attention--

time buyers, account executives!

*clip and keep this important list...*

Here are the 16 great war-active cities of more than 100,000 people each covered every hour of every day by WOR.

That WOR has sold—does sell—; that WOR can add dealers; simplify and safeguard distribution, in these cities and beyond them is more than adequately proved in the majority of 99 WOR success stories. Call, write, or wire

that power-full station WOR at 1440 Broadway, in New York
"TAKE YOUR TIME, AMBROSE.
SHE'S LISTENING TO WLS!"

There's plenty of proof that housewives do listen to WLS. Consider the success of this fruit jar maker:

He received 22,019 letters in seven weeks . . . and his schedule continues until September. He used announcements, five a week, in connection with a noontime produce market report for homemakers, offering a booklet on home canning. Earlier this year, this same advertiser received 27,429 letters from 45 announcements . . . making his total results from two schedules some 50,000 letters thus far!

Here is a story which proves again that WLS is listened to . . . that WLS listeners respond . . . in short, that WLS Gets Results. If you want further evidence, just ask us . . . or ask the John Blair man.

890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Represented by
John Blair & Company

Chicago

Management Affiliated with Koy, Phoenix, and the Arizona Network — Koy Phoenix • Ktuc Tucson • Ksun Bisbee-Lowell
Like the
"BIG INCH"...  

YANKEE pipes into the places where Buyers are waiting to buy!

It gives you direct access to each of New England's 20 best markets, where buying power and demand for merchandise assure mass response.

The Yankee Network's 20 stations are your only radio medium tying these principal buying centers together and providing all-over coverage of New England.

Each station is a long-established local enterprise with a record of accomplishment and a ready-made Yankee Network audience. This home-town acceptance is sales influence in its most potent form—the local impact which outsells long-distance effort. Put it to work for you and you get closer to the buyers than you can in any other way.

ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

KOIL is the most economical buy in OMAHA

For Outstate Nebraska KFAB is a must!
It's a BIG area where big things are happening. It's an area that year after year has shown increases in population and spendable income far above the national average. Now teeming with wartime activity it is classified by Assistant Director, Bureau of Census, as one of few areas "having excellent prospects of retaining wartime growth." Let KWKH rope it for you . . . sell for you now and build sales for the future.

CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Represented by the Branham Company.

cover it with

CBS 50,000 WATTS

KWKH

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA
NINE years ago a beardless kid named Kenyon Brown started in radio as an engineer and announcer. Eight years and four jobs later he became General Manager of a darned good regional station—KOMA at Oklahoma City. But still he says "I'm afraid my biography will be short by necessity; there isn't a whole lot a guy can say about himself at the age of 29!"

Okay then, Ken—we'll say it for you, by indirection! We'll just point out that KOMA is listed over there at the right, and that every station on that list is operated by outstanding men.

No, and that isn't an accidental state of affairs, either. We know that management makes the station—that the well-managed station is always the best buy for the advertiser. So, years ago, we decided that's the only kind of station we'd work with, here in this pioneer group of radio-station representatives.
FCC Group Favors Grant of New Locals

Committee Advises Relaxation of Freeze

RECOMMENDATION to the FCC that the April 27, 1942 “freeze order” covering new broadcast station construction or improved facilities be relaxed to the extent of allowing licensing of new local stations of 100-250 watts power, where prescribed conditions can be met, has been made by the FCC’s Committee on Critical Radio Materials, it was learned authoritatively last week. The report, it is expected, will be considered by the FCC immediately.

Based on more than a year of study, the committee, comprising Commissioners T. A. M. Craven, Chairman, and C. J. Durr, gives little comfort to applicants seeking increased power or other improved facilities outside the local bracket, not because of the lack of availability of transmitters but due largely to production bottlenecks in the higher wattage equipment and tubes. Similarly, tube replacements for FM transmitters are unusually tight, because of heavy military requirements for copper anode tubes.

Military Requirements

The committee, when originally appointed Aug. 17, 1942, comprised also Commissioner George H. Payne, whose term expired July 1. It was named to appraise the entire broadcast equipment situation and determine whether additional stations could be licensed or powers increased without hindering the war effort.

The survey revealed that military requirements for radio equipment have been stepped up consistently. Whereas it appeared early this year that the peak load on manufacturers would come in the fall of 1945, latest information is that a still larger load will be necessary next year, and that 1945 demands will continue upward.

Information previously released at WPB indicated 1943 requirements amounting to the staggering total of $4,300,000,000, whereas the industry’s normal peacetime production has amounted to some $600,000,000. Prospects for a substantial increase for 1944 and 1945 now also are cited.

Available Equipment

The FCC committee’s survey revealed a total of 69 fabricated standard broadcast transmitters which are available for use. Of these, 5 are of 5,000 watts output; one of 2,500 watts; 14 of 1,000 watts, one of 500 watts, 38 of 250 watts and 10 of 100 watts. In addition there are some 50 other registered transmitters in various stages of repair or completion.

The committee found, in consulting FCC application files, that there are 84 applications for new stations involving power of 250 watts or less. In addition there are 13 applications for increase in power from 100 to 250 watts.

Whereas the military departments have indicated they have no interest in the broadcast equipment in the hands of broadcasters, WPB feels it is desirable to conserve the transmitters of higher power for future needs of war agencies.

There is no demand by the Government for the local power transmitters (38 250-watters and 10 100-watters). Moreover the surplus equipment survey of the committee indicated a sufficient supply of the majority of parts to provide for maintenance and repair of these transmitters for a considerable time.

The committee, it is reported, therefore, has recommended to the FCC that the granting of applications for new 100 and 250-watt standard stations in cities other than those in metropolitan districts where an a station is located, would serve the public interest and make efficient use of idle equipment. Similarly the committee urged that the granting of applications to increase power of local stations from 100 to 250 watts should be authorized under certain conditions.

It was assumed, in the light of war conditions, that the Commission would be asked to make such grants only when required materials are available without priority assistance; when the applications involve no serious engineering or interference conflicts and are in accordance with technical regulations; and when they meet the requirements of the law geared toward a fair and equitable distribution of broadcast service.

Should the FCC approve the findings of the Craven-Durr committee it is expected that some 100 applicants for new local stations or for increases in power to 250 watts will be requested to file with the Commission statements regarding their intentions in view of the proposed relaxation of the freeze order. Where conflicts are involved, it is presumed hearings will be authorized.

The committee began its inquiry on the thesis that idle fabricated radio transmitters were serving no useful purpose and that if they were not needed by any war agency they might be utilized in service to the public, provided all other construction entailed conformed with WPB views.

Last September the committee recommended to the Commission the granting of applications involving only the use of quartz crystals, which marked the first relaxation of the freeze order. Its new report covered standard broadcast applications proposing use of

Paley Appoints W. B. Lewis For National Program Study

SATISFYING a long-felt need, CBS President William S. Paley last Friday announced appointment of W. B. Lewis, former CBS vice-president and until recently assistant director of OWI, to a special one-year assignment for a nationwide study of radio program service. Mr. Lewis had been proposed as successor to Neville Miller as president of NAB by a portion of its board, but withdrew his name from consideration prior to the meeting of the NAB's board in Chicago, July 30 [Broadcasting, Aug. 27].

The Lewis assignment, first of its kind in radio annals, is designed to cover the whole field of public relations to all types of radio service and to its future functions. It is not a study restricted to use of CBS, it was pointed out, though Mr. Lewis’ reports will be made to President Paley.

Will Tour Nation

Mr. Paley himself has been supervising operations of the CBS program department since Mr. Lewis resigned two years ago as vice-president in charge of programs to join the Office of Facts & Figures, which later became OWI. Mr. Lewis created the Radio Bureau of OWI, responsible for channeling of Government programs, which has been applauded generally both in industry and Government.

The CBS announcement said Mr. Lewis will travel throughout the country and discuss with typical listeners, with public leaders and with broadcasters “the role broadcasting is playing and can in the future play, in American life”.

The assignment will cover the whole range of radio programming, it was stated. He will concern himself with local and regional, as well as nationwide radio service.

Mr. Paley said that for some time he has been desirous of having such a study made. “It has been impossible for men burdened with the day to day operations of the network to devote to such an inquiry either the concentration or the leisure which it requires, together with the detached perspective of an observer who is not himself involved in the creative effort,” the announcement said.

Mr. Lewis, who during the past two years has made his home in Washington, probably will maintain that residence. He will undertake the new work immediately.

(Continued on page 44)
RCA Board Approves Sale of Blue

Transfer Rests on FCC

OKAY OF SHIFTING
OF 3 OUTLETS

RATIFICATION by the RCA board last Friday of the sale of the BLUE Network to Edward J. Noble, New York broadcaster and industrialist, for $8,000,000 cash leaves one remaining action prior to the change of ownership of the network—approval by the FCC of transfer of WJZ, New York, WENR, Chicago, and KGO San Francisco to Mr. Noble.

With the formalizing of the transaction, completed July 30 by Dewey and Colt, RCA president and Mr. Noble, the transfer applications will be filed with the FCC promptly, probably early this week. The Commission will not pass on theurchare of the entire network, except in an incidental way. It’s authority extends only to the reassignment of the licenses of the three stations owned and managed by the BLUE Group from RCA to Mr. Noble.

First Network Sale

Since completion of the deal—the first sale of a network in radio history—intense interest has been engendered in the industry throughout the competitive picture. Mr. Noble is no newcomer to radio, having operated WMC, New York, which he will sell shortly, for nearly three years.

Actually, the $8,000,000 cash figure will not represent the net cost to Mr. Noble, who reiterated last week that he has no partners or associates in the venture. The BLUE, it is understood, has cash in the bank approximating $4,000,000 and accounts receivable. This would mean that with these assets, Mr. Noble actually would be paying only $6,600,000 for the entire operation.

Not a single discordant note has been heard on the transaction from BLUE affiliates, particularly since Mr. Noble’s renewed assurances that he is acquiring the network as an individual. His announcement last Wednesday that his “long range planning” encompasses participation in the network’s ownership by affiliated stations and the network management, along with eventual public distribution of network stock likewise was welcomed in the industry.

FCC Chairman James Lawrence Fly, who sat in on the eleven hour negotiations July 29 and 30 at the invitation of the principals, stated at a press conference last Monday that the Commission would carefully check into the interests associated with Mr. Noble in the purchase of the network. The fact that Mr. Noble has said he has no associates, it was thought, should tend to speed up FCC approval.

How much time will elapse before FCC approval is problematical. There is no present indication of any hearing. This FCC has approved important radio station transfers in a matter of hours or days. Others have been held up for months. Unless there are extenuating circumstances, it is presumed the transfer will be formally ratified within a reasonable time—a week or two. That is premised on the knowledge that the Commission already is acquainted with Mr. Noble’s background as a station licensee along with the fact that RCA-BLUE operations have been an open book since the FCC’s chain monopoly inquiry of 1938 and in the ensuing litigation which carried all the way to the Supreme Court.

Once the FCC approves the transfer, it is expected that the government will drop its anti-trust suits against RCA-NBC and CBS, filed December 31, 1941, alleging violation of the Sherman Anti-Trust laws. John T. Cahill, counsel for RCA and NBC, has learned, had discussed this matter with Department of Justice officials July 30, the day of the agreement to sell the BLUE, and was told that a motion for dismissal would be entertained as soon as the transaction was completed. The suits are pending in Chicago and are scheduled for trial Sept. 15.

The dual network ownership of NBC, it has been stated by Department of Justice officials, was the only remaining issue in the anti-trust suit, since all other aspects in controversy had been eliminated through enforcement June 15 by the FCC of its so-called Network Rules.

MBS May Withdraw

It is likewise assumed that MBS, which has pending against RCA-NBC a $10,278,000 triple damage and injunction suit, would be disposed to drop that proceeding once the BLUE transfer is effectuated. There has been no formal statement from MBS to that end, however.

Mr. Noble, it was learned, has received some two dozen offers for WMCA, which he agreed to sell as a condition precedent to his acquisition of the BLUE. The FCC has frowned upon multiple operation of stations by the same owner in a single market, although it has no formal rules barring this. Mr. Noble paid $550,000 for WMCA in 1941. It is understood several offers are considerably in excess of that amount, including a number from newspapers in New York City.

“I will accept an offer of a group interested in doing a public service job in radio even if it is lower than the best bid,” Mr. Noble told BROADCASTING. He added that the purchaser must regard radio as his principal business and not as a side line, declaring such an arrangement would, in his judgment, be most acceptable to the public, the industry and the government.

WMCA Resale

Some speculation has surrounded possible resale of WMCA to its former owner, Donald Flamm, who now is half owner of WPAT, Patterson, New Jersey. Mr. Noble, (Continued on page 47)

BLUE SELLERS AND BUYER are pleased about the new setup, judging by this camera study of the three principals in the network transaction. Mark Woods (left), BLUE president, and Edgar Kohak (right), executive vice-president, talk over the sale with the network’s new owner, Edward J. Noble, owner of WMCA, New York, and head of Life Savers Corp.

RCA Costs, Taxes Absorb Gross Gain

6-Month Net Drops Despite
Huge Rise in Income

TOTAL GROSS Income of RCA for the first half of 1943 shows an increase of $51,565,900 over the same period in 1942, according to the consolidated statement of income of RCA and its subsidiaries released Aug. 5 by David Sarnoff, president. Income from all sources amounted to $111,001,366 for the first six months of this year, compared with $52,456,466 for the first half of 1942.

Net income was $4,918,794 this year, a decrease of $77,223 from 1942 when the figure was $4,996,017. Earnings applicable to the common stock for the first six months of the current year were 23.9 cents per share, compared with 24.4 cents per share in the first half of 1942.

Taxes Rise

Provision for Federal Income Taxes amounted to $14,204,800 for the first half of this year, an increase of $4,770,100 over the corresponding period last year.

Cost of goods sold, general operating, development, selling and administrative expenses have increased substantially. The figure for the first 26 weeks of 1943 stands at $118,647,084, as against $72,804,872 for the comparable period in 1942. Excess profit taxes, representing the net after the post-war refund of $1,262,500, have been nearly doubled. This year’s figure is $11,371,589, as compared to last year’s $6,971,200.

Consolidated statement for the quarter ended June 30, 1943 shows a net income of $2,925,982, as against $3,883,090 for the similar quarter last year. Earnings per share on common stock totalling 13,881,016 shares remained at .110 cents for this year’s second quarter. Operating income was $73,717,400 for 1943, an increase over the second quarter of 1942, when the figure was $45,283,756.

Chicago Football

CONSOLIDATED ROYAL Chemical Corp., Chicago (Frank’s Shave Cream and Zymolzo Trokeyes), beginning Sept. 25 will sponsor a 10-week series of college football broadcasts at 3 p.m. on WBBM, Chicago. John Harrington, WBBM sports announcer, will do all the games. Art baker, Arthur Meyerhoff & Co., Chicago.

Shoe Firm in N. Y.

AFTER a six-week summer layoff, National Shoe Stores, New York, will start its fall radio campaign, the first half of the schedule beginning Aug. 15, and the second part Sept. 13. Firm has placements on WJZ, New York, and WAT, New York, and WAT, Paterson, N. J. Agency is Emil Mogul Co. New York.
Abuses of Power
By FCC, OWI Charged

HEARINGS of the House Select Committee investigating the activities of the FCC entered a new phase last week coincident with the transfer of the scene of the hearings from Washington to New York, as the Committee's counsel, Eugene L. Garey, launched a hammer-and-tongs drive designed to demonstrate that staff personnel of the FCC and OWI abused their prerogatives and overstepped the authority of their agencies to force from the air Friday. Original plans to resume the Washington end of the inquiry on Aug. 9 have been postponed, it was learned, pending conclusion of the New York hearings.

Chairman E. E. Cox (D-Ga.) of the committee, is expected to preside at the New York hearings beginning Aug. 9 or Aug. 10, to allow Rep. Edward J. Hart (D-N. J.) to handle other urgent matters in his district. Rep. Richard H. Wigglesworth (R-Mass.) will sit with Judge Cox.

Precisely when the Washington proceedings, which cover other than foreign language aspects of the Commission's activities, will resume was not stated. It was hardly expected this would be before Aug. 23, however.

The two other members of the select committee, Rep. Warren G. Magnuson (D-Wash.) and Rep. Louis E. Miller (R-Fla.), are at home, subject to call of Chairman Garey. It is expected that Judge Garey will divide into separate subcommittees to hold hearings at different locales simultaneously.

Hit-or-Miss Inquiries

Mr. Garey also developed evidence indicating that while these Government employees were apparently overzealous in removing persons suspected of pro-fascist leaning they had failed to exercise the same vigor in the opposite direction and had made little or no attempt to weed from the foreign language field individuals of communistic tendencies.

Testimony revealed further that the investigations of foreign language personnel by the FCC field forces were conducted in a surprisingly hit-or-miss manner. Frequently, the record shows, damaging charges against individuals were taken in the event the witness decides to divide into separate subcommittees to hold hearings at different locales simultaneously.

Hearings got under way promptly at 10 a.m. Tuesday morning in the United States Court House in Foley Square, New York, before a sub-committee of Representatives (Rep. Hart, presiding, and Richard B. Wigglesworth, R-Mass.). Eugene L. Garey, general counsel to the Select Committee, opened proceedings by reading a letter from Edward J. Hart, assistant director, Bureau of the Budget, who wrote that 'in view of instructions received from the President he had 'no choice but to decline to testify or otherwise furnish the Committee any information.'

Mr. Garey also read a letter he sent to Mr. Smith and to the Secretary of the Navy, calling the Secretary of War, citing a letter from President Roosevelt to all Federal Government department and agency chiefs to the effect that they not present themselves before the House unless directed to do so by the Select Committee.

Expansion of Office

James Alfred Guest, senior field attorney in charge of the FCC New York office, first witness called, admitted under questioning that most of the activities of his office, which had grown from one attorney to one secretary to four attorneys and two secretaries since last December, were devoted to work for the Foreign Problems Division of the FCC, which, he said, was vitally concerned with foreign language broadcast stations, particularly in the vicinity of New York.

Mr. Garey then read a letter written Dec. 11, 1942, by Marcus Cohn, chief, field section, War Problems Division, to Alan M. Fen- ner, FCC chief counsel, in New York, stating that complaints had been received about program personnel at WOW, New York, indicating that the station still retained announcers and others with pro-Fascist sympathies. The letter specifically named James Capozu- cchi, Igioghi Achille Mannchieh, Rino Colla-Negri, Guiseppe Girotti, Ralph Nardella, Diana Baldi, Dino Bo- lognese and Frank A. Polomieni, and asked for more information concerning them. (Mr. Nardella is WOW sales manager, James Capozu- cchi a staff announcer and the other men are free lance artists for commercial shows. All continue broadcasting with WOW.)

The letter procedure to be followed in making this investigation. It directed visiting, first, the individuals from whom complaints had been received, with an effort to pinpoint specific charges, names, dates and places. Documentary material was

Cox Probers Hit Foreign Tongue Actions

Air Force Birthday Round-up Scoops World on Ploesti Raid

LISTENERS to The Army Hour broadcast of Sunday, Aug. 1, heard the first announcement of the American air raid on the Ploesti oil fields and refineries in Roumania. Not among the mixed listeners was Gen. Henry H. Arnold, Commanding General of the Air Force Army.

During the program, commemo- rating the 36th anniversary of the Air Force, Gen. Arnold called in commanders from the various theatres of action for combat reports. When Maj. Gen. George Brereton, commanding the 9th Air Force, Middle East, reported from Cairo, he said:

"General to General

"I have big news for you and America, Gen. Arnold. Your 9th Air Force has just overthrown a battle against the Nazis which may conceivably change the course of the war." Gen. Brereton then told of the bombing of the Ploesti fields, the source of more than a third of Germany's oil.

Gen. Arnold's face lighted up when he heard the news, Maj. Jack Harris, acting chief, Radio Branch, War Dept., Bureau of Public Relations, who was with Gen. Arnold during the broadcast, related. "Here was a report from a general to his commanding general," he pointed out, "which was the first inkling of the news to the world." A.

Brereton made his report at 3:45 p.m. while the bombers were still returning from the raid. He dispensed a prepared script in favor of the late action.

The anniversary broadcast rep- resented one of the most complicated operations ever undertaken by the United States Air Forces to Maj. Harris. Pickup trucks aggregating 142,014 miles were traversed, or more than half the distance to the moon.

TO OFFSET failures in transmission of U. S. Army in Africa from overseas to Mutual listeners during a one-time network broadcast July 31 [Broadcasting, Aug. 2], the network employed a special technique. The program was heard live by Mutual listeners during the evening, but when the actual broadcast faded out due to storm conditions, listeners continued to get good reception.

Secret was use of a transcription synchronized with the live broadcast, and the effect was never heard, even when the reception became poor. The disc had been made during the first broadcast of the program earlier that day, which was recorded but not put on Mutual. A live repeat of the Army show was the one the network listeners heard.

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FM Broadcasters Pledge Action On Post-War Allocation Plans

Dr. Armstrong Cites ‘Classic Blunders’; Dr. Baker Warns of Need for High-Performance Receivers

ACTIVE participation of the nation’s FM broadcasters in the radio technical planning group to be set up to coordinate postwar planning and minimum agreement at a meeting of FM Broadcasters, Inc., in Milwaukee last Tuesday attended by a majority of its members stations.

