SYDNEY MOSELEY sent
2,000 people into a sponsor’s stores every week for 26 weeks!

When SYDNEY MOSELEY told his listeners he’d take an air-vacation to write a book, 10,000 letters poured in begging him to change his mind!

Unusual? Not for Moseley. This outstanding commentator's air career is spiked with facts proving that he can make people listen loyally, act promptly, and buy what he tells them to buy.

What does a Moseley sponsor think? Read this excerpt from a letter: "We have sponsored numerous programs in the past—some to our sorrow. But I can say that Moseley has given us a new perspective on the value of radio advertising!"

SYDNEY MOSELEY is now available on WOR, in New York. His program, "Headlines of Tomorrow", 1:00-1:15 P.M., weekdays, is soaring toward top popularity. SYDNEY MOSELEY is now geared to do a great selling job for an advertiser, or his agency, at a remarkably low price.

Write, wire or phone WOR, 1440 Broadway, New York 18—PE 6-8600—attention of NORMAN LIVINGSTON, for a complete, easy-to-read presentation giving all facts, including price.

Note—MUTUAL STATIONS!

SYDNEY MOSELEY is available on Mutual stations from coast-to-coast for local sale. Amazing opportunity to sell this great personality in your market. Write WOR, 1440 Broadway, N. Y. 18, attention of NORMAN LIVINGSTON, for cost and sales ammunition regarding this remarkable, money-making offer!

Write now, today.
"THAT'S WHAT HAPPENS WHEN A PRODUCT IS ADVERTISED ON WLS"

YES, SIR! WLS really moves merchandise. For when we tell listeners to buy, they buy... and when we tell them to write, they write. Take Martha's and Helen's success with this "Feature Foods" offer for instance: They received 4,774 letters in one month... for a dessert advertiser using brief participation five days a week, offering only a recipe for ice cream.

That's a typical result for WLS advertising. And what is true of the "Feature Foods" program is likewise true of many other WLS programs. We can show lots of further evidence that WLS Gets Results. Just ask us... or ask any John Blair man.
LISTENING'S NOT RATIONED ON WPEN BUT

YOU GET THESE HIGH POINTS IN SALES PULLING POWER

Excellent dial position . . . consistent record of success for all types of accounts . . . proved by long term renewals . . . Program schedule flexible . . . to meet changing listening habits . . . streamlined to fit recreation needs of war industry workers.


WPEN IN Philadelphia 950's THE HIGH POINT OF ENTERTAINMENT & SALES POWER
The MOST ECONOMICAL BUY
in OMAHA

KOIL

is a MUST
For Outstate Nebraska

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BROADCASTING • Broadcast Advertising
When You Think of America's 4th Largest Market*

YOU MUST THINK OF WAAT because...

The impartial radio research paid for cooperatively by all major stations in this area proves conclusively that WAAT (America's 2nd oldest station) delivers most listeners per dollar in North Jersey.

No wonder leading agencies and advertisers are getting "on the beam"—are placing more new national business than ever before on New Jersey's First Station! It will pay you to investigate! Write, wire, or telephone WAAT; Executive Offices, Hotel Douglas, Newark, New Jersey.

National Representatives (Outside New York Area) Spot Sales, Inc.

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

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
Play the TUNE, and I'll remember the WORDS...

One of the funny things about the human mind is the way in which it associates words and sounds.

Try it yourself. Try to recite the words of The Star Spangled Banner, for instance, without "remembering" the tune.

Sonovox takes advantage of that trick of mind and memory. It makes all foghorns forever say "Bee—oh-h." It makes those singing violins say "Woodbury, Woodbury, Woodbury"—not only in words, but in your memory. Never again will you hear that little tune without remembering what it says.

Sonovox can make your radio message memorable. Ten years from now you'll be using Sonovox, in its proper place, as a matter of course. But why not join those pioneers listed at the right—and cash the dividends that always accrue to the foresighted?

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

FREE & PETERS, INC., Exclusive National Representatives
FCC Demands Full Data on Sale of Blue

Separate Price for WJZ, KGO, and WENR Sought

SPURRED by Chairman Wheeler (D.-Mont.) to get the full facts, and itself feeling that the information supplied it is vague and incomplete, the FCC by unanimous vote last week designated for full-dress hearing on Sept. 10 the proposed sale of the Blue Network Co. to Edward J. Noble, New York industrialist and broadcaster. The $8,000,000 cash figure establishes a new record for any radio transaction and marks the first time a complete network would change ownership.

Following its action Tuesday (Aug. 17) in setting the transaction for hearing, the FCC Friday sent to all parties in interest a detailed Bill of Particulars outlining additional data it desires to have presented at the formal proceeding. The entire Commission (six members, in view of the George H. Payne vacancy) will sit.

Price For Each Station

BLUE and Mr. Noble must establish an individual price for each of the three stations owned and operated by the BLUE, under the hearing notice. The voluminous applications for transfer filed with the Commission Aug. 11 by RCA, as the seller, and American Broadcasting System Inc., Mr. Noble's company, as the purchaser, simply established the blanket $8,000,000 figure for the network as a going concern. Separate prices must now be set for WJZ New York, WENR Chicago and KGO San Francisco.

It was learned authoritatively that Mr. Wheeler, chairman of the powerful Senate Interstate Commerce Committee in which radio legislation originates, contacted the FCC shortly following announce-

FCC Bill of Particulars for Blue Network Hearing...

