Wasey & Co. He will be replaced at NBC by Ned Costello, formerly of NBC Spot Sales.

William G. Schoenhoff, with the Kudner media department since its organization, and space buyer on numerous national accounts, has been named timebuyer and assistant to Mr. Kirk, and Louise Yarbrough, former personal representative for Commander Gene Tunny, previously of J. Walter Thompson Co., has joined the script division of the radio department.

Mr. Brown paid tribute to Mr. Bowles for his work as head of the OPA, saying, "He served the government and the country. He is a man of integrity and it is a pleasure to work with him."
WFIL'S Chief NowLt. Col. Rosenbaum
To be Attached to Division Of Military Government
SAMUEL R. ROSENBaum, president of WFiL, Philadelphia, and a prominent figure in the industry for many years, as a result of his national-wide labor relations with unions in the radio industry, has been commissioned a lieutenant colonel in the U. S. Army Special Reserve. It was announced on July 19. He will be attached to the Division of Military Government of the Occupied Territories.
Mr. Rosenbaum, who will be on leave of absence as vice-president of Albert M. Greenfield & Co., realty firm in Philadelphia, holds both literary and law degrees from the University of Pennsylvania. He studied at the Middle Temple, Inns Court, London, and is the author of several books dealing with the Constitution and rule making power of English courts.

Served in Last War
In 1917, he served as civilian assistant to the Judge advocate general in drafting war legislation, including the first draft regulations, the war risk insurance act, and the soldiers' and sailors' civil relief act.
Former chairman of the one-time Independent Radio Network Affiliates from 1938 to 1941, Col. Rosenbaum is vice-president of the Bankers' Security Corp. and of the Bankers' Bond and Mortgage Company. In addition, he is a director of Lit Brothers department store, Girard Life Insurance Company and the Bellevue-Stratford Hotel, all in Philadelphia. He was president of the Robin Hood Dell Concerts throughout the 1939-41 seasons and is vice-president of the Philadelphia Orchestra Association. His wife, the former Edna Phillips, is first harpist with the Philadelphia Orchestra.

DRUG CRISIS EASED
BY USE OF RADIO
TO MEET an emergency arising from a shortage of raw materials necessary in the manufacture of vital drug products, S. B. Penick Co., New York, has turned to radio, in an unusual use of the medium by the wholesale drug industry.
Firm supplies pharmaceutical manufacturers with crude oils obtained from leaves, berries, herbs, roots and barks found in Tennessee and nearby southern states. Essential war work, higher wages, and easier jobs have attracted to other work a large portion of the 1,000 natives who culled the needed materials in their spare time.
After all other media had failed to recruit the needed workers, S. B. Penick Co. on July 10 started a series of one-minute spot announcements on WSM, Nashville, using two each Saturday on the Opera House program, 16-Midnight, for a period of a month. Commercials appeal to the patriotism of the workers, stressing the vital nature of the product for the armed forces.
Agency is Murray Breese Associates, New York.

Frank at Weintraub
YASCHA FRANK, formerly producer of the Coca-Cola Pause That Refreshes on the Air program at D'Arcy Adv., New York, is now radio director of William H. Weintraub & Co., New York, succeeding Frank Chase, who has left the agency. Before joining D'Arcy, Mr. Frank was writer-producer-director in the CBS program service department, and was previously national consultant for children's theater's for the Federal Theatre Project. He has spent 13 years in the motion picture business in Hollywood.

Spots to Latin America
FORHAN Co., New York, is currently using some 30 stations in Latin America to promote its dentifrices. Firm uses spot announcements, news and musical programs. Agency is Gotham Adv., New York.

AGENCY
Appointment
C. W. JASPERSON Co., Beverly Hills, to Barton A. Stebbins, Los Angeles, for stamp catalog. Said to use radio.
CINCINNATI STAMP & COIN Co., Cincinnati, to Julian J. Behr Co., Cincinnati.
GOLDEN BRAND Food Products Co., Philadelphia (Cream Whip salad dressing) to J. M. Korry Co., Philadelphia.
LEKTROLITE CORP., New York (cigarette lighters), to Hershon-Garfield, N. Y. Media plans not set.
CHICAGO WHITE BOX (American League), to Malcolm Howard Agency, Chicago.
COMFOOT PRODUCTS Co. (Comfoot Foot Balm) to Malcolm Howard Agency, Chicago.
CONSOLIDATED Hair Goods Co. (Vig-Oil shampoo, cosmetics) to Malcolm Howard Agency, Chicago.

WENR REACHES 3,403,000 RAdIO FAMILIES
in Chicago and the Midwest at lower cost per thousand than any other major Chicago station

COST ANALYSIS OF MAJOR CHICAGO STATIONS*

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<th>Station</th>
<th>Families</th>
<th>Cost per 1,000</th>
<th>% Increase over WENR</th>
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<td>2,424,000</td>
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<td>33.3</td>
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*Based on a 15-minute daytime show, 5 times per week. Source — NBC All-City Survey.

Ask a Blue Spot Sales representative for complete details!

WENR
50,000 WATTS
A CLEAR CHANNEL STATION
890 KILOCYCLES
Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

BLAZING NEW SALES IN IDAHO
KSEI
POCATOLO - IDAHO

BROADCASTING • Broadcast Advertising
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THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- Ep-studio programs
- Ne-news programs
- Sp-transcriptions
- Ep-spot announcements
- Ep-transcription announcements

WCAE, Pittsburgh
American Chicle Co., New York (gum), 85 to weekly, 10 weeks, thru Grant Adv., N. Y.
Sal Pepe Corp., Dayton, 6 as weekly, 15 weeks, thru Douglas Hall Co., Dayton.
Purity Bakers, Chicago (baking cakes), 6 ep weekly, 12 weeks, thru Campbell-McKinley, Chicago.
McKesson & Robbins, Bridgeport, Conn. (Jewelry), 5 ep weekly, 5 weeks, thru J. D. Tarcher Co., N. Y.
Brown Baker Corp., South Bend, Ind., 3 ep weekly, 15 weeks, thru Roche, Williams & Conomitch, Chicago.
Grove Lab., St. Louis (cold tablets), 5 ep weekly, 26 weeks, thru Donahue & Co., N. Y.
DuoQueene Brewing Co., Pittsburgh, 8 ep weekly, 26 weeks, thru Freestone & Dowling, Pittsburgh.
Custer Powder Co., New York (Arrid), 2 ep weekly, 52 weeks, thru Small & Seiffer, N. Y.
Joseph Horse Co., Pittsburgh (dept. store), 6 ep weekly, 26 weeks, thru Walker & Dowling, Pittsburgh.
Frank & Sons Co., Pittsburgh (dept. store), 8 ep weekly, indefinite, thru Earl White, Chicago.
Blue Moon Foods, Thorp, Wis. (cheese), 5 ep weekly, thru Heinze-Elle Youngreen & Flan, Chicago.
Pilsbury Flour Mills, Minneapolis (flour products), 10 ep weekly, 26 weeks, thru McCann-Erickson, Minneapolis.
Excalibur Baking Co., Pittsburgh, 10 ep weekly, 26 weeks, thru Joseph Katz Co., N. Y.
Indicative Laboratories, New York (laxative), 10 ep weekly, 26 weeks, thru Parson & Hutt, Los Angeles.
Colgate-Palmolive-Co., Jersey City (Palmolive Soap & Repairs), 15 ep weekly, 26 weeks, thru Wm. Barson & Sons, N. Y.
Brown Villa Co., Minneapolis (Burns Shave), 6 ep weekly, 26 weeks, thru Mayfair-Lauder, Chicago.
Rosenbaum’s, Pittsburgh (dept. store), 24 ep weekly, thru Elsie Lichten- stol, Pittsburgh.
Ward Baking Co., New York (Tip Top, Aunt Hadas, Tasty), 11 ep weekly, 26 weeks, thru Wm. Barson & Sons, N. Y.
Bell Telephone Co., Philadelphia, 6 ep weekly, 12 weeks, thru Gray & Rogers, Philadelphia.
Foster Millburn Co., Buffalo (Donn pills), 2 ep weekly, 26 weeks, thru Bergman-Broad cast, N. Y.
Plough Inc., Memphis (Penetro & St. Joseph Aspirin), 6 ep weekly, 26 weeks, thru Lake-Spicer-Smith, Memphis.
WBTB, Batavia, N. Y.
Clipper Club Co., Mills, Mass., 3 as daily, thru N. W. Ayer & Son, N. Y.
Montgomery Ward & Co., Chicago, 10 as daily, direct.

WHN, New York
Bank of America, San Francisco (savings), 12 as weekly, 52 weeks, thru Charles A. Stuart, San Francisco.
Western Producers Food Co., Los Angeles (Soup-Reme), 3 ep weekly, 13 weeks, direct.
Lumbermen’s Mutual Casualty Co., Chicago (insurance), weekly, 8 weeks, thru Leo Burnett Co., Chicago.
Cooper & Cooper (mural trusses), 2 ep weekly, 11 weeks, thru Casanova & Parson, N. Y.
Freere & Friesen Inc., Buffalo (prop- ertyist), 6 as weekly, 52 weeks, thru Jean Jones Co., N. Y.
McKee & Robbison, Bridgeport, Conn. (Yodora, Soretope), 5 ep weekly, 16 weeks, thru J. D. Tarcher Co., N. Y.
KFCR, San Francisco
Bank of America, San Francisco (financial), 12 as weekly, 52 weeks, thru Charles A. Stuart, San Francisco.
Bell Brothers, San Francisco (daily produce), 1 ep weekly, 52 weeks, thru Botsford, Constantine & Gardner, San Francisco.
Cooper & Cooper (mural trusses), 3 ep weekly, thru Casanova & Parson, N. Y.
Avery Co., Pittsburgh (Circo, Oakland) (dog food), 3 ep weekly, thru Frank Wright & Assoc. Oakland.
WOL, Washington
E. Fougner & Co., New York (Medous), 12 ep weekly, thru Casanova & Parson, N. Y.
Paramount Pictures Inc., New York, 4 ep, thru Buchan Co., N. Y.
Resin Chemical Co., Baltimore (Resinol soap), 1 ep weekly, thru Cour- land, Detroit, 1 ep weekly, thru Crown Co., as series, thru Bobbo, N. Y.
WOB, New York
WLJB, Brooklyn
S. A. Schonbrun & Co., New York (Saran coffee), 15 ep weekly, 15 weeks, thru Rutten & Ryan, N. Y.
WPFW, Raleigh
Tennessee Coal, Iron & R. R. Co., Birmingham, 15 as weekly, 26 weeks, thru E. R. Birt, N. Y.
Progressive Farmer Ruralist Co. (Progressive Farmer magazine), Birmingham, 1 ep weekly, thru Botsford, Constantine & Gardner, San Francisco.
Bissell Co., Atlanta (Dr. Bissell’s Medi- cine), 4 ep, thru Attherton & Currier, N. Y.
Ballard & Ballard, Louisville (Osbleg Flour), 4 ep weekly, 13 weeks, thru Merrit, Hurst & McDonald, Chicago.
Seven Up Bottling Co., Raleigh, N. C., 3 as weekly, thru local.
McCormick & Co., Cincinnati (No- mal Coffee), 5 ep weekly, thru Ralph J. Jones Co., Cincinnati.
Yager’s Liniment Co., Baltimore, 50 as, thru Harver Massengale Co., Durham, N. C.

WOR, New York
McFadden Publications, New York (True Story Magazine), 4 ep, thru Raymond Spec- tor Co., N. Y.
National Shoe Stores, New York, 4 ep, thru Emil Mogul Co., N. Y.
A. L. N. S., Brooklyn, N. Y., 1500 as, thru Pettigrew, N. Y.
S. I. Gerstner, Las Angeles (used cars), 60 as, thru Carl Calman, N. Y.
Pamela-Comm., New Haven, 4 ep, thru Buchan & Co., N. Y.
Enfield-Woodruff, New York (Wave- nico, stockings), 12 ep, thru Enfield-Adv., N. Y.
Y. La Rosa & Sons, Brooklyn (macaroni), 3 ep weekly.
H. N. D., New York (Spock-wood), thru Guenther-Broadford, N. Y.
United Artists, New York, 8 ep, thru Done- bies & Co.

KXN, Hollywood
Scudder Foods Products, Monterey Park, Calif. (coconut), 3 ep weekly, thru Brach’s, Davis & Van Nordenskiold, Calif.
Hy-Tro Co. of California, Los Angeles (pasta), 3 ep weekly, thru Brach’s, Davis & Van Nordenskiold, Los Angeles.
KPFC, Los Angeles
Douglas Aircraft Corp., Santa Monica, Calif. (employment), 3 ep weekly, thru Estee Co., Los Angeles.