Reiterating the position taken at the last meeting of FMBI June 16 in New York, the organization pledged itself to participate in postwar planning activity to be coordinated by all interested parties and representing the operating, engineering and manufacturing branches of radio. Considerable discussion, in both government and industry circles, has surrounded plans to create the postwar group.

Report Sought Promptly

Problems peculiar to FM, designed to get the new broadcast medium off to a flying start after the war, were discussed in detail by the broadcasters with Dr. Edwina H. Armstrong, eminent scientist and FM inventor; George F. Adair, assistant chief engineer of the FCC in charge of broadcasting, and W. G. Baker, vice president of General Electric Co. and director of the Radio Manufacturers Assn. Engineering Department. Mileage separations and trade area allocations were discussed, with instructions given a special committee to report on these matters promptly, rather than after the war.

Similar action was taken with regard to the engineering committee’s report on the investigation ordered at the last meeting to determine advisability of increasing the signal on the outer fringe of service areas. The meeting concluded that the association should vigorously proceed to settle as many of the problems affecting FM allocations and standards as is possible now, so that when set manufacturing commences there will be no delays.

Mr. Adair reported that the FCC was following the suggestions made at the last FMBI meeting urging it to undertake further measurements of propagation characteristics. He observed that the Commission was short of receivers for this service and would welcome use of Hallucinator’s 2TX or REL 517A receivers for at least six months. He asked that anyone having such equipment contact him. Mr. Adair is the broadcast manager of the FMBI’s own allocations committee.

Dr. Armstrong, in addressing the FMBI director’s meeting, alluded to the dangers inherent in the for-
The Three "P's" of a Perfect Market

Plants — Payrolls — People — those are the three "P's" of a perfect market. Put them all together and they spell the "New Savannah Seaboard Market."

Since 1935, the three "P's" have been coming to Savannah in such quantities that Savannah's industrial payrolls have multiplied over and over again in the past decade. Scores of industries, attracted to Savannah's ideal location and natural resources have been migrating down Savannah way in steadily increasing droves to join old Savannah residents like the Union Bag and Paper Corp. and the Savannah Sugar Refinery.

Add to this natural growth that started before the war and will continue long after it, new war industries, three new shipyards, six military centers and you've got the three "P's" of a perfect market that will pay off in profits, prosperity and proceeds aplenty.

WSAV
"The Voice of Savannah"

Selling the New Savannah Seaboard Market
Radio Interests Reported Not In Favor

By BRUCE ROBERTSON

A NEW PLAN to end the ban of the American Federation of Musicians on the manufacture of phonograph records was discussed last Thursday at a "secret" meeting of representatives of the major phonograph record companies with high network officials, held at the Hotel Americana in New York. Eschewing the proposal, said to have the approval of James C. Petrillo, AFM president, is that the broadcasting industry agree to pay a fee to the musician's union for each performance of a phonograph record on the air.

These performance fees shall total $18,000,000 in a five-year period, it was reported, this sum representing Mr. Petrillo's "best offer" to the broadcasters to settle his union's strike against the recording companies. In exchange for these fees, the union will agree to work with the recording companies to secure an amendment to the copyright law which would call for the payment of royalties to the manufacturers of recordings and the singers and instrumentists employed in their production, as well as to the copyright owners of the music. The latter are now the only parties designated by law as entitled to royalties on recordings.

Broadcasters Reject Idea

Although those present at the meeting were pledged to secrecy about the proceedings, it was reported that this new proposal was promptly and vigorously rejected by the broadcasting industry representatives in attendance, who are said to have informed the recorders in no uncertain terms that they would lend no support to any proposal that individual stations pay tribute to the musician's union or to any other group for a privilege which the law already accords them.

It was further pointed out, BROADCASTING was informed, that this proposal in effect calls on the broadcasters to contribute to the support of a lobby whose object would be to place upon them the legal requirement of paying performance fees on phonograph records, not only to musicians and singers but also to the record manufacturers, a program which the broadcasting industry could have no valid reason for supporting.

Meeting was called by Milton Diamond, attorney for Decca Records Inc., which has been holding private meetings with Mr. Petrillo in an effort to arrive at some plan permitting this company to resume its recording activities, following the breakdown in negotiations between the union and a committee including representatives of Columbia Recording Corp. and RCA-Victor as well as Decca. Talks of Decca and the AFM have also touched on transcriptions, it is understood, as Decca recently acquired ownership of World Broadcasting System.

First Meeting

Session was especially significant in that it represents the first time that broadcasters have been formally included in a meeting on the recording problem. Herefore the assumption has apparently been that while the broadcasters might use the products of the recording companies—phonograph records as well as transcriptions—they are not the employers of musicians for recording purposes and so were not proper persons to be included in discussion of the problem. The change in attitude undoubtedly reflects the recent statement on the transcription situation by Mr. Petrillo that he is not interested in the small amount of money his union could obtain from the transcription companies, but his real goal was to "get at the guys who make millions from selling these records to advertisers, the broadcasters."

Transcriptions Not Discussed

Among those reported attending the meeting were: Sydney Kaye, special counsel to the NAB on musical matters, representing Neville Miller, NAB president; Mark Woods, president, BLUE Network; Frank E. Mullen, NBC vice-president and general manager; Paul W. Kesten, CBS vice-president and general manager; Lawrence B. Morris, general counsel, RCA-Victor; P. L. Deutsch, president, and A. J. Kendrick, executive vice-president, WBS; Ralph Colin, of Goldmark, Colin & Kaye, counsel for CRC; C. Lloyd Egner, NBC vice-president in charge of the radio-recording division; Robert P. Myers, NBC attorney.

Despite the presence of these transcription executives at the meeting, the transcription question was not discussed, it is understood. The meeting is said to have been called by Mr. Diamond chiefly for the purpose of reporting to the other phonograph record companies on the progress of the negotiations he has carried on with Mr. Petrillo for the past six weeks in the interest of a settlement.

Mr. Petrillo could not be reached for comment, his New York office reporting him to be out of town. Earlier in the week the union president had announced that the first of the free symphony concerts to be given in small cities [BROADCASTING, July 28] would be presented by the New York Philharmonic-Symphony Orchestra in Hyde Park, home town of President Roosevelt, who will be invited to attend as guest of honor. No date was set, but it probably will be shortly after the conclusion of the orchestra's summer series of nightly concerts this Wednesday.

ROSENBAUM URGES AFM COMPROMISE

A PARTING message urging the radio industry to make peace with James C. Petrillo on the recording issue was made Aug. 4 by Samuel R. Rosenbaum, president of WFIL, Philadelphia. In an open letter to the industry, made public the day he left to accept a commission as ambassador to the AMGOT, Mr. Rosenbaum suggested a plan of settlement based on royalties for the performance rights of the recording artists.

Predicting that the War Labor Board "will wash its hands of this whole dispute when it gets the facts," Mr. Rosenbaum declared the recording industry will never be settled to the satisfaction of the radio industry until Congress changes the copyright laws to provide protection for the performance rights of the recording artist.

Performance Copyright

Toward that end Mr. Rosenbaum proposed that the radio industry join with the AFM in urging Congress "to extend the right of copyright to cover the performer," with the provision that the man who agrees to sing for radio "will have the right that this right will be exercised in a manner that will create new employment instead of merely enriching those who already have employment."

Mr. Rosenbaum further predicted that if the radio industry does not take the initiative in that direction, the (record) manufacturing companies, and the musicians' union will get together without you."

And if the recording companies get their wish, Mr. Rosenbaum warned that the recording artist will assign his copyright to the record-publisher, who will collect the royalty and give the union "a small fixed fee per record." As a result, the radio station

(Continued on page 46)

FEDERAL. Telephone & Radio Corp., N. Y., has been awarded a Gold Star for its "M" Pennant, the Maritime Committee's highest award, for "continued performance in recognition for 'continued production achievement.'" At the same time, the Maritime Committee reported that E. H. Scott Radio Labs., Chicago, had been awarded the "M" Pennant for producing radio equipment.

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BROADCASTING • Broadcast Advertising

Disc Meeting Discusses Performance Fee

MEETING FOR FIRST time in two years, by accident and in the Aleutians, are (l) Lt. (jg) Claire C. Callihan Jr., former chief announcer for KSD St. Louis, and (r) Sgt. Rudolph Schultz, former violinist in the KSD orchestra.

WLBS Hearings in New York

On AFM Will Open Aug. 16

By JACK LEVY

BARRING eleven-hour developments, hearings before a War Labor Board tri-partite panel into the year-old "strike" of the Petrillo musicians' union against seven transcription companies will get under way in New York Aug. 16.

The hearing will be public, in accordance with new AFM regulations issued last week governing panel-weather.

Unanimous Action

The panel named by the Board to conduct the hearings will consist of Arthur Meyer, public member, chairman; Henry A. Fried, industry member; and Max Zaritsky, labor member.

Jurisdiction in the case was assumed unanimously by the Board in an order released last week, which denied the request of the transcribers that the union "terminate its strike" pending final determination of the dispute [BROADCASTING, July 28]. The Board's decision was preceded by a hearing in Washington July 9 to determine what course of action would be followed.

The controversy between the union and five companies dated from June 25, 1942 when James C. Petrillo, president of the American Federation of Musicians informed the companies that members of his union would cease making recordings or transcriptions after July 31. The companies are: Associated Music Publishers, Empire Broadcasting Corp., Lang-Worth Feature, Henry A. Fried Recording Division of NBC, World Broadcasting System, Standard Radio, and C. P. MacGregor.

While it is extremely unlikely that the decision in the Petrillo case can be expected before the hearings, (Continued on page 58)
Baltimore

- Fastest Growing Big City in the East
- Great Industrial Center
- Diversification Insures Progress
- Ship and Plane Building Center
- A Great Port with a Great Future
- Intelligent Post War Planning

WBAL

- 50,000 Watts – Basic NBC Network
- First in Local, National and Network Advertising
- WBAL Promotion Builds More and More Listeners for Your Program
- First in the Hearts of Baltimoreans and other Residents of the Central Atlantic States

For further information about any point outlined above, write WBAL or EDWARD PETRY & CO., Inc., National Representative
Edward Klauber Resigns Posts at CBS
After 13 Years Because of Ill Health

RESIGNATION of Edward Klauber as a director and as chairman of the executive committee of CBS, was accepted last week by the CBS board of directors. Mr. Klauber, who is now resting in the country, was obliged to sever all official connection with the network because of ill health.

In an announcement following the meeting of the board Aug. 4, CBS President William S. Paley said, however, that it gives him a feeling of profound regret that Mr. Klauber cannot continue his work with us, and in a feeling of deep appreciation for his many years of service and his outstanding contribution both to the success of the company and to the development of the radio broadcasting industry.

Announcement of Mr. Klauber’s resignation fell within three days of the date when he joined the network 13 years ago. Joining CBS at the beginning of July, 1930, Mr. Klauber became vice- president in January of 1931 and in December of that year was named first vice-president. The title of executive vice-president was conferred on him in January, 1934. He held this position eight years, until March 25, 1942, when he was named to the newly-created post of chairman of the executive committee.

Mr. Klauber had been detached from many of his regular duties in connection with radio sales, public relations, programs and new developments in May of the previous year when the new FCC rules were announced, to devote the major part of his time to the problems they introduced. In his new post he continued his work in that connection and in connection with the then approaching hearing on the proposed new radio legislation in Congress. When Mr. Klauber became chairman of the executive committee, Paul W. Kesten was named vice-president and general manager.

Mr. Klauber came to CBS from Lennex Mitchell, where he developed numerous radio accounts, including Old Gold cigarettes. A former newspaper man, he was with the New York Times over 12 years. He joined the Times in July, 1916, as a reporter and was credit- ed with many outstanding news beats during the last war. He became city editor of the Times and remained with the paper until September, 1928.

Mr. Klauber

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WHAT DO YOU KNOW ABOUT.....KOAA?

Which of the three answers to each question below is correct? Check your choice. 50% is fair. 75% is good. 100% means you know an outstanding station.

1. The KOA daytime area covers:
   (a) Four Western states
   (b) Colorado
   (c) Colorado plus parts of Wyoming, New Mexico, South Dakota, Nebraska, Kansas and Oklahoma

2. Nearest 50 kw. station to KOA is:
   (a) 1,000 miles
   (b) 325 miles
   (c) 500 miles

3. What percentage of Colorado’s retailers prefer KOA:
   (a) 68.8%
   (b) 53.1%
   (c) 99.44%

4. What percentage of Denver’s nighttime audience listens to KOA?
   (a) 51%
   (b) 83%
   (c) 69%

Answers to questions above: 1. (c); 2. (c); 3. (a); 4. (c)

FEW STATIONS IN THE NATION CAN EQUAL KOA’s DOMINANCE

BROADCASTING • Broadcast Advertising

August 9, 1943 • Page 15
W. D. Terrell, First U. S. Radio Head, Retiring From FCC Post at Age of 72

AFTER 32 years in government service, William D. Terrell, “Grand Old Man” of Federal radio regulation, will give up his post as chief of the FCC’s Field Division when he retires from office on Aug. 31. Twice exempted from automatic retirement by Executive Order, Mr. Terrell, who becomes 72 years of age this month (Aug. 1st), was in radio from its very start, entering the field as it developed in the beginning of the century from wireless telegraphy.

Started in 1911
Back in 1911, Mr. Terrell was made “Wireless Ship Inspector” in the Dept. of Commerce. His “staff” comprised another inspector, the late R. Y. Cadmus. In 1915, he became “Radio Inspector in Charge”, with a force of 35 persons. Later, when Herbert Hoover became Secretary of Commerce, he was put in charge of radio regulation in the old Radio Division and when the Federal Radio Commission was created in 1926 he continued his supervisory activities and inspections.

Mr. Terrell continued in charge of the Radio Division when it was taken over by the Radio Commission in 1932. When the FCC took over all communications in 1934, Mr. Terrell was made head of the Field Division.

Born in Golansville, Ga., in 1871, William Terrell started his career in the Postal Telegraph office in his home town. Later becoming postal manager in Alexandria, Va., operator in the Washington office, then traffic chief and wire chief. In 1900 he joined the American Can Co. to head its leased wire service, returning to Postal a year later as wire chief. In 1903 he entered government service, taking a position with the Treasury Dept., going from there to the Commerce Dept. in 1911.

Mr. Terrell lives with his wife in Arlington, Va. Two years ago Mr. Terrells celebrated their 40th wedding anniversary. They have a son who is a physician and a daughter whose husband is in the Coast Guard.

Mr. Terrell said last week he would just “take it easy” after the 31st. He would like to drive to Florida for the winter if the gasoline situation permits.

FCC officials stated that plans for a successor to Mr. Terrell will be announced within two weeks.

Father Inductions Will Start Slowly
Only One in Six Is Expected To See Military Service

INDUCTION of pre-Pearl Harbor fathers in many communities will be scheduled after Oct. 1, Selective Service announced last week. Army War Manpower Commissioner Paul V. McNutt indicated that only a small number of fathers—300,000—were likely to go before Jan. 1.

In a directive to draft boards last week, Maj. Gen. R. B. Hanes, director of Selective Service, gave a go-ahead signal for induction of fathers to fill quotas during the last three months of this year. While lifting the ban on induction of dads, Selective Service told the Boards that fathers are to be taken only in such numbers as is absolutely necessary. They will be required to order number without regard to number or age of dependents.

Political Repercussions
The imminent induction of fathers had prompted political repercussions last week. Senator John W. Wheeler (D-Mont.) demanding immediate convening of Congress to consider the situation.

Although leaders were reluctant to break up the Congressional hiatus, it was widely predicted that Selective Service would be subjected to heavy pressure during the 16 days in September between the Senate sessions in which the first dads go. A House Military Affairs subcommittee has already asked Gen. Hershey for an explanation.

According to MAB figures, about 80% of draft age men in key radio jobs are in 3A, while the majority of radio’s younger men fall into that group. While Mr. McNutt did not tell how many fathers would be subject to induction to this year, it was evident that not more than one in six is likely to be seen.

Recently, Selective Service said 2,000 observations in needed to fill military quotas until July, 1944. At that time, almost 7,000,000 were in 3A, but it is believed a heavy proportion of the 2,000,000 vacancies will be filled with 4-year-olds, claimed 4Fs, women, and single men now deferred for industrial and agricultural purposes.

Wadham Football
FOOTBALL games of the Green Bay Packers and the U. of Wisconsin will be broadcast this fall as usual over WTMJ Milwaukue. Sponsored for the fifteenth consecutive year by the Wadham division of the Socony-Vacuum Oil Co., the broadcasts are expected to be one of the longest, if not the longest, series of commercial foot- ball broadcasts in radio. Russ Win- nieck at the microphone when the season opens with the Green Bay Packers playing the Wash- ington Redskins, and the season finale game in Baltimore on Sept. 5.

Ceiling Placed by OPA On Assembled Receivers
RADIO sets assembled and marketed by dealers must bear tags indicating the officially sanctioned ceiling price, OPA cautioned dealers last week. In the absence of regular production, dealers have been assembling sets from parts, and marketing them. OPA recently placed ceilings on these sets.

Maximum price regulation 430, which became effective July 26, 1943, requires a tag stating retailer’s price; assembler’s stock number; a statement that the set must also carry inside a label showing circuit diagram; manufacturer’s name and model number; assembler’s name and address, and stock number. Dealers are required to supply sales slips to the purchaser.

Sauce Spots
GROCERY STORE Products Sales Co., New York, will promote Kitchen Bouquet, in a spot campaign beginning Sept. 7, entailing the use of transcribed one-minute announcements six times weekly on 16 stations. Agency is Duane Jones Co., New York.

Serutan Expands
SERUTAN Co., Jersey City, is expanding its radio advertising effective Sept. 20, with the addition of four stations to Victor Lindlahr, recorded-quarter-hour daytime program heard on 10 stations. The program which has been on the air for seven years, consists of talks on nutrition by Mr. Lindlahr, author of You Are What You Eat, and other books on food. Series is presented five-times weekly. Additional stations, bringing the total to 14, are WLU KDKA WBC RKGW. Already carrying the program are: WJAR KHJ RFRC WGR WGN KOMO WAAT WGB WOR. Agency is Raymond Spector Co., New York.

More Wildroot
WILDBROOT Co., Buffalo, in expanding its spot radio advertising for Creme Oil Formula, a hair preparation, has purchased additional time on the West Coast, and in the Midwest. Firm has bought two-quarter-hours on the Don Lee Network, and will sponsor two commentaries weekly by Gregor Ziemer on WLW, Cincinnati; and by Tony Weisel on WJR, Detroit. One-minute announcements will be used on WBKR, Detroit. Firm ended the New York market Aug. 3, on WABC, New York, and is now using WCAU Philadelphia. Agency is BBDO, New York.

Ice Mint Schedule
ICE MINT, a foot salve, is promoted on 10 stations in Ohio and Pennsylvania, in a campaign which started Aug. 2. Schedule consists of one minute announcements, placed on a 62-week basis. Salve is produced by United Sales & Mfg. Co., Buffalo, a division of Foster-Milburn Co. The business was placed by Spot Broadcasting Inc., New York. Agency is Street & Finney, New York.

Campagna Plans
CAMPANA SALES Co., Batavia, Ill. (a division of the Cake Makeup), increasing its former four-quarter-hour program time by 10 minutes, asked the FCC to extend the quota to the air on Sept. 4 on 117 CBS stations, originating out of KNX, Hollywood, Saturdays, 1-12:30, in addition to the basic schedule of 6-12:30. The network’s handling the account.

BROADCASTING • Broadcast Advertising Page 16 • August 9, 1943
Walter Winchell on all-Blue Leads the Leaders!

On July 18, 1943, Walter Winchell's program started on a new and extended line-up of Blue Network stations. For the first time, it was an all-Blue network and for the first time it was the full BLUE network. The Hooper Report covering the week of July 15 to July 21 places Walter Winchell at the top of all programs on the air—

This proves two points which we on The Blue have always made:

**People tune to programs**...which means that given a good show, the people will seek it out.

**The Blue delivers ratings**...The Blue's program policies in the past year and a half have created for the Network an increasing listening habit. Given a popular program, the Blue delivers ratings that mean listeners and sales.

The entire incident is another proof that **there is a change in the broadcasting picture**...with the BLUE's role assuming increased importance—day by day.

*The Blue Network*

A Radio Corporation of America Service
CAUGHT AT RECENT Stations Meeting (Aug. 2) of NBC's Western Division executives, held at KOA, San Francisco, was X. Pangborn, general manager of KG, Portland, Ore.; Sidney N. Strotz, vice-president in charge of the Western Division; Niles Trommell, president of NBC; S. S. Fox, general manager of KDYL, Salt Lake City; William S. Hedges, vice-president in charge of station relations; John W. Elwood, general manager of KPO and NBC in San Francisco.

AFFILIATE MEETING OF NBC ON COAST

TOP NBC executives in New York, confabbed in San Francisco Aug. 2-4, with executives of affiliated stations on the Pacific Coast. The group discussed programs and plans for expanding NBC's activities in cooperation with the radio industry, the OWI and other Government war effort agencies.