FOLLOWING is the full text of the Bill of Particulars sent by the FCC last Friday to RCA, the BLUE Network Co., and American Broadcasting System Inc., of which Edward J. Noble is president and sole stockholder, setting forth data to be supplied at the public hearing Sept. 10 on the proposed sale of the BLUE to ABS for $8,000,000 cash:

1. To determine the legal, technical, financial and other qualifications of the proposed transferee to control the licensee of standard broadcast stations KGO, WENR, WJZ and 48 relay broadcast stations.
2. To determine the source or sources of all assets of the transferee in the purchase of the stock of the licensee corporation.
3. To determine the original, depreciated and replacement values, with detailed supporting data, for such values, of all technical and other equipment used or useful in connection with the operation of the stations listed in Issue 1.
4. To determine the amounts proposed to be paid for each of the stations listed in Issue 1.
5. To obtain full information with respect to the proposed acquisition of control, including all understandings, contracts or arrangements relating to the same.
6. To determine what plans, if any, transferee has for the issuance of the remaining 100,000 shares of treasury stock.
7. To determine the manner in which the licensee would be operated under the control of the proposed transferee, including the personnel to be employed.
8. To obtain full information with respect to any changes in the operation of the licensee.
9. To obtain full information with respect to any changes in the licensee corporation, its officers, directors, employees or otherwise with respect to the licensee.
10. To obtain the information required by part 2 of Commission Form No. 315.
11. To determine whether, in view of the facts shown under the foregoing issues, a grant of the application would be in the public interest.
Coal Disc Campaign Brings Good Results

Response of Public to Drive Eases Problem

EFFECTIVE use of transcriptions sponsored by coal dealers in the Government's "Buy Coal Now" campaign is indicated in replies received by George W. Gray, Deputy Administrator, Solid Fuels Administration for War. The replies from dealers and radio stations who requested the transcriptions attest the public response to the messages and the benefits to sponsors.

In many cases, dealers reported that they have continued the campaign throughout the summer, using the transcriptions whenever newly-arrived coal supplies permitted additional sales. In a number of instances, studio audience responses have been sponsored by all local dealers.

Small Stations Aid

That small stations benefited from the campaign was evident from letters received from stations which were able to find sponsors for the discs. Usually, however, the dealers wrote to Washington for the recordings and took them to stations.

Typical of the replies received in the survey were the following:

From Hunter Coal and Ice Co., High Point, N. C.: We have been getting good response to the discs furnished by your office in connection with Order Coal Now campaign. We have purchased $500 worth of coal from station WMFR in High Point and we believe this to be very helpful to us.

From Currie Coal Co., Fayetteville, N. C.: Coal dealers of Fayetteville have joined together in sponsoring this campaign over WFOR during the past 10 weeks and believe this to be in your approval and the benefits. We have been suggesting to our customers to use the promotion of sale of coal during what is normally our dull season.

Abraham & Straus Plans First Radio Campaign

ABRAHAM & STRAUS, Brooklyn department store, said to be the second largest newspaper advertiser in New York, will begin its first commercial radio program Sept. 10 as sponsor of a weekly participation program "Missus Goes A-Shopping," starring audience series on WABC, New York. Participations will be increased to three a week Oct. 4. Program is not intended to replace newspaper advertising, but to supplement it by "adding the advantages of anotheruniversal medium," according to the store.

As co-owner with Bloomdale National of Bloomdale Co., which is operated by Metropolitan Television Inc., New York, A & S has cooperated in the presentation on that station of a non-commercial pro- gram, "Wartime Living," since the first of the year. Neff-Rogow, New York, has been named advertising agency.

From Julian J. Behr Co., advertising agency, Cincinnati, which used one-minute "Buy Coal Now" discs to supplement its newspaper advertising, has been sponsored by a client on WCPO: Results from superimposed but well-received have been eminently satisfactory; we credit the unusually big volume of orders to telephone orders to transcriptions.

From Sewance Coal & Supply Co., Chattanooga, Tenn., which reported 20 dealers participating in the campaign: It was necessary to temporarily discontinue these spots due, primarily, to the dealers' inability to get a sufficient amount of coal to deliver in accordance with the campaign.

From Leland H. Parks, Cedartown, Ga., who used the discs for two weeks on WGAA: I think this is one of the best mediums to impress upon the public the importance of buying their coal now.

From Ice Delivery Co., Selma, Ala., who sponsored the transcriptions on WHBB: The responses have proven very satisfactory.

From WTAQ, Green Bay, Wis., whose client, Northern Coal & Supply Co., used the spot announcements: The recordings have had good response and have brought in the orders.

From W. J. H. Coal Co., Knoxville, Tenn., who is sponsoring the transcriptions on WBIR for 13 weeks: We are very pleased with the response the response has been most gratifying.

Filling the Bins

From Royal Coal & Lumber Co., Logan, Utah, which used the transcriptions on KVN: We have filled more bins this past two weeks than in any other period since we have been in business.

From Rock Island Lumber Co., Rock Island, Ill., which used the announcements in connection with its morning musical program on WHBF: We wish to report that we have had very fine results with these transcriptions.

From Ray Coal & Coke Co., Mont-gomery, Ala., which has been using the messages on WSFA: We have received good results and a number of our customers have spoken highly of the good advertisement we have on the air.

Cape Coal Co., Cape Girardeau, Mo., which reported that several coal dealers cooperatively sponsored the discs daily on Finger Jams of KFVS; these records have given wonderful results and at this time we are 14 carloads behind in our delivery. Many of our customers would not have thought of ordering their fuel until Fall. Other dealers have like results.

Carolina Builders Corp., Raleigh, N. C., who sponsored the transcriptions on WRAF for July and August: The results have been very satisfactory.

Russell the Coal Man, Elkhart, Ind., who has been using disc campaign sponsored by Elkhart Coal Merchants Assn. on WTRC: We are definitely filling more bins this year than ever before.

Business Increases

H. W. Ramsey, Oakland City, Ind., who uses the transcription OUI: Robert Evansville: There has been a decided increase in business over this same period last year, which we attribute in most part to the radio programs. B. F. Merrill Coal Co., Macon, Ga., which sponsored the transcriptions on WMAZ: The results obtained from the timely messages have been most gratifying. In our opinion, this method of getting over to the people the importance of buying their coal now is unexcelled.

Station WOLF Syracuse, N. Y.: T. S. Marshall, president, reporting on time purchased by one sponsor: The campaign has enabled us to increase our income by $94.50 a week at a time when local stations are having problems. It is obvious that we would like to see more campaigns handled on the same basis.

Many Orders

McFarlane Fuel & Stoker Co., Salt Lake City, which sponsored the records on KDSY: We have had good results and have on hand orders for about 3,500 tons of storage coal.

Blackbird & Turner, Portsmouth, Va., who received response: The tonnage which we have so far...