CARTER CO. DENIES FTC ALLEGATIONS
CARTER'S Little Liver Pills is a competitive, effective laxative for relief of constipation, Carter Products Co., New York, asserts in an answer to a Federal Trade Com- mission complaint that the company has made false claims for the preparation [BROADCASTING, June 7]. Street & Finney, New York, ad- vertising agency for the company at the time material for the com- plaint was collected, filed a joint answer.

Denying that any of the repre- sentations in the product are false or that it disparages the drug calomel and other laxatives, the company denies making any claim for the relief of liver condi- tions except as they result from constipation, saying the laxative is a competent treatment.

As to the allegation that the ad- vertisements fail to reveal the harmful consequences that may re- sult from use of the preparation when taken by persons suffering from appendicitis, the answer asserts that the labeling of the pills and their advertising contain all the cautionary words the FTC has any authority to require.

Neither is the use of the word "liver" in the name "Carter's Little Liver Pills" misleading by repre- senting that the laxative has some therapeutic effect on the liver, the answer asserts, because the name is a valid trademark, having been used by the firm for over 60 years.

Carter Products is a large user of radio, sponsoring in addition to transcribed announcements on 164 stations a series on the BLUE, a serial on four Don Lee stations, and a trans-cribed program on WJZ and WOR, New York.

Sunkist Stays
SPIKING reports to the contrary, California Fruit Growers Ex- change, Los Angeles (oranges, lemons), will continue to be serviced by Foote, Cone & Beldin, New York, and will continue to receive cooperative exchange news printed elsewhere that the account was "wide open." No agency change is contemplated.
GOLMEN AGE Corp., Los Angeles (Gold Medal products), on July 19 started for 15 weeks using three-weekly announcements on KNO, Hollywood. Firm is also continuing its schedule of four announcements daily on KFRC and seven per week on KFI. Agency is Brische, Davis & Van Norden, Los Angeles.

WESTERN PROCESSED FOOD Co., Los Angeles, new to radio and placing direct, is sponsoring three-weekly participation in Norma Yeag's Happy Homes on KHJ, Hollywood. Contract is for 13 weeks.

WESTERN STOVE Co., Culver City, Cal. (institutional), has started sponsoring three-weekly the quarter-hour Mister Chef on KGO, San Francisco. Contract is for 13 weeks, started July 19. Firm also sponsors that program five times per week on KCMA, Los Angeles, and uses nightly announcements on KHJ, Hollywood.

WALTER M. LOWNEY Co., Montreal (chocolates) on Aug. 30 starts second series of 15 half-hour transcribed episodes on the Royal Canadian Mounted Police three-weekly series on Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

JOHN STUART SALES Co., Toronto (distributor for Smith Bros. cough drops) in mid-November starts one-minute transcribed announcements on 15 Canadian stations. Account is placed by Harry E. Foster Agencies, Toronto.

IMPERIAL TOBACCO Ltd., Montreal (Ogdens' fine cut) about Aug. 15 starts half-hour transcribed mystery program weekly on a number of Canadian stations. Account was placed by Whitehall Broadcasting Ltd., Montreal.

WILL SALES, Louisville, Ky. (diamond store), is sponsoring 30-Minute Elizabethan News on WKN, Louisville. Contract is for 39 weeks.

ROBERT E. SCHWARTZ, general manager of the Wildroot Co., Buffalo, which uses sports and news programs in selected markets, has been elected vice-president of the company.

CHARLES GURD & Co., Montreal (soft drinks) has started five-weekly announcements on Montreal stations. Account was placed by Stevenson & Scott, Montreal.

Ex-Lax Is Cited by FTC For Advertising Claims

EX-LAX Inc., Brooklyn, and its agency, Joseph Katz Co., Baltimore, Robert Salazar, trading as Los Angeles Pharmaceutical Co. and Hidalgo Pharmacy, Los Angeles, are charged by the Federal Trade Commission with failing to reveal in advertising the allegedly harmful consequences from use of laxatives by persons having symptoms of appendicitis, and with making certain misleading claims for the preparations.

The Ex-Lax complaint asserts that the laxative is not a cure or remedy for constipation and does not remove its cause, as allegedly claimed in the company's advertising.

Cited in the complaint against the Los Angeles Pharmaceutical Co. are Pulmato, Femovita and Renadine Pills, sometimes known as Runatone and Stomavita. These preparations are irritant laxatives, asserts the complaint, and are not competent treatments for the conditions claimed in advertisement.

CONSOLIDATED Merchants, San Francisco, cooperative organization maintained by merchants and defense industry plants, on July 12 started for 52 weeks a five-quarter-hour program, Help Wanted, on KFYA. Current participants include Owl Drug Co.; Southern Pacific Railroad; White House (department store); Moore Drydock Co. (ship builders); Boarden's Dairy Delivery Co.; Union Oil Co. Agency is Charles N. Stahl Adv., San Francisco.

FREDERICK H. SPEARE Productions, Hollywood (dramatic program) is sponsoring a weekly-quarter-hour dramatic program featuring students of that unit on KPWB. Contract is for 52 weeks, started July 18. Agency is Lockwood-Bickel Adv., Los Angeles.

JOHN F. JOLIEKE Co., Chicago, announced last week the appointment of J. Edward Coombes as advertising manager. Mr. Coombes will also be in charge of sales promotion and market research for the company's products, Good Luck Margarine, Shortening, and Salad Dressing.

TO ILLUSTRate its war activities, Procter & Gamble Co., Cincinnati, leading user of radio advertising, has issued a booklet, "Vital for Victory." Booklet tells how the company used mass production skills for quantity shell-loading, did laboratory research on synthetic rubber, produces glycine and edible fats for the Army and uses soap industrially for processing leather, fabrics and metal.

KMA, Shenandoah, Iowa, now operates on 5,000 watts—night as well as day. With its enviable frequency of 960 kilocycles and its license to operate on unlimited time, KMA is now more than ever one of the choicest regions on the entire Blue Network.

And speaking of networks, the station is BLUER than ever—for clients on the Blue know a good buy when they see one. Ford, Coca-Cola, General Mills, Miles Laboratories, Swift, Kellogg, Bristol-Myers, Andrew Jergens, Carter Products, Surten, Williamson Candy . . . in fact, almost any Blue client you can mention is a KMA client.

The reasons are obvious: KMA is the No. 1 Farm Station in America's No. 1 Farm Market. KMA is the only full-time Blue outlet serving the Omaha-Council Bluffs market. The KMA per-thousand-radio-homes cost is only 6 cents per daytime half-hour—and though its nighttime power is now up 5 times, there is no increase in rates!

You can't get our latest Market Data brochure right now; it's not off the press yet. But you can get one soon—if you write. In the meantime, call the Blue Network—or Free & Peters—or drop us a line. You'll be as enthusiastic as we are!
Amendments to Rules Of Foreign Agents Act

RULES and regulations of the Foreign Agents Registration Act have been amended to eliminate any implication that foreign news and radio reporters in this country are not regarded as actual correspondents, according to Attorney General Biddle.

The requirements of the act are not greatly affected although the wording has been changed and just as under the previous rules, correspondents who are directed by or perform any services for any foreign government or political party must comply with the act.

Even though the correspondent, according to Biddle’s statements, is serving a foreign publication, radio, or news service which is owned, directed, or subsidized by a foreign government or political party while at the very same time he may be writing for publication in the United States, he must notify the Justice Department under the act.

Newspaper Promotion Men Start Fight To Head Off Radio Retail Competition

QUESTIONNAIRE devoted entirely to the competition radio stations are giving newspapers in the retail advertising field has been sent out by the Retail Promotion Committee of the Newspaper Advertising Executives Assn. to all NAE members. Committee, headed by H. H. MacLean, manager of the retail stores division of Scripps-Howard Newspapers, was organized at the NAEA convention last month (Broadcasting, June 14), presumably in an attempt to forestall any diversion of retail advertising from newspapers to radio which may occur as a result of the radio presentation prepared by the NAB Retail Promotion Committee which will be shown to retailers this fall (Broadcasting, July 19).

The following questions are included in the questionnaire:

1. How many radio stations operate in your city? Please list each station’s call letter and ratings and network.

2. How many retail stores in your town are using radio advertising at the present time? List each account by type of store and indicate the amount of time such users weekly. List department stores, chain general merchandise stores such as Sears, Ward’s, and large specialty stores such as grocery, drug, furniture, apparel, etc. Do not list “spot” users — only large accounts. Give store, time used weekly, approximate cost, and does store own interest in station?

3. How many department stores have used radio but have discontinued its use? (Please name store and give reason why they stopped.)

4. How do department stores who are now using radio charge this form of advertising expenditure? Against general store fund or against specific department. If both, please explain.

5. Please outline any specific cases where department stores have had success stories on radio promotions. Could these promotions have been more successful in newspapers?

It is interesting to note that of the 12 members of the NAEA retail committee, which Mr. MacLean says will study the entire retail advertising picture of which radio is only one phase, seven are employed by newspapers with radio affiliations. Members are as follows: H. H. MacLean, Scripps-Howard Newspapers (Scripps-Howard Station); chairman; Charles H. Conland, Hartford (Conn.) Courant; Robert K. Drew, Milwaukee Journal (WTMJ); J. Frank Duffy, Gannett Newspapers (Gannett Newspaper Stations); H. F. Failing, Portland Oregon Journal (KALE-KOIN); J. T. Griscom, Nashville Banner and Tennessean; Samuel G. Howard, Minneapolis Star-Journal and Tribune; C. E. McKitrick, Chicago Tribune (WGN); Victor Merson, Canton (O.) Repository (WHBC); William H. Moore, Detroit News (WWJ); F. G. Pearce, Altoona (Pa.) Mirror; Walter Pfafferberger, Los Angeles Times.

BRECHNER to Service

JOE BRECHNER, assistant to the executive, Radio Branch, Bureau of Public Relations War Dept., will leave July 31 for Camp Lee, Va., for active duty. He has been with the BPR since April, 1941. Brechner wrote some of the first programs produced by the radio branch, including The Victory Hour. More recently, he has been advising stations on security and other matters in connection with Army programs. Brechner’s duties will be temporarily handled by the staff, it was announced. Prior to joining the Bureau, Brechner was with the Army Recruiting Service where he wrote the first transcriptions used for recruiting during the Army expansion of 1940 and early 1941. He was previously with the Howard Martin Agency in Washington, as a freelance writer; he collaborated in the writing of Have You Heard? an Office of Education program; and has done general radio writing for NBC Washington.

JACK KAMSLER, formerly of WJJD, Chicago, has taken over new duties as salesmen of Joseph Hershey McGilvra, Chicago, radio representative.

WSAY, Schenectady, N.Y.

. . . our entire news staff joins us congratulating you on the splendid job you are doing.

George E. Nelson,
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.
HAND-IN-GLOVE news coverage is represented by this trio under a recent local radio-newspaper tieup of KFI-KCMA, Los Angeles, and Daily News of that city, interviewing Sgt. Arthur Gallentine USMC (center), Marine hero of South Pacific naval battles, are Manchester Boddie (left), publisher of Daily News, and William B. Ryan (right), general manager of the stations. New policy includes two-way cooperation on newspaper features and scheduled radio programs.

Wismer for Redskins
HARRY WISMER will handle broadcasts of the Redskins' Professional League football games on WMAL, Washington, this fall according to Kenneth Berkeley, general manager of WMAL. Wismer played football in college until an injury forced him to retire from active playing. As sportscaster for the college radio station at Michigan State he got his first radio training, later going to WJR, Detroit. He transferred to WXYZ, Detroit, and last year joined BLUE network to handle its football broadcasts.

Sheffield Quiz
SHEFFIELD FARMS Co., New York, will promote its dairy products on a half-hour weekly quiz program on WOR, New York, starting Wednesday, Aug. 11 and has also signed for three quarter-hour segments per week on The Mamas Goos-A-Shoppe on WABC New York. WOR program centers around the identification of well-known voices and is titled Guess Who. Agency is N. W. Ayer & Sons, New York.

KMTR Is Renewed Without Hearing
Stock Ownership Question Settled by Court Ruling
REVERSING its July 19 order for a hearing on the application of KMTR, Los Angeles, for license renewal, the FCC on July 20 granted the station’s petition for reconsideration and renewal of its license. The hearing, which had been scheduled for July 28, involved a question of ownership and management which was an issue last September when the renewal was set for hearing [BROADCASTING, Sept. 28, 1942].