Meeting was presided over by Niles Trommell, NBC president; and W. S. Hedges, vice-president in charge of station relations, and was attended by the following station representatives:

John W. Elwood, general manager of KPO, San Francisco; Sidney N. Strotz, vice-president in charge of station relations; Jennifer Pierce, manager of public service and station relations; Frank C. Schuster, general manager; Paul Gale, traffic supervisor; Henry C. Maas, manager of sales and service for Los Angeles; Eleanor McClatchy, Keith Collins, John Hamlyn and Robert Street, KM, Fresno; Phillips, general manager, KID, Boise, Idaho; O. P. Soule, KPTI, Twin Falls, and KSEI, Pocatello, Idaho; B. S. S. S. S., general manager, and W. E. Wastaff, commercial manager, KDYL, Salt Lake City; Ardie Fang, general manager of KG, Portland; Birt F. Fisher, general manager, KOC-KKJX, Seattle.

WNEW Names Cott

TED COTT, director of local and network programs, has been appointed program director of WNEW New York. William B. McGrath, who formerly handled both programming and production, continues as production director.

Mr. Cott was the originator and m.c. of So You Think You Know Music, heard on CBS and later NBC, and directed the CBS serial Society Girl. He has served as dramatic director of WNYC, New York's municipal station, and produced and directed the RCA Victor Sound Board program on NBC. His Book of Musical Fuss is to be released in October by Simon & Schuster, New York.

CICIL BROWN, CBS correspondent, has returned from a three-week tour of the country. The results of his observations will be contained in a book to be published by Random House.

MBS Billings Doubled

MUTUAL billings for July, released last week, show an increase of more than 100% over the corresponding month last year. A deal for July, 1943, is $1,088,808, as against $512,380, for July, 1942. This represents an increase of 104.9%. Accumulative billings for the first seven months of 1943 are $6,501,727, as compared to $6,866,408 for a similar period last year.

CIVILIAN ECONOMY

PLAN ANNOUNCED

THE HIGHEST practical standard of living for the home front, and maintenance of essential equipment in the hands of civilians was pledged last week by the new WPB Office of Civilian Requirements, in an outline of its plans, submitted to the powerful WPB Requirements Committee, which must pass on allotments of all critical materials.

Although Arthur D. Whitehead, head of the OCR, announced no definite production plans, he said that he hopes a nine-point program will supply enough essential consumer goods for efficient function of the civilian economy. Although this does not mean reopening substantial manufacture of articles formerly made by civilians, Mr. Whitehead said he hoped to maintain the civilian population "in a sound and vigorous condition."

RCA Land Cruisers

THREE-WAY sound reproduction equipment designed and produced by RCA Victor has been in operation for the past year in eight "land cruisers" used for Navy recruiting.

Adapted for broadcasting phonograph recordings, radio pickups, jingle box and studio sound effects, each "land cruiser" was engined into their files, and recording companies are reissuing old masters, many of which were recorded by famous RCA Victor artists before the hit the big time.

WBW Names Faber

PETER J. FABER has been appointed WBW consultant on radio receivers, radio receiver repair parts, and distribution, it was announced by Frank H. McIntosh, chief of the domestic and foreign branch of the Radio and Radar Division. Mr. Faber, who has been active in radio for many years, is assistant manager of the radio department and purchasing manager of Montgomery Ward, Chicago.

Newspaper Asks CP

CONSTITUTION Publishing Co., Atlanta, last week requested FCC to reinstate its application to convert its new high frequency broadcast station to operate on 459.5 mc, with coverage of 7,380 sq. mi. Request was filed under the Commission's ruling of last February for reinstatement of FM and television applications that had been dismissed.

Frequency Check Service Improved

Bureau of Standards Opens
A New Transmitter

IMPROVEMENT and extension of standard radio frequency broadcasts and related services of the National Bureau of Standards has been announced by the Department of Commerce with the completion of a new transmitting station, WWV, at Beltsville, Md.

Ten-kilowatt transmitters have been installed and additional frequency and voice announcements added. The services now include:

1) Standard radio frequencies;
2) Standard time intervals accurately synchronized with basic time signals;
3) Standard audio frequencies;
4) Standard musical pitch, 440 cycles per second, corresponding to A above middle C. The standard radio frequencies are 5, 10 and 15 megacycles. The service is continuous day and night.

National Standard

The standard frequency broadcast service makes widely available the national standard of frequency. It is used for scientific and other measurements requiring an accurate frequency. Any desired frequency may be measured in terms of any one of the current standard frequencies, audio or radio, and in the manner desired, by the aid of harmonics and beats, with one or more auxiliary oscillators, and by the use of different frequencies, radio and audio, as transmitted is better than a part in 10,000,000.

The primary purpose of the standard frequency broadcasts is to meet the need of the radio industry, itself, enabling broadcasting stations to keep their frequencies within the assigned bands and to reduce interference with other stations.

Standard time intervals are of particular value in physical measurement and in scientific research in all kinds of laboratories. The standard musical pitch is used by musical organizations and the music industry.

The armed services make wide use of standard frequencies in checking radio equipment going into planes, tanks, ships and the like.

Information on how to receive and utilize the service is given in Letter Circular-Methods of Using Standard Frequencies Broadcast by Radio—copies of which are available at cost from the National Bureau of Standards, Washington, D. C.

Franceschi Promoted

M. P. FRANCESCHI, formerly a senior executive in the New York office of the Post, has been made vice president of Foote, Cone & Belding, New York. He was formerly vice president and general manager of J. Sterling Gellitch.
Now the "walls come tumblin' down"

...every Friday night!

The Golden Gate Quartet. Four boys who just "picked up" and began singing around the South. Their fame spread, and pretty soon they won a regular program on WBT. Then they went on CBS coast-to-coast, and you know the sequel: nation-wide favorites overnight.

So we discovered another quartet, the "Southern Sons." The same kind of thing happened.

We announced a Fourth of July competition to pick a new group; the prize—a regular weekly spot on WBT.

Word of the tournament spread fast: 48 quartets piled in from 7 Southern states, from Florida to West Virginia. We made the auditions public—charged 40c admission. 5,000 spectators jammed the WBT auditorium. For nine hours—2:00 to 11:00 p.m.—these typical WBT listeners roared and stamped applause, as group after group took their places on the stage, shuffled their feet, swung into their numbers.

And when the Montgomery Quartet, from Blacksburg, S. C., won, the "walls came tumblin' down."

The winners share their prize with you—a regular program on WBT, 8:15 to 8:30 every Friday night. And from all reports the 4,000,000 people in WBT's 107-county primary area approve the choice of our new WBT quartet. You'll approve it too, when the Montgomery Quartet goes to work for you. Better ask us or Radio Sales for details.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS
New Radio Techniques Are Being Created By War Agency

By AL HOLLANDER

OWI Overseas Radio Branch

MODERN radio broadcasts as conceived by American networks and independent stations are undergoing a complete change of format and presentation as well as basic entertainment approach, as a result of extensive research of foreign radio audio and visual programs conducted by the Overseas Radio Branch of the Office of War Information.

Located in the Argonaut Bldg. in New York City, this unique radio operation concerns itself with the programming of radio stations in virtually every corner of the world. Consider some of their varied requests—KGU in Honolulu wants many more hours of American network shows on transcription to fill its schedules and entertain troops and civilian war workers; XGOY in Chungking and XPRA in Kunming, China, urgently request at least a thousand commercial recordings since their stock of popular dance tunes, operatic and symphonic selections has become seriously depleted; Radio Congo Belge in the Belgian Congo must have immediately a series of Projection of America platters in Afrikaans for rebroadcast to South Africa.

BBC in London is interested in scheduling OWI’s Symphony Orchestra of America series once weekly for 45 minutes; All-India Radio cables from New Delhi that there would be great interest in a series of broadcasts about American rivers; Radio Tjasaest in Sweden agrees to schedule a series of broadcasts dealing with various American subjects ranging from architecture and art to “acceptance of the Irish-Celtic Dance With the Wind” to the story of the American free press; Central Broadcasting in Salisbury, Northern Rhodesia would like the series Jazz in America, while the Australian Broadcasting Company would like a special series on This is the U. S. A. and the Egyptian State Broadcasting System is interested in a series in Arabic telling about American farming methods.

Aim to Get Time

These are only a few of the many varied requests that are received through OWI Outpost Representatives stationed in these countries. These requests that have been received after many months of painstaking negotiation which served to break down the walls of resistance that prevented America from obtaining time on domestic radio stations abroad. Most of these stations are under close government supervision—and even though the governments are friendly or even allied with the United States, the problem of time negotiation is difficult.

However, once completed, it is up to the Overseas Radio unit to build shows in strict conformity to the likes and dislikes of the native audiences taking into account local government policy. This necessitates voluminous research of a sort never heretofore conducted. What languages are the best for the area? Do they speak Turkish? How many refugee Italians and Poles are located there? What percentage of the population understands French? Should the bulk of the shows be in Arabic? What are the most popular local programs? Do they like American swing, classics, opera, or march music? What do they know about America? What misconceptions do they have about us because of motion pictures?

Basis for Technique

What fiction has the Axis spread about our country that must be destroyed through hard fact? These and hundreds of other questions must be answered if the programs to be built for local broadcasts inside the country are to be effective.

Answers to these and similar questions form the basis for the new techniques in broadcasting that have been developed by OWI. Foreign audiences don’t want too much drama—they want facts; they don’t like American exuberance and speech in superlatives, they’re rather know in simple terms the influence their country has had on us; they can’t understand the fast pace of our variety programs and prefer instead, an “on-the-scene” interview with a mid-west farmer and his wife.

Thus “documentation” has become the keynote for these programs, as were built in some 15 different languages including Arabic, Persian, Icelandic, French, German, Spanish, Italian, Portuguese, Turkish, Flemish, and others. Documentary evidence is required for each and every statement made. If the story of an American machinist is told—the program is built as he works at his lathe; if a program showing the influence of Persian art in America is desired, the broadcast originates at the office of the curator of the Metropolitan Art Museum. Thus, through this quiet, subdued, but nonetheless confident tone of presentation, the real story of America and Americans is projected to peoples throughout the world through programs transcribed onto platters and scripts cable for instantaneous rebroadcast.

Contrary to the methods utilized in shortwave broadcasts to a country or number of countries simultaneously (and which is only possible to direct these transmissions specifically to one nation at a time) the method for the domestic broadcasts in the country over the local transmitters permits highly-specialized “angling” which caters to the specific desires of the audience.

Music Wanted

In addition to the preparation of these language “platters” an extensive series of musical programs must be built out each day. Every major symphonic orchestra in the country has recorded special 45-minute programs which endeavor to tell the story of America’s progress through the development of the classics, thus combating the false idea that America is a nation of gangsters and cutthroats. Also in the musical field, OWI broadcasts Music to Sing With, projecting the musical folk lore of the country, and Jazz in America, a specialized and somewhat formal treatment of the development of jazz as conceived by one of the top authorities on the subject, Charles Smith. An extensive transcription library service for distribution to foreign stations is also in the process of completion aimed specifically at telling a story of America through the medium of its dance tunes, marches, folk music, and contemporary classics. Appropriate country handbooks accompany the series.

Apart from the foreign language programs and musical features that are built, several English language series have been prepared by such outstanding writers as Howard Fast, Louis Untermeyer, Peter Lyon, Robert Ardrey, Bessie Breuer, and others. These programs include Meet an American, weekly quarter-hour series on well-known figures in American history as Washington, Lincoln, Boone, the Wright Brothers, George M. Cohan, as well as “types” like the machinist, wheat farmer, cowboy, etc.; This is the U. S. A., a so-called primer series of America dealing with a large variety of topics like government, industry, culture, history, etc.; and American Almanac, series of informal presentations of well-known people and places in American life with such personalities as William Allen White and Tallulah Bankhead, readings by Helen Hayes, and songs by Bing Crosby.

IN AN AIR-MINDED WORLD RADIO IS THE FIRST LINE OF COMMUNICATION

The war has accentuated the clearly charted and rising peace-time preference for radio.

For business chiefs at home as well as the chief of staff at the front, radio is the first line of communication. It is maintaining the well-earned leadership of accepted brands and earning new laurels for war-time products.

Last century's "Go West Young Man" has been supplanted by today's "Take To The Air". And when you follow that course in Hartford, go by the "Rule of 3". Get WDRC's winning combination of coverage, programs, rate.

BROADCASTING • Broadcast Advertising

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BILLION LISTENER IMPRESSIONS
Sought for War Loan Drive

GREATEST SUSTAINED RADIO EFFORT IN HISTORY GOAL OF OWI AND TREASURY IN CAMPAIGN

Under the station announcement plan, 76,800 announcements are contemplated, with a circulation of 326 million. After Sept. 7, when all announcements will be devoted to the drive, OWI will ask three per day on all network affiliates and six on non-affiliates. The national special will include 40 programs, with 9,000,000 listeners.

In addition to the regular allocation programs, OWI plans to use existing local programs to carry the War Bond message. The 12 new station relations chiefs located in key cities will plug the drive locally, and arrange radio cooperation with local war effort programs.

Drug, Cosmetic Aid

Through Army and Navy cooperation, War Bond messages will be carried on 800 service programs. A special fact sheet will be sent to the military services to local public relations officers. The Dept. of Agriculture is sending a similar sheet to all farm programs.

Included in the third War Loan radio time will be a bloc of time donated by the drug, cosmetic and allied industries, which has been devoting 5% of all its advertising to the war since Dec. 1. In a report to Secretary Morgenthau on the first six months of its war advertising, the industry said $2,000,000 in ads had been devoted to War Bond drives in 60 cities of orientation.

The ads were carried on several hundred radio stations and newspapers; 48 magazines, trade and professional publications.

ISABEL RANDOLPH (Mrs. Upington), of the weekly NBC Fibber McGee & Molly show, has been signed to a Paramount film, "Standing Room Only".

INDUSTRY MEN AID ARMY NET
European Theatre Serviced by Tiny Transmitters
And System of Land Lines

A NUMBER of industry members now in the armed forces are active on the staff of the European Networks, bringing top broadcasts nightly to fighting men in the European Theatre of Operations. By an intricate system of land lines and regional transmitters, recordings on broadcasts are picked up direct from British broadcasting Corp. schedules.

Every evening and all day Sunday the broadcasts are heard over the network, without interfering with reception of BBC programs. In the London area they can only be heard at service centers via direct wire from the BBC. These centers also pickup BBC news, music and comedy considered entertaining to American soldiers.

Production manager of the network is R. Campbell, working with WMCA, New York, for seven years. Private Martin R. Smith, newsreader, was with WYD, New York. Corp. Syl Binkin, announcer and writer, was with WEDY, St. Louis. Corp. Karl Hoffenberg, producer, was a sound effects man at WWJ, WBZ and CKLW, Detroit, and at WEON, Ohio. Corp. Arthur J. Freeman, studio technician and assistant producer, was with WCCO. Corp. Warren Bryan, sound editor, is announcer and writer. Sgt. Donald H. Robinson, program director, was with the CBS television department.
Prescription for sales in the Tennessee Valley: take outstanding programs and announcements, stir well throughout "The Valley" over WLAC, and let increased buying power of thousands of war and industrial workers complete the results.

That's what scores of manufacturers of drug products are doing ... through CBS programs, national spot, and local announcements over WLAC ... the station that covers the rich Tennessee Valley.

THE FOLLOWING PRODUCTS ARE CURRENTLY BEING ADVERTISED OVER WLAC

- Curtiss Candy
- Coca Cola
- Welch Grape Juice
- Doublemint Gum
- Philip Morris Cigarettes
- Eversharp
- Stal's Indian River Med.
- Black Draught
- Kolyuns & Bisodol
- Asacin
- Spearmint Gum
- Chesterfield Cigarettes
- Bromo Seltzer
- Moil Tobacco
- Lux Soap
- Lady Esther Cosmetics
- Camel Cigarettes
- Johnson & Johnson
- Bayer Aspirin
- Ironized Yeast
- Colgate Dental Cream
- Squibb
- Old Gold Cigarettes
- Vaseline
- Pacific Borax
- Tums
- Colgate Shave Cream
- Parker Pen Co.
- Lucky Strike
- Cigarettes
- Stanback
- Ex Lax
- Penetro
- St. Joseph Aspirin
- Pepto Bismol
- Arrid
- Donn's Pills
- Whiz Candy
- Hollingsworth Candy
- Carter Pills
- Dr. Pierce
- Seven Up
- Dr. Caldwell
- Pepsi Cola
- Orange Crush

WLAC
50,000 WATTS

ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

BROADCASTING • Broadcast Advertising

August 9, 1943 • Page 23
McKesson Record

A RECORD high of 150 stations now carry advertising for McKesson & Robbins products, and the number is being increased, according to L. M. Van Ripper, vice-president in charge of advertising for the company. Bexel, Calox, Albilome, Sorexone and Yodora are the five products being promoted on the air at present, with 40% of the time being used for the advertising of Bexel, fast growing vitamin B complex. The CBS Pacific Coast chain and the Yankee Network are currently used. Time ranges from one minute breaks, to fifteen minute news broadcasts.

to $18,000, 10%, and $18,000 or more per week, 12½%. Annual rebate of 12½% for 52 weeks consecutive broadcasting remains unchanged. Annual discount, offered advertisers spending $1,500 or more annually with NBC in lieu of weekly discounts and annual rebates, has been reduced from 25% to 22% 2½%. On both weekly and annual discounts, rate is reduced 5% for programs broadcast between 8 and 10 p.m. New York Time and their re-broadcasts, so that the maximum discount for such programs is now 5% on a weekly basis and 17½% on an annual basis.

No other changes have been made in the provisions for discounts, rebates and commissions appearing on NBC Rate Card No. 30, dated Jan. 1, 1943, NBC states, explaining that in the interests of paper economy no new card will be issued at this time.

WHEN THE NAVY needed a lightweight communication device for emergency work by divers, Daniel W. Gellerup, technical supervisor of radio for the Milwaukee Journal Co. (WTMJ-W5M), designed a portable outfit weighing only 25 pounds and operating on 6-volt storage batteries. One speaker is in the diver's helmet and another amplifier is located above the surface.

Mr. Gellerup and several of his technicians constructed 27 of the talkie sets for the Navy during after-work hours. Mr. Gellerup has been granted an indefinite leave of absence to serve in the war effort. He will be associated with Columbia Broadcasting System, engaged in specialized electronic development work, and assigned to the Navy as a civilian consulting engineer, operating under the National Defense Research Committee.

Cuts Spot Remover Claims

POUGH Inc., Memphis, has stipulated with the Federal Trade Commission that it will cease statements implying that its dry cleaning compound, Jiffy, will instantly remove spots, regardless of kind, from any fabric.

NEW YORK BOOST

IN AUDIENCE NOTED

POINTING to the increase in listening during the last five months as compared month by month to that of last year, The Pulse of New York Inc. predicts that radio listening in the New York area this summer will reach a new high. Although the seasonal decline continues, it is notably less than in 1942, the report reveals. If the month of August should continue the high listening level as compared to August a year ago, "much of the usual summer decline will have been eliminated," it is stated.

Listening in July, 1943 was 137% of that for the same month last year. Comparable figures for previous months this year are as follows: March, 112%; April, 108%; May, 113%; and June, 104%. Factors expected to contribute to increased summer listening, as presented by The Pulse include: the war, accompanying interest in war news; restrictions such as gasoline rationing; and the fact that more activities will be carried out in the home.

Bu-Tay Buying

BU-TAY PRODUCTS, Los Angeles, in a fall campaign to promote Raindrops, a detergent, on Aug. 2 started for 13 weeks sponsoring daily participation in Business Brevities on KTB, Phoenix, and weekly in Bees Byses on KFRC, San Francisco. In addition is using daily spot announcements on KFRE, Fresno; KVRS, Rock Springs, Wyo.; with three per week on KUTA, Salt Lake City. Agency is Glasser-Gailey & Co., Los Angeles.

Another Sherman & Marquette First in Radio!

"JUDY CANOVA
With Elvia Allman, Mel Blanc, Ken Niles, Gordon Jenkins
Orch. Director: Bill Lawrence
Writers: Don Pringle, Jack Douglas
Comedy, Songs
COLGATE TOOTHPOWDER
Tues., 9:30 p.m.; 25 Mins.
WABC-CBS, New York

In Hooper’s first 25 shows on its opening night
SHERMAN & MARQUETTE, Inc.
919 NORTH MICHIGAN AVE., CHICAGO
50 ROCKEFELLER PLAZA, NEW YORK
America's Pioneer Broadcasting Station—

Covers the Greatest Industrial Market in the World . . .
Day-time Primary Coverage Area—Population 4,154,767—Radio Homes 955,546

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

NBC Basic Network

Associate Station W45D-F.M.

BROADCASTING • Broadcast Advertising
Radio Effective in Labor Recruiting Says Allyn, Natl. Cash Register Head

"RADIO has been very effective in the recruiting of women war workers," according to S. C. Allyn, president of the National Cash Register Corp. and chairman of the Emergency Committee formed in Dayton to remove the Dayton area from the War Manpower Commission one critical list—which has been accomplished.

In a letter to WHIO Dayton, over which the recruiting programs were aired, Mr. Allyn says, "Radio has not been the only medium used but a large part of our effort has been over the air and the campaign has produced good results. The number of women applying for jobs at the United States Employment Service has increased substantially and there is every reason to believe that there are enough women available to meet local employment needs."

The recruiting programs over WHIO have been of a personalized nature as they have been chiefly on-the-job interviews with women who have taken their places in industry.