Wander Co. Returns

WANDER Co., Chicago (Ovutline) returns to the air Sept. 27 on 75 BLUE sessions with Goodnight. The quarter-hour dramatic will be heard Monday through Friday at 5:46 p.m. (EWT). Blackett-Sample-Hummert is agency.

Emmco Signs U. of Mich.

GRID SEASON U of. Mich. will be carried again this year by WJR Detroit broadcasting direct from the stadium. Emmco Inc., South Bend, is the sponsor and Bob Kelley and Jack Lellerman will handle the announced and "color" for the games. World news will be broadcast between halftimes and other contracts are: H. W. Thomas, vice-president and secretary Emmco; E. M. Morris, president Emmco; Charles Tucker, president Mac Donald Co.; Donald Mac- Donald, vice-president, MacDonald-Cook Co.; Thomas F. Shortall, vice-president and secretary Emmco; C. A. MacDonald, president, MacDonald-Cook Co., South Bend-Chicago agency. handling the Emmco account.

WORLD'S FIRST AERIAL NEWSPAPER, the Minute Man, was launched Aug. 9 when first copy was presented William A. Cahill of Massachusetts (in dark suit, center) at Boston airport. Paper is a micromegaphone edition of the latest news gathered by the Essex Reporter and sent from WBZ Boston by Western Union printers to Northeast Airlines offices at the field, where the micromegaphone is operated (1 to r) Carlo DeAngelo, account executive, Marschall & Pratt; Don O'Brien, assistant advertising manager of Standard Oil Co. of N. J.; Helen Murdoch, Northeast Airlines hostess; Jack Miller, advertising manager; Lawrence Lybeck, engineer, Colonial Beacon Oil Co.; Lueb-Governor Cahill; J. A. Knowland and Leslie Fitzgerald, Colonial Beacon Oil Co.; Barry McLaughlin, advertising department of Standard Oil; C. S. Young, general manager, and Harry D. Goodwin, promotion manager, of WBZ-WBZA Boston.

GE Buying Breaks

GENERAL ELECTRIC Co., Cleveland, is purchasing station break announcements on behalf of Mazda lamps. Contracts for 52 weeks have been signed with KYW Philadelphia, and with WOR New York, for five announcements weekly, starting in Mid-August. It is understood that the campaign is an extensive one, but details have not been made known by BBDO New York agency in charge.

Arvey Test Spots

ARVEY Corp., Chicago (R-V utility fiber cans), beginning Aug. 30 will sponsor a 20-day test campaign of participation spot announcements on homemaking programs on KESO WMX KIRI WTCN WMX. The campaign is likely to be extended nationally later. Agency is First United Broadcasters, Chicago.

Republic Drops Plans

REPUBLIC PICTURES, New York, has abandoned for the present its plans for a half-hour network program featuring studio talent [BROADCASTING, July 19], because film players have so many commitments. Firm will continue spot announcements for stars and films. Agency is Donahue & Co., New York.
Ruling Is Awaited In WSYA's Appeal

Injunction Decision Against AFM Sought by Station

DESPITE steps taken by the National War Labor Board to maintain the status quo pending investigation of the dispute between WSYA, Rochester, N.Y., and James Petrillo, president of the American Federation of Musicians [Broadcasting, July 26], WSYA has taken the case to court, seeking damages of an undisclosed amount and an injunction restraining Mr. Petrillo and the AFM from causing Mutual to stop supplying WSYA with musical programs.

The case was heard in the Supreme Court of New York Aug. 12 and five days later Justice William F. Love reserved decision on WSYA's plea for a temporary injunction.

'Secondary Boycott'

According to Jacob Ark, New York attorney for WSYA, the injunction, if granted, will merely save WSYA from further financial loss pending the settlement of the dispute. He claims the union cannot legally call a strike at the station "where no work exists" and that the AFM action is a "secondary boycott." If the WSYA injunction petition is granted, the station "will be forced to hire stand-in musicians, demanded in the new contract between the AFM and WSYA."

NEW NAB COMMITTEE TO ADVISE ON NEWS

A SEVEN-MAN radio news committee is being formed by the NAB, in line with a recommendation of the NAB board last June. The NAB's Public Relations Committee at a meeting in Chicago [Broadcasting, June 28], letters inviting participation by radio news editors and station managers were sent out last Friday by Neville Miller, NAB president.

The committee has three major purposes: To adopt standards which will insure accurate and fair treatment of radio news by stations and encourage fair and objective recognition of representatives of radio news in fields outside of radio, as in Government agencies, and to secure equal recognition with representatives of the press; to set up standards for the handling of news by radio about radio.

The committee is expected to contribute to plans to make public relations practice on the part of local management, an objective outlined at the Chicago meeting of the Public Relations Committee.

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OWI NEWS AND POLICY COMMITTEE

THIS GROUP of outstanding broadcasters will constitute the Radio News and Policy Committee designated by E. Palmer Hoyt (insert), director of the Domestic Branch of OWI in formulating war news policies governing radio. Top row (l. to r.) Niles Trammell, NBC President; Neville Miller, NAB President; W. S. Paley, CBS President; Mark Woods, BLUE President; Miller McClintock, Mutual president. Bottom row (l. to r.) Lewis Allen Weiss, Don Lee vice-president and general manager; Leo Fitzpatrick, executive vice-president, WJR Detroit; Herbert L. Pettey, director, WHN New York; Martin B. Campbell, managing director, WFAA-WBP, Dallas.

Radio News, Policy Committee Is Named for Industry by Hoyt

RECOGNIZING radio on equal footing with the press as a news medium, E. Palmer Hoyt, Director of the Domestic Branch of OWI, last Saturday announced appointment of a nine man Radio News & Policy Committee to consult on matters pertaining to radio news coverage and handling. Mr. Hoyt is on leave from his post as editor and publisher of the Portland Oregonian (KGW-KEX), having succeeded Gardner (Mike) Cowles Jr., iowa publisher and broadcaster, last June.

Members of the committee, representing all segments of the industry, include the executive heads of the four major networks, and prominent broadcasters representing independent factors in the industry.

Because of the importance of radio news coverage in the war picture, Mr. Hoyt, shortly after he took over, decided upon the appointment of the Radio Committee to parallel the newspaper group, which met with him last month at an organization meeting.