The proceedings were continued at the request of the applicant until litigation involving ownership of 500 shares of stock could be settled in a California court. This action arose when in 1942 Gloria Dalton, widow of Victor E. Dalton, former owner and president of KMTR, who died in December 1941, sued the present owners, Reed E. Callister and K. L. Banning, for 50% of the stock, or 500 shares. Her petition to the court asserted that the 1000 shares (all capital stock) purchased by Mr. Dalton in 1932 and sold without her knowledge to Callister and Banning in 1935 was community property. Under California law she is entitled to half of all such property.

Court Ruling
The court, according to KMTR's petition of July 20, has upheld Mrs. Dalton’s claim to 50% of the stock, and ruled that her share is held in trust by Callister and Banning until an adjustment is made.

Following sale of the station, Mr. Dalton continued active in its management as president and director until his death in 1941, which raised a question concerning the actual transfer of control in addition to the question concerning programming and overall operation. The applicant has shown the Commission changes in management and policy which began in the middle of last year and it would thus appear that the Commission is satisfied with the present status of operation.

No evidence was found to indicate that Callister and Banning were parties to a fraud, according to the Commission, they evidently having made the deal with Dalton in good faith.

Eagle Oil Back
EAGLE OIL & REFINING Co., Los Angeles (Golden Eagle gas), out of radio for approximately two years, on Aug. 17 starts sponsoring a weekly quarter-hour program, Headline Builders, on KNX, Hollywood. Contract is for 52 weeks. Dramatizing biographies of people in the news, the series will feature Gayne Whitman as narrator. Ted Bliss will produce. Scholts Adv. Service, Los Angeles, has the account.
Technical Plan Group To Meet in Mid-August

A GENERAL meeting of all groups interested in participating in a radio technical planning association will probably be held in mid-August, according to Haraden Pratt, chairman of a special committee of the Institute of Radio Engineers set up to assist in the formation of an industry-wide association to prepare for the application of the new war-born radio techniques to peacetime operations.

His committee and a similar one of the Radio Manufacturers Assn. have reached a general agreement on the overall plans for the new organization, Mr. Pratt said last week, and will get together early in August to approve the written expression of these plans, insuring against any future misunderstandings. Following this final committee meeting, which Mr. Pratt said had been postponed several times because of vacation season difficulties in assembling the full committees, a general meeting of all industry groups will be called.

KYW Staff Changes

STAFF CHANGES at KYW, Philadelphia, were announced this week. Gary Linn, general supervisor of traffic, was inducted into the Navy. Harry Bates, station announcer, will look after the general service department while Hal Coulter, sales promotion manager, will handle traffic. Elliot Jeffords was appointed assistant in the sales promotion department succeeding Bob Hare, who left to join the Army. Harry Koepple was appointed relief maintenance engineer. Blanche Robinson, formerly of Fleetwings Inc., joined the sales promotion staff. Peter Roberts was appointed commercial announcer on the Keystone Automobile Club's Medical Missions program, replacing Gary Linn.

FCC Military Activity Probed

(CONTINUED FROM PAGE 38)

ask the Army to let us keep our own civil activities and let us do work for such other Government agencies as require it.

The Commissioner added that he believed it would be far better for the Commission "to stay home" and keep out of the foreign military theatres. All these field activities should be transferred to the armed forces, where they would work best, he said. He added he did not think the FCC should operate any stations abroad.

As Mr. Garey read the 1938 memorandum, he interposed questions on the more provocative recommendations. Where Commissioner Craven urged that there be "no outside pressure" considered in reaching Commission decisions and that only matters on the record be taken into account, Mr. Garey observed that was a failure principle but one not adhered to. Commissioner Craven commented that so-called outside pressures merely became pressures because they are "acceded to." He said he personally had no objection to members of Congress calling to ascertain the status of cases or to express their views. But he added he had never encountered an instance where members of Congress were critical because the Commission had rejected matters in which they were interested. In effect, he said, he had never received anything that he might characterize as "pressure" from outside sources.

Mr. Garey preferred to allude to these pressures as "political domination". He said that everybody knew there was "ex-parte evidence" and that there was no reason why Commissioner Craven shouldn't admit it. Commissioner Craven explained that he had opposed the abolition of the examining system by the FCC in 1938 because it permitted attorneys to act both as judges and prosecutors. That condition obtains today, he said. The Commissioner expressed "highest confidence" in the engineering department and recommended and still recommends that the law department be subjected to the same qualifications as the engineering department. He urged Civil Service wherever possible.

Alluding to the replacement of Hampson Garey, general counsel of the FCC in 1938, Commissioner Craven said he thought that was "outrageously wrong" and described him as one of the "most capable and loyal servants the Government ever had."

Upon resuming the stand at a brief afternoon session, Commissioner Craven told the Committee he desired to correct an impression left by his previous testimony. This dealt with his 1938 memorandum on FCC reorganization and the proposed resolutions attached to it, with particular reference to the FCC's engineering department. He said he did not want to leave the view that he felt the FCC's engineering department had been "amenable to influence". He declared that he had never known the engineering department to "yield" to outside influences.

Com. Craven also alluded to previous testimony he had given regarding the London office of FBIS, which he said he understood had only eight employees. During the luncheon intermission, he said, the Commission records showed that a staff of 43 had been authorized.

He declined that at the time he testified he had not recalled this Commission action.

The entire afternoon session, running for little more than an hour, was given over to a discussion of the FCC's work and to a quasi-technical explanation of the useful radio spectrum by Commissioner Craven. The witness said that he expected the day would...
come when there will be no “overhead wires” and everything will be by radio. He said this may sound visionary but is possible. Alluding to the tremendous strides made by radio since the war, Com. Craven declared that this newly developed portion of the spectrum may bring about a different regulatory philosophy because an almost unlimited number of channels will be available. He said it might not be necessary to regulate rigidly private enterprise in these fields because of free competition. With these additional facilities, he said, freedom of speech might not be imperiled. He said the country could look for a “new era in radio after the war”.

Commissioner Craven expressed the opinion that changes in the law are necessary to accommodate these new operations which will result from wartime development. Whether it will be necessary to have the same sort of regulation that obtains now, he said, is something that can only be known after the war is over.

**Craven Agrees On Transfer of Functions**

Resuming the stand for the third successive day, Commissioner Craven was interrogated further regarding FBIS and RID activities. Threaded throughout the examination was the effort by Counsel Garey to establish his contention that Chairman Flynn “dominates” the FCC and that he, without the advice, consent or authority of the chairman, has the power to terminate the Commission membership, established, nurtured and developed by FBIS and RID into so-called alleged war agencies.

Commissioner Craven did not go along with the committee counsel on these contentions, qualifying his observations, as he had the preceding day, with the comment that Mr. Flynn is a “strong man” and that the fault lay with members of the FCC in permitting him to operate more or less independently.

As for FBIS, Mr. Craven finally suggested that its functions might readily be transferred to OWI, conditioned upon provision being made to supply those civil agencies of the Government which need the service. As to RID, he said he was inclined to go along with the recommendations of the Joint Chiefs of Staff that the military intelligence functions be transferred to the Army but that the FCC should retain its civil “policing” functions, ferreting out illicit broadcasting stations and checking the technical operations of other stations.

**Denny Blocked On Introduction of Release**

The session was highlighted by several attempts of Commissioner Counsel Denny to interrupt the proceedings and to challenge the testimony holding that FBIS is “useless” or that RID service is not “necessary.” He sought to place in the record letters supporting these contentions but was blocked by Chairman Cox. The first incident arose when Chairman Cox, in referring to a press release issued by Dr. Leigh, FBIS director, which had been distributed to the public, had commented that the FCC is releasing information supporting its own case but at the same time is withholding information requested by the Committee. Mr. Denny interrupted, contending this was not so. He asked that Dr. Leigh’s release be placed in the record and agreed to have certain confidential letters, referred to previously, “declassified” as far as the FCC is concerned, if Undersecretary Patterson would remove the “confidential!” restriction on a letter he had written Chairman Flynn. All these dealt with the North African situation.

Chairman Cox had charged that the Commission was releasing information that substantiated its own case but that it was “withholding and covering up by designating as confidential anything that shows Army dissatisfaction with your services.” Mr. Denny entered another vehement denial and sought to have Dr. Leigh’s release placed in the record. Chairman Cox said the Committee would hear testimony from Dr. Leigh and others in due course and denied the request.

Carrying on in much the same vein as the preceding day, Commissioner Craven said he did not want to be placed in the position of criticizing his fellow commissioners. He said it had developed as a matter of custom more than anything else for the chairman to act without prior consultation with the full Commission. When Mr. Garey pressed him on whether this was not unlawful, Rep. Hart interjected that it was apparent whatever Mr. Flynn had had done was done in accordance of the Commission. Commissioner Craven nodded approval and asserted that he had long given up being a chronic dissenter on all these matters.

When Counsel Garey asked if the difficulty was not “lack of legal right but lack of integrity and character on the part of Commission members to insist on their rights,” Commissioner Craven asked to be excused from answering the question on the ground that
it was embarrassing. Rep. Hart interjected with the observation that this was an improper line of questioning and that the Commissioners themselves could test attest to their character. He observed that Commissioner Craven was qualified as an "outstanding radio engineer" and not an "expert on human character."

"If you want to relieve witnesses from embarrassment, you might as well terminate the hearings right now, because they are going to be embarrassed," Mr. Garey rejoined.

Denny Tries Again With Letters on FBIS

At another point Mr. Denny sought to place in the record a series of 20 letters from various Government agencies attesting to the value of FBIS. The data was not admitted, however. Following the adjournment of the hearing, however, copies of the letters, along with a letter from Brig. Gen. E. S. Greenbaum, executive officer in Undersecretary Patterson's office, were released in the Commission's behalf by Nathan Davis, assistant general counsel. Mr. Davis also conducted what amounted to an impromptu press conference in the committee room in saying a few tersely expressed thoughts regarding the "Gestapo" phase of the hearings to be held in New York.

The letters given out by the FCC included photostats of communications from Nelson A. Rockefeller, Coordinator of Inter-American Affairs (March 5, 1942); Mai. Gen. Geo-rge V. Strong, chief of Military Intelligence (Dec. 21, 1942); Capt. S. N. Moore, administrative officer of Naval Intelligence (March 6, 1942); Brig. Gen. Raymond F. Lee, acting assistant chief of staff of Mid-Atlantic area, JIF (Oct. 26, 1941); Carl K. Fink, Bureau of Naval Personnel, who wrote by direction of Rear Admiral Randall Jacobs (July 9, 1943); Assistant Secretary of State Sterling Line, a member of BWC (Sept. 10, 1941); William L. Langer, director, Branch of Research and Analysis, Office of Strategic Services (Nov. 16, 1942); Milo Perkins, former executive director of BEW (Aug. 8, 1942); Rear Admiral R. K. Tur-ney, Director of War Plans Division, Navy Dept. (Sept. 2, 1941); Rear Admiral Leigh Noves, former director of Naval Communications (Aug. 6, 1941); and J. Edgar Hoover, director, FBI (Dec. 5, 1942).

These communications dealt with various aspects of FBIS and RID, some of them seeking information and others commendative of the service. It was understood a number of letters were used in connection with FCC appropriation hearings.

Also released by the FCC, after Mr. Denny had failed to receive permission to place it in the record, was a letter dated July 10 signed by Gen. Greenbaum, executive officer in Undersecretary Patterson's office. Addressed to Chairman Fly, the letter dealt with the War Department resume of the testimony of Rear Admiral S. C. Hooper to CoX committee counsel in executive hearing, which was read into the formal hearing record by Mr. Garey early in the proceedings. The letter stated that the "paper" consisted "merely of notes made in May by an Army officer to whom the Navy had loaned a copy of Admiral Hooper's testimony." It added that the notes "do not express the view of the War Department, but merely this officer's own comment. They were furnished to any officer in the Army or anyone in the War Department." Denny Offers to Declassify Letters

The letter stated that it would confirm the statement made by Gen. Greenbaum to Mr. Fly on the telephone, at the direction of Mr. Patterson. It was dated July 10. On the same date the Navy Department had released a "memorandum to the press" dealing with the memorandum of Admiral Hooper to the Secretary of the Navy placed in the record by Mr. Garey [Broad-casting, July 19]. This release stated that the memorandum dated May 14, 1942, quoted by Mr. Garey "was not an official statement by the Navy Department and expresses the personal views of Admiral Hooper."

Shortly after Commissioner Craven took the stand Thursday, Chairman Cox first alluded to the press release issued the preceding day by Dr. Leigh and pointed out that since apparently the Commission had "declassified" the confidential letters on which the Commission previously had reserved judgment, he felt it was now proper for the Committee to reverse its view and admit the letters in question. The doctor's action, he said, relieves the Committee of the "duty and resposibility of secrecy" in connection with the letters.

Mr. Denny, in his first effort to gain recognition, emphatically de nied an observation by Mr. Garey that if the Commission had not supplied the Committee with all of the data requested or that it had "stripped" its files.