To this Mr. Allyn says, "Another result of the broadcasting of these interviews has been the interest shown on the part of present employees in factories where workers were interviewed. "Plants were always advised when their people would be on the air and in a number of cases tuned in with their public address systems so that all the employees could hear the program. The effect was very good. Many other employees also made it a point to tune in on the program at home at the specified time."

The Dayton-Springfield area has been reclassified from the No. 1 list to the No. 2 list of the WMC.

Dr. Jayne Placing
DR. D. JAYNE & SON, Philadelphia, plan an extensive campaign for its Jaylax through J. M. Korn & Co., that city. Radio and newspapers will be used, according to J. D. McIntyre, president of Dr. Jayne. J. M. Korn & Co. also handles Jayne's cough syrup.

SODERBERG FILLS VOGEL'S CIAA POST

GEORGE J. VOGEL, formerly commercial manager of KZKF and KZKM, Manila, operated by Far Eastern Broadcasting Co., has left the office of the Coordinator of Inter-American Affairs, New York, where he headed the transcription office. Succeeding him is Henry Soderberg, who has been doing production work at the CIAA up until the present.

Another member of the CIAA to leave the organization is Raleigh L. Haydon, associate director and producer in the radio division. Mr. Haydon, whose duties at the CIAA will be absorbed by other members of the division, will set up his own advertising consultant firm sometime towards the end of this month.

The new concern will service advertising agencies. Mr. Haydon will continue his association with the CIAA on a free-lance basis.

Cease Dog Food Claims

SPRATT'S PATENT (America) Ltd., a British corporation, of Newark, has stipulated with the FTC to cease use of certain claims for Spratt's dog food preparations. Among these are claims that the dog's breath will be maintained in a sweet and clean condition by Spratt's Charcoal Ovals or that Spratt's Meat Ovals contain meat. It is agreed that the word "Meat" will not be used in the trade name or advertising of Spratt's Fish and Meat Ovals or Spratt's Meat-Fibrine Dog Biscuits unless qualified to be descriptive of the ingredient. Another dog food concern, Ballard & Ballard Co., Louisville, has stipulated with the Trade Commission that it will stop representing that Ballard's Insurance Dog Food contains meat or will insure dog health.

Tube Repairs Urged

BROADCASTING stations should consider the repairing of large transmitter tubes to make them last as long as possible, John Creutz, chief of the transmitter section of the WPB Radio & Radar Division urges. Because of the heavy demand for these tubes on the part of broadcasters and direct and indirect military users, it is likely that supplies this winter will be more restricted than in the past, Mr. Creutz asserted. Under the terms of P-133 he pointed out, broadcasters must return old transmitter tubes for salvage when purchasing new ones or they may have them repaired, but there is no compulsion to have them repaired.

Everett J. Schneider

EVERETT J. SCHNEIDER, 49, head auditor of RCA Labs, Princeton, died July 21 of a heart attack. He had been with RCA for the past three years. In 1941 he was transferred from Haddonfield, N. J., to the Princeton plant.
* Because they both have a terrific impact locally plus a telling effect for miles around. * WGN's local impact is attested to by Chicago's retailers who place more business on WGN than on all other 50,000 watt Chicago stations combined. * National spot advertisers bear testimony to WGN's wide and effective coverage by keeping WGN the leader in this classification.

A Clear Channel Station

CHICAGO    ILLINOIS
50,000 WATTS 720 KILOCYCLES

A BLOCK BUSTER?

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.
Young Veteran
AT 24, Pat O'Brien, new announcer of WCKY, Cincinnati, is a ten-year veteran in radio. Discharged by the Army Air Forces for injuries suffered in a training accident two weeks before he was to be commissioned, Pat was originally The Voice of Youth on WIND, Chicago in 1933. He worked through the U. of Iowa as a member of the station staff, and was on KMAC and KABC, San Antonio, and KEYS, Corpus Christi.

Ecuadorian Broadcast
ECUADOR'S Independence Day will be celebrated by NBC's International Division in a special shortwave broadcast to be heard over the NBC Pan-American network Aug. 10. Produced in cooperation with the Ecuadorian Students Assn. of New York, the program will dramatize the country's revolution for independence.

CAL TINNEY has withdrawn from his three-week Mutual program Rising Up The News, sponsored by Bayuk Cigars Inc., Philadelphia. Program will continue under its present title with Edd Butler, who formerly broadcast for Bayuk on the Inside of Sports on Mutual, replacing Tinney.

MANPOWER shortage in engineers has been solved at WGAR, Cleveland. Lloyd Wingard (1), WGAR acting chief engineer, is quite satisfied with Cleveland's only two women engineers. Having already completed her first year with WGAR is Ruth Lloyd (r) at the jack panel. New staff member Bernice Ottney (c) is watching, Morrie Pierce, WGAR chief engineer, is on leave with the OWI in North Africa.

KLRA Protests Little Rock Grant
Says Baylor U-Collins Plan Would Violate Freeze

PROTEST against the action of the FCC granting Baylor U. and Carr P. Collins a construction permit for a new 50,000-watt daytime station at Corpus Christi, Tex., on 1010 kc., was filed last week by KLRA, Little Rock, operating on the same frequency.

Claiming the grant violates the Commission's memorandum opinion of April 27, 1942 (freeze order) as well as numerous decisions interpreting this opinion, George O. Sutton, counsel for KLRA, contended further that undue interference would be caused the Little Rock operation by virtue of the indicated signal of the proposed new station.

Claim Interference
Attached to the protest, which sought a rehearing, was an affidavit of George C. Davis, consulting radio engineer, contending that the daytime station would have an intensity of "nearly 500 kilowatts" in the maximum direction from Corpus Christi. The affidavit stated there is substantial possibility of daytime interference levels exceeding the limits specified in the FCC's engineering standards.

KLRA requested the Commission to reconsider its action of July 13 granting the Baylor-Collins application, stay the issuance of a construction permit and designate the application for hearing. It was pointed out that on July 16, 1941, the Commission authorized KLRA to construct an entirely new plant to be operated on 1010 kc. with 5,000 watts night and 10,000 watts day, using a directional antenna. Last March construction was completed and the Commission authorized KLRA to operate on 1010 in accordance with its construction permit.

The petition contended that the operation of the proposed Corpus Christi station would deprive listeners "running into the thousands and perhaps hundreds of thousands" of the service they now receive. Many of these listeners, it was contended, are entirely dependent upon KLRA for daytime reception of CBS programs.

The only notice given KLRA of the grant to Baylor-Collins, the petition cited, was the public release of the grant. It was held this action is "invalid and contrary to Section 312 (b) of the Communications Act of 1934 and the recent decision of the Supreme Court of the United States interpreting this section."

ELAINE CARRINGTON, script-writer of Presence of Vitamins, P & G show on NBC, writes her 2,000th consecutive program for the series with the Sept. 10 broadcast. Program started under sponsorship of P & G Jan. 31, 1936.
A group of hard-headed businessmen, working under the national Committee for Economic Development, reports as follows on Peoria:

In Peoria, an energetic canvass 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.

Peoria people — 614,104 total with 444,375 in our primary area depend on WMBD for fine entertainment, public service features, community cooperation. WMBD is close to their hearts — a powerful influence on their buying habits. (Recent Conlan survey shows 50.2% listenership average for WMBD — more than twice the average of the closest competitor — more than all other stations combined!)

War industries? Of course, but they'll be reconverted without "boom town slumps". Diversified manufacturing plus vast, rich agriculture makes certain of consistently better returns for your advertising. No "outside station" can do a job in Peoriarea!

Get into this steady, good market through one-medium coverage — WMBD.

PEORIA BROADCASTING CO., PEORIA, ILLINOIS
Know Your People
and You Know Your Market!

Markets are made up of people—not statistics, graphs and charts. Research never quite catches up. Raymer gives you all the data, of course. But, more than that, Raymer stations know the right time and the right way to reach those people. With more than ten years of experience in markets all over the country the Raymer organization can be invaluable to you in planning your campaign.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES
The Blue Deal

TRANSFER of the Blue Network to ownership of Edward J. Noble, after a year-and-a-half of uncertainty and speculation, will be a welcome and refreshing relief for all identified with radio. The transaction, which awaits approval of the FCC as to the transfer of the licenses of the three Blue-owned outlets among the 159 stations on the network, ensures retention of the Blue's management, which has done an outstanding job since separation of the network from NBC. It means that the network will be operated as a separate, independent entity, not subservient to some other organization or industry.

Mr. Noble has a notable background in both Government and industry. A self-made man, he has amassed a fortune by dint of business acumen and a knowledge of people and promotion. He is essentially an advertising man. He built Life-Savers from scratch by resourceful and intelligent use of sales exploitation. In the nearly three years he has operated WMCA, which he will now sell consistent with FCC policy on multiple ownership, Mr. Noble has shown an awareness of the public service responsibility of radio.

Most heartening to industry and public alike should be Mr. Noble's forthright statements that he does not propose to disturb the present management and operation of the Blue and that the management, the affiliates and the public will be given the opportunity to participate in the ownership, as part of his long-range plan. Mark Woods, president, and Edgar Kobak, executive vice president, flanked by an able and spirited staff, have proved a winning combination. They have done a heads-up job—one that has won the plaudits of all in radio.

Mr. Noble's plan to have affiliated stations and the network management as partners in the venture also is foresighted and praiseworthy. It would eliminate any onus that might result from one-man ownership.

The projected new ownership of the Blue augurs for greater competition in network radio that is bound to enure to the benefit of the public and industry alike.

Harlem Moral

THREE MINUTES from the moment that New York's Mayor LaGuardia knew that he had a problem on his hands that terrible night of August 2, and long before the New York Police Forces could be mobilized, three powerful radio stations carried an authoritative voice to the people of Harlem, telling facts to stem the flow of rumor, giving advice to protect the innocent from harm.

The count of New York's dead and injured is now in, but no man will ever know how many casualties or how many injuries were prevented by the substantial services of the City's stations, which for 24-hours, in an emergency network, were completely at the disposal of public officials.

In the face of what broadcasting has done in Detroit, and now in New York, public officials who belittle the necessity of promptly supplying materials for the maintenance of home radio on an effective basis must realize they assume responsibility for far more than the material involved.

(Continued on page 34)
They know on which side their bread is buttered!

Justifiably proud, W-I-T-H has talked about the long list of national ‘names’ in radio merchandising attracted to this station in the short space of two years.

Equally weighty evidence of W-I-T-H’s ability to capture and hold audiences in the Baltimore market is the experience of the largest bakery-radio-advertiser in this area.

Starting with a small contract in May, 1941, this firm has continually increased its radio commitments on W-I-T-H so that today the largest bakery radio advertiser here uses more time on W-I-T-H than on any other station.

Sales results have told them on which side their bread is buttered.

THE PEOPLE’S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Represented Nationally by Headley-Reed

Tom Tinsley, President
Way back in 1922, WMAQ—a 100-watt radio station—broadcast its first program to the eager radio fans of Chicago. It was a little program from a little station, but it was the beginning of great things.

WMAQ, from the very start, pledged itself to the task of bringing to its listeners the best schedule of programs that it would be possible to prepare.

All through the years, there has been no deviation from that purpose, and today, WMAQ brings to the people in its listening area every day in the week, every week in the year, a greater number of the most popular programs on the air than all other Chicago stations combined.

That is the secret of WMAQ's power to command the attention of and influence a vast radio audience—and that is the reason why astute advertisers who wish to reach the greatest number of people in the nation's second largest market place their campaigns on

Our Respects to
(Continued from page 32)

owner of WMCA in New York, one of the nation's leading non-network stations. Since that time the record of this station in the field of public service has been outstanding. On the basis of programming, and the general philosophy behind the station's work, WMCA has been awarded numerous citations by civic organizations, trade publications, and by votes and radio editors and the public at large.

This record as operator of a single station in the nation's largest market attests to the wisdom behind Mr. Noble's operational theory that real service to the public will pay dividends to those offering that service—and that the service in turn will pay dividends in education and enjoyment to those receiving it.

He is satisfied with the aims and ideas of the present operative management of the BLUE—and intends to retain that management and personnel without change planning only to do all possible to see that present public service programming is augmented. In connection, Mr. Noble said, "I regard my affiliation with the station as a responsibility to the people in the same way that an elected public official sees his responsibility is carried out to the full in every phase of his operation—public service, war services, news information and entertainment."

Further it is his belief that broadcasting on a public service basis should belong to the very public that it serves. Soon after the announcement of the BLUE sale agreement, Mr. Noble said it is his hope eventually that ownership of the BLUE can be as widely spread among the public and the affiliated stations and management serving them as is consistent with good management.

However, eventual ownership is divided, Mr. Noble emphasized, management must be retained that as presently, keys its programs and policies to the interest of the public at large.

"Serving the public interest, convenience and necessity," he said, "is not just a phrase. In all business as we understand it in America, and particularly in broadcasting, this is an obligation and a duty. It is to the prosecution of this war effort that all businesses must dedicate itself for the ensuing months. Radio realizes this and will fulfill the obligations."

Investment in, and operation of, a broadcasting network is a long-time operation, in the opinion of Mr. Noble, and of necessity demands long-time planning.

"While it is too soon to consider concrete plans," he said, "the management of the BLUE is already considering broad general policies. With these I am in complete accord. When peace is achieved it will be the duty of newspapers, radio, magazines, public forums and all other media of conveying thoughts and influencing action to see to it that we do not lose in peace what we struggled to achieve in war. Mere financial success will not be the criterion by which any organization is judged."

Mr. Noble is married, the father of two daughters, and resides at Round Hill Road, Greenwich, Conn. He is a member of the following organizations and clubs: Beta Theta Pi, Round Hill, Field, Beach, Greenwich (Conn.) Riding, Chevy Chase (Md.), Cloud, Yale (N. Y.), Boca Raton (Boca Raton, Fla.), and Thousand Islands Club (Alexandria Bay, N. Y.).

* THE BRIGHT SPOT of Eastern New York

Clipp in Top Post

ROGER W. CLIPP, vice-president and general manager of WFIL, Philadelphia, was promoted to executive vice-president of the broadcast-casting company. He will exercise full executive powers as president of the station during the leave of absence of Samuel R. Rosenbaum on military service. Mr. Rosenbaum, president of WFIL, was commissioned a lieutenant colonel in the AMGOT. In addition to his duties as president of the station, Mr. Clipp will continue as general manager, a post he has held five years. He had been made general manager of the station three years after joining the staff as business manager.

Van Heusen Locals

PHILLIPS-JONES Corp., New York, is distributing a series of 40-second recorded commercials to local dealers throughout the country for use in time purchases in behalf of Van Heusen shirts. Discs consist of brief playlets, dialogue and songs. Dealers include department stores, men's stores and other outlets for men's goods. Last year, approximately 200 stores bought time for the firm's recorded announcements. No figures are available on the number using this year's discs. Distribution started a month ago. Agency is Grey Adv., New York.

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New Staff Appointments
As WTAL Overhauls
TERESA M. MYERS has been appointed new station manager of WTAL Tallahassee, Fla., recently transferred from the Florida Capitol Broadcasters Inc. to Capital City Broadcasting Corp. with Maj. John S. Phipps, Army Air Forces, as sole stockholder in the new corporation [BROADCASTING, Aug. 2].

Eleanor K. Phipps, wife of Maj. Phipps, is president of the new corporation. Lester Cross has been appointed secretary and George Lewis Henderson, vice-president of the Lewis State Bank, is treasurer.

Mrs. Myers, former vice-president of the station and experienced Florida newspaper woman, has made the following new appointments to her staff: Alton S. Brock, chief announcer; Clarice Parker, traffic manager and music director; Mildred Johansen, program director and announcer.

Claude Bell Green Jr., junior en-

KALB Change
E. R. CAPPELLINI, formerly news editor and commercial manager, has been named manager of KALB, Alexandria, La. A naturalized citizen, born in Chile, Mr. Cappellini gained a reputation in Central Louisiana as an outstanding newsman. He speaks Spanish, Portuguese, Italian and French. He joined KALB in 1938, following his naturalization in 1937.

GERALD PATTERTON has resigned as assistant treasurer of the Iowa Broadcasting Co. to join the Service Optical Co., Des Moines. He will be replaced by Karl Hause, of the Register & Tribune Co.

Earl Minderman Named
FCC Information Head
EARL MINDERMAN last week was appointed director of information for the FCC. He was formerly in charge of the Division of Research & Information of the Bureau of Motion Pictures, Office of War Information. Previously he was national director of the War Projects Administration and state information director of the WPA in Ohio. Before entering public service, he was on the editorial staff of the Columbus Citizen and the Toledo News Bee.

Plaque Awarded GE
NORMAN D. WATERS, president of American Television Society, presented the ATS plaque awarded to General Electric Co. for “the greatest contribution to television program development of the year” to Robert B. Stone, program director of WRGB, GE television station in Schenectady, last Friday evening. Presentation was televised by WRGB.

EARL MINDERMAN
Head, FCC Information

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HAYLOFT FROLIC
Now available for sponsorship
for the first time, KFYR's "Hay-
loft Frolic" is one of radio's best
buys. A show tailored to the
Northwest, the "Hayloft Frolic"
fits. During a recent test, a
single short announcement
brought 2,198 letters. If your
product appeals to "home folks,"
the "Hayloft Frolic" is your
meat. All the facts--mail counts,
maps, costs... available on re-
quest... or ask any John Blair
man.

KFYR Bismarck
550 Kilocycles • N. Dak. • 5,000 Watts

Broadcasting • Broadcast Advertising
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CARL UNLARIK, formerly on the OWI public relations staff, has joined the newsmen of WOW Omaha, Bill Wiseman, WOW promotion manager, was one of a group of radio and newspapermen invited by OWI to make an inspection tour of the Granada Japanese Relocation center near Los Al., Col.

TOM BAILEY, WOW Omaha, sports announcer, is the father of a boy.

ROB DABICH, formerly of WBBR Buffalo, has joined the announcing staff of WJTN Jamestown, N. Y., replacing George Pfeiffer, who has entered the armed forces.

EARL SUCCO has joined KGUI Little Rock, Ark.

LEONA GJERTSON has joined the continuity department of KGIL Albert Lea, Minn.

HAL TATE, Chicago editor of Box Office magazine, has been inducted into the Navy and reports for training Aug. 2.

JACK SLATTERY has been appointed chief announcer of KNX Hollywood.

AL BATHIS, former technical-announcer of WOC Davenport, lowa, has joined KFRE Fresno, Cal., replacing Ted Souza, now with the Coast Guard.

GENE HILLOTTE, of KNX Hollywood, transcription department, has reported for active duty with Army Air Corps Reserve.

ERNEST CHARLES, of Hollywood CBS transcription department, has been shifted to the network's production staff as contact producer.

ED GOODER, former announcer of WJIP Jacksonville, Fla., has joined KFRE Fresno, Cal.

SUB-IT. GORDON BURWASH, radio liaison officer in the Royal Canadian Navy, has returned from a material gathering trip with Canadian Navy convoy ships, data to be used on the Canadian Broadcasting Corp. Friday evening Comrades in Arms program.

A. R. KEMP, Canadian Broadcasting Corp. farm broadcaster at Toronto, has moved to Halifax to handle farm broadcasts there.

BILL SHEEHAN, WMAS Springfield, Ill., announcer, has joined the armed forces. He is replaced by Col. Kelby, Milton Hale, sales representative and Hollywood commentator at WMAS has also joined the armed forces.

ALAN GANS has joined the announcing staff of WCAO Baltimore. He was previously on the announcing staff of the Buffalo Broadcasting Corp.

CARLTON ALSOP, former producer of Abie's Irish Rose on NBC stations, has been given a similar assignment on the CRS Judy Canova Show. He succeeds Diana Bourbon, resigned.

LUCIEN DAVIS, producer of CBS Hollywood, has joined the Coast Guard.

NAT HIKEN, writer on the weekly CBS Texaco Star Theater, will shift to the syndicated Benny Show on a part-time basis in the fall, subject to Allen's return to the air.

MARVIN BEST, announcer of KHJ Hollywood, is father of a boy.

JOHNNY RAPP, Hollywood writer on the weekly NBC Time to Smile, has been inducted into the Army. Bert Gordon (Mad Russian) has been resigned for next season.

WKAQ Changes

JOHN A. ZEBRE, vice-president and general manager of WKAQ San Juan, Puerto Rico, has been made executive vice-president of the Porto Rico Telephone Co. His place with the Radio Corp. of Porto Rico, owner of WKAQ, has been taken by Edward J. Powell, formerly of the telephone company.

SAM LAWDER and Marian Wise, program director of WJNE Washington, have some activities of Howard Stanley, former director of promotion and publicity. Stanley has joined WTOP Washington as promotion manager and CBS publicity director in Washington.

DAN BOWERS, announcer from KOMA Oklahoma City, has joined KJIN Hollywood.

JOE GIRARD, formerly of WPAT Paterson, has joined the announcing staff of WNV Greensboro, N. C.

ANDRE BRUMMER, staff announcer and producer of classic music programs, of WLJB Brooklyn, has reported for army service. John F. Groomer, formerly of KICA Clovis, N. M., joins the announcing staff. The station's production director, Roger Wayne, is taking a mouth's leave of absence to undergo an operation.

JOHN MITCHELL, formerly with Guthrie McClintock, theatrical producer, has joined the Blue's night program department.

MARTIN CELAY, arranger for NBC and Helen Utley, receptionist of WOR New York, were married Aug. 1.