Members of the Radio Committee are: William S. Paley, President, CBS; Niles Trammell, President, NBC; Mark Woods, President, Blue; Miller McClintock, President, Mutual; Lewis Allen Weiss, Vice President and General Manager, Don Lee; Leo Fitzpatrick, Executive Vice President and General Manager, WJR Detroit; Herbert L. Pettey, Director, WHN New York; Martin B. Campbell, Managing Director, WFAA-WBP, KGKO Dallas-Pt. Worth; and Neville Miller, President, NAB.

Mr. Hoyt emphasized that the committee will be active and that it will be called to Washington to consult with him on war news matters at intervals of two months or so.

It is expected that Willard Egoel, assistant to NAB President Miller, in charge of public relations, will act as chairman of the group. Formation of the Committee was discussed with Mr. Hoyt by President Miller and Mr. Egoel last month [Broadcasting, July 19].

Fly Joins Craven In WGST Vote

Commission Sets Hearing On Management Contract

IN AN UNUSUAL action which saw Chairman James Lawrence Fly vote with Commissioner T. A. M. Craven, who customarily represent opposite factions, the FCC last Tuesday designated for hearing for the second time this year the application for renewal of license of WGST Atlanta.

School Obligated

The station had been given a 90-day extension of its license last March during which time the Georgia School of Technology was to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickard and Clarence H. Calhoun, Atlanta attorney, operating as Southern Broadcasters Inc. The Commission held the management contract was at variance with FCC policy, which requires operation of stations by the actual licensees.

The proposed agreement, by which the University would acquire the technical equipment and facilities of Southern Broadcasters, provided that the University pay to Messrs. Pickard and Calhoun 15% of the gross profit of WGST for 80 ½ months, or until 1950. The contract further specifies that the station should be operated in such fashion as to generate as large net billings as may be possible. It was declared that an estimated projection of past earnings, as applied to the contract formula would yield an expected return of $200,000 to Messrs. Pickard and Calhoun.

Position of School

While no formal announcement was made, it is understood the FCC majority (Fly and Craven dissenting) felt that the contract arrangement placed upon the school the necessity of accepting programs indiscriminately in order to earn the necessary income to pay off this obligation.

Chairman Fly originally had played a leading part in terminating the Pickard-Calhoun contract. Commissioner Craven, however, took the position that the financial matter between the parties was of no concern to the Commission, so long as the policy of elimination of management contracts was enforced.

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Wylor on Air

WYLOR & CO., Chicago, (Wylor's Soup, Dehydrated Vegetables, and Bouillon Cubes), beginning Sept. 5 will sponsor the quarter-hour Sunday Night News on WBBM Chicago, and on Sept. 7 will start a twice-weekly quarter-hour musical program on WMAQ Chicago. Contracts, which are for 82 weeks, were placed by Aubrey, Moore & Wallace, Chicago.

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Broadcast Advertising

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Garey Charges Agencies Used 'Informers'

Doubts Testimony Against Station Announcer

CONTINUING its investigation of the alleged interference of the FCC and OWI with the operation of domestic foreign-language stations, a sub-committee of the House Select Committee, sitting in New York, last week heard the presentation of evidence concerning the discharge of a German announcer on the unsupported complaint of an OWI official and of his investigation by the FCC six months after he had been put off the air. He is still not broadcasting, it was stated, despite the fact that the FCC was unable to find any reason why he should not be allowed to do so.

Many of the questions put by Mr. Garey, chief counsel of the Committee, concerned the sources from which these agencies secure their information, and resulted in heated colloquies between him and some witnesses who resented the term "informers," which Mr. Garey defined as "snooper" or "snoop police". This line of questioning revealed that a number of individuals report to the FCC and other Government agencies on the activities of persons suspected of Fascist leanings, but Mr. Garey did not secure any testimony that the "informers" had been paid for their information.

When one official of the FCC had testified regarding information received from an employee of WOY, New York, Mr. Garey charged the FCC with encouraging this man to be a "snooper" and disloyal to his employer and stated "Himmel" could take less crooks as German propagandists from the War Problems Division of the FCC."

As an example of the type of complaints the FCC receives, Mr. Garey read a letter written in March, 1942, by J. P. Warburg, advisory assistant, Coordinator of Information, asking for an investigation of the proposed sale of WOV, New York, to "a man called Balbo of the Balbo Oil Co. . . . said to have fascist leanings." The Balbo Oil Co. is owned by the Mester brothers and named for the Italian Aviator and there is no Mr. Balbo in the organization," Mr. Garey pointed out.

During the coming week the Committee hopes to complete its investigation in the foreign-language field with the testimony of other station personnel, and to enter into an investigation of the sale of WMCA, New York, in January, 1941, by Donald Plamann to Edward J. Noble, who on July 50 contracted to purchase the BLUE network. This part of the hearings has been given added interest by the suit filed by Mr. Plamann against the FCC for rescission of this sale, charging conspiracy to defraud on the part of Mr. Noble and others.

Concurrent Hearings

The committee also disclosed how the long arm of the allegedly Justice Dept. cracked down on an Italian language broadcaster and time broker, issuing in Mr. Garey's charge, he should not be allowed to engage in any phase of radio activity whether he be as a salesman, agent or programme manager, at the request of the OWI after the Office of Censorship had given him a clean bill of health.

During the hearings last week the FCC released a supposedly "confidential" statement which had been given to an FCC attorney by a Chicago foreign language station program director with the specific understanding that such statement was procured by the Office of OWI and personal file. That same witness revealed he had received a telephone call the week before the hearings opened in New York from Nat David, FCC assistant general counsel, who reminded him of certain conversations they had at the FCC in Washington.

Counsel Garey hurled the charge that the call was an attempt to influence the impending test myriad of witnesses before the committee.

Guest Recalled

Rep. E. E. Cox, chairman of the House Select Committee investigating the FCC, was the only committeeman present at the N-salesmen hearing. The phase of the hearings entered its third week last Tuesday. Rep. Louis E. Miller (R-Mo.) had expected to attend but was unavoidably absent and was excused. Mr. Aug. 25, it was stated. On that date Mr. Miller is expected to open hearings in Washington on the draft deferment policies of the Commission, according to present plans, while the New York hearings continue. Eugene L. Garey, chief counsel for the Committee, will proceed with the presentation of evidence in New York, while Fred R. Walker, assistant general counsel, will handle the Washington section of the hearings.