In connection with the exchange of letters between Chairman Fly and Undersecretary Patterson, Mr. Garey contended that the first letter—from Mr. Fly to Secretary Stimson—had been marked "confidential" by Mr. Fly. Consequently Mr. Patterson's reply was "confidential."

It was at this point that Mr. Denny offered to remove the confidential restriction from Mr. Fly's letters if Secretary Patterson would do the same. He said he would seek to have Secretary Patterson remove the confidential restriction.

Commissioner Craven was pressed by Mr. Garey on matters pertaining to FBIS and more particularly its Naval Intelligence division. He pro tested that he was not competent to testify on those matters with accuracy because he had not studied them. The Commissioner did not agree that FBIS possessed only a "messenger boy" function, particularly insofar as the London activities were concerned. He said he could not attach much value to it personally, but he believed that others did. He knew, he added, that the Army and Navy preferred the "raw" material rather than the FBIS analyses.

Asked about the selection of Dr. Leigh as head of FBIS, Commissioner Craven said he had been highly recommended by Commissioner Wakefield. He said he did not know that Bennington College, in Vermont, where Dr. Leigh had taught, was regarded as a "radical college."

Asked if he knew any reason why FBIS should be continued, Commissioner Craven said he felt that the service probably could be transferred to OWI, provided the latter agency was equipped to supply the necessary service to other Government agencies. He has always felt, he said, that regulatory bodies should be divorced from outside
operating activity, though he did not feel the Commission should be criticized for going into these services in time of national emergency.

Cox Raises Question Of Officers' Testimony

When Mr. Denny sought to place in the record the score of letters dealing with FBIS, Chairman Cox instructed him to supply the names to Mr. Garey and the Committee would ask the writers to appear to testify “under oath.” This raised an anomalous situation, since officers of the Army and Navy, by specific instruction of the heads of their departments, have not been permitted to testify before the Committee. Rep. Hart raised the question whether the Committee would be able to hear them, in the light of these instructions.

Passing to RID, Commissioner Craven said the FCC's monitoring services had nine primary monitoring stations before it set up its national defense program, as against approximately 100 now. He acquiesced in Mr. Garey's view that this service was developed “in competition with the armed forces” insofar as critical materials and highly skilled manpower is concerned. He added that radio men trained in direction finding are “scarce.”

Asserting that RID could not be regarded as an intelligence service in the true military sense, Commissioner Craven said that secrecy is one of the most important factors in such intelligence. He did not feel, however, that too much publicity had been given to RID activities, but when Mr. Garey commented that Chairman Fly had told the Costello committee on draft deferments in public hearings about RID's activities in “locating enemy forces,” the witness said he wanted to “take it back” and that he thought a mistake had been made if such information had been imparted in public hearings.

If the armed forces desire that the FCC should discontinue RID, insofar as its military functions are concerned, Commissioner Craven said he felt that should be done. But the monitoring operations in the United States should be maintained, he said.

Chairman Cox then recessed the proceedings in Washington until Aug. 9. He announced the appointment of Reps. Hart and Wiglesworth as a subcommittee, to hold hearings in New York in connection with foreign language activities of the FCC.

Ziv Disc Series Expands

THE War Correspondent, disc series produced by Frederic W. Ziv Inc., has been acquired by KIRO WOAI KPRC WKRC KGW WKPT WPDM WXYK WKBH WTMX WPVR WROI WIOD WJFL WCG WAGW WXYZ KSID KRTN WSB WPTF KSTP WIOD KOIT. WCG, bringing total to more than 70 stations. Eye Witness News is now on more than 150 stations; most recent additions are KXYZ KFDM WCOV WJHL KIRO WIBX. Korn Rubider has been added on WAGW WCHC KONO WSAW WROL KROS KLZ WJHL.

For every problem there is a solution — at least, we think so. Specifically, we are thinking of the difficulty you may be having with recordings, and we want to offer this friendly suggestion:

For rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.

Wipe YOUR RECORDING TROUBLES AWAY

REACH BIG TEXAS! EASILY AND EFFECTIVELY!

Lone Star Chain

For every problem there is a solution — at least, we think so. Specifically, we are thinking of the difficulty you may be having with recordings, and we want to offer this friendly suggestion:

For rates and further information, write Ken L. Sibson, Tower Petroleum Building, Dallas, Texas.
FCC Releases Deny Charges, Reveal Praise of FBIS Work

IN ONE batch the FCC last Fri-
day, following the recess of the
House Committee investigation into
the Commission for a fortnight,
made public five separate press re-
leases dealing with the inquiry and
designed to answer Committee
charges.

In addition, FCC Chairman
James Lawrence Fly, stated as the
key evidence in the inquiry, held a
press conference at which he dis-
cussed freely the aspects of the in-
quiry and criticized the manner in
which it has been conducted from
the start. He did not, however, join
in any controversy over the testi-
mony of Commissioner T. A. M.
Craven who was on the stand for
three days.

In a letter to members of the five
man Committee, Commissioner Fly
alluded to a statement made by
Chairman Cox that when Mr. Fly
appeared before the Committee on
July 9, "he refused to talk" after
he had insisted that the Committee
give him an opportunity to ap-
pear.

Brief Appearance

Mr. Fly's letter stated he was
not conscious of ever having had
an opportunity to testify" on any
of the various matters within the
scope of the resolutions and that
his one brief appearance was to pro-
duce one file of the Board of War
Communications. He reiterated the
importance of giving the Commis-
sion a prompt hearing on the
charges which would be made pub-
lic and said he stood ready to ap-
pear at any time.

A second press release related to
charges by Committee General
Counsel Eugene L. Garey regarding
FBIS employees in North Africa.
Mr. Fly denied the Commission had
sent 31 emoyees to that war thea-
tre. Mr. Fly said the Commission
never had more than 15 persons
there and all were assigned to the
Physiological Laboratory Branch of
the Army. Of the 15 only 5 are
regular employees whose transfer
there was approved by the Full
Commission, he said. The remaining
20 were people living in the area
recruited to assist temporarily in
dermatology, with salaries ranging
from $10 to $100 a month.

A third press release was related to
FBIS, and Chairman Fly an-
swered the charges of the Cox
Committee that FBIS is not perform-
ing a valuable service with 20 letters
from "the people's government,
regarding FBIS and its services.
The Committee re-
fused to accept the letters for its rec-
ord.

The letters were released to the
press by the Committee head as the
running story. Mr. Fly asserted
that the letters showed the "great
value and importance of FBIS".

The fourth release was a letter
from Elmer Davis to Dr. Robert
Leigh, director of FBIS dated Aug.
15, 1942, congratulating him on
the "present coverage of foreign
news and intelligence."

Mr. Davis added that the FBIS
service was not sufficiently compre-
hsive for OWI purposes and that
his office was about to inaugurate
a new war information service which
will be based on the FBIS No. 1
news and intelligence ticker ma-
terial, as well as all its daily news
reports. Without the service sup-
plied by FBIS, the Davis letter
continued, OWI could not function.

Jeit Praise

The fifth release was in the na-
ture of a statement by E. K. Jett,
Chief engineer of the FCC, refer-
ing to the Radio Intelligence Di-
vision. Alluding to the Cox Com-
mittee statement that most of the
work performed by RID has been
published, leaving the inference
that its activities are not "secure", Mr.
Jett said "this is not true."

He pointed out that during the
past three years the division had
received nearly 10,000 complaints
regarding unlicensed amateurs,
unlicensed broadcasts, subversive
operations and miscellaneous mat-
ters. More than 500 such complaints
have been received from 38
some 850 from the Army and 800
from the Navy and Coast Guard.
As a result of these investigations,
he said, RID located 345 unlicensed
stations. "Except in a very few in-
stances when matter was no longer
confidential, no publicity whatso-
ever has been given to this work."

Jett's statement continued:
"The Radio Intelligence Division
has always enjoyed the cooperation
of the Army, Navy, FBI, and other
agencies which it serves. While the
work of this Division is directed
primarily to policing the ether to
guard against possible Fifth Col-
umn radio activities and to assist
in reducing interference in radio
communications, it has, nevertheless,
been possible with the facili-
ties at hand to perform work for
all agencies of the Government
which required monitoring service.
It should be observed that only a
small percentage of the work of the
Radio Intelligence Division has
been done for the armed forces and
that such work is done only when
the Commission is specifically re-
quested to undertake particular
projects."

Press Conference

At his Thursday press con-
ference held shortly following recess
of the hearing, Chairman Fly said
the Cox committee had done what
was to be expected, describing it as
a sort of "Edgar Bergen-Charlie
McCarthy act". He called the New
York foreign language phase to
get under way nothing but another
headline. Alluding to the "vortex
rules" which he said were being
followed by the Cox committee, he
declared it was clear that the pur-
pose was to "throw out unsubsti-
tuated charges for the headlines
and to exclude the Commission from
any opportunity to be heard."

Mr. Fly refused to comment in
any way on the testimony of Commis-
sioner Craven before the House
committee. He denied withholding
information from other commission-
ers and when asked about Commis-
sioner Craven's statement that he
had been informed of the Chief of
Staff's recommendations to trans-
fer RID, the chairman said this was
a "secret" matter and he was not
at liberty to talk about it.

The chairman denied "con-
trolling other commissioners", as-
serting that no one had more au-
thority than another and that au-
thority was vested in the Commis-
sion as a group.

If the Committee wants to in-
vestigate "Gestapo" methods, he
commented, "it can start at home.
He declared he was referring to the
Committee's "star chamber" in-
vestigation, headed by its "Wall
Street counsel and apparently ap-
pointed by the chairman."

A number of members of the
FCC staff, including Chief En-
gineer Jett, FBIS Director Leigh,
General Counsel Denny, George E.
Sterling, director of RID; Peter
Shuebruck, assistant to Chairman
Fly; and Nathan David, assistant
general counsel, were present at
the conference.
FORT PEARSON, former NBC announcer now a Lieutenant (j.g.) in the U. S. Navy, visits fellow announcers in Chicago during recent leave. Announcers (1 to 1): Charles Lyon and Don Elder fill Fort in on local news. Lt. Pearson now is stationed in Washington, D. C.

In Anticipation
NBC is already lining up a special broadcast for the day Germany surrenders. Listeners to NBC’s Telephone Hour and Cavalcade of America are being asked by Conductor Donald Voorhees to suggest musical numbers to be played on the occasion. Plan is to distribute throughout the country printed copies of the songs finally selected, so that listeners may join en masse in the musical celebration of victory.

Kist in New England
CITRUS PRODUCTS Co., Chicago (Kist beverages), has started a quarter-hour weekly evening music and dialogue program with soldiers as guest-actors on WFEA, Manchester, N. H. Twenty-four soldiers from Grenier Field are allowed to select a bottle of the sponsor’s product from a case, and the lucky bottle它的 holder makes a recording of his voice to be sent home. Contract, which is for 16 weeks, was placed direct.

John Cowles Resigns
JOHN COWLES, brother of Gardner Cowles Jr., president of Iowa Broadcasting System, and himself an officer of the Cowles interests, has followed his brother out of the Government by resigning as special assistant to Loose-Lend Administration E. R. Stettinias Jr. He returns to his post as president of the Minneapolis Star Journal and Tribune.

Rose Bowl to NBC
ROSE BOWL GAMES will be carried exclusively on NBC for five years, if war permits, under terms of a contract signed by Sidney N. Strotz, vice-president in charge of NBC’s western division, and representatives of the Pacific Coast Conference, the Rose Bowl Committee and the Pasadena Tournament of Roses. Bill Stern, NBC's sports director, and Ken Carpenter, West Coast announcer, will continue to cover the games.

Big Drive for Book
SIMON & SCHUSTER, New York, will start an extensive campaign for Arthur Murray's book, Learn To Dance at Home, in the early fall, as a result of a successful test campaign. Firm has been testing since mid-June and is now using about six transcribed and live announcements a week on WYNY, WINS, WLW, WWDC, WJBS, WEAF, WEN, WPPN. Agency is Huber Hoge & Sons, New York.

RWG Certified
CERTIFICATION by the National Labor Relations Board for the Radio Writers Guild to act as bargaining agent for shortwave writers at NBC has been granted and RWG is now negotiating with NBC. A controversy between RWG and AFRA arose some weeks ago when each claimed jurisdiction over the writer-broadcasters employed by NBC’s shortwave division. After reaching a settlement with NBC, the RWG plans negotiations with CBS shortwave writers.

Canada Prospects
NO SUBSTANTIAL change in Canada’s broadcasting set-up is expected as a result of the recently completed Parliamentary Inquiry into broadcasting, according to informed opinion in Ottawa. The possibility of a new financial control system in the Canadian Broadcasting Corporation, and greater freedom of action in certain fields, as research for the independently-owned stations, are seen in the forthcoming report of the Parliamentary Committee.