CARL NELSON, announcer at WHJL-WSM Milwaukee, Wis., has joined the Army Air Corps. Bob Shannon has joined the announcing staff from WTAQ Green Bay, Wis.

REX MILLER, former correspondent in China and Japan, has begun a series of news commentaries on KFRC San Francisco, and the Don Lee Network.

ALLEN BELL has joined the announcing staff of WHO Des Moines. He was formerly with WATD Quincy, Ill.

BOB HOPE has resigned from the announcing staff of WOR New York to return to WSFA Montgomery, Ala., as announcer.

HOWARD LANGFITT, recently returned from the South Pacific having received a medical discharge from the Army Air Force, has been named farm director of KS0-KENT Des Moines, replacing Eunice Hal Hansen, now stationed in Florida.

WPTF

with 50,000 Watts
in Raleigh is
North Carolina's
No. 1 Salesman
N. C. - 680 K. C.

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BROADCASTING • Broadcast Advertising
Stephen Floyd George

STEPHEN FLOYD GEORGE Jr., 13, San Francisco radio actor who portrayed Roy Mannas on the weekly NBC Hattorne House, smothered to death July 30 when a backyard cave collapsed on him. The boy was trapped while crouching in a lateral he was digging from the main cave in the back- yard of an apartment building.

Heads New Post

MORGAN RYAN, radio producer and director, joins Sherman & Marquette, New York, as radio di- nistrator of the agency, effective Aug. 9. The post is a new one. Mr. Ryan has been active in radio at Pedlar & Ryan, New York, and previously H. M. Kiess;ter Adv, New York.

DOUG ROLINE has been named pro- gram manager of KTEA San Antonio, and Charles Lutz has been assigned to publicity and promotion.

DAVE CHAPMAN, news editor and director of special events on KOSA Oklahoma City, left last week for San Diego to enter the Navy.

MEL BALDWIN has joined the an- nouncing staff of KGK-KEY Portland, Ore. He was formerly with KWJJ Portland.

ROB THOMAS, labor news reporter of KGK-KEY Portland, Ore., is the father of a girl.

FRED MOORE, newscaster, has left WOWO-WGL Fort Wayne, Ind., for WTAM Cleveland. Bill Stewart will replace him.

DOUGLAS WRIGHT, WJLB Det- ront, has been appointed continuity director. He will also continue an- nouncing.

WALTER TIRRELL, former an- nouncer at WINS Washington, has been appointed chief announcer and daytime news editor.

FORREST OWEN Jr., production manager of WJOL Toledo, has re- signed to join Allan H. Miller Productions.

LESLIE WILLIAMS has resigned his position as production director of WMBL Marion, Ga., to join WNOX Knoxville.

MILLI SCALON of the WHK- WCLE Cleveland, continuity depart- ment, was married recently.

ROY GROVE, WLVA Lynchburg, Va., has joined the announcing staff of WIP Philadelphia.

FRED REINHARDT, program di- rector of WPAP Hermit, Ill, has been ap- pointed radio director for the Il- linois War Council's Southern Illi- nois region.

KENNETH E. VERNON, after nine years with KWSC Pullman, Wash., leaves to become director of education and the farm programs of KBOE Seattle.

THOMAS SCHEER, traffic manager at WHO Des Moines, joins the armed service this month and is replaced by Bill Johnston, WHO promotion and publicity.

MRS. JOSEPHINE WETTLE, for- mer director of women's activities at the former WJMC Chicago, and at WABAC Perrin, is now a member of the continuity department of WLS Chicago.

VIRGINIA BENNEK, of the news staff at WJAL Washington, was re- cently married to Dr. Peter Cooper, professor of chemistry at U. of Mary- land.

JAMES GIBBONS, announcer at WMAL Washington, is father of a girl.
Purely Programs

It Takes Three To Do It!

- Back in the early 1900's it took all of them—Tinker, Evers, Chance—to show what a combination of the "Top Three" could do. Today, in Ohio, it takes Youngstown, together with Cleveland and Cincinnati, to give radio timebuyers the state's "Top Three" Market Areas. For today, Youngstown is Ohio's Third Market.*

WKBN is the only Youngstown station that completely covers this important Steel Market!

Columbia's powerful 5000 watt outlet in Youngstown is the favorite station to 491,974 people in the

*U. S. Dept. of Commerce

Metropolitan Area. It commands a wide listening audience ... a powerful influence-power ... among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania.

For sales and influence now ... and in important post-war years ... when you buy Ohio's Third Market ... buy WKBN.

Radio Advertising

5000 Watts 570 KC

WKBN

YOUNGSTOWN, OHIO

Represented by: PAUL H. RAYMER CO.

Broadcasting • Broadcast Advertising

Voting Advice

HOW TO VOTE is being taught by radio at KYW, Philadelphia, in a series of educational broadcasts titled You and Your Vote. The programs will be presented weekly until the primary elections through cooperation of leading educators and political scientists in the Philadelphia area. Broadcasts are to create interest in the elections and acquaint voters with the duties, qualifications, and history of the various offices. Programs are non-partisan and non-political. Each week one local government office is discussed by a leading educator who explains the necessary requirements for filling the office successfully.

Hand's That Do Manual Work

- 70% of your market
- 100% of WDZ's audience (practically)

They Respond

- in writing
- in spending

Quickly—Generously

when your message comes to them on the beam of WDZ "Directional Programming". Reason—for 22 years we've used our programming EXCLUSIVELY to reach the 70% masses who work with their hands.

Result—an ideal "test and control" medium for your merchandising "package" intended for release on a mass market basis. These samples never fail. Gladly supplied ... write—

WDZ 1700 Watts TUSCOLA, ILLINOIS

HOWARD H. WILSON CO., Representatives

New York, Chicago, Hollywood, Seattle

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LaRoche Warns That Politics Must Not Distract From War

Chairman of War Ad Council Resigns Y & R Post

For Fulltime Service for the Duration

CHESTER J. LAROCHE, chairman of the War Advertising Council, announced last week that he had resigned as chairman of the board of Young & Rubicam, New York, in order to devote full time to work of the WAC. His Y & R job will be taken over by Raymond Rubicam, chairman of the executive committee.

Mr. LaRoche had been a member of the board of Young & Rubicam until 1942, when he resigned to serve as special assistant to Paul V. McNutt, chairman of the War Manpower Commission. At that time, Mr. LaRoche, then Y & R president, became chairman of the board.

Warns on Politics

In a statement last week, Mr. LaRoche declared that his present concern “is solely with the war and with the use of our extraordinary information machinery to help win it.” Declaring that business and government are united on an advertising policy, as set forth in the WAC broadcast July 14 on NBC, Mr. LaRoche warned business men that they should not permit the coming political campaign to interfere with the continuation of advertising devoted to the prosecution of the war. He said that he hoped business would not draw support of its war advertising contributions “because of real or fancied political attacks.”

“In the months ahead,” he said, “advertising will be called on to render far greater service than ever in the past, for there will be new campaigns that can go a long way in shortening the war.

These campaigns have nothing to do with politics. They weren't developed by or for Democrats, Republicans, New Dealers or Communists. They were developed by business leaders and the WAC working with OWI.”

If business lets the political campaign interfere with war work, he said, “business will be the biggest loser, for its problems multiply every day that war continues. New controls and new postwar problems are born.”

“I consider it an honor,” Mr. LaRoche explained, “to have a part in this program to help WAC and OWI steer this project through the War and into the peace and readjustment to follow. It seems to me a duty which I must fulfill.”

Mr. LaRoche, one of the founders of WAC, has been active in it since its inception shortly after Pearl Harbor. In February of this year, he took a leave of absence from Y & R to fill the post as operating head left vacant when Miller Mc Clintock became president of Mutual.

Recently, Mr. LaRoche has led the Council in its campaign to raise $600,000,000 worth of advertising for war purposes, under the slogan “A War Message In Every Ad.” In resigning from the Y & R board chairmanship he made clear that his single intention was to continue war work.

Mr. LaRoche first contacted Y & R as a space salesman for Colliers during the 1920's. Well known to both partners, Mr. LaRoche became a contact man with the agency when Y & R moved its main offices to New York in 1926. He later became executive vice-president, and in 1932 took over for Raymond

CAB's FDR Rating

In his July 28 broadcast on the four major networks, President Roosevelt attained a rating of 75% as measured by the Cooperative Analysis of Broadcasting. This is among the higher CAB ratings for Presidential broadcasts, overshooting his “Greer Incident” speech in the fall of 1941, recorded at 72.5. Top Presidential CAB rating is 83.0. C. E. Hooper Inc. rated the July 28 broadcast at 56.9 (Broadcasting, Aug. 2).

Rubican while the agency head was on vacation. Two years later he became president, and in 1942 again took over for Mr. Rubican, this time as chairman of the board, when the later went to Washington.

For his leadership in bringing together the various elements of the advertising industry through WAC and for his achievements at Y & R he received the 1943 Advertising & Selling gold medal.

When You Use Time on KSD Your Sales Messages Reach Millions—BECAUSE

KSD and

IN ST. LOUIS

A DISTINGUISHED BROADCASTING STATION

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

National Representative
FREE and PETERS, Inc.

The End of the Rainbow

Let WAIR guide you to that evasive pot of gold. Winston-Salem workers are well paid, sure of their jobs, easy to sell when you use the right medium. In this great market, the right medium is—

WAIR
Winston-Salem, North Carolina

Broadcasting • Broadcast Advertising
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BBDO Agency Starts Television Hour On WRGB; Big Sponsors Participate

INDICATIVE of the growing interest in television on the part of advertisers and advertising agencies was the announcement issued last week by BBDO, New York, that they have taken a one-hour Friday evening period on WRGB, General Electric television station in Schenectady, to be divided between three of the agency’s clients: B. F. Goodrich Co., Lever Bros., and Hamilton Watch Co.

The BBDO announcement follows closely the report that N. W. Ayer & Son, Philadelphia, has engaged Richard Hubbell, until recently television consultant for Fortune, as a member of its radio staff (BROADCASTING, Aug. 2).

First of the BBDO commercial telecasts was presented Aug. 6, and they will continue regularly, with the schedule tentatively set at once a month. Telecasts are under the general supervision of the BBDO television board, headed by Fred Manchee, vice-president, in cooperation with the BBDO radio copy group.

John L. Collyer, president of B. F. Goodrich Co., gave a brief talk on the opening sight-and-sound program for that company, a half-hour telecast chiefly devoted to a demonstration of the company’s products. Script was prepared by John Southwell, head of the agency’s radio copy department, Garth Montgomery and Marge Fowler. A 25-minute comedy written by Gene Kuhn and featuring Jo Lyons, both members of the BBDO radio copy staff, was sponsored by Lever Bros. for Vinnys, with a dramatized commercial included. Hamilton Watch Co. appropriately took over the time break, produced through a slide.

WRGB recently carried an interesting commercial for Royal Crown Cola, making its first use of the station’s facilities. Program for the evening (July 16) was a "Hoe Down Night," with western music and dancing. Tying in, Royal Crown used a cowboy and cowgirl to promote the beverage. Gene Kuhn, of BBDO, writer and narrator, described what happened when cowboy Duke Marston, a G-E employee, tried to serenade ladylove Josephine Lyons, BBDO. Duke’s voice was husky and off key until he took a drink of Royal Crown.

NEW record and transcription library at Tyndell Field, Fla., has received a gift of discs containing 48 musical selections from the Keystone Broadcasting System.

Post-War Job Registry

A CLEARING HOUSE for post-war job opportunities for servicemen formerly in the radio and motion picture industries has been set up by the Positions Securing Bureau, New York. Plan is to establish a post-war employment registry in these fields so the men may find speedy employment immediately following demobilization. The new service, covering the New York area only, is operating under the direction of Frank McGrann, head of the bureau’s radio and film division. Through service agencies, newspapers, trade papers, and with the cooperation of commentators, the service will be presented to men in the armed forces. Advertising agencies, stations and other radio industry groups will be invited to file employment needs with the registry.

Miles Spot

MILES LABS., Elkhart, Ind. (One-a-Day vitamins) on Aug. 7 started one-hour participation on the new two-hour weekly evening variety show, "Hoosier Jubilee Barn Dance," on WJOB, Hammond, Ind. Programs are presented in the Masonic Theatre, Hammond, and talent includes former radio actors now employed in war plants. Contract, which is for 18 weeks, was placed by Wade Adv. Agency, Chicago.

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

The CBS Station for a million people in 22 counties of 3 states...

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Agencies

HAL MAKELIM, former head of the radio production department of Grey Adv., N. Y., has joined McFadin Adv., Co., Chicago, as vice-president and radio director.

GLADYS MEYERS, production department of Al Paul Leeson Adv., Agency, Philadelphia, is training as a WAVE.

WILLIAM MOORE, formerly radio producer of William Esty & Co., New York, is now a lieutenant (j.g.) in the Navy.

HENRY KLEIN, publicity director of Philip Klein Adv., Agency, Philadelphia, has joined the Merchant Marine as a yeoman.

LESTER E. SWINEHEART, with N. W. Ayer & Son, Philadelphia, for 13 years, has joined Lewis & Gilman, Philadelphia agency.

SAMUEL KAY, former assistant comptroller of Grey Adv., N. Y., has rejoined the agency as comptroller after an internship with Gimbel Bros. He replaces George Phillips.

ISHMAEL McCULLOUGH, formerly copywriter of Pedlar & Ryan, New York, has joined the New York staff of Sherman & Marquette to handle copywriting on the Colgate-Palmolive-Peet Co. account.

G. C. PACKARD, formerly manager of radio, Campbell-Ewald, Detroit, joins the New York office of Paul H. Hayner & Co., state representatives, as account executive.

FLORENCE STARR CARSON will leave J. D. Turner & Co., New York, Aug. 20, to join her husband on the west coast. Mrs. Carson is a time buyer at Turner. No replacement announced.

MAY BOLHAUSER has left the Philip Lord Production firm to join Bernard J. Scholten, radio productions, as a production director. She continues as assistant to Stuart Buchanan, head of BLUE script department.

ROBERT W. WATSON, manager of Ruthrauff & Ryan's San Francisco office since July, 1940, has been transferred to the agency's New York office where he will serve as account executive.

MARCELLE MITCHELL, formerly on the Hollywood staff of Radio Sales, has joined Wm. Esty & Co., as assistant to Doreen. Southern California manager-producer.

E. H. ELLIS, executive of Newell Emmitt Co., New York, is in Hollywood to survey possibilities for a third show under sponsorship of Liggett & Myers Tobacco Co.


Cole Heads Research

GORDON COLE, director of advertising of Cannon Mills for nine years, has been appointed head of the newly-created division of Advertising in Post-War Research by the Can Manufacturers Institute. Mr. Cole will supervise advertising and consumer education for the Institute. He is at one time chairman of the board of the Ass'n of National Advertisers.

KEN TILLSON, former continuity editor of KGW-KEX Portland, recently became radio director of Mac Wilkins, Cole & Weber, Portland.

WILTON G. AFF, has been appointed executive vice-president of Gregory Adv., Cleveland. Mr. Haff was formerly with Frase-Braee Engineering Co. of New York and Montreal.

NORMAN MORRELLE, Hollywood vice-president of Froose, Cose & Belting, and Barbara Jo Allen, who portrays Veru Vague on the weekly NBC Peppington show, were married recently.

BILLY BROWNE has joined the production staff of Ruthrauff & Ryan, Hollywood. Formerly of J. Walter Thompson Co., he has been assigned producer of the weekly NBC Clearchair Farlough Fun, as well as supervisor of the three-weekly BLUE Red Ryder.

WALTER L. MURDOUGHS, former Pacific Coast manager of H. W. Kastor & Sons Adv. Co., Los Angeles, has been commissioned a major in the Army. Agency office was recently dissolved.

EUGENE C. GOLDSTROM, former head of his own Toledo advertising agency, recently joined Philip B. Menney Co., Los Angeles, as account executive.

MARK L. MULLIGAN, formerly secretary-treasurer and media director of Woolley & Hunter, Denver agency, has been appointed office manager and spacebuyer of BBDO, Los Angeles. Ed Clark, publicity director of Marshalls & Pratt, New York, recently joined the BBDO Los Angeles staff as account executive.

H. H. OHLMACHER has joined the creative and copy staff of Maldrum & Fawsmith, Cleveland.

GEORGE H. ADAMS, for 35 years active in the newspaper field in Minneapolis and the Northwest, has joined the Minneapolis office of BBDO. Mr. Adams resigned recently as executive editor of the Minneapolis Daily Times.

MAX G. HOLLAND, account executive and brother of Arthur M. Holland, head of Malcolm Howard Agency, Chicago, is now in the Coast Artillery, Camp Callan, Calif.

ROBERT O. DAVIS, partner in Rhodes & Davis Adv., San Francisco agency, is father of a girl.

OTIS T. WINGO Jr., formerly of Young & Rubicam, New York, and previously news commentator on New York and Washington stations, has resigned as vice-president of Fletcher & Co., New York, public relations counsel.

MILDRED MASTIN YANCEY, entering the public relations staff of J. Walter Thompson Co., New York.

ISABEL MOSER GREENE has resigned from Dan B. Miner Co., Los Angeles, as vice-president and account executive. Ann Garvey of the agency's staff, has been appointed radio time-builer.

CLARENCE G. DAVENPORT, account executive of McCarty Co., Los Angeles, on leave, has been commissioned a second lieutenant in the Army Field Artillery.

BUSINESS AS USUAL!

No—that's not how it is. Business is NOT "as usual".

With demand far exceeding supply, with government restrictions and rationing—it's a seller's market with not enough goods to sell. But it won't be like that after the war. It will be a buyer's market then and competition will be keen again. That's when your product will undergo the acid test—"Is it's name remembered? Or have new brands, new habit patterns pushed it into the oblivion of Sapolio and Pears Soap?"

You still have the good-will of your pre-war market. Keep it! Keep it by keeping your name before the public. Keep it ringing in their ears by radio!

AND—to reach the largest share of Canada's richest market, choose CFRB Toronto. Why? Because in a key area, fed by three stations, CFRB broadcasts half the leading sponsored programs.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

<table>
<thead>
<tr>
<th>Station</th>
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<th>Network</th>
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<td>KPO</td>
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News Restrictions Lightened by AAA

EASING of restrictions on news activities of the Communication Adjustment Agency will permit radio stations to continue to arrange for programs with AAA committees, the AAA announced last week.

Following new instructions issued by Marvin Jones, War Food Administrator, concerning limitations imposed by Congress on AAA informational activities, the Dept. of Agriculture has advised farm program directors of radio stations they were free to put state and county AAA committees on the air.

Radio stations previously had been notified that a provision in the AAA Appropriations Act barring funds for field informational activities would prevent state and county committees from arranging programs [BROADCASTING, July 26].

How It Operates

The significance of the Jones ruling, an AAA official explained, is that the public and the farmer will be able to get more information regarding the food program. It is the responsibility of the AAA committees, he explained, to tell the public what the farmers are doing in food production and to inform the farmers what the Government needs from them in the way of food requirements.

Under the new policy regarding information, AAA state and county committees can take the initiative in enlisting the services of radio stations in reaching the farmer and the public with news on agricultural activities.

A memorandum sent to radio stations by the Dept. of Agriculture Radio Division of the revised farm program directors they can again arrange to secure information about the AAA program from state and county employees but not information men, as the rule still bars information men.

Requirements Functions
Do Not Involve Radio

The Office of Civilian Require

ments has no intention at present of concerning itself with broadcasting nor have reports indicating that OCR is planning to include radio under its service operations, it was learned last Friday.

To overcome the situation, an official of WFB made the following statement:

There have been reports deriving from the transfer of the Service Equipment Division of the War Production Board to the Office of Civilian Requirements Division of OCR that some major program relative to broadcasting is coming about. As a matter of fact, OCR has not had an oportunity to apprise its own responsibility until it begins forming an organization, to say nothing of forming a program in the establishment and recreation of one. It is not clear that it has any jurisdiction with regard to radio broadcasting.
R. B. SEMLER Inc., New Canaan (Kremal hair tonic) and Zonite Products Corp., New York (Florida's toothpaste), have started Gabriel Heatter sponsored six nights weekly on CKCI, Toronto. Account was placed by Erwin, Wasey & Co., New York.

CALIFORNIA BANK, Los Angeles, to promote its drive-by-check plan in a two-month campaign ending Sept. 30, is using from two to three transcribed announcements daily on seven Southern California stations. List includes KLH KFCA KMPC KFAC KFWB KFVD. Agency is Mayers Co., Los Angeles.

KENDALL FOODS Inc., Los Angeles (dog food), on Aug. 9 started sponsoring six-weekly participation in the combined "Sunrise Salute and Housewives Protective League" programs on KNX Hollywood. Contract is for 12 weeks, through Mayers Co., Los Angeles.

YOUNG'S DENTAL MFG. Co., St. Louis (dental plaque cleaner and polish), in a 13-week Southern California campaign started Aug. 5, is using two transcribed announcements daily on KPAC KMTR KFVD. Other stations will be added. Placement is through Mayers Co., Los Angeles.

BELL TAILORS, Bell, Calif., in a four-week campaign ending Aug. 31, is sponsoring a daily 60-minute program of recorded music on KGFF Los Angeles. Placement is direct.