Recalling J. A. Guest, field attorney for the FCC in charge of the Commission's New York office, Mr. Garey devoted most of the opening session to the case of George Brunner, conductor of a German language housewives program on WBNX New York. On June 18, 1942, according to a statement made to Mr. Guest by W. C. Alcorn, general manager of the station, he had ruled Mr. Brunner from the air at the direction of Lee Falk, radio chief of OWI's Foreign Language Section. At the time Mr. Brunner was apparently "burned out" over this, Mr. Guest stated, as Mr. Falk had given no reason for his demand and as Mr. Alcorn knew of no reason why Mr. Brunner should not be kept on the air.

Orders to Investigate

In January of this year, more than six months after Mr. Brunner's dismissal from WBNX, Mr. Guest received orders from the FCC's Washington headquarters to investigate Mr. Brunner, Mr. Guest reported. Questioned by Mr. Garey as to why the Commission, which has no authority over programs or program personnel, should be interested in Mr. Brunner, especially when he had already been off the air for six months, Mr. Guest replied that he did not make FCC policy but merely followed instructions.

Mr. Guest admitted that he had checked the FBI files on Mr. Brunner but refused to reveal what they contained, on advice of Nathan David, FCC assistant general counsel, who read a statement from the Department of Justice that "all investigatory reports are confidential documents of the executive department."

Running Fight Between Fly and Garey Tops Current Stories in Non-War List

IN SHEER number of words published, the House Select Committee investigation of the FCC, along with the hearings Senator C. F. 'Chairman Fly and the Committee, appears to lead all other non-war news stories now current.

Aside from news reports on the testimony adduced at the hearings, which got under way initially in Washington on July 2 and have been continuing for the last fortnight in New York, statements emanating from the FCC challenging the testimony, and editorials in leading newspapers and news magazines have heightened interest in the proceedings. FCC Chairman James Lawrence Fly almost daily deprecates the hearings as "star chamber", one-sided and colored. Eugene L. Garey, chief counsel of the Committee, on the other hand, has charged the FCC with "consistent violations of the statutes, the Constitution and its own regulations."

At his press conference in Washington last Monday, Mr. Fly reiterated statements he had made the preceding Friday in New York condemning the Cox Committee. He had run the FCC has not threatened the continuity of licenses of stations, pointing out that he will have been at the Commission four years Sept. 1 and not a single station had been off the air for a single hour because of program content. He said he was discouraged about the prospect of getting a hearing before the Commission. News reports, he further said, more or less evenly divided as between the FCC position and that of the Cox Committee, appeared to take a sharp turn against the Commission following allegations that the FCC had connived with the OWI in removing foreign language personnel from certain stations in what was admitted to be "extra-legal" maneuvering.

The New York World-Telegram in a Aug. 12 editorial, after recounting the formula used by Sidney Spear, former FCC attorney (Continued on page 64)
Tremendous Power... Wide Range Coverage!

U.S. Tanks are noted for their terrific power and wide range coverage—a fact to which any Japanazi will attest.

In KOA-Land

DENVER’S dominant station is noted for its tremendous power and extensive coverage—facts which any long-time KOA advertiser will vouch for, on the basis of results alone.

Recently, a KOA morning program sponsor credited KOA with securing distribution of his product in the State of Montana—territory not even included in KOA’s conservative coverage claims.

Few Stations in the Nation Can Equal KOA’s Dominance!

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Businessmen Now in Control Of Top OPA Executive Posts

Improve Cooperation As Price Group Revises

A VIRTUAL revolution in the top management and control of OPA is indicated by developments of the past week. The agency which has the vital wartime job of controlling the price and rationing of foods and many other products, has been turned over to a management of businessmen. As a result, it is expected that industry cooperation will be forthcoming as never before.

Chester Bowles, OPA general manager, and formerly in the partnership of Benton & Bowles, announced appointment of James F. Brownlee, former head of sales planning for General Foods Corp., as deputy administrator in charge of price. He succeeded Donald H. Wallace, former Williams College professor, who is being retained for the present as an economic advisor. Along with other price heads whose services Mr. Bowles said would be needed although they do not meet Congress' experience requirements for policy-making positions.

Other Appointments

Mr. Bowles appointed Reagan P. Connally, president of the Interstate Department Stores, as head of the Consumers Goods Division, one of six under Mr. Brownlee. Vacancies are yet to be filled in four of these six price divisions, namely Foods, Industrial Products, Textiles, Leather and Apparel; the head of the Fuel Price Division, Sumner Re, has the requisite experience in "business, industry or commerce."

In taking office, Connally said he expected the full cooperation of businessmen in "planning and carrying out the full measure of the important life efforts and savings" of these men are at stake in the fight for the "hold the line" program.

On Friday, Aug. 20, Mr. Bowles announced the appointment of Jean F. Carroll as director of the OPA Food Price Division. Mr. Carroll had been assistant director of the Food Rationing Division since last May. He was formerly with the Kroger Grocery & Baking Co. as its executive at their St. Louis branch. From 1932 to 1937 he was a partner in the firm of Perkin & Peals, New York, sales consultants. Mr. Carroll takes the place of R. Hefebower, dean of commerce of Washington State University, who will be retained in OPA in the capacity of an advisor, but who is barred from any policy-making position by the Columbia Broadcasting System.

Mr. Bowles said regional OPA administrators in all eight regions have the required business training, as do all but two of the 105 district directors throughout the country.

At a news conference Aug. 16 Mr. Bowles talked frankly of his plans and policies. A basic personnel requirement is sincere belief in price control, he intimates, saying that each division would be headed by a man "willing to fight to see that price control operates effectively."

Simplified Rules

Another basic idea is the appointment of persons drawn from the industries to be regulated, which is in line with the Congressional intent in cutting off those lacking business experience. Businessmen will both devise and administer the pricing and rationing programs of the agency.

Regulations are to be simplified whenever possible. Mr. Bowles hopes to have the department store regulations reduced to three or four master regulations and said that he wants the "same sort of simplification carried into all lines of retail price control."