RED SKEELTON Hollywood radio comedian, willstarred in the MGM film version of "How's On To Your Hats", based on the Al Jolson Broadway stage hit.

A tough problem was involved when WSYR undertook to put Grandma's Molasses—a premium, high-priced product—on the Central New York sales map. Both distribution and sales had to be built up fast. But with the WSYR program and merchandising forces teamed up, the objective was quickly achieved—70 new retail outlets in less than three weeks promptly piled up record sales. Nine weeks later, Grandma's Molasses is still hitting new highs.

The wholesaler gives this testimony: "The fastest selling molasses we've handled. WSYR again came through."

Whatever your product, you can rely on WSYR's spirited programs, and WSTR merchandising ability. Why not let us work for you in this, one of the nation's most prosperous markets?
Serviceman Urges That Announcers Name Specific Camps in Dedications

EDITOR, BROADCASTING:

How many times have you tuned to late evening programs of dance music and heard the announcer say “...and now for all the boys in the armed forces, wherever they may be, Phil Priorito and his orchestra plays ...”? I’ve tuned in many times and heard that repeated by announcer after announcer. As a member of the nation’s armed forces, I can testify that it doesn’t give a serviceman any thrill.

Scattered throughout the nation are small camps and bases doing vital work for the Army and Navy. These are the camps which get USO shows of five persons, three or four year old movies and dances averaging once a month. Meanwhile, the big camps and bases with thousands of men get the big shows and the network broadcasts.

Would it be possible for each dance program to dedicate one number “for the boys at” and name a specific camp or base? You can rest assured that any listener who has a friend located there will call his parent or write him to tell about hearing the broadcast and you don’t need to be told how much that will mean to the men.

I do not wish to complain, neither do I wish to give the impression that those of us at small bases are suffering. But I do wish to point out that the changing of about 10 words in an announcer’s dance program introductions will bring happiness and pleasure to many more Doughboys, Sailors and Leathernecks.

FRANK E. SHAFFER, Ens., USNR,
Southport, N. C. (Ex-WBLK, Clarksburg, W. V.).

Racial Tolerance

AS THE FIRST major attempt on the part of radio to tackle on a nationwide basis the problem of racial tolerance precipitated recently by the Detroit riots, CBS scheduled for last Saturday an open letter to the American people, written and produced by William N. Robson, CBS writer-producer. Pulling no punches, the script dramatized in these documented episodes the harmful operations of the Ku Klux Klan, the Bund-inspired National Workers League and other subversive groups. Included was a post-script by Wendell L. Willkie, in which he offered suggestions for eliminating racial animosity within the nation.

Requests Force Reprint

SWAMPED with requests for copies of a patriotic talk given on WOR, New York, during one of its regular programs, the sponsor, Joseph Martinson Co., bought space in three New York papers and two grocery trade papers to reprint the script in its entirety. The speech was given on July 4 by Dr. Frank Kingdon, educator. With the Baltimore & Ohio Railroad and F. W. Woolworth calling for large quantities, and religious leaders and government officials all requesting the talk, the coffee firm printed 5,000 copies and is now printing another 5,000.

Swedish Exchange

SWEDISH radio programs will be broadcast by about 80 U.S. stations under an exchange agreement arranged by the Overseas Branch of the OWI, according to testimony revealed by the House Appropriations Committee. Programs of the Swedish national radio system will be recorded and sent to the U.S. In exchange Sweden will broadcast American programs recorded in this country. Series will consist of 13 5-minute disks, according to James Linen, chief of the OWI Out-put Service Bureau.

Empire Retains Management

FOLLOWING the recent death of Gerald A. Kelleher, founder of Empire Broadcasting Corp., management of the company will continue under Fred de Jager, vice-president, with no change in business policy, according to the board of directors. The board will meet soon to name a new president.

WOMEN MAKE GOOD IN RADIO JOBS

RECOGNIZING how widely women have taken over men's jobs to relieve the manpower squeeze in the broadcasting industry, the OWI devotes the third of a series of articles to recruit women for war work to this subject. "From radar down to the daily mail, there is no aspect of communications in which women do not participate," says OWI.

The OWI explains how women turn out intricate radio equipment in war plants and teach soldiers how to use it, how commercial broadcasting studios have girl technicians, announcers and program directors, how one large broadcasting company employs one-third more women than in peacetime, as jobs like personnel supervisor, commercial program manager and director of women's activities are taken over by the distaff side. Another large chain has a feminine director of talks who has published a book on her experiences in the industry, the release says. For a time, a Boston FM station was run entirely by women, reports the OWI story.

Citing typical or unusual cases, the story tells of a 22-year-old redhead from North Carolina who used her experience as long distance telephone operator, and training in geometry and trigonometry, to earn a license as one of three women control operators in a Washington station (Pauline Lilly, WDVC). In San Diego a totally deaf woman has proved so skillful in working on aircraft radio installations that the company plans to hire more people with this type of handicap.

According to the OWI, latest figures show that women comprise over half the number of those employed in producing communications equipment, and radio is considered so important to the war effort that more than 80,000 men and women have received training for jobs in the industry under WMC programs.

AP Radio Course

PAUL W. WHITE, CBS director of news broadcasts; William Brooks, NBC director of news and special events; and William J. McCallister, general manager of Press Association Inc., subsidiary of Associated Press handling all AP news for radio, have been invited to address a special radio news session of a meeting of AP managing editors to be held in Chicago, Sept. 8-11. Induction of these broadcasting news chiefs in a meeting devoted otherwise to newspaper needs is seen as a move toward establishing better relations between radio and newspapers as the two great agencies supplying news to the American public.

Silberstein Brochure

DEVELOPMENT of television and possibly other new advertising media is listed as a major factor that will increase the importance of advertising in the postwar period in a brochure, "Are You Overlooking Anything in Your Post War Planning?", recently issued by Alfred J. Silberstein Inc., New York advertising agency.

Far be it from us to bracket the Roanoke-Southwest Virginia area with Detroit or Philadelphia as a market for retail sales. But the 27 counties in WDBJ's primary area (daytime) do account for 13.9% more retail sales than Louisville. And if you add our 20 secondary counties (where we get lots of listeners), WDBJ gives you a retail market bigger than Minneapolis, or Buffalo, or Cincinnati.

Best of all, when you use WDBJ, your message isn't competing with several other stations. Because WDBJ is the only station reaching the entire Roanoke-Southwest Virginia market with a strong, clear, nonfading signal at all times. Make us prove it.
MBS Organizes Station Committees Network Planning

LIAISON group between MBS stations and the network to confer on station service, programming, and sales and merchandising functions has been organized in the form of three committees, personnel of which was announced last week by Miller McClintock, president of Mutual. The appointments were approved July 14 at a meeting of the network's board and shareholders in New York, and are a direct result of plans made by the board in Chicago, when it met during the NAB convention in May.

The three committees are each divided into "A," "B," and "C" groups, with members selected because of the contribution each has made in his particular field, sales and merchandising, programs, or station service. None of the affiliates represented are Mutual stock holder stations, but have been chosen at large from the list of MBS member stations throughout the country.

According to Mr. McClintock, the groups have been formed so that Mutual can better serve its affiliates by drawing on them for an understanding of their problems. Co-operation between Mutual and the committees, Mr. McClintock said, may also be instrumental in increasing Mutual sales over the anticipated $13,000,000 during 1943.

The sales and merchandising committee was created specifically in the belief that Mutual can support its advertisers even more efficiently than at present by consulting with the more experienced station affiliate executives on their local policies on the premise that programming is a basic problem in sales. Mr. McClintock stated that the program committee responsibilities would be to facilitate the creation of shows truly representative of every part of the nation. Not only will the group work to improve network programs as a whole, but also to find out where and how Mutual can better its program service to every community.

The formation of the Station Service Committee, the Mutual president added, is "a concrete move to enlarge the affiliates participation in network operation for their greater individual benefit." This group will be asked for advice on developments in FM and television with an eye to their effect on post-war local network operation.

Mr. McClintock also announced the formation of an executive advisory committee, which will meet in New York July 26-28 with himself and Adolph Opfinger, MBS program manager, to discuss program plans for this fall and winter. This group also will serve in a supervisory capacity in the newly-formed program committee. The three committees, expected to meet in New York several times a year, are as follows:

Mutual Committees consist of:

Sales and Merchandising Committee
- A Group, Robert Convey, KWK; William Dolph, WOL; Les Johnson, WMBF; Don Davis, WIL; G. A. Hanson, WCHM.
- B Group, Robert Laubenzanger, Owen Baich, KSB; Charles Jordan, WKB; Fred Photson, WEAL; Bob Pearsall, WPDPQ; John Laux, WSTV.
- C Group, John Boler, North Central Broadcasting; Garland Powell, WRUP; Roy Howell, KFXJ; Robert McRaney, WCH.

Executive Advisory Program Committee
- Van Newkirk, Don Lee; Frank Schilling, WLAP; Julius WOR; C. M. Hunter, WHK, WCLE; Louis Tavenor, Yankee Network; Miller McClintock, to confer with Adolph Opfinger, MBS program manager.

Program Committee
- A Group, Robert Convey, John Timmes, KWK; William B. Dolph, WOL; Don Davis, WIL; O. J. Reichmann, WIBC; Minnie Malher, KBON; Ken Church, WKRC.
- B Group, Charles Jordan, WRC; Eugene Cagle, KFJZ; Fred Fletcher, WKB; L. H. Harris, WORC; Ted Grizzard, WLAP; James E. Gordon, WNOE; James A. Davenport, WATL; Robert H. Pearsall, WPDPQ; Felix Hinkle, WHSC; A. G. Gann, George C. Hutch, KLO; A. E. Leary, CKLC.
- C Group, Garland Powell, WRUP; John Boler, North Central Broadcasting.

Radio Mil, Antonio Rojas, XEOY, Mexico City.

Station Service Committee
- A Group, John Schilling, WRB; John Moses, Harry Hoesly, WKH; George Hatch, KLO; Les Johnson, WMBF.
- B Group, Ted Grizzard, WLAP; G. Pearson Ward, KTF; Dale Tabor, WENY; Felix Hinkle, WHBG; William B. Huffman, Wisconsin Network; John Boler, Don Clayton, North Central Broadcasting.
- C Group, Roy Howell, KFXJ; Garland Powell, WRUP; Rob McRaney, WCH.

Radio Mil, Antonio Rojas, XEOY, Mexico City.

Graybar Appointments
CHARLES S. POWELL has been appointed manager of the communications and merchandising department at the New York office of Graybar Electric Co. effective Aug. 15. W. H. MacCredich, district manager at Cincinnati, will take Powell's place at Boston as district manager. The Cincinnati opening will be filled by A. B. Hammond, manager at Birmingham. Douglas Wallace, sales manager of the communications and merchandising department in New York, will become district manager of Pittsburgh Sept. 1. A. R. Loughborough, present Pittsburgh district manager, will retire Dec. 31 after 39 years of service.

WAC FOR A WEEK was Eleanor Hanson, director of women's activities at WHK-WCLE, Cleveland. Chosen by Mutual as one of the 15 women who were sent through the training routine at Fort Oglethorpe, Miss Hanson was the only radio representative in the group, the other 14 writers being from newspapers and magazines.

MBS Film Showing
CHICAGO premiere of the MBS Kodachrome 8 de-film presentation will be held at 4 p.m. July 29 at the Drake Hotel, when Miller McClintock, Mutual president, will be host to a group of Chicago advertising men and women. Presentation, stressing the network's coverage of the country's "home-town markets," was previewed in New York June 3 and since then has been shown to a number of advertising and agency groups in that city. On July 26 Mr. McClintock gave the presentation to an advertising group in Pittsburgh. St. Louis and Philadelphia showings have also been scheduled.

QUINCY HOWE, CBS news analyst, is featured as interviewer and emcee in a series of movies shorts produced by the Council on Books in Wartime and Newsweek Distributors Inc. Mr. Howe interviews authors of books dealing with war themes.

The CBS Station for a million people in 22 counties of 3 states....
the heart of the Textile South.

WEPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. Represented by Hollinger
FCC Ruling Shocked Congress
Brown Tells NAB 7th District

"IT HAS never been the intent of Congress that the Government should run the radio business, and I believe members of Congress were much shocked when you men at the recent Supreme Court decision," said Rep. Clarence J. Brown (Rep-O.), in an address in Cincinnati last Friday at the NAB meeting in the Seventh District (Ohio and Kentucky). "The decision was a strong blow against freedom of the press and speech," he said.