JULE GORDON is resigning as Eastern sales manager and member of the board of directors of P. W. Fitch Co. to join the Nestle-LaMurr Co. as director of retail sales. Mr. Gordon joined the Fitch organization 19 years ago and started the Fitch radio show.

CITIES SERVICE OIL Co., Toronto, has started quarter-hour Musical Reviews five times weekly on CFBRB Toronto, and spot announcements over a number of Ontario stations. Account was placed by Spitzer & Miles, Toronto.

Antiseptic Product

CHIMNEY SWEEP Soot Destroyer, a product of G. N. Coughlan Co., West Orange, N. J., will be advertised on the air for the first time in October or November of this year. A schedule of participations on women's interest programs is planned. Some 20 stations will be used in the campaign. Among the stations to be used are WLW WBAI WCAU WEAF. Agency is Advertising Associates, Newark.

TAPP NAMED HEAD OF AXTON-FISHER

JESSE W. TAPP, former associate administrator of the War Food Administration, has been elected president of Axton-Fisher Tobacco Co., Louisville, producers of Fleetwood and Twenty Grand cigarettes. He succeeds C. B. Robins, who resigned to become executive vice-president of McCann-Erickson Inc., New York.

J. C. Williams, sales manager and director of the company, was recently elected vice-president, following resignation of E. D. Axton, W. L. Lyons and Charles I. Dawson as members of the board of directors, the following were elected to fill the vacancies: Mr. Tapp, Charles H. Schmipp, San Francisco, and James Cavagnaro, New York, the latter two executives of Trans-America Corp.

Mr. Tapp was with the Dept. of Agriculture 20 years. In January, 1937, he became assistant administrator of the AAA and president of the Federal Surplus Commodities Corp. He joined the War Food Administration April 1, 1943.

Sales of General Mills Are Largest in History

SALES of General Mills Inc. for the fiscal year ended May 31, 1943, were the largest in the company's history, both in volume and dollars, according to the annual report, made public Aug. 3, and presented at a press luncheon at the Waldorf-Astoria, New York, on that day by James F. Bell, chairman of the board of General Mills. Sales totaled $217,485,502, while net income, at $5,385,945, is but slightly over that of a year ago.

While no breakdown as to advertising expenditures was contained in the report, it was disclosed during the course of the conference that they were somewhat larger than last year. This was attributed in part to the introduction of two new products during the past year—Betty Crocker Soups, and Cheerios. Both products are receiving network promotion.

The company's advertising has been devoted in large part to helping solve food problems.

DALE BRENNER, formerly secretary to Robert Schmid, MBS promotion director, has been appointed office service manager of Mutual.

You were the first President inaugurated in Washington, Thomas Jefferson. The inaugural crowd was large, wasn't it? But think of the people in Washington today Tom. 1 1/4 million of 'em—representatives of every county in the U. S. People who have more money to spend than they've ever had before—they have the highest family buying income of any city in the nation!

But it's more than that, Tom. These 1 1/4 million have the future of the world in the palm of their hand. They're spending over TWO BILLION DOLLARS A WEEK to buy the goods this nation needs to fight a war.

But Washington's like that, Tom—

Radio Advertisers

BROADCASTING • Broadcast Advertising August 9, 1943 • Page 43
FCC Group Favors New Locals

(Continued from page 7)

idle materials in addition to crystals.

Conditions have developed far better in the broadcasting field than originally was anticipated, with major credit given to WPB and its Radio & Radar Division headed by Ray Ellis, chief, and Frank H. McIntosh, chief of domestic and foreign broadcasting. A year ago it was thought that many stations might be shut down because of the critical shortage of maintenance materials. Thus far, not a single station has been forced off the air for lack of equipment or tubes, and only a small amount of time has been lost by stations due to equipment problems.

While the relaxation of the freeze order with respect to local stations is recommended, neither the committee nor WPB feel that conditions have alleviated sufficiently to permit any change in policy on higher-powered outlets. WPB has stated that increased powers should not be authorized because of the tube situation. Copper ammone tube production, it was pointed out, is overloaded and the demand is increasing faster than production. WPB already has found it necessary to deny special assistance to FM stations for such tubes and it is expected the condition may become even more serious in the future.

A recent analysis of the application files of the FCC disclosed some 330 broadcast applications pending. Of these about 130 were for new stations and the balance for expansions of existing facilities. Of the aggregate, all except about 80 are contested, by virtue of hearings or other protests.

Possible Power Cut

Of the 130 applications for new stations, some 50 are for facilities in communities not now having a broadcasting station. Party of the total request local power. The critical situation in the production of tubes of 1,000 watts or greater output, the committee feels, makes it desirable to conserve the tubes by operating them at low power.

Thus, it was thought that applications seeking authority to increase from 1,000 to 5,000 watts or more output when 5,000 watts output is used during the day would not be consistent with wartime requirements. Moreover, engineers point out that the increase in power of these stations would almost invariably involve use of directional antenna requiring substantial quantities of critical material.

Along this line, if conditions get tighter, it would not surprise observers to see a recommendation from WPB that all 5,000-watt transmitters be reduced to 1,000 watts.

The committee also found, in its investigations, that auxiliary transmitters should be discouraged. Only in such cases where a station is providing the single primary service in the area should these applications be granted, it was felt, aside from instances where the war effort directly would be aided.

Analyses heretofore made by the FCC indicate there are 440 cities with population between 10,000 and 25,000 which have no standard broadcast stations. Of these, 222 cities are within the metropolitan districts and 23 are cities contiguous to a larger city in which a standard broadcast station is located. These compilations also reveal that there are 121 cities with 25,000 or greater population having no standard broadcast stations. Of these, 107 cities are within the metropolitan districts, while 42 are cities contiguous to a city having a standard broadcast station.

The Craven-Durr committee also covered a availability of material for relay broadcast stations. Its investigations, it is understood, revealed that it would be easier to use idle equipment and personnel could be increased in increasing the power of relay broadcast stations when existing power is inadequate; by authorizing other alterations in relay equipment to provide improved service; by authorizing new relay stations for use as emergency programs between studio and main transmitter in case of failure of wire lines; to facilitate transmission of programs dealing with the war effort, such as from Army camps or other places where wire service is inadequate, and to facilitate remote pick-ups where land lines are not readily available.

As in the case of the local grants, the committee feels that these authorities should be made only when all required materials may be obtained consistent with WPB policies and involve no inconsistencies with regulations and cause no interference.

BING CROSBY, vocalist-m.c. of the weekly NBC Kraft Music Hall, in addition to his assignment as consultant to U. S. War Department, has been appointed special OWI consultant on music for camp shows.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBIX is THE FOREIGN LANGUAGE STATION OF GREATER NEW YORK.

No wonder, then, that WBIX with its 5,000 watts, is the most efficient station in the foreign language-speaking-people of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBIX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

Your Best National Spot Buy...

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!
Army Seeking to Buy Radio, Photo Equipment

SHORTWAVE radio equipment items in the hands of private owners may be urgently needed for war service, according to a War Dept. release of Aug. 4. While much photographic and radio equipment purchased from private persons is already doing duty at battle fronts throughout the world as well as in U. S. training centers, it is stated that more of certain high grade or scarce items are required.

Greatest need in radio apparatus is for testing equipment (oscilloscopes, signal generators, tube checkers, etc.) but the list of wanted instruments ranges from standard and commercial short wave sets to ordinary meters.

Good lenses, especially telephoto in the larger sizes, and sound cameras, are among the most wanted photographic items.

To offer equipment for sale, write to Emergency Purchase Section, Philadelphia Signal Corps Procurement District, 5006 Wissahickon Ave., Philadelphia, Pa. Nothing should be shipped unless a request is received from that office.

After the War

THROUGH a certificate plan worked out by Miles Labs., Elk- hart, Ind. (Alka-Seltzer) and the zenith Radio Corp., Chicago, new Zenith Trans-Ocean Clipper radios may be claimed after the war by those now sending in questions the Quiz Kids do not answer on the Sunday night BLUE network show. The supply of portable sets aside as premiums for winners when civilian production ceased in April, 1942, was exhausted last month, when the plan for a post-war certificate or optional $50 war bond was instituted. Zenith believes it is the first manufacturer offering such a certificate for its post-war product.

FM Reinstatement

WBEZ, a non-commercial educational FM broadcast station to be operated by the Board of Education, Chicago, was granted a construction permit by the FCC last week to use 82.5 mc. with power of 1 kw, limited time. A previous construction permit for the station had expired. The Commission's action was a reinstatement.

Steel Shortage Brings Cut

DUE to limited supplies of steel, which have been cut 20%, Consolidated Razor Blade Co., Jersey City, is curtailing its radio advertising, and on Aug. 9 discontinues The Better Half, a half-hour Mutual quiz show heard Mon., 8:30-9 p.m. Sponsor took series on WOR in February of this year and expanded to the network in April. Agency is Grey Adv., New York.

DID YOU SAY 2?
YES, WE SAID 2!

TWO AWARDS FOR
FULTON LEWIS, JR.

IN ONE YEAR

Lewis' first recognition for superior newscasting came when he merited the Du Pont Award for the year's best commentator. And now . . . the Sigma Delta Chi Journalistic Fraternity has honored Fulton Lewis, Jr., with the Radio News writing award for his series of "reports on the synthetic rubber situation." The fraternity stated, "Lewis has done not only an excellent job of reporting but also an outstanding bit of research getting at the facts."

Lewis is the ONLY radio news commentator who has won TWO awards in one year.

Sell him at your one-time quarter hour rate per week. Call, wire or write W.M. B. DOLPH, WOL, WASHINGTON, D. C.
 Stations Advised to Cite Reasons for Rate Rises

A LOGICAL approach to the problem of announcing rate increases is suggested by William Maillefert of Compton Advertisin', Inc., New York, according to NAB Reports. In issuing new rate cards, Mr. Maillefert advises, stations can be helpful to both agencies and advertisers by attaching letters explaining (1) why the rate is being changed, listing any new installations, operating improvements, increased costs, etc., (2) when rates are increased and the percentage rise, and (3) which rates are lowered.

Such letters make the picture immediately clear to agencies enabling them to appreciate the justification for the increase—and the improved service provided.

Chenex Holiday

CHEMEX Corp., New York, is already planning to use some spot radio around Christmas time for special type of contact. It is placed on the market for the first time last year. Firm tested radio in the holiday season last year, using WQXR, New York. Results of the test have warranted a return to radio, although no definite plans have been scheduled. Radio advertising will be necessarily on a limited basis, however, according to Dr. Peter Schulmbohm, inventor of Chenex and head of the firm. Product is in the $150 to $250 range and advertising is consequently not aiming at mass consumption, he said. Firm's business is handled direct.

Attacked in Studio

TWO drunken youths forced their way into the control booths at KFJF, Los Angeles, shortly before midnight on July 30 and using obscenities and slurred Gerald Pierce, announcer, when he attempted to eject them. Pierce said the duo burst into the control room just as he had finished an announcement. When one of them struck him on the jaw his body fell, opened the volume switch. Chuck Pfeiffer, transmitter engineer, hearing the commotion, flipped the audio key cutting off the studio line. The youths escaped.

Hermann Elected

HARRY HERMANN, who produces the P. Ballantine program on CBS, has been named eastern regional vice-president of the Radio Writers Guild, to fill out the unexpired term of John W. Mallonee, BLUE commentator. Mr. Vandercook has resigned due to an overcrowded schedule. Elections for new officers will be held in November.

Deca Net Is Up

DECCA RECORDS Inc., for the six months ending June 30, 1943, had a net profit of $425,248, equal to $1.10 per share on 388,525 shares of outstanding common stock. For the corresponding period in 1942, Deca showed a net profit of $375,783, equal to 98 cents per share on the same number of shares.

REP. BROWN, Ohio, Gives Weekly Talks on WLW

REP. BROWN (R., Ohio), a member of the House Interstate & Foreign Commerce Committee, in which radio legislation originates, has begun a series of weekly broadcasts over WLW under the general title "Voice of Congress." The broadcasts are on succeeding Thursdays at 8:30 p.m.

Rep. Brown, former Secretary of State for Ohio, is a newspaper publisher of Blanchester, Ohio, and has taken an active part in radio matters in Congress. He is also a member of the important Rules Committee of the House. Now serving his third consecutive term in Congress, his work will reflect the knowledge and experience he has gained in Washington.

WKBN Promotion

LARGE promotion brochure of WKBN Youngstown, O., contains promotion ideas and items currently used in the Youngstown area. Included are reprints from newspapers and magazines showing news items, ads, contests, radio printed reproductions of direct mail promotion cards, billboard promotion, bus advertisements and movie trailer displays.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar home market! New, impartial, full-rounded, unbiased "Summer-Swan" Iowa Radio Survey covers 22 communities. Complete, detailed information on listening habits and preferences of all station programs. Maps and charts show listeners in various age groups and educational levels for various networks or stations. 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
however, would not comment on the identity of the bidders. It is unlikely that a newspaper will get the station, because of the FCC attitude toward acquisition of stations by newspapers, pending determination of a formal policy on the whole subject of newspaper ownership stemming from the protracted and highly controversial investigation it has conducted during the last two years.

Mr. Noble's attorney in the BLUE transaction was Alger B. Chapman, of New York. There was no verification of reports that Thomas G. Corcoran, former New Deal adviser, was identified with the negotiations. The name of M. H. Aylesworth, first president of NBC, has also been linked with the proceedings, but with no formal connection. (Mr. Aylesworth, a good friend of Mr. Noble, previously had been reported as representing a "syndicate" in negotiating for purchase of the BLUE, but it was stated that he at no time made a firm offer in behalf of any group.)

BLUE Continues

In announcing his eventual plan to have BLUE affiliates become stockholders in the network, along with the management and the public, Mr. Noble said that network operations would continue as usual pending approval of the change of ownership of the three owned stations by NBC.

"I plan to broaden not only the scope of public service offered by the network itself, but I hope eventually to distribute wide public holdings in the company.

"Radio holds such broad public interest that it is only natural to assume that the public would be interested in its financing," he said. He added that he hoped to distribute holdings in the network to affiliated stations in the network. He also said that when he took over active direction of the network he would pay particular attention to the preparation and presentation of news broadcasts as well as to increase as far as possible the general public service rendered by the BLUE.

At his press conference last Monday, Chairman Fly said: "The FCC said want to know all of the intimate details about the network sale." He denied that his presence in New York at the time of the sale was in any way connected with the dropping of James H. McGraw, Jr., president of the McGraw-Hill Publishing Company, from the bidding. He said he did not know that Mr. McGraw had dropped out, explaining that he planned to be in New York on other business and Messrs. Starnoff and Noble asked to see him but that he took no part in the negotiations. It was reported in New York that Mr. McGraw dropped out of the transaction on advice of his physician and his associates, who felt he would be undertaking too much.

Fly's Part

In commenting on the transaction, Mr. Fly said: "I do not want to be taken as expressing any approval of this particular sale. That is something that will come before the Commission, and neither the Commission nor I have had any opportunity to pass upon the merits of this sale. That will be considered in due course.

"I do want to say, however, that the mere fact that a sale has been made and that RCA has moved to effect the disposition of the BLUE is, I think, a constructive thing and it does represent an example of industry cooperation with government."

Asked whether it would be possible for Mr. Noble to take the stations in his own name and let Mr. McGraw help him in the network, Mr. Fly remarked that the question was rather involved. "What is being sold and purchased is the BLUE network," he pointed out. "That will be done either by taking over all the assets of the BLUE or by taking all of the stock of the BLUE, so it is all wrapped up at the moment in one ball of wax."

When pressed to state the Commission's attitude toward having a publishing firm move into the BLUE network, he said, "I don't think we want to meet that question before we come to it."

CLIFF BEVAN has joined the engineering staff of WWVA, Wheeling. Mr. Bevan did remote broadcasting over a Louisville station while at college and is a former telephone operator and apprentice lineman for Mo-nongahela-West Penn Power Co.

BOB MILLER, technician of KNX Hollywood, has been made station supervisor in charge of all audio operations.

R. E. SANTO of the Canadian Broadcasting Corp., engineering staff, Montreal, formerly CBO supervisor of maintenance at Toronto, on July 31 married Margaret Newman.

CURT MASON, co-chief engineer of KFI-KRECA Los Angeles, is the father of a girl.

BERNARD SPECTOR has joined the engineering staff of WHAT Philadelphia. He was formerly with the Philco radar school.

AMBROSE MAXIM, chief engineer of KRBA, Lublin, Tex., had not to join the Navy. Replacing him is Glenn Perry. Mr. Maxim's wife, who has earned her FCC operator's license, is now a technician at KRBA.

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FCC Explains Background of Activity
In Foreign Language Broadcast Field

DURING the Cox Committee hearings in New York, the FCC on Wednesday released a written statement giving the background of the Commission’s activities in the foreign language field, which the House committee is investigating. The FCC lists 12 persons in the foreign language field as undesirable.

After the outbreak of war in Europe in 1939, the statement says, certain groups affiliated with foreign organizations were attempting to use broadcasting as a medium of propaganda to create Axis sympathies and to promote anti-British sentiment among foreign-speaking groups in this country.

Questionable Programs

“The Commission’s responsibility in this field was clear,” says the FCC. “It had granted licenses which provided the legal basis for the operation of the stations over which these broadcasts were being made.” Alluding to the FCC questionnaire which went out to stations just prior to Pearl Harbor, the FCC release states that “while, after we entered the war, there was a decided change in the temper of many stations, the Commission’s investigation disclosed that many questionable programs still remained.”

In view of the extreme importance of proper supervision of this activity in time of war, the Commission decided to expand its work in the foreign language field, and in fall of 1942 funds were obtained through Congress for that purpose. As the war progressed, according to the FCC, the Commission cooperated closely with the FBI as well as with Military and Naval Intelligence, the OWI, and the Office of Censorship.

The portion of the FCC statement relating to personnel covered, follows:

Here are a few examples of the type of persons who caused the Commission so much concern in this foreign language field. In Boston, there was Ubaldo Guidi, who conducted an Italian program. He was reported to be a member of the OVRA, the Italian Secret Police, and was interned as a dangerous enemy alien on the day after Pearl Harbor. Also interned with him was Biagio Palermo, a broadcaster, who had been the editor of a Fascist paper in Canada, which he left to serve with the Italian Army in Ethiopia before coming to Boston. Also, on the same station Franco Galluci was conducting a radio program. Galluci was the head of the Dopolovaro, which was a key group in the Fascist organizational network. When the FBI raided Dopolovaro club headquarters, they found huge quantities of vicious subversive literature, and Galluci’s picture in the uniform of a Captain in the Italian Army. A petition to denaturalize Galluci was recently filed by the U.S. Attorney in Boston.

In New York, the same picture was presented. Domenico Trombetta was conducting a radio program on which he spread vicious propaganda. Trombetta had been denaturalized and interned as a dangerous alien enemy and recently was indicted for failing to register as an agent of the Italian Government. Likewise, Pietro Garofalo, who had registered with the State Department and the OSS, was kept secret of the Italian government, was broadcasting in the same way. He too was interned immediately after Pearl Harbor as an enemy alien. Other Italian radio announcers and program directors in New York who were interned were: Angelo Glorio, Igino Maneschino, Favino di Giura. One of the group who escaped internment was Vinzo Comito who fled the country after Pearl Harbor and is now broadcasting Axis propaganda to the United States from Tokyo.

The situation was similar in Philadelphia, George J. Gerhardt, who had conducted a German program there, had returned to Germany where he is now broadcasting propaganda from Berlin beamed to the United States. Incidentally, Kurt Geppert, a fellow Philadelphia German broadcaster, was recently banished from the Eastern part of the United States on orders of General Hugh A. Beaumont as a menace to the security of the area’s defenses. Broadcasts were also made by Rev. Kurt P. Molino in Germany. It will be recalled that this former German hero of World War I was recently convicted of espionage for communicating defense information to Germany and Japan, and has been sentenced to ten years imprisonment.

Jungle Leave

BOB FOX, on leave from the engineering staff of WOAR, Cleveland, is vacationing at home after five months in the Amazon River Valley with the Rubber Development Corp. He has supervised installation of 22 radio stations in Brazil, Peru and Bolivia, run by young Brazilians who were taught code, telegraphic procedure and meteorology. His headquarters are in Manaus 1,000 miles up the river. Since leaving Cleveland Fox has flown 19,000 miles.
Foreign Tongue Service Probed

(Continued from page 9)

stressed and warning given that fractionism would be avoided.

It was suggested that duplication of former testimony would lead to

save time.

The instructions suggested checking

with the FBI and the Office of Naval Intelligence. "You should then

questioning with the office by letter, and will be

quite familiar with Mussolini's regime.

Conversations "as long as possible" were recommended to draw

out the information, and to discuss the viciousness of

the Mussolini regime. It is quite likely that they will not be

willing to take a forthright position against Mussolini on the radio.

Detailed reports to Washington were requested.

* * *

House Suggested Cutting

War Problems Division

With this letter, Mr. Guest testified, were sent summaries of ma-

terial obtained from various government agencies, newspaper

clippings, complaints and material arising from interviews with com-

plainants about the persons named. He said he believed the WOV in-

vestigation had been requested by the Office of War Information, but

admitted under questioning that he had never seen any request from the

Office of Censorship for a station investigation.