Emphasis is placed on compliance, before enforcement. By a plan for compliance panels in the various industries Mr. Bowles said he felt a tremendous amount of volunteer help could be secured. Court action will only be used on violations of those regulations.

He declared that it is not OPA's job to control profits but prices. Profit statements will not be asked unless a company wants a price increase. Mr. Bowles feels that 95 per cent compliance can be obtained voluntarily.

Cream of Wheat Returns

CREAM OF WHEAT Corp., Minneapolis, which this winter and spring used twice-weekly participations on the BLUE Breakfast Club, is planning to return to network radio, this fall, it was reported last week, the program to be a half-hourly Gilbert Mack's Let's Pretend heard on CBS as a sustaining children's show for the past 13 years. The report is that Cream of Wheat will promote its cereal product on the juvenile series when it returns to the Saturday morning 11:05-11:30 spot Sept. 25. The full CBS network will probably be used on a two-weekly basis. Agency is BBDO, Minneapolis.

WJZ TRANSMITTER GOING UP AT LODI

FIRST STEP toward the construction of the new transmitter for WJZ, New York, took place Aug. 18 with ground-breaking ceremonies held at the Lodi, N. J., site. A subsidiary of the Blue J and WJZ, majors of five New Jersey cities and officials of Bergen County.

The new transmitter building will be completed within four months and the 640-foot tower will be reconstructed and in operation by the end of the year.

After the ceremonies John McNeil, WJZ manager, gave a luncheon for present and past OPA engineers, and newsmen.

In addition to Mr. Woods were Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programming; G. W. Johnstone, director of news and special features; Robert D. Seiferth, junior promotion manager; and Robert L. Hutton, of the sales promotion staff.

D. G. SCHNEIDER, vice-president of Young & Rubicam, Chicago, formerly account supervisor, will assume the duties of merchandising director for that agency. Kenneth Laird, former merchandising director, has been appointed director of sales and advertising of Nutrition Research Laboratories, Chicago.

Amos-Andy Back

Show Starts Oct. 8

To Promote Rinso In Friday Evening 10:10-10:30 Spot

LEVER BROS., Cambridge, Mass., which last April completed negotiations for the purchase of the radio program of Amos 'n' Andy this fall [BROADCASTING, April 26], has announced that the new series will start Oct. 9 in the Friday evening 10:10-10:30 spot. A Rinso product to be promoted will be Rinso.

Concluding their first long vacation from the air this summer after 14 years of continuous broadcasting, the team is changing its long-established format of a five-weekly quarter-hour program, and is setting another precedent in that a studio audience will be allowed for the first time to watch the two black face comedians broadcast. Except on special occasions when they played charity or patriotic shows Amos 'n' Andy were never seen by the public in their character roles.

New Technique

Amos 'n' Andy will enact a complete episode each Friday night, a first for any network. Music will be provided by two full orchestras, and bridges will speed the action, and guest stars will appear each week in specially written roles.

Niles Trammell, president of NBC, and for years an intimate friend of the comedians, personally announced the new show.

"We are happy to have Amos 'n' Andy once again before an NBC microphone," Mr. Trammell said. "They were the first radio program to become an American institution and for more than a decade were the favorites of millions of Americans, both young and old. A warm welcome from the radio audience awaits them, I am sure."

NBC was only three years old itself when it first presented the new comedy team of Amos 'n' Andy 14 years ago—on Aug. 19, 1929. Pepsodent Co., Chicago, was the team's first sponsor, and the only other company to sponsor them was Campbell Soup Co., Camden, which terminated its contract with Amos 'n' Andy in February of this year, when it was found necessary to cut down on advertising expenses. They were last heard on CBS. Agency for the pair's new series on NBC is Ruthrauff & Ryan, New York.

Machine Firm Plans

ALLIS CHALMERS Mfg. Co., Milwaukee, manufacturer of farm implements and heavy industrial equipment, is reported to be lining up a network program through Compton Adv., New York, agency handling the company's institutional advertising.

CHARLIE McARTHUR and Edgar Bergen, of the Chase & Sanborn Hour, which returns to NBC Sept. 5, have become regular weekly feature of the BRC.
$100 PER WEEK BUYS

"5 Minutes Across the Board" with

Jack Stevens

FAMOUS NEWSCASTER
Formerly on 78 Mutual Stations
For Bayuk Phillies Cigars

2.1 Rating
14.6% of Listeners

{According to Hooper Survey—
Winter & Spring 1942-1943}

* Transcriptions of Stevens' voice
furnished on request...

Associated Press and
United Press News
Every Hour on the Hour

WORL

BOSTON, MASS.
Ruling on Music Sought in Florida

Effect of New Statute on Old ‘Anti-ASCAP Law’ Asked

COURT ruling as to the effect of apparently contradictory Florida statutes upon the operations of music performing rights organizations to do business in that state was sought last week by Attorney General J. Tom Watson of Florida in a Bill of Complaint against BMI, SESAC Inc., Associated Music Publishers and ASCAP filed in the Circuit Court of Leon County.

The Attorney General brought out that under the original music statute, popularly called the “anti-ASCAP law,” the legislature provided that certain combinations owning or controlling copyrighted music compositions were held to be unlawful monopolies in restraint of trade and were prohibited from doing business in the state. Subsequent legislation, enacted in 1941, he said, appeared to permit “such combinations to transact business in this state, provided they comply with the provisions of said statutes”.

Declaring that a question had arisen as to the effect of the new statute upon the old, he said it was necessary for the court to construe these statutes in determining whether or not compliance with the provisions of the latest enactment by the music performing rights societies is sufficient to comply with the earlier law regarding restraint of trade.

The court was asked to enter a declaratory decree interpreting the two statutes. Further, the court was asked to determine whether the defendant societies, or any of them, constitute an unlawful combination operating in violation of the original law. In the alternative, the Attorney General asked whether an injunction or injunctions restraining the operations of the defendants if it is determined they constitute an unlawful combination operating in violation of the Florida statutes. A mandatory injunction or injunctions also were sought enforcing compliance with the determination of the court.