"We are right on the verge of the greatest expansion in radio and communications in the history of the world, and we don't want that expansion hampered by Federal bureaucracy. The FCC and other Commissions take advantage of everything to grab more power, and that's not good for the country."

I don't think the FCC has any right to say to you how your stations should be conducted, other than in matters of good taste and programming."

"Too many businessmen are afraid the Government won't compromise and just give us a little more time in laws. I say to you that Congress wants the business men of this country to come in and talk frankly, and not be afraid to speak out when some agency is dealing with them unfairly."

Discussing pending legislation "to rewrite the Federal Communications Act so the Supreme Court can understand it," Mr. Brown declared: "I hope you have the courage to stand on your hind feet and tell us what kind of law you want and should have. Then we will write that kind of law, trying always to use the yardstick of common sense."

In a resolution adopted unanimously, it was "resolved that this group petition the Congress of the United States to sympathetically review the present law and revise and enact remedial legislation to the end that radio may continue to serve the American people to its fullest possibilities."

Nathan Lord, manager of WAVE, Louisville, and district director, presided at the NAB meeting. Among the guests was Neville Miller, NAB president. Arguments for the meeting were made by Mr. Lord and James D. Housh, vice-president of the Crosley Corp. in charge of broadcasting, also an NAB director.

Religion Trend Up
THE TREND in Axis-controlled countries is toward increased religious broadcasting, according to the International Broadcasting Union in Switzerland as reported by Dr. Max Jordan, NBC director of religious broadcasts. "Germany stands out as the only deplorable exception," he said, adding that while the German Broadcasting Co. was devoting 0.3% of its total program time to religious broadcasts in 1938, there is no religion whatsoever on the air now and this is currently devoting approximately four hours weekly to religion, and audio visual referring to this type of program is increasing.

NAB Appointees
NAB district directors in seven areas have named district public relations committees, according to the NAB Public Relations Committee, according to William D. Egerly, assistant to Neville Miller, NAB president. Chairmen named are Edward E. Hill, WTAG, Won- ter, District 1; Michael Kenna, WGY, Ithaca, 2; Vernon H. Pible, WTAM, Cleveland, 7; Charles J. Iech, WGBF-WEOA, Evansvil- le, Ind. 8; Merle Jones, KMOM St. Louis, 10; Karl O. Nunn, KTSF, Ft. Wayne, 13; Harry Buck- endahl, KALE, Portland, Ore., 17.

will conclude shortly, when she will have completed the reading of "The Secret Garden" by Frances Hode- son Burnett. Because of the interest created by this experiment, WRC plans to feature "Secret Garden" daily on WRC's Friday "Today" hour until the conclusion of the program following the summer vacation period.
Broadcasting a U.S. Bomber’s Mission

The same quality of tingling suspense which marks those on-the-spot broadcasts from Britain’s airdromes is in this behind-the-scenes account of making one of those broadcasts. This is the story of covering an actual raid by American bomber crews, with interviews before and after the missions “scrubbed”...the briefing...the pilot’s pep talk...takeoff...waiting...It’s all here, as lived by the special events man who did the job. He’s Arthur Feldman, formerly assistant director of special events for NBC under A. A. Schecter, and at present a special events correspondent for the BBC.

Mr. Feldman

The United States? We also intended to provide BBC as well as Empire listeners with the program. The idea was approved in principle, but there were many difficulties to be worked out.

Time was one of the most important elements. There was a difference of five hours between New York and London time. This was to our advantage. It meant that a bomb from London at 4:15 a.m. could be rebroadcast at 11:15 p.m. (EWT) over American networks.

We wanted to get the show on the air as quickly as possible after the return of the mission.

There was also the matter of the censor. This type of show could not be scripted. The censor would have to come to the BBC studio and hear the recordings. This both eased and speeded censorship.

Thus, it was on a cold rainy morning last winter that I left London with Dick Dimbleby, BBC reporter from the Middle East, who was to prepare the show for the BBC listeners. We were met by Lt. Donald Sheldon of Newark, N.J., and drove to the base in an army "jeep". We were greeted cordially by the C.O., Col. Stanley Wray of Muncie, Ind., and the Intelligence Officer Maj. John McNaboe (former N.Y. State Senator). Later our engineers arrived in a huge five-ton recording van.

Waiting for Alert

Our alert came through early in the evening. The engineers ran their mike leads in the briefing room. We sat in the Intelligence Office, "sweating it out"...waiting for confirmation. Around 2 a.m., Maj. McNaboe pointed to a pin stuck in the map of Germany. He turned to me and said quietly, "Briefing will be at __________. I’ll have you awakened at _________."

We walked back to our mess. Down in the hangars, and at dispersal locations, Armament Crews were "bombing up". We turned in but couldn’t sleep.

Then the call came. We dressed hurriedly, roused the engineers and dashed to H.Q. It was a cold, drizzly morning, but no talking about the weather across the Channel. Then the lads started to file in—pilots, co-pilots, navigators and bombardiers. As they did this, I described the scene to the portable recording set. The BBC announcer did the same. Briefing had just begun when Maj. McNaboe entered the room. Col. Wray turned to him questioningly. The Maj. said just one word—"scrubbed".

That word became anathema to us. During the next 10 days, we had heard it mornings and rights, with some missions "scrubbed" as late as five minutes before takeoff. In each case we went through our routine. Comments on the briefing room...pilots checking last minute detailed interviews...everything, right up to the takeoff. All of much wasted effort. At one time we were alerted three nights in a row and "scrubbed" as many times. But let me say right here, that our feelings on these "scrubs" were nothing compared to the combat crews. These lads had come over here to fight; enough said.

But it just couldn’t go on, and it didn’t. We were alerted on the night of Friday, Jan. 22. For the first time in weeks, our weather officer was optimistic. At 1:30 a.m. on the morning of Jan. 23rd, Maj. McNaboe turned to me and said (as he had said so often in the past two weeks), "Briefing will be at __________. I’ll call you at _________." But then he added quietly, "I think they’ll go."

The Pep Talk

I covered the briefing, and then headed for a dispersal area to get what is called the "pep talk" spot—when the pilot checks last minute details with his crew. The ship was called "Jack the Ripper." Capt. Bill Crumm of Scarsdale, N.Y., had gathered his crew about him, saying, "Well fellows, we’re on that old milk run again. Today we’re going to Lorient. . . ." A few hundred yards away, alongside "Memphis Belle," Capt. Robert Morgan of Asheville, N. C., spoke similarly to his crew, and into our BBC microphone. This talk of a pilot to his crew before a mission is a mighty serious business. But both Crumm and Morgan were more than willing to have us make a record. We recorded two "pep talks" for obvious reasons.

Then we drove over to the control tower, and checked to find out which runway would be used for the takeoff. I took a position just off the runway itself about the point where the ships would leave the ground. The ships were taxiing in from their dispersal locations. They gathered at the head of the runway almost a mile from us. We had a radio-equipped jeep...
assigned to us, so we could hear the conversation between the lead plane and the control tower. Precisely a half minute before takeoff time, we heard "Hello, Hodak. A for Apple calling. Request permission to scramble." I held my breath. Then the tower answered, "Hello, A for Apple. Hodak answer. One now you have permission to scramble." I started talking a few moments before the lead ship came thundering down the runway toward us. Every 30 seconds a Fokker III took off. Behind me, it was the third to leave the ground, and Lt. Mark Gilman of Santa Ana, Cal., the bombardier, waved to us as he went by, huddled up in the nose. I forgot about radio, and was intensely proud that I was an American.

Waiting

Then came a tense period...the waiting. Some of the planes might have to land first...and fast. Some planes might not come back at all. Then word came that they were coming in. All but two had been heard from.

We saw tiny specks in the darkness growing larger every minute. Finally, a Fokker took off. We yelled from "Jack the Ripper" as the lads tumbled out. I counted them as they came. There were 10...the complete crew...all wounded. But they looked tired and cold and a bit dirty. One after the other they came to the mike—wave their full name, rank, and home town. Each spoke only about 15 seconds. Usually it was..."...a tough one...damned glad to be back...then they headed for H. Q.

The Broadcast

We had our show, but there was still much to do. Priority call to BBC, London...cable to BBC, New York...Mutual informed of special broadcast...Maj. Gen. Lyon of 8th Air Force Headquarters to arrange censoring...hasty goodbye...fast train...London and the studio...playback of the records...choice of material. Here is what I finally chose: 1. Capt. Crumm's talk to his crew before takeoff.

NEW CONCERT PROGRAM, representing substantial step-up in sponsored time by Alms & Doepeke Co., Cincinnati department store, is subject of the plans of this WSAI group planning the series. Seated (1 to r): Walter A. Callahan, general manager; and William Stoess, who will conduct the orchestra. Standing: George Moore, salesman who handled the contract; and Jimmy Leonard, program director. The new series, titled Harmony Hall, will be heard Saturdays from 7:30-8 p.m., and will utilize one of the largest orchestras ever sponsored on WSAI.

Canada Censor Policy

RADIO and Press censorship in Canada for the fiscal year ended March 31, 1945, cost $106,646, according to a report of the National War Services Dept. tabled in the House of Commons at Ottawa. A new censorship directive has been issued, placing on stations the responsibility for keeping off the air any statements that might influence Canada's war effort. Col. O. M. Biggar, director of censorship, made the announcement at Ottawa July 16, placing Canadian radio stations in the same position as newspaper publishers.

2. Description of two ships taking off.
3. Description of two ships landing.
4. Brief statements—Crumm and his complete crew after landing.

The show went out without any censorship trouble 4:15 a.m. London time. Picture us in a small studio deep underground. The records were strewn around on half a dozen turn-tabels. There was no cue from New York. We started blind at 4:15 a.m. I kept thinking, "This is a gag; it's not 11:15 p.m. in New York—no one will accept a few shortwave listeners...no one will hear it at all." But I was wrong. A cable the following morning stated that over 100 Mutual stations had taken the show—and more important, they liked it. The program was heard the next day at 11:15 p.m. on BBC's Home Service, and was just as widely received. We told the story behind the story of a Bomber Raid by our boys. We were only pioneering in this field. More is to come, and more will be done. We are preparing for actual recording of the planes themselves over the target.

WOKO License Hearing Waits Phelps Testimony

HEARINGS on application of WOKO, Albany, N. Y., for renewal of its license were adjourned last Thursday to be resumed Aug. 3, when it was learned that K. K. Phelps would be unable to appear until that time. Mr. Phelps is the brother-in-law of Sam Pickard, ex-radio commissioner and vice-president of CBS, who figures in the ownership of the station through a purported gift of 24% of its stock to Phelps, while he, or Mrs. Pickard, continued to receive the dividends from it, amounting to approximately $10,000 a year.

The stock appeared on FCC records from 1934 in the name of R. K. Phelps, and before that in other names, but never in the name of Mr. Pickard or his wife, although Mr. Pickard has testified that he was in fact the “equitable” owner of the stock [Broadcasting, June 12]. The Commission is attempting to ascertain the facts of ownership of the station since it was licensed 13 years ago.

WLW Names Robinson

WILLIAM ROBINSON has been transferred from the sales office of WLW, Cincinnati, to the station's Chicago office as sales representative. He succeeds Dewey Long, who resigned July 13 because of disagreement on matters of policy. Mr. Robinson has been three years on the WLW sales staff, and before that was a salesman for WSAI, Cincinnati.

SINCERE APPRECIATION TO AMERICA'S RADIO EDITORS FOR OUR AWARD IN BILLBOARD'S 6th ANNUAL PUBLICITY SURVEY!

* Such recognition of WINX salesmanship and showmanship cannot be ignored by alert agencies and sponsors who want complete coverage of a major market of 1,250,000 persons whose per capita income is the greatest in the world!

* Choice availabilities and prize-winning program ideas will be submitted upon request. Join the progressive advertisers! “Watch WINX in Washington!”

WINX
Washington, D. C.

“The Capital’s Only Independent Station”

BROADCASTING • Broadcast Advertising

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"That reminds me—WFDF Flint Michigan regulates the length of its commercials."
Offer By Petrillo Rejected by Navy

Not Interested in Proposal To Make Recordings Free

OFFER of the American Federation of Musicians to donate the services of its members without charge to make phonograph records for entertainment of United States servicemen, provided no charge is made for performance of such recordings [BROADCASTING, July 6], has been rejected by the Navy, James C. Petrillo, AFM president, revealed last week. The Army has not made any comment on its position.

Mr. Petrillo released a letter from Capt. R. A. Koch, special assistant to the Chief of the Bureau of Navy Personnel, which stated that despite the limited record supply "Navy personnel are acquiring phonograph records in sufficient quantity to meet their pressing recreation and entertainment needs." The letter continued: "Any plan duplicating present facilities, in view of current shortage of materials, would not appear to be at variance with the all-out current prosecution of the war effort."