After eliciting from the witness the information that most of the

time of the various FCC offices throughout the country is devoted

to work for the War Problems Division, Mr. Garey read into the

record an excerpt from a report

of the House Committee on Appropriations, made Feb. 9, 1943, in

connection with the Independent Offices Appropriation Bill for the

year 1944, as follows:

"The committee calls attention to

the provisions in the bill providing $27,840 for a hemisphere

communications unit and $206,160 for a war problems division, un-

der the law department. The committee has not eliminated these

funds because they are requested as a national-defense measure, but

it does regard the value of such projects with some skepticism and

recommends that the Commission carefully consider the desirability of

discontinuing them."

Fly Reported Discontinuing

War Problems Division

Mr. Garey said that the FCC had denied his request for a copy of

a letter written by Chairman James Lawrence Fly to Rep. Clif-

ton A. Woodrum, Chairman, Independent Offices Subcommittee,

House Appropriations Committee, but that he had obtained a copy

anyway. Charles R. Denny Jr.,

FCC counsel, insisted that the

Commission had furnished the let-
ter to Mr. Garey, but his remarks

were ordered stricken from the rec-

ord. The letter, to Rep. Woodrum,
dated April 2, 1943, was then read

into the record:

Pursuant to the request contained in the report of the House Appropriations Committee that this Commis-

sion carefully consider the desirability of discontinuing its War Problems Division and Hemisphere Com-

munications Unit, we have given the matter careful consideration, and have

taken the following action:

First, the War Problems Division is being discontinued. The net annual

saving resulting will total in excess of $100,000.

Five War Problems Division employees are being transferred to the

Broadcast Division to continue the survey of foreign language broadcasts and to carry out other

Broadcast Division assignments as required. The Field Section of the War Problems Division is being curtailed

by the closing of its offices in Atlanta and Dallas, leaving it with five field offices.

"The section thus curtailed is being transferred to the Administration and Litigation Division, as are five War

Problems Division attorneys and one clerk-stenographer. The former and three statistical clerks from the War

Problems Division are being transferred to the Economic Division, to fill vacancies in that unit.

The Assistant General Counsel formerly in charge of the War Problems Division has been assigned to assist

the General Counsel in the handling of the business of his office, and to undertake special assignments from the

General Counsel from time to time. With the exceptions above stated, the positions herefore assigned to the

War Problems Division are abolished.

Mr. Garey then said: "In view of the testimony of this witness and the statements made by Mr.
Fly in the letter to Mr. Woodrum, the Committee can form an opinion as to whether or not the Chairman of the FCC was entirely frank with the Appropriations Committee when he gave it this advice on April 2, 1943.

Attorneys Instructed on Foreign Language Survey

A lengthy memorandum sent Feb. 18, 1945, by Mr. Cohn to all FCC field attorneys regarding a new foreign language survey was read into the record. Quoting Elmer Davis that “it is a matter of deepest concern to OWI that station licenses in the foreign language field fall into the hands of persons who are thoroughly sympathetic with America’s war effort and with the democratic cause,” the memorandum states that a major purpose of the survey is “to ascertain the nature of the control exercised by stations over their foreign language problems and to determine whether any pro-Axis or anti-democratic influences are present.”

Questions concerning sponsors are also included in the survey, the memorandum says, since “it appears that pro-Axis bias in foreign language broadcasting, in the past, may be attributed to certain sponsor companies as well as to station personnel. It has been charged, for example, that certain manufacturers with foreign connections had budgets greatly in excess of the normal demands of their business, giving rise to the suspicion that these broadcasters are subsidized by foreign governments.

Instead of mailing questionnaires to stations, the new survey was to be conducted by personal inter-

COST STOPS VIDEO, ZENITH CHIEF SAYS

TELEVISION receivers are ready to be supplied to the public following the war, but television is not ready for general use, E. F. McDonald Jr., president of the Zenith Radio Corp., Chicago, declared in a recent letter to his dealers. Enclosed with Mr. McDonald’s message is a reprint from a recent Associated Press story on television, in which Ralph R. Beal, research director for RCA, stated that television sets will be ready for every family’s use “immediately after the war.”

In refutation of that claim, McDonald writes, “What I said to you, to Zenith stockholders, and to the public more than four years ago, I say again today. Television for general use in the home and in the store is just around the corner for stock salesmen only. I believe that television will one day be a great industry, but that day is not this year. Zenith is ready, but television is not. Technically television is okay, but economically it is unknown until a means is found for paying for the programs, in other words a box-office.

Enclosed with McDonald’s letter is a broadside with reproductions of newspaper items pro and con the prospects of television sets after the war.
to be 'smoke' around this matter, although he has not yet been able to find the fire."

To show the position of the OC, Mr. Garey read an exchange of correspondence between T. J. Slowie, PCC secretary, and J. Harold Ryan, assistant director, Office of Censorship. Mr. Slowie's letter, dated Jan. 16, 1943, asked Mr. Ryan to consider his decision not to sponsor the survey as "the acceptability of the questionnaire to the industry will be increased by having all interested groups join in its sponsorship" and "in view of the importance of the information to the three agencies concerned, all feasible steps should be taken to insure the complete success of the project." The letter concluded: "The OWI has always indicated its willingness to join in the questionnaire. The absence of the OC in the sponsorship of this work under such circumstances would be doubly unfortunate."

**OC Felt It Would Be Exceeding its Scope**

Mr. Ryan's reply, dated Feb. 8, 1943, reads in part as follows:

We have had to advise the Legal Department that we cannot see our way clear to becoming a co-sponsor of the proposed questionnaire. I feel that we should frankly give you our reasons for this decision. In the first place, as far as the Broadcasting Division is concerned, we have the information at hand that it is unnecessary for us to have in order to apply censorship to these foreign language broadcasts. Not only is a great deal of the information included in the proposed questionnaire of no value to censorship operations, but it seems to us that a considerable amount of the information elicited would be of such character that we would have no right to have it in our files. We might be very justly accused, it seems to me, of exceeding the rights which the Office of Censorship possesses, in joining in an investigation that is beyond the scope of our operations.

For another thing, we have from the very beginning of the operation of the Office of Censorship avoided the use of questionnaires, because of what we feel to be an increasing resistance on the part of the citizenry to the questionnaire method, and we would be reluctant to change our opinion on this point at this particular time.

That we have felt it necessary for the above and other reasons, to decline to join you in the sponsorship of the proposed questionnaire, does not mean that we will not continue to place at your disposal all services that we can render to you and to continue to work as closely as possible with the Federal Communications Commission, as we have in the past. We trust you will understand our position in this matter.

**Garey Seeks Admission Of Survey Objectives**

In a session of vigorous examination Mr. Garey attempted to secure from Mr. Guest an admission that the ultimate purpose of the survey was to remove people from the air, but the witness said that his instructions were only to report the information he secured to the FCC in Washington so it could be determined that the stations being investigated were operated in the public interest.

After Mr. Guest had denied that he or any member of his staff had, we have had to advise the Legal Department that we cannot see our way clear to becoming a co-sponsor of the proposed questionnaire. I feel that we should frankly give you our reasons for this decision. In the first place, as far as the Broadcasting Division is concerned, we have the information at hand that it is unnecessary for us to have in order to apply censorship to these foreign language broadcasts. Not only is a great deal of the information included in the proposed questionnaire of no value to censorship operations, but it seems to us that a considerable amount of the information elicited would be of such character that we would have no right to have it in our files. We might be very justly accused, it seems to me, of exceeding the rights which the Office of Censorship possesses, in joining in an investigation that is beyond the scope of our operations.

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or maybe we have and didn’t know it. Sometimes things ain’t what they’re cracked up to be!

Now our idea of a seller’s paradise is the Louisville Trading Area... 1,336,000 buyers mak- ing 57.5% of all the State’s purchases... The richest section of Kentucky with more retail sales than all the rest of the State. There’s somethin’ to get up in the air about! WAVC covers this area completely at the lowest possible cost to you. Ain’t that downright heavenly?

Louisville's WAVE
5000 Watts...700 K.C. R.R.C.
FREE & PETERS, INC.
National Representatives

For Tomorrow’s Broadcasting

LOOK TO LINGO

For advanced design and superior performance in

VERTICAL TUBULAR STEEL RADIATORS

PATENTED FM TUNSTILE RADIATORS

We’re “all out” for Victory, but our engineers are ready to work with you on post-war plans.

J. H. LINGO & SONS, Inc.
CAMDEN, NEW JERSEY

named, was authority for the statement that it had since become a Fascist organization closely connected with Italian propaganda agencies working here before Pearl Harbor. Mr. Guest’s statement that all branches were part of the same group was refuted by Chairman Hart (D-N. J.) who said that in Jersey City the Dante Alighieri Society was composed of loyal, patriotic Italian-Americans.

Guest Denies Intent To Put Luotto Off Air

Repeatedly asked whether his real motive was not to keep Stefano Luotto off the air, Mr. Guest an- swered that his sole idea was to report to Washington, where the FCC had a file on Mr. Luotto, who, he said, had been a “storm center” at WGES, Chicago. When he denied knowledge of the origin of that story, Mr. Carey asked him if he knew of a report that had originated from a mistaken idea held by Nathan David, chief of the FCC’s War Problems Division, and Mrs. Hilda Sheu, in charge of the special studies unit of the WPD.

When he responded that he be- lieved no such complaint against Mr. Luotto had been made by Mr. Hart- ley, Mr. Carey read a letter written a year ago by Mr. Hartley to the Federal District Attorney in Chicago, testifying that Mr. Luot- to’s “business life shows him to be a person of high probity and I am certain he is no less so in private life. His loyalty to the United States is, I believe, wholehearted and uncompromising.”

Mr. Guest admitted that he had not known of this letter and that he had not attempted to check on Stefano Luotto with the district at- torney nor had he learned of his in- vestigation. But the fact that Mr. Guest had not questioned Mr. Luotto “because the investigation was not completed yet.”

Asked about his investigations at WOV, WBNX and WHOM, Mr. Guest said that they differed be- cause he was interested in the FCC only because of the foreign lan- guage survey but was investigat- ing the other stations because they were operating under temporary licenses. Asked if he had questioned station employees about their Com- munist connections, he said he had not because there were no compla- nts on that ground.

Wednesday Session Begins on "Communism"

Wednesday morning saw Mr. Guest on the witness stand and Mr. Carey interrogating him about his views on communism. Mr. Guest agreed substantially with a state- ment by Elmer Davis, director of OWI, that the test of a Communist in his behavior between August 1938 and April 1941, when Germany attacked Russia. Asked if his investigations had gone into the Communist question, Mr. Guest said to some degree, but he was unable to give the name of any person he had questioned about being a Communist.

Mr. Carey asked the witness about Giuseppe Lupis, publisher of an Italian language monthly maga- zine Il Mondo, whom Mr. Guest had engaged to make some transla- tions from Italian papers for the FCC. The fact that Mr. Lupis had published quotations from these papers in his magazine qualified him for this work, Mr. Guest testi- fied, although admitting he had not checked into or even asked Mr. Lupis about his Fascist or Com- munist affiliations. He denied the allegation that his purpose was to get charges made against persons employed in broadcasting, whether substantiated or not, but admitted that the clips supplied by Mr. Luotto had been put into the FCC files on such individuals without further checking.

FCC Luotto Influence Drags Questions

Mr. Guest also admitted that he had sent copies of his reports to Gaetano Salvemini, professor of Italian history and political science at Harvard, “as a matter of interest,” although these were sup- posedly confidential Government re- ports. Mr. Carey then went into the relationship of the FCC and Shortwave Research Inc., which Mr. Carey charged with collecting some $600,000 from the Federal government, although incorporated as a non-profit organization. Mr. Guest said he had used Frances Keene of SRI to analyze an Italian language publication and some German language broadcasts in connection with some of his in- vestigations, but denied any knowl- edge of allegations that she had made complaints about people on the air in order to create vacancies that she could fill with others, chiefly refugees, who would pay fees to SRI for obtaining such em- ployment.

Returning to the subject of the FCC’s interest in Stefano Luotto, Mr. Carey questioned the witness about a criminal libel suit which Mr. Luotto had filed against Gaetano Volenti, publisher of La Parole, in which the allegedly libelous ma- terial had appeared. He elicited from Mr. Guest the information that on his instructions Mr. Fen- ner had attended the hearing, at which Mr. Volenti was held to the Grand Jury, and that after the hearing Mr. Fenner had talked privately with the judge. Mr. Guest emphatically denied, however, that he had instructed Mr. Fenner to attempt to influence the court or that he or the FCC was trying to assist Mr. Volenti or had any inter- est in the case beyond securing in- formation.

Tells of Discharge From Station

Asking what possible excuse ex- isted for the FCC spending public funds and the time of public em- ployees to get information on a man who had not been on the air for four or five months, Mr. Carey charged that the Commission was trying to obtain evidence to back up its “shameful and illegal” action in firing Mr. Luotto off the air the previous fall.

Gene T. Dyer, operator of WGES, WSBC and WAIT, Chicago, the former two being foreign language stations, took the stand and testified that Stefano Luotto had been discharged last November after a seven-year association with WGES. Last Oct. 27, Mr. Dyer testi- fied, Mr. Luotto, then pro- gram director of WGES, went to Washington to attend a meeting of the Foreign Language Radio Wartime Control. The following day he had learned Dr. John A. Dyer, manager of the station, which was then operating under a temporary license, that their license was stuck in a new FCC department (the War Problems Division) headed by Nathan David and Jerome Spingarn, in whose eyes Mr. Luotto was as black as sin. “I want to sleep at night,” Mr. Hartley wrote, “Luotto and Remo Conti (another Italian an- nouncer) will have to go.” He said that he had learned that the Com- mission probably would not pro- ceed on the Luotto issue, but that A. W. Saylor, an FCC employee, had found two technical irregularities in the station’s records on which they would be called to account. Mr. Dyer said that the FCC had
NEW WEEKLY SHOW on Mutual network, Army Air Forces, which had its inception Monday July 19, is written, directed and produced entirely by personnel of the Army Air Forces Training Command. Supervisor of the program is Maj. Francis C. Healy (left), former assistant publicity director for NBC and for RKO films. 1st Lt. Robert G. Jennings (right), former vice-president of WLW, Cincinnati, is director. The broadcasts originate at Majors Field, Greenville, Tex.

never told him what these irregularities might have been and that he knew of none, but he declined to affirm Counsel Garey's claim that they were "trumped up" charges.

The letter continued that George Porter (of Porter & Haley, Washington attorneys acting for WGES) would be of no help, because he was then arguing the Wilkes-Barre case before the Commission, "which is very unpopular with them and which he is going to lose." Mr. Dyer assented to Mr. Garey's statement that in effect Hartley was saying that when the FCC doesn't like a lawyer it will take out its dislike on anybody that lawyer represents.

Claimed Protection Of License Expired

Mr. Dyer stated that before Mr. Hartley returned to Chicago the two announcers had been discharged and under pressure of questioning admitted that the reason was solely to protect his license, although he knew the FCC had no legal right to order the removal of these men. Subsequently Lucca Alfridi was also taken off the air for the same reason, he said.

An exchange of correspondence between Mr. Dyer and the Office of Censorship, read into the record, revealed that the OC had no objection to the employment of Stefano Luotto on a domestic radio station. He was not reemployed at WGES, however, despite that letter. Mr. Dyer said, "for obvious reasons" although his discharge resulted in the withdrawal of some $16,000 worth of business annually, placed through Commercial Radio Service, owned by Andrea Luotto, his brother.

Asked if he knew Mr. Hartley's real name, Mr. Dyer said it was, "Schlachet," adding that he had known Mr. Hartley for many years. Dr. John A. Dyer, called to the stand next, agreed with his brother's testimony on all points.

Joseph Lang, general manager of WHOM Jersey City, was recalled as the next witness, and testified that the Foreign Language War-time Control, which succeeded the former NAB Foreign Language Committee, was organized for voluntary policing of foreign language broadcasting to keep it in the public interest and of aid to the war effort.

Lang Testimony Shows FCC Trying Personnel Control

Mr. Garey, in questioning Mr. Lang, sought to prove that the FCC had attempted to exercise control over the personnel of the foreign language stations through the Foreign Language Control Committee, which was set up by the foreign language stations at the NAB convention in Cleveland in May, 1942. At the request of Mr. Garey, Mr. Lang told of the background of the committee, organized, he said, "as an independent voluntary effort to supervise foreign language programs in the public interest. The committee set up a code by which the foreign language stations were to operate.

"The code," Mr. Lang continued, "empowered the committee to remove from the air persons who had been proved to be not in the interest of the war effort. After several meetings, it was decided to eliminate as unworkable that part of the code providing for elimination of personnel." It was felt it would give broadcasters control over the personnel of stations other than their own.

"Didn't you talk to Mr. David," Mr. Garey asked, "about the elimination of the provision in the code providing for control over the personnel and didn't Mr. David say that Mr. Fly would not stand for the elimination of that provision? Is it not true also, that from that point on the FCC and the OWI would have nothing to do with the committee? There were no words to that effect," Mr. Lang replied, "but that's the impression we got."

Mr. Garey then asked Mr. Lang what his stand on the personnel problem was, and Mr. Lang replied that he felt each station licensee should be solely responsible for his own personnel. "Didn't the OWI and the FCC want station managers to remove personnel on their own initiative? That was implied," Mr. Lang answered. "Would you say that the FCC and OWI had no jurisdiction over personnel," the committee counsel queried. "According to the Radio Communications Act of 1934, it is not within their jurisdiction," Mr. Lang replied.

Mr. Lang stated during his testimony that for the record, he wanted it understood that his conversations on foreign language problems took place with the War Problems Division of the FCC and not with an FCC commissioner. Mr. Garey pointed out to the Committee that the voluntary code of radio censorship adopted by the Office of Censorship in February 1942 covered censorship of foreign language broadcasting, and he read into the record a portion of the Code of Wartime Practices.

Mr. Lang resumed the witness stand Thursday morning and, after a query from Counsel Garey, re-
ported that at a meeting held last May in his office with Mrs. Shea of the FCC, Alan Cranston, chief of the OWI Foreign Language Division, Arthur Simon, chairman of Foreign Language Radio Wartime Committee, and Fred Coll, in charge of the control's public relations, the government representatives had expressed concern over broadcasts made by Polish commentators in Detroit concerning the Russian boundary dispute and the alleged Russian mass execution of 10,000 Poles.

He said that he and Mr. Simon had called upon James F. Hopkins, owner of WJBK, Detroit, and persuaded him to adopt the WHOM system of restricting broadcasts of such matters to news service stories, with no comment, and to pass this plan along to other Detroit foreign language stations. Mr. Lang admitted that the government employees were engaged in censorship beyond the authority of their agencies by coming to the control with this request.

Asked about advertising, Mr. Lang recalled that last fall, following a control meeting, Lee Falk, associate chief of the Foreign Language Division of the OWI Domestic Branch, suggested that WHOM would not do business with three advertising agencies: Commercial Radio Service, Petanella Advertising Co. and Carlo Vinti. Mr. Lang denied that Mr. Falk had tried to get him to conform to the clients of these agencies direct or that the names of any specific accounts had been mentioned. He also denied Mr. Giordano’s suggestion that Mr. David of the FCC had participated in the conversation.

Mr. Lang then testified that since 1934 he had investigated persons on his stations, listing Herbert Oetgen, George terug, Dominic Trombetta, Pietro Garofalo, Rino Cola-Negri, Vinzo Comito and Favonio Di Giura among those who he either discharged or refused to employ because of his personal knowledge as to their views and attitudes. None of these cases, he said, were discussed with the FCC or any other federal agency.

This was not the case with Elsa Marie Troya, Mr. Lang said, testifying that in the spring of 1945 Mr. Falk had suggested that she be discharged and that he had insisted that Mr. Lang let her go, although never giving any facts to back up his request. Despite repeated endeavors by Mr. Lang to obtain such information, Mr. Lang merely said, Mr. Lang reported, that Miss Troya was connected with the organization.

Watching her work, after Mr. Falk had first suggested her discharge, Mr. Lang said that during the War Bond drive in April, 1942, she had found her work "very unenthusiastic" and making no adequate contributions. In June of that year he let her go. Under examination, he admitted that he had looked for a reason to justify his compliance with Mr. Falk’s request and that he had insisted that the OWI write him a letter about it. He was sent, he said, a copy of a letter written to Miss Troya’s attorney over Eugene Dau, signature, which said that the OWI had never made a “formal complaint” against Miss Troya, but that complaints about her had reached the OWI, which, at Mr. Lang’s request, had given him the “information at our disposal.” Mr. Lang admitted under examination that these statements were “misleading,” at least. Asked whether he had discussed Miss Troya with the FCC, Mr. Lang said he had talked about her with Mr. Fenner.

No Explanation on Black List Names

Asked about Mr. Falk’s “black list” Mr. Lang testified that last year Mr. Falk had shown him a list of people who he said should not be on the air. Of these, he said, two individuals had been refused employment at WHOM because they were on the list, but he added that Gallo Amaudi, who was also listed, was then and is now employed at the station because Mr. Lang believes he knows him better than anyone. Asked if Mr. Lang gave any explanation for any of the names, Mr. Lang stated that he did not.