‘Chef’ Sponsors

NATIONAL BISCUIT Co., which has been sponsoring the BLUE local cooperative The Mystery Chef on seven stations for bread, last week added an eighth station—the cities now used being San Antonio, Buffalo, Pittsburgh, Cleveland, Des Moines, Anchorage, Houston and Rochester, N. Y. Continental Baking Co., sponsors for Wonder Bread and ‘Shirah’ Bottling Co. for Royal Crown Co., added grocery chains, Steinberg’s Grocetrias, Montreal, and Fairway Supermarkets, Minneapolis, who have joined the group presenting the show five times weekly. Western Stove Co., sponsoring in Los Angeles, has added San Francisco.

WHKC Explains Action in Excluding Portions of Speech by Frankensteen

RICHARD T. FRANKENSTEEN, vice-president of the United Automobile Workers, C.I.O., last week filed a complaint with the FCC against the action of WHKC Co. last week in denying him the right to speak he delivered on the station Aug. 8. The question is being studied by the Commission’s legal department.

Capt. J. Everson, station manager, in a statement to BROADCASTING, denied a charge made by Mr. Frankensteen that WHKC’s refusal to broadcast parts of the speech was based on the Smith-Connally anti-strike act. The station’s action, he asserted, was based on the code of the NAB which excludes controversial matter from a commercial broadcast.

Acted As Unit

"WHKC was not acting as an individual, but as a unit or as a company, but rather as a unit of a national organization subscribing to policies standardized throughout the radio industry. If, for instance, this same speech was to have been delivered by an industrial program in which there would have been representation of those Ohio Congressmen against whom certain specific charges were made in Mr. Frankensteen’s speech, so that they might have the opportunity of rebuttal, then WHKC, as any other member station of NAB, is entitled to acting having to give up free time to such a discussion.”

The deleted sections of the speech criticized Senator Taft (R-Ohio) and Rep. Vorys (R-Ohio) and praised Senator Burton (R-Ohio) for their voting records.

Nature of Attacks

Mr. Frankensteen’s original script attacked the 78th Congress for “doing everything possible to dismantle” the President’s 7-point program. Mr. Vorys, the speech stated, “has voted to remove the $25,000 limit on salaries imposed by the President and to provide a huge windfall to the upper bracket income taxpayers through the Rumford tax bill. He has joined in a massive attack to shackle price regulations, killing funds for rollback subsidies, cutting OPA enforcement funds and attempting to pack the important jobs in this agency with representatives of the industries.”

Reference to Senator Burton praised him for his “far-sighted” foreign policy.

Industry Member Unable To Sit on Strike Panel

HENRY S. WOODBRIDGE, recently appointed as industry member of the WLB tripartite panel to hold hearings in the Petrolia "strike" against the transmission companies, resigned last week. It is expected that a successor will be appointed in the near future.

In the meantime, plans are going forward to begin public hearings in this case. The court has not yet selected a place for the hearings.

Woodbridge’s resignation was occasioned by the change from the original plans to begin hearings Aug. 16, and by other commitments which prevent him from serving. The remaining members of the committee are Arthur Meyer, public information director, and Max Zaritsky, labor member.

Ralston Schedule

RALSTON PURINA Co., St. Louis, has announced that Instant Ralston, on Sept. 9 starts a varied schedule of programs and newscasts on seven eastern and midwestern stations. The schedule includes the quarter-hour Saturday morning show, Brush Creek Farm in Dallas; a special five-minute newscast Monday through Thursday on WENR Chicago; and WOR and WNYC in New York; the Sunday-morning 25-minute Peanut Paper Party on WGN Chicago; A twice-weekly quarter-hour early evening program on WJRE New York; and a quarter-hour musical show five evenings weekly on WBEN Buffalo. Agency is Gardner Adv. Co., St. Louis.

KEYS’ KGBS SIGN CBS AFFILIATIONS

KEYS, Corpus Christi and KGBS, Harlingen, Tex., have signed affiliation contracts with CBS and have joined the network as soon as lines are available. The stations, both local outlets, will become affiliates consistent with the new CBS policy of not operating in areas not otherwise receiving adequate service from that network.

The companies are affiliated with CBS in the eastern half of the country, and will carry the national network for KPRC, a Houston 50,000 w outlet, under a territorial exclusivity clause in its CBS contract. The territory, exclusivity, however, was outlawed under the rules.

CBS, it was learned, determined, following market surveys in the area, that the two Texas markets, which have thrived in recent years, warranted network service.

KEYS operates on 1450 kc with 250 w and is owned by a partnership of J. S. Lockhart, Corpus Christi, manager and chief engineer, and E. H. Hughes, commercial manager. Other partners are E. C. Dunn, manager and Charles W. Rossi, oil operator.

KGBS, operating on 1240 kc with 250 w, is owned by a partnership of Vernon L. Utley, San Antonio, manager and chief engineer, and W. H. Tichenor. Philip L. Loucks, Washington attorney, represented the companies in the negotiations.

ALBERT GROBE, chief announcer of WQXR, New York, has completed narration of two films—"Pathe-RKO Educational Golf" and "Jim and Mary," a "Inex Civilization," education film prepared by Office of Coordinator of Inter-American Affairs.
The JACK CARSON SHOW originates at KNX

... so does the 11 p.m. NEWS

It takes all kinds of radio shows to make a network. Comedy, variety, music, drama, news... Have they anything in common?

At KNX they have. Because here all shows, network or local, have the same exacting, unflagging CBS standards to meet. KNX is where Columbia's Hollywood-produced shows come from. KNX is CBS in Hollywood.

There's the new Jack Carson show, produced by Foote, Cone & Belding for Campbell's Soups. KNX personnel, equipment, sound effects and priceless know-how help speed it smoothly coast-to-coast, to make it one of the top comedy shows on the air.

Then there's the KNX 11 p.m. news. This twenty-minute comprehensive news roundup has become virtually the town crier for Southern California. Its participating sponsors, on a local, low-cost, late-evening basis, get exactly the same kind of news writing, editing, delivery, engineering and thinking that has given CBS what TIME called "the most efficient and adult news service in radio"—because the KNX news bureau is an integral part of Columbia's world-wide news facilities.