Union's Answer

AFM offer of free discs for servicemen was the union's answer to statements of Elmer Davis, director of the Office of War Information, and other Government officials that in preventing its members from making new records the union was injuring morale and also adversely affecting the war effort, allegations apparently contradicted by the Navy letter. Offer had first been made to Mr. Davis, who re- phoned that service camps were outside the jurisdiction of the OWI, following which the AFM wrote to the Army and Navy.

Mr. Petrillo, commenting on the fact that no answer had been received from the Army, reiterated his earlier statement that "if they want records they'll get them. But remember, they gotta fix the juke boxes so the boys don't have to put nickels in." Navy letter to Mr. Petrillo follows in full text:

Your letter of 6 July 1943, addressed to the Secretary of the Navy, concerning a proposal for furnishing the professional services of members of the AFM for the purpose of making phonograph records for the recreation and entertainment of naval personnel, has been referred to this Bureau.

It is readily seen that the supply of phonograph records available on the existing commercial market is necessarily limited by shortage of critical materials involved in the manufacture of such records. However, Naval personnel are acquiring phonograph records in sufficient quantity to meet their recreational and entertainment needs. Any plan duplicating present facilities, in view of current shortage of materials, would not appear to be essential to the all-out prosecution of the war effort.

Please be assured that your offer of the services of members of the AFM in the interest of Naval personnel is nonetheless fully appreciated.

OWI Moves Forward With New Program Of Using Voluntary Control Centers

WITH 12 new regional offices now in operation to handle program clearance, the OWI Radio Bureau moved last week to bring about the establishment of voluntary control centers in 40 cities to handle the work formerly performed by OWI branch offices.

John Hymes, OWI station relations chief, returned last week from visits to the new Cleveland, Chicago and Los Angeles stations to plan to visit the remaining nine offices within the next week to coordinate their activities with the Washington headquarters.

Mr. Hymes explained that because of the necessity of closing the branch offices formerly operating under the OWI regional offices [BROADCASTING, July 19], the station relations division of the Radio Bureau has added broadcasting stations to up clearance and control centers for OWI activities. The whole project will be a voluntary cooperative venture financed and organized by the stations in each of the cities where OWI formerly maintained branch offices. It is hoped that most of the centers will be set up within the next week.

All stations in these cities, he said, will clear through the control center which will then clear for McCarrrens Shot by Irate Publisher Who Kills Self

JOHN S. MCCARRENS, general manager of the Cleveland Plain Dealer (WHK-WCLE) was shot three times last Thursday by a former foreign language publisher, Herbert L. Kobrak, who committed suicide following the attempted murder.

Mr. McCarrrens was in serious condition following an operation for the removal of the bullets from his abdomen, but last Friday the 74-year-old newspaperman was reported to be recovering.

Repeatedly rejected support by Mr. McCarrrens for his plans to establish a foreign picture newspaper in Cleveland, Mr. Kobrak left notes which showed that he had been planning the attempted murder and suicide for some time. The shooting occurred following an argument in Mr. McCarrrens' office.

Mr. McCarrrens was twice president of the American Newspaper Publishers' Assn.

WPB RULE EFFECTS HELD EXAGGERATED

TYPE OF APPEAL rather than volume in the recent request to retailers by the War Production Board to eliminate "buy now" and "save" advertising of textiles, WPB asserted last week. Alarm in part of some stations over the WPB request was brought to the attention of Broadcasting by the NAB.

Richard N. Johnson, director of the Textile, Clothing & Leather Division of the Office of Civilian Requirements, said the purpose of the request is to conserve textile supplies to avoid rationing. There is nothing in the WPB policy to restrict the amount of advertising, he emphasized.

From the standpoint of the stations, the WPB action was seen by Lew Avery, director of broadcasting for the NAB, as presenting a sales problem which calls for ingenuity and straight thinking.

Introductory Broadcast

BULLFROGS AND MARINES

Carnation Contented Hour—NBC, August 2


BROADCASTING • Broadcast Advertising
PLOTTERS OF NEW MEANS for aiding women listeners at home and in war efforts, these officials of WOR, New York, and members of WOR's women's advisory panel first met June 15 at a luncheon at the Waldorf Astoria to devise further plans [Broadcasting, July 19]. They are (1 to r) Mrs. Charles S. Maddock, president, N. J. Federation of Women's Clubs; Joseph Creteaux, president, Providence; Mrs. Harold V. Milligan, N. Y. Federation of Women's Clubs; Julius F. Seebach, vice-president in charge of programs, WOR; Mrs. Lillian Posey, representing Anna Rosenberg, regional director, War Manpower Commission; R. C. Mad- dux, vice-president in charge of sales, WOR; Elsie Dick, executive secretary of the WOR advisory panel; Mrs. Dorothy Dunbar Bromley, editor, women's activity page, N. Y. Herald Tribune; T. C. Streibert, vice-president and general manager, WOR; Mrs. Betsy Talbot Blackwell, editor-in-chief, Mademoiselle magazine; Alfred J. McCosker, president, WOR; Margaret T. Applegarth, representing United Council of Church Women people Beatty, WOR commentator; Frances K. Marlat, president, N. Y. State Federation of Business & Professional Women.

RUSSIAN 'SPONSORS' RE-SCHEDULED

To Insure Delivery of LeSueur's CBS Newscasts

In U. S., He Reveals in New Book

TWELVE momentous months (Oct. 1941-2) during which Russia defended Moscow and Stalingrad, are covered by Larry LeSueur, former CBS Moscow correspondent, in his book Twelve Months That Changed the World, published July 26 by Alfred A. Knopf ($3.00).

LeSueur chronicles not only the military developments, but also the metamorphosis of his personal feelings to the last day of his stay in the Soviet Republic, which he left with a profound respect for the virility and efficiency of the Russian people.

Of his first broadcast from Russia, Nov. 22, 1941, LeSueur writes that it was made at four o'clock in the morning, "Miss Burrows [the announcer] began the broadcast of Soviet war news to America and England with the traditional words: 'Workers of all lands, unite.' Then she announced to the world that my watch was 15 minutes to 4 o'clock. Mr. LeSueur will make his scheduled report at 10 minutes to 4, Kubyshev time. Calling CBS, New York, LeSueur asked "Later I received cables from New York asking that I check on the correct time in Kubyshev, for it seemed that Miss Burrows' watch was invariably 30 seconds too fast or 30 seconds too slow . . ."

In February 1942, LeSueur learned that the reason many of the newscasts are not getting through to America was that exactly before he went on the air, Moscow Radio's Anglo-American broadcasts were beamed only on England. After contacting the head of the Radio Committee, Poli- karpov, he was told that 'it would take some time to rearrange the broadcasts in order to put my talks on a higher frequency.' LeSueur ex- plained that it wasn't just a matter of raising the frequency, but of making an entirely new power schedule for the various commissariats which buy time on the Soviet radio system. They pay for the time the way a sponsor does in America.

Three days later Mr. Polikarpov phoned me and said that he had made arrangements for the various commissariats to change their schedules. Unfortunately, I had some bad news for him. The United States had just gone on war saving time. My broadcasting time would now be an hour ahead. Mr. Polikarpov was speechless."

LeSueur had to write to the Vice-Commissar of the Foreign Office and finally, through Polikarpov, he was informed that his broadcasts "would henceforth not only be beamed directly on New York from Moscow, but would be fed to the Soviet radio stations in the Far East and beamed on San Francisco." LeSueur, in concluding this incident on the cooperation of the

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 "Listening Habits of Iowa" Radio Survey covers all 99 counties, disclose 5-year trends in listening habits and preferences for radio and programs. Maps and facts on Iowa listeners in various age groups, levels—city, small-town and farms. 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

Kellogg’s Gro-Pup Buys News on Blue

Gilbert Martyn Comments to Get Under Way on Aug. 9

CONTINUING to expand its use of radio for various products [Broadcasting, July 5] Kellogg Co., Battle Creek, Mich., on Aug. 9 will become the first advertiser to promote a dog food production network when it starts five-weekly news by Gilbert Martyn on the complete BLUE network for Gro-Pup. The show will be heard at 11:30 a.m. from New York with a live repeat at 1 p.m. for the 13 Pacific Coast BLUE stations. The second show will be handled by a second BLUE commentator and will originate in San Francisco to meet the news interests of listeners in that area.

Martyn Starts Aug. 16

Gilbert Martyn, Paramount newsreel commentator, will not start on the series until Aug. 16, the first week to be handled by Don Gardiner, BLUE staff announcer. Program will be the third daily program on the BLUE sponsored by Kellogg, the others being Breakfast at Sardis for Pep, Monday through Friday, 11:16-11:30 a.m. and Breakfast Club for various cereals, Monday through Thursday. Kenyon & Eckhardt, New York, handle Breakfast Club and Gro-Pup, and Peabody, a syndicate, and J. Walter Thompson Co., New York, places advertising for the various Kellogg cereals.

WCCO Contract Dispute

TEMPORARY agreement has been reached between the AFL International Brotherhood of Electrical Workers and WCCO, Minneapolis, and a strike noticed by the union on behalf of six announcers at WCCO has been set aside until Aug. 11. In dispute is a clause in the announcers' contracts regarding a 4 percent raise, and also WCCO technicians, with technicians at the eight Columbia-owned stations.

 Arbitration Ruling

ARBITRATORS of the American Arbitration Assn. rendered a 2-1 decision last week for payment by CBS to Announcer Paul Brentson of additional fees for each Socony-Vacuum Oil Co. newscast he made between April, 1941 and September, 1942. The decision, rendered July 15 by Judge George L. Quilici, of the Municipal Court of Chicago; George K. Bowden, Chicago attorney, and Harry D. Taff, president of the Federal Radio Co., was for a sum reported by Hy Faine, Chicago manager of AFRA, as nearly $2,500.

Russians says that he "was delighted to get a cable after my next broadcast informing me that my words were being heard clearly on the West Coast."

Broadcasting • Broadcast Advertising

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**WORLD WIDE GIVEN NEW SHORTWAVE CP**

WORLD WIDE Broadcasting Corp. was last week granted a construction permit by the FCC for two new international shortwave transmitters at Scituate, Mass. The transmitters are being built by World Wide at its own expense, but OWI will do the programming for these additions to Uncle Sam's arsenal of heavy weapons of the international airwaves.

OWI is building at its own expense six directional antennas for use with the four already on the ground. One is complete, three are now building and two are yet to come, according to James O. Wel- don, chief of the Bureau of Communications Facilities of the OWI Overseas Branch. Program- ming of the new unit will begin about Aug. 1, or perhaps a little later, Mr. Weldon said. OWI is already programming the World Wide 20 and 50 kw units which have been in operation since 1942 when the Government leased existing shortwave facilities for its psychological warfare.

**Granted in conformity with the Commission’s rules of December 1942 governing operation of short- wave stations, OWI has been granted the C-vent- ment and programmed by OWI and CIAA, the new World Wide construction permit, effective for Sept. 8040, 9700, 15550, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WWRU on 9700, 15530, 17750.

**APPLICATIONS**

CBS New York—Extension authority transmit programs to CFPR and CKAC and other stations controlled by CBC to Sept. 15, 1944.

WWXH, Chicago—Mod. CP for new FM broadcast station extend completion date.

**NEWSTATIONS**

A NEW STATION HAS BEEN opened at Corner Brook, Newfoundland, first station in Newfoundland outside St. John’s, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

ROD NICHOLS, former engineer at KNX, St. Louis, has been promoted to captain in the Army. He is in charge of the Army radar school at Lexington, Ky.

MERRY A. HOLZAGER, engineer of WWRL, New York, is to enlist in the Navy Aug. 1.

ARCHIE POOK has joined the engineering staff of CFR, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.

WARREN H. LOCKEY is acting as replacement engineer at KFZ, Denver, during absence of regular engineers on vacation.

CAPT. GLENN BOUNDY, former chief engineer of WWVA, Wheeling, W. Va., is somewhere in Iran in charge of installation and operation of radio equipment there.


WILLIAM DAVIS OWENS has joined the engineering staff of WGST, Atlanta.

HENRY O’NEILL, recently returned from North Africa where he was working on construction of the directional antenna and installation of the RCA shortwave transmitter at Breiville, has been appointed CBS engineer in charge of construction for the two shortwave transmitters. He opened this fall under the facilities expansion of the Interdepartmental Planning Commission of the Office of Defense and CIAA (Broadcasting, July 12).

ED PARK, engineer of WCAU, Philadelphixx, is the father of a girl.

HARVEY DEGERING, formerly of KOIN, Portland, is now chief engi- neer of KKHU, Watsonville, Cal.