Questioned about Mr. Lupis, Mr. Lang said that in 1938 he had put him on the air as a speaker against Fascism and that for about two years he broadcast weekly on WHOM. In 1940 Mr. Lang asked Mr. Lupis to arrange for speakers for a number of broadcasts a week, he said, and about the end of that year he hired him to look after the station’s sustaining Italian program. Asked if Mr. Lupis had been hired to take over Mr. Amaudi’s duties, Mr. Lang replied that this did not occur until Dec. 8, 1941, denying that he had hired Mr. Lupis in that capacity. Mr. Falk quizzed Mr. Lang about his contacts with Shortwave Research. He replied that a member of the SRI staff had complained about a pro-Nazi bias on a program conducted by a Jewish refugee from Germany who was bitterly anti-Nazi, adding that the SRI investigator was totally wrong in her charges. On one occasion he tried out an announcer sent him by SRI, he said, but he did not work out and was dropped after four broadcasts.

WHOM License Delay Involved in Investigation

After a recess for lunch Mr. Lang resumed the stand and in response to questioning of counsel told the hardship, from an advertising standpoint, of operating under temporary 30-day license.

When Mr. Lang was asked of Mr. David as to why the station was on a temporary license, Mr. David, according to Mr. Lang’s testimony, expressed great surprise that WHOM had been operating with a temporary license and said that he would look into the matter. Mr. David later informed Mr. Lang that there was a pending routine matter of investigation of foreign language stations. Upon inquiring a second time, Mr. Lang was referred by Mr. David to Mrs. Hilda Shea, who informed him that there were certain matters of the Commission would like to know about. Mr. Lang’s Washington attorneys, Dow & Lohnes, had also queried the FCC on behalf of their client and the station remained on a temporary license. Mr. Garey read into the record the letter written by the law firm to Mr. Lang which stated that the regular license was being held up because of matters the FCC were investigating through the War Problems Division and that two persons, Walter Koehler and W. E. Intrator, both broadcasting on the station, were involved in the FCC investigation.

Mr. Lang stated that Alan Cranston and Lee Falk of the OWI representative to him, while Mr. Koehler came to the station through the recommendation of a Mrs. Edwin Walter, who had Italian anti-Fascist connections. Mr. Garey channelled most of his questioning toward relationship between the OWI and FCC official and the employees of WHOM. Mr. Lang testified that he had hired two Italian announcers, Vincent Bertolini and Rene Roberti, the latter a former brick-layer, after they had been recommended by Charles Barry of the OWI. The FCC, it was revealed, closely scrutinized the members of the WHOM Polish department, questioning them on international affairs with specific reference to Polish-Russian relations. Mr. Lang stated that engineers, announcers, musicians and actors had been investigated.

Herbert Oetgen had been recommended earlier in the year when it was discovered that Oetgen was a Nazi sympathizer. Mr. Garey maintained that Eleanor Zablotowicz, secretary and Polish announcer, had been investi-
gated by Alan Fenner, who asked her many personal questions concerning her religion, her friends, her view on the overheated attitude on the part of the FCC's Alan Fenner. On one occasion Mr. Fenner asked a question about some foreign language in which Mr. Lang's staff spent four days digging up, but which was never called for by the FCC. Instead, Mr. Fenner told the WHOM general manager the FCC would be preparing its own questionnaire relating to the material requested earlier. Mr. Fenner presented that questionnaire to Mr. Lang on the Saturday before Easter and demanded that it be filled out immediately. When Mr. Lang protested that the office staff had gone for the day, Mr. Fenner became indignant and insisted that Mr. Lang refused to fill out the questionnaire. Mr. Lang related that the FCC questionnaire was in three forms—English, French, and Spanish—and that it would take about six weeks to fill out the forms and to give complete information. He recited in the written deposition other incidents in which he felt Mr. Fenner had acted in an unreasonable manner.

At one juncture, Counsel Gary asked Mr. Lang whether he had heard from anyone in the Commission since testifying on the previous day, or had been intimidated or warned in any manner that his position would be jeopardized. To which Mr. Lang replied "absolutely no." FCC Counsel Denney at that point wished to make a statement in respect to Mr. Gary's questions but was expressly refused by Representative Hart.

Lang Re-Questioned On Personnel Issue

Mr. Gary began the Friday morning session by re-questioning Mr. Lang about certain parts of his previous testimony, both on the stand and in Mr. Gary's office earlier in the week. The counsel reviewed the decision of the Foreign Language Control group to drop from its code the section regarding personnel and nationalities and left this up to individual stations and the FCC's displeasure at this action. Mr. Lang expressed the feeling that the station should be given any facts available about its personnel, but that final action should be left to the station, which is responsible to the FCC for operating the station.

Questioned about Ricardo Ascarelli, Mr. Lang said he applied for a position at WHOM early this year and presented highly flattering testimonial as to his ability from officials of the OWI where he had previously worked. Mr. Lang did not hire him, however, at the advice of Mr. Lupis, WHOM's former program manager, who showed Mr. Lang an article in The New Leader attacking Mr. Ascarelli and other persons. Mr. Lang said he had subsequently discussed the matter with Mr. Fenner who said that a Mr. Barry at OWI might be able to give Mr. Lang names of employable people. Mr. Lang professed ignorance of statements of counsel that Mr. Barry had been a "GIO organizer at WOV which had discharged him for disrupting a program.

Mr. Gary then questioned Mr. Lang about WHOM personnel, eliciting the information that Vincent Bertolini, the former bricklayer, and Giulio Ascarelli, refugee and one-time member of the fascist party in Italy, were employed by WHOM as newsmen and engineers. Mr. Lang professed ignorance of statements of counsel that Mr. Barry had been a GIO organizer at WOV which had discharged him for disrupting a program.

Mr. Lang told the Committee the policy of the station in broadcasting international news from authorized news services. When Mr. Gary asked whether he would allow a broadcast of a talk on the war critical of Russia, Mr. Lang replied that WHOM would not be affected by such controversial international issues such as the Polish-Russian border question, since the station was concentrated on its relations with foreign nationalities in America. Mr. Lang told of a conversation with Lee Falk of the OWI about a new program broadcast from the Italian station in the British Isles. WHOM, WPNY, Philadelphia, and WCBN Boston. These ten minute afternoon programs were prepared by the OWI but not distributed, according to Mr. Lang, to other foreign language stations. In a telephone conversation Mr. Falk explained to Mr. Lang that the program was broadcast on those stations because Arnold Hartley, program director of WHOM, had asked for it, telling Mr. Lang not to get excited about it, but to try to make a story for the Chicago Tribune. The material, Mr. Falk was quoted as saying, was available to WHOM and could be picked up at the OWI office in New York. Mr. Lang told the Committee at that time he suspected some connection between Mr. Hartley and Mr. Falk and Mr. Hartley. Mr. Gary added that this was evidence of the fact that "David, Falk and Shean were behind Hartley."

Mr. Lang revealed that one Anania Manfredi, Italian language announcer and writer who had been dismissed in 1939, attempted to get back on the station the earlier part of this year. Manfredi, after writing an article titled: "WHOM is Another Swamp of Fascist Rat Snakes," for La Parola, New York Italian language newspaper, threatened to give more adverse publicity to the station if he were not rehired. He was subsequently employed by WHOM and the articles attacking WHOM as well as WBNX and WOPJ, Mr. Gary said.

Mr. Lang wound up his morning testimony with the statement that in his opinion, the War Problems Division had assumed broad powers which were arbitrary and not in accordance with what the seven FCC commissioners desired. Mr. Lang asked that the hearing be continued.

(Continued on page 56)
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 31 TO AUGUST 6 INCLUSIVE.

Decisions . . .
AUGUST 3
KINY, Juneau, Alaska—Granted mod.
CP install new 6 kw composite transmit-
ter, extend commencement and comple-
tion dates.

WOI, Ames, Iowa—Granted Special Ser-
vice station authorization to operate from 6 a.m.
to sunrise, 1 kw to Feb. 1, 1944.

AUGUST 4
KCMO, Kansas City, Mo.—Granted a
postponement of hearing to Oct. 4 for
mod. license increase power to 5 kw.

Tentative Calendar . . .
WOKO, Albany, N. Y.—License renewal,
further hearing (Aug. 10).

Applications . . .
AUG. 3
WCAP, Asbury Park, N. J.—CP to
install new transmitter.

WNAC, Boston—CP to move aux.
transmitter.

NEW, Partners d.b. as Buckeye Broad-
casting Co., Akron, O.—CP for new stand-
ard station on 1240 kc, 250 w, unlimited.

NEW, Detroit Broadcasting Co., Detroit
—CP for new standard station on 1220
kc, 5 W, unlimited.

WLBZ, Bangor, Me.—Mod. CP increase
power, etc., extend completion date.

NEW, Constituent Publishing Co., At-
lanta, Ga.—Request reinstatement CP
for new FM station on 45.3 mc, 7,200 kw.

AUG. 4
WRUS, WRUA, Boston—License to
cover CP's new international broadcast
stations.

Censorship stating that Mr. Luotto
was not objectionable. Mr. Fenner
then informed Mr. Lang that
Luotto was a vice-president of
the Dante Alighieri Society, a Fascist
organization.

Mr. Garey interspersed that the society
was entirely different in various
parts of the country and that
Mr. Luotto was a member of the
Chicago society, which has no
connection with the New York
branch. Mr. Lang said that shortly
thereafter he had a meeting with
Mrs. Shea and Rosel Hyde, as-
sistant general counsel of the FCC
in Washington, at which time Mrs.
Shea indicated that Luotto should
be removed from the air. After Mr.
Lang returned from Washington he
discharged Mr. Luotto.

At the conclusion of the Friday
afternoon hearing the FCC re-
issued a statement on Luotto
charging him with pro-Fascist
sympathies as a result of his affilia-
tion with the Dante Alighieri So-
ciety.

Mr. Lang was followed on the
stand by Charles Baltin, WHOM
program director, who described
the questionnaires used by the FCC
in investigating foreign language
stations. Mr. Baltin also related
that FCC's Mr. Fenner had inter-
viewed various members of the
WHOM staff including himself and
had investigated various aspects of
the station operation.

WLB Hearing
(Continued from page 18)
ings have been concluded and find-
ings and recommendations made by
the panel members to the Board,
if it chooses, recommend at any
time that the music
icians return to work, pending
further hearings.

It is probable that the hearings
will last a week and that two
months may elapse before final
decision is taken by the Board,
in view of the mass of material
which will have to be studied.

Members of the panel chosen by
the Board have all had experience
in mediation. Mr. Meyer is chair-
man of the New York State Medi-
ation Board and vice-chairman of
the Regional War Labor Board in
New York. He is a retired New
York real estate operator. He suc-
ceded William H. Davis, chairman
of WLB, on the New York Board.
He is in his late 50's.

Mr. Zaritsky is the president of
the United Hatter, Cap and Milli-
ery Workers, AFL. He has served
as labor representative on many
labor board panels.

Mr. Woodbridge is assistant to
the president of the American Opti-
cal Co. He was former assistant
publisher of the Boston Transcript
and general manager of the Ray-
mond-Whitcomb Travel Agency. He
is a graduate of Harvard, class of
1927, and lives in Poioet, Conn.
He has had extensive experience as
industry representative at WLB.

In announcing its new regula-
tions regarding public hearings,
the Board issued amendments re-
quiring that "the hearing before
the panel, as required by the War
Labor Disputes Act, will be a pub-
lic hearing on the merits of the
issue, and all parties shall be
given full notice and an opportu-
nity to be heard, but the failure
of either party to appear shall not
 deprive the Board of jurisdiction
to proceed to a hearing and order.

"Save in exceptional case and
upon the instructions of the Re-
Source War Labor Board, no steno-
graphic record of the hearing will
be required, but any party may, at
his own expense, provide for the
making of a stenographic record,
in which case a copy shall be made
available to the Regional War La-
bor Board without cost, and to each
of the other parties to the pro-
ceeding at the regular rates for
copies."

"Like an ad on WDFD Flint
Michigan—she gets results from
the right appeal and the right
coverage."

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WALL OF THE WORLD'S
BIGGEST NEWS

Buy LISTENERS
Buy
WFMJ
covering greater
Youngstown

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

*C. E. HOOPER, Inc.
Blue Network
Headley-Reed, Rep.
CARLSON AWARDED PROFITS IN SERIAL
IN Volving a sum of over $500,000, a master’s finding of the facts last week decided that Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, plaintiff, “is entitled to an accounting from the defendant for said net profits,” as a partner in ownership of _The Guiding Light_, a daytime dramatic serial.

John Mulder, master in chancery of the Circuit Court of Cook County, found the plaintiff to be a partner in _The Guiding Light_ property by an untempered oral contract made sometime before December 1936 between Miss Phillips and Mr. Carlson. Mr. Carlson filed suit in August 1941, claiming the radio serial resulted from ideas contributed jointly by Miss Phillips and himself.

Situations Wanted (Cont’d)

Staff Artists—Man, draft 46, wife, playing piano, violin, organ, cello, sax, vibraphone. Have solos. Union Radio Engineer, Spring Mill Inn, Mitchell, Ind.

PROGRAM DIRECTOR, PRODUCER, MUSICIAN-ARRANGER, SPORTS ANNOUNCER—All one man. Ten years net experience. Box 168, BROADCASTING.

For Sale
Large Block of Stock—In successful midwest 250 watt station. Box 157, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the SERVICE OF BROADCASTING

National Press Bldg., Wash. D.C.

McNARY & WRATHALL Consulting Radio Engineers

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILT EQUIPMENT ST PAUL, MINNESOTA

GEOGRAPHIC COVERAGE


RING & CLARK Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. Republic 2347

August 9, 1945 • Page 57
N. Y. Stations Carry LaGuardia Riot Plea in 3-Minute Notice

Emergency Hook-ups Handled Messages During 24 Hours of Terror in Harlem Looting

WITH ONLY three minutes warning, New York City stations were mobilized early last Monday morning, Aug. 2, to carry an emergency message to the colored people of Harlem, where looting and rioting was assuming proportions, stemming from an incident involving the shooting of a Negro M. P. by a policeman.

During the first 24 hours of horror which ensued, resulting in a toll by the middle of last week of 5 dead, 201 hurt and 504 arrested, station hook-ups of from two to as many as seven outlets broadcast appeals for order from Mayor F. H. LaGuardia, and from representative citizens of Harlem.

‘Stay Off Streets’

The messages themselves speak the urgency of their nature. Radio was used to ask the people to stay off the streets, and to point out repeatedly that this was not a race riot, but a matter of brazen looting and hoodlumism—an effort to prevent the outbreak from developing into something which most officials agreed it just wasn’t. As the possibility of food and milk shortages menace the district—the result of the destruction and looting—Mayor LaGuardia, the Mayor broadcast assurances that every effort would be made to get food supplies back to normal.

The news that the injured soldier was recovering in the hospital was given out on the air towards the close of the day, as the situation came under control, and as the 10:30 p.m. curfew went into effect a final special broadcast was made to this effect.

First of the emergency broadcasts went on the air at 1:05 a.m. Monday morning. Three minutes after WOR, had learned that the Mayor was on his way over to broadcast a special message. Station had time to notify two other stations—WABC and WABC to prepare to take the broadcast, before going on the air.

The 28th Police Precinct in Harlem was the point of origin for the next talk at 2:05 a.m. WOR was delayed as telephone lines to a WNYC microphone were cut, but finally went on WNYC, and was fed to WOR WEAF WABC WJZ WMCA WNEW. Mayor LaGuardia, secretary of the National Assn. for the Advancement of Colored People, and a Negro police chaplain participated, backing up the Mayor in his appeals for order and quiet. Shuttling back to his desk at City Hall the Mayor broadcast a third appeal at 9:50 a.m. fed from WNYC to WEAF WABC WJZ WMCA WNEW, and later, to WOR, the latter station recording it for rebroadcast at 10:15 a.m.

A description of the looters brought into the precinct station, was aired at 12:45 p.m. with John Whitmore, of the war services and news division of WOR at the microphone. Broadcast was fed to WOR, and to Mutual by WNYC. At 6:15 p.m., on WNYC only, Judge Hubert T. Delaney, of the Domestic Relations Court, and chairman of the Speakers Group, introduced a member of the Sleeping Car Porters Union and a member of the NYC Housing Authority. The Mayor spoke at 9:45 p.m. on WABC WMCA WNEW WBNX (rebroadcast on WOR WJZ) to announce that the situation was under control, and finally at 10:26 p.m., the last of a total of seven broadcasts during the day. Situation was sufficiently in hand by that time to warrant bringing an end to these emergency radio talks.

Stations cooperated closely throughout the crisis, relating the news factually, with commentators and newscasters stressing throughout that it was not a race riot. All stations were notified of broadcast times and cues for each emergency program throughout the day, with the exception of the initial talk. Mr. Whitmore, and his engineers, Mr. LaRoché, were among those who lent their services to Morris Novik, WNYC director, in setting up equipment and programming for broadcasts.

New York’s experience last week, in the opinion of Mr. Whitmore, who was an almost constant observer of radio operations during the crisis, can serve as a lesson to radio people in other large cities.

Losing Listeners

WFTC, Kinston, N. C. knew it was losing some of its listeners, but the station had no idea of the number until facts were presented recently by Rev. Clifton Rice, who has conducted a religious program continuously for seven years, making a small charge for death announcements. Rev. Rice reported he had announced the deaths of approximately 4,500 listeners in the past seven years. WFTC says it would appreciate suggestions for keeping its audience intact.

NEW GROUP SEEKING FACILITIES OF WJW

SEEKING the facilities of WJW, now being removed to Cleveland for regional operation, Buckeye Broadcasting Co., a new partnership, last Tuesday filed with the FCC an application for a construction permit to operate in Akron at 1240 ke with 250 watts unlimited time.

The principals in Buckeye Broadcasting Co., constituting a partnership rather than a corporation, are the operators of WSTV, Steubenville, O. It was reported that negotiations had been entered with Bill O’Neill, owner of the present WJW in Akron and licensee of the new station in Cleveland, which will be known as WJW, for purchase of the Akron facilities. The negotiations, however, were not completed because of uncertainty of the status of the Akron outlet after the new WJW begins operating in Cleveland.

The Cleveland outlet is expected to begin operation Aug. 29 on 850 kc with 5,000 watts [BROADCASTING, July 26].


CONGRATULATIONS are extended by Harry Stone (r), general manager of WSM Nashville, to Edwin Craig upon his advancement to the presidency of National Life and Accident Insurance Co., which owns and operates the 60,000 w. station.

Edwin Craig Now Heads Nat’l. Life

President of Insurance Co. Sponsored Interest in WSM

EDWIN W. CRAIG, since 1938 executive vice-president of the National Life and Accident Insurance Company of Nashville, owner of WSM, and long prominent in broadcasting, last week was elected president of his company. At the same time, C. R. Clements, president, was named board chairman.

The changes were made at the request of Cornelius A. Craig, Edwin Craig’s father, who has served the company’s chief executive since its beginning in 1902, and who, although not retiring, expressed a desire to be relieved of some of the responsibilities assigned him.

Edwin Craig started his business career as an agent for the National Life in Dallas immediately upon leaving Vanderbilt University in 1918. He acquired an early interest in radio, and it was through his efforts that the National Life became interested in radio and acquired a broadcasting station, WSM in Nashville, first as a 1,000-watt station, later being increased to 5,000 watts and finally to top power of 60,000 watts. The station has been the scene of numerous occasions for its public service accomplishments, probably the most notable being on the occasion of the Louisville flood in 1927.

Long a member of the board of directors of the National Association of Broadcasters, Mr. Craig has made a definite contribution to American radio. When the NAB was beset with growing pains that threatened to disrupt the industry, he led a movement for the reorganization of that body and was designated by the industry as a one-man committee to select his own assistants and work out the reorganization plans. The present permanent NAB organization resulted. Pressured of other work forced Mr. Craig to resign from the NAB board in 1942.

President Craig will share chief executive duties with the new chairman of the board, C. R. Clements, who has served the company since its beginning in 1902.
It is a wise station, too, that knows its own market. In the "Heart of America" 51% of the population is urban—49% rural. There's no half-hearted selling on KMBC, for this is the one station that takes both sides of the story into consideration. This plus long established personalities reap rich dividends for KMBC with increased listening tune-in—thereby, with greater returns for KMBC advertisers.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
WKY COMES UP WITH ANOTHER

Woman-Winner

Eminent Paris Fashion Authority Becomes WKY Fashion Counsellor!

OKLAHOMA WOMEN, long and ably served by WKY in two fields of vital interest by recognized specialists, are now being served in still another - the field of Fashion, subject of endless and universal woman-interest during war as well as peace. To the woman-wining ways, therefore, of WKY's "Aunt Susan" in the field of cooking and home-making, and Edyth Thomas Wallace, nationally quoted authority in the field of child guidance, WKY has added Marjorie Howard, a third specialist, completing a triangle of service to women's foremost interests . . . their homes, their children, and themselves.

WKY went to headquarters to choose Miss Howard for this assignment, bringing its women listeners what is perhaps the topmost fashion authority in America today.

For 22 years, WKY has been doing this kind of imaginative, creative listener service. It has resulted in building an unequalled listenership for WKY and making it a medium for advertising without equal in Oklahoma.

Marjorie Howard - Dean of Paris Fashion Correspondents

This war terminated a 30-year stay in Paris for Marjorie Howard during which she was successively fashion correspondent for Vogue, Harper's Bazaar, and Woman's Home Companion. Miss Howard began a schedule of daily quarter-hour broadcasts over WKY on August 1.