When you use the KNX 11 p.m. news to reach Southern California, you get the same KNX-tra touch of audience acceptance and sales impact that has kept one sponsor on it continuously for 148 weeks, another for 78 weeks. That's results.

Some time is available. Ask us, or Radio Sales.

COLUMBIA OWNED

KNX

LOS ANGELES

50,000 WATTS

Columbia's Station for all Southern California

Represented by Radio Sales, SPOT Broadcasting Division of CBS
ONLY SARNOFF

AUTOGRAPH of David Sar
noff, president of RCA and
chairman of NBC board, was
breathlessly requested last
week just outside the Brown
Derby as he entered that
Hollywood restaurant with
Sidney N. Strotz, Western di-
vision network vice-president.

Obligu ingly Mr. Sarnoff
signed, and chuckling to Mr.
Strotz said, "See, I have ar-
rived."

But on returning to his
book, the famed figure was
disconcerted to hear: "Aw, I
thought you were a movie
star."

WAR ADVERTISING Council
reports that during the first half
of 1943, 283 advertising agencies
cooperating with the Council used
war theme copy for 1,760 clients, of
whom 722 used local radio and 558 network
radio.

Significance this year as an occasion
for furthering the concept of shar-
ing.

Every phase of the food
problem will be covered in the "Food
Fights for Freedom" campaign, in-
cluding rationing, production,
prices, waste, and allocation of sup-
ply. Given an understanding
of these facts, the public will be asked
to increase production, to conserve,
to preserve fresh foods, to share
to eat the right foods, to substi-
tute plentiful for scarce foods,
to help keep food costs down, to par-
ticipate in community food pro-
jects and to adjust to new foods-
to temporary shortages of favorite
foods.

Cooperating with the War Ad-
vertising Council in the campaign
are Lennen & Mitchell, Benton
& Bowles, Paris & Peart, and Sher-
man K. Ellis & Co. Campaign man-
ger for the Council is Mrs. E. B.
Joyce, chief advertising manager
of General Foods Sales Co.
Council staff manager is Evelyn
Biever.

REYNOLDS ADDING
NEW CBS OUTLETS

Eight More Are Scheduled
For Camels in Sept.-Oct.

R. J. REYNOLDS TOBACCO Co.,
Winston-Salem, though undecided
on the exact time lineup for its
three shows on CBS this fall, is
adding eight CBS stations, all re-
cent affiliates of the network, for
"Blondie, Thanks to the Yanks" and
a variety show, both of which are
still in the planning stage.

The stations are WJLS Beckley,
W. Va.; WLBC Muncie, Ind.;
WHW Daytona Beach, Fla.;
WDNY Danville, WATX Springfield,
and WSOY Decatur, Ill.; WPAD
Pau-
duch and WHOP Hopkinsville,
Ky.

Effective Sept. 27 these stations
will be added to the sponsor's Mon-
day evening 7:30-8 p.m. period cur-
rently occupied by Blondie; on Oct.
8 to the Friday 10-10:30 p.m. spot
now filled with Camel Comedy Car-
avan, and Oct. 9 to the Saturday
7:30-8 p.m. time at present taken
by Thanks to the Yanks.

All three programs promote
Camel cigarettes and Prince Al-
bert Smoking tobacco. Details on
the time of broadcast this fall for
the three Reynolds shows on CBS
will be announced later. Agency is
Wm. Esty Co., New York.

GROVE RENUES NBC SHOW

GROVE LAB. St. Louis (cold
tables and vitamins), renewed
sponsorship, effective Oct. 4, of
Loisie Massey & the Westerners,
heard Mondays, Wednesdays and
Fridays on the NBC network at
time periods of 7:45-8:00 a.m.;
8:35-9:00 a.m.; and 10:30-
11:00 a.m., expanding from 86 to
90 NBC stations. The four addi-
tional stations comprise the Ari-
zona group: KTAR KYUM KVOA
GLU. Agency is Russel M. Seeds,
Chicago.

EVERYBODY'S FARM, typical American farm, of WLW,
Cincinnati, welcomes the new sponsor of Everybody's Farm Hour, American
Chemical Co. visitors at the barn are (1 to r): Earl Neal, the farmer; Francis
North, Allied Mills, whose product (Wayne Feeds) has been sponsored for
three consecutive years on the program, G. W. Ogg, advertising manager of
the American Agricultural Chemical Co., whose Agrico has been used on
Everybody's Farm and has been recently added to the spon-
sored products; Ed Mason, director of the farm department for WLW.

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BROADCASTING • Broadcast Advertising
WE take it all back. This is not a New Yorker’s idea of a radio network.

A couple of weeks ago we said it was, in an ad published in New York. Then people started writing letters. They telephoned. A few even sent telegrams.

Some of the folks were in the advertising business and some were ordinary human beings, but they all had an amazingly correct idea of a radio network — namely, Mutual.

Of course they know Mutual has more stations than any other network! (Maybe we should have added the fact that current Crossley studies reveal Mutual programs are up to six times as popular, out beyond the regularly researched cities, as in the 32 “national-rating” centers.)

Of course they know Mutual’s idea of a radio network consists of stations located where people live, with programs people like to hear! (Maybe we should have added the fact that 117 of our 209 outlets are located in towns where no other networks have stations.)

As somebody once put it, in almost these very words: “Never underestimate the intelligence of people — nor the power of the network they believe in!”

THE MUTUAL BROADCASTING SYSTEM
Radio Sets For Civilians to Be Ready Within Eight Months After End of War

WITH THE postwar economy the hottest home front topic, reports from the radio set manufacturing industry indicate that first radio sets for civilians after the war will be available within eight weeks following termination of hostilities. The planning covers combination AM-FM models and, to some extent, television production.

Radio manufacturers estimate it will take the two-month period for sets to roll off the assembly lines, according to Wall Street reports. These first models, however, are expected to accompany the usual Ro-Men type, which include FM in many instances. Television is still an unknown quantity on anything approaching a national basis. There must be television transmission on something other than a localized basis before mass production of sets is undertaken.

Better and Cheaper Sets

Many of the old line manufacturers already are appointing jobbers and distributors in even areas in preparation for the postwar boom.

It is logically expected that better and cheaper sets will be available in both the conversion and video fields in the post war era, but not immediately