**NEW BUSINESS**

SCHUCK & Co., Sunnyside, Calif., (Banco snack), on July 24 started an- nouncing as representative of NBC affiliated stations (KFI KPG KOMO KKO (Calif.), K KNID, Portland, Ore., KWKY, Sheridan, Wyo., were all included.

KELLOGG Co., Battle Creek, Mich. (G-Fun dog food), on Aug. 5 starts 16 day campaign on 150 NBC stations. Mon. thru Fri. 11:30 a.m.-12 noon, 7:30 p.m.-8 p.m. Agency: L. S. Ross, R. Sinner, New York.

QUAKER OATS Co., Chicago (Puffed Wheat, Rice Sparkles), on Aug. 2 starts 30 day campaign on 150 NBC stations, Mon. thru Fri. 6-6:15 p.m. Agency: Sherrill Advertising Co., Detroit.


**RENEWALS**


**NETWORK CHANGES**

SERUTAN Co., Jersey City, N. J. (Seru- tan), on Oct. 16 add 85 BLUE stations to their 128; return to station, H. B. 95, in Mobile, Alabama. Monday thru Saturday, 7-7:15 p.m. Agency: Ray- mond Shapero, N. Y.

JOSEPH TETLEY Co., New York (Jiffy Soup) on June 29 added 85 BLUE stations to Morning Mirror/Blazer, making a total of 45 BLUE stations, Tuesday, Thursday, and Saturday. Agency: Duane Jones Co., N. Y.

CHEMICAL INC., Oakland, Cal. (Vano), on Aug. 9 absorb Swede County/WORLD- WIDE network, on 4 CBS California stations. Sun., 9-11:30 p.m. (PWT), to Mon., 9-11:30 p.m. (PWT). Agency: Gar- field & Guild, San Francisco.

UNION OIL Co., Los Angeles, on Aug. 1 ships Point Oplet on 11 NBC Pacific coast stations, Wed., 9-11:30 p.m. (PWT); 11 CBS stations, 9-11:30 p.m. (PWT). Agency: Foote, Cone & Belding, Los Angeles.

UP Extends Full Service To Texas and New Mexico

SINCE the speed-up of its radio news service to 60 words per minute, United Press has extended full 24-hour service to New Mexico and Texas, as well as increasing its coverage of regional hookups in West Virginia, Nebraska and South Dakota, according to Al Harrison, VP radio sales manager. Stations using the UP radio wire under long-term contracts are located in Dallas, Tex., and Carlsbad, N. M., and in Amarillo, Wash., Corpus Christi, Midland, Lubbock and other cities in Texas.

UP also reported that the staff of the Charleston, W. Va., bureau has been increased to handle the high speed wire service. UP esti- mates that between 7 a.m. and 11 p.m., some 25% of the wire space and time is devoted to local, state and regional news by the various Regional News Network stations.

Recent stations subscriber to the UP wire service, to start in August, are WISR Butler, Pa.; WOSH Oshkosh, Wis.; WRLC Topeka, Ga.; WNCU Kokomo, Ind.; KWWL Davenport, Iowa; WKBW Buffalo, N. Y.; KRJF Miles City, Mont.
Opens Research Firm

J. E. GRAHAM has reopened his market research firm at 424 Madison Ave., New York, having left the Board of Economic Warfare. Mr. Graham closed his business in May of last year to do economic intelligence work in the enemy branch of the B.W., Mr. Graham was formerly secretary of the New York branch of the American Marketing Assn., and has taught marketing at City College, New York.

Revol Show on Blue

REVLON PRODUCTS Corp., New York, has selected the BLUE for its first network show for Revlon nail enamel and lipliner, probably starting in the fall on Thursdays, 10:30-11 p.m. Details have not been revealed. Firm has previously used spot radio on a limited scale. Agency is William H. Weintraub & Co., New York.

Wanted

WOMAN WRITER

Radio Commercials

By leading southern A.A.A.A. agencies—a chance to experiment in radio copy. To write commercials for chain shows, local and participating programs and spot on local and chain shows. No script writing necessary. Not a "duration" job, but a permanent one, liberal salary and bonuses. Write fully, enclosing samples of work. Box 888, BROADCASTING

WELL KNOWN NAME

In the newspaper field, 20 years on the staff of two major news agencies. Outstanding by-line record of foreign news reporting and interpretive observation. Author of a current best seller on political situation in Italy. Has excellent voice, knows microphone technique. Would like to join station in major city as commentator. Available after Sept. 20.

BOX 883 BROADCASTING

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

Mcnary & Wrathall

Consulting Radio Engineers

Field intensity surveys station location surveys custom built equipment Saint Paul, Minnesota

Hector R. Skifter

Consulting Radio Engineer

Radio Engineering Consultants Frequency Monitoring

Commercial Radio Equip. Co. (Suburb, Wash., D. C.)

321 E. Gregory Blvd., Kansas City (Crossroads of the World City, Mo.)

MERRILL MUeller, NBC reporter with the forces invading Sicily, returned to Allied headquarters July 16 and broadcast an eyewitness report of the landing to NBC listeners.

Dafoe's Pipe

SMALL PACKAGE received last week by Registrant T. Townsend, Lennen & Mitchell account executive, contained the favorite pipe of the late Dr. Allan Roy Dafoe, Quintuplet-famed gynecologist, of Toronto. Sent by Dr. Will Dafoe, the physician’s brother, the pipe is a token of the warm friendship between the Quint's doctor and the man who handled that combination on the radio for Dr. and Mrs. Dafoe (Loz.). It was Dr. Dafoe's custom to puff tranquilly between sentences while making his broadcast.

McNary & Wrathall Consulting Radio Engineers

National Press Bldg., D. C.

BROADCASTING Broadcast Advertising

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Hope for Farm Battery Output
To Meet Needs Seen by WPB

EFFORTS Underway to Permit Industry to Continue Capacity Operations During Third Quarter

Efforts Underway to Permit Industry to Continue Capacity Operations in Order to satisfy current requirements of rural radio set owners are being made by the War Production Board, Broadcast-
ing Industry leaders believe.

At the same time, the Office of War Mobilization revealed an overall program under which it will correlate studies being carried on by military agencies and the WPB of military and civilian requirements of consumer-goods Justice James F. Byrnes, OWM director, is fully cognizant of the importance of keeping farm radios in operation. The supply of batteries and tubes, along with other home front requirements, will continue to have its attention, it was stated at OWM.

A communication submitted by the OWM Wednesday to Neville Miller, president of the NAB, expressed the hope that farm battery production would be sufficiently increased to equal current consumption and provide a small surplus to bite into the deficit accumulated under severe restrictions imposed last winter.

Zinc Requested

The Zinc Requirements Committee of WPB has received a request for additional zinc from the Consumers Durable Goods Division. This request has not yet been acted upon, pending further information desired by the Committee.

Hope of obtaining the additional zinc was expressed in a letter dated July 5 from Guy P. Field, director of the WPB Consumers Division to the OWM. In this letter, transmitted to Mr. Miller by Justice Byrnes, it is stated: "At the present time zinc is available in limited quantities. The zinc Division has not yet been provided for third-quarter capacity operations but we are working on this and hope that nothing will interfere with our programs.

Referring to a statement by Mr. Miller that "farm battery production continues insufficient to balance consumption, let alone overtake the accumulated deficit," Mr. Field stated: "Unless military requirements are larger than anticipated, or unless the labor situation becomes more critical, we have every hope of producing enough batteries to keep up the consumption and provide a small surplus to overtake the deficit. However, it is obvious that we are unable to get more batteries than the capacity of the industry will allow. Most of the factories are working at least two shifts; we are doing everything we can to increase the output of our battery manufacturers, who previously had a very small radio battery production, to re-arrange their facilities for increased production of this item."

Effects of the restrictions imposed by Order L-71, issued last October, which limited the production of farm batteries to 60% of pre-war output, were recounted by Mr. Felt. "The situation became so serious," he stated, "that in March of this year steps were taken to determine if additional zinc was available for use in radio batteries. Although the Zinc Division had been under pressure to conserve even more of the metal, they could see the unfortunate results of our severe limitation of farm batteries and allowed sufficient additional zinc for the period from March 20th to June 30, 1943, to enable manufacturers to operate at capacity."

Stating the belief that the demand for farm radio batteries is greater today than at any time since the advent of the electric-powered radio, Mr. Felt pointed to listener interest in newscasts and war programs and curtailment of gasoline as contributing to increased use of radios. "There are no less than 3,200,000 farmers," he concluded, "who depend on dry batteries for their radios and we believe it of prime importance to provide them with between 1½ and 2 sets of batteries a year. At the present capacity of the industry, we can provide about 1½ batteries a year, but materials are made available for this production."

LEIGH WHITE, CBS Washington correspondent, is the author of an article in last week's Saturday Evening Post, dealing with Morris Corin, Maj. Gen. A. A. Vandergrift.

LEIGH WHITE

Zinc Requested

Zinc Requested

Zinc Requested

Zinc Requested

OPA Sets Ceilings

NEW methods by which maximum prices are determined on radios and phonographs assembled by retailers and distributors have been established by the Office of Price Administration effective July 26. Embodied in Maximum Price Regulation No. 430, the action provides for effective control over ceilings established as a result of recent merger of dealers and distributors who since the summer of 1942, when regular maximum prices were first established, have come extensive assemblers of household radio receiving sets from parts which they then sold. The new regulation, OPA said, will make prices to the public more uniform and in many instances lower than levels prior to the March 1942 ceilings.

RCA Radar Booklet

REVEALING some of the mysteries of "radar" in a booklet, RCA produced its "Great War Precision," which traces for this "war-time miracle of radio" and pays tribute to the research scientists and radio engineers who played an important part in the development of radar.

AGNES ALEXANDER, former secretary to the CBS sales service manager, has been promoted to assistant sales service manager of that division of the network associated with WBMM, Chicago, for 13 years.

FTC Opens Testimony
In Lorillard Proceeding

OLD GOLD cigarettes, product of the P. Lorillard Co., together with Sensations and Beech-Nuts, and Friends smoking tobacco, began presentation of testimony before the FTC in New York last week in a hearing on FTC charges of misrepresen-tation in their advertising [BROADCASTING, March 8]. Hearings on similar charges against Philip Morris cigarettes are scheduled to begin in New York July 28.

Hearings for Philip Morris first began last April 19 in New York, but were postponed indefinitely at the end of the first day, after introduc-tion of radio continuities and other material involved in the complaint, to allow counsel for the tobac-co company to fulfill previous commitments for legal work for the Government.

The Camel hearing set for April 20 in Washington followed much the same procedure with the intro-duction of evidence and was postp-oned indefinitely at the end of the first day because of a case in New York which required the presence of R. J. Reynolds Co. officials. No date has yet been set for resumption of the Camel hearings. [BROADCASTING, April 12].

FMBI Board Meeting

FMBI's board meeting is to be held in Milwaukee Aug. 3, at Radio City. The meeting is open to the members of FMBI Radio Amateur's and Maj. Edwin H. Armstrong has in-dicated that he will attend.

"The IRE Kicked Him OUT Because He's the Only Member Who Didn't Help Invent Radar!"

DRAWN FOR BROADCASTING BY SID HUNTER

Page 66 • July 26, 1943

BROADCASTING • Broadcast Advertising
SPEAKING OF ETCHINGS

Prominent in KMBC's gallery of station personalities is this showing of those who make up KMBC's nationally famed news department. KMBC has long been recognized as a station of personalities, and its investment in these qualified newsmen has reaped a rich harvest in distinguished news sponsors. There's satisfaction in knowing that you'll be keeping the best of company in sponsoring news over KMBC. For proof of this, and details of a choice availability open at this time, our nearest Free & Peters office awaits your call.

KMBC
OF KANSAS CITY
Free & Peters, Inc.
SINCE 1928—THE BASIC CBS STATION SERVING MISSOURI AND KANSAS
IS THIS YOUR IDEA OF CHICKEN?

- When you order chicken, do you expect a plate of necks and wings?
  When you buy radio coverage of a market, are you satisfied with a remnant of the market's audience?
  The size and weight for WKY's coverage, measured any way you like, is greater than that of any other Oklahoma City station, but when you buy WKY coverage you get plenty of white meat... you get what you want and need most: LISTENERS!

In Oklahoma City alone, for instance, quoting May-June Hooperatings, 47.4% of the morning audience, 58.3% of the afternoon audience, and 56.5% of the evening audience belongs to WKY. That's white meat! Oklahoma City's three other stations serve what's left over.

WKY delivers useful, profitable coverage in Oklahoma... coverage of actual listeners... in bigger portions, morning, afternoon, and evening than any other Oklahoma City station.

WKY
OKLAHOMA CITY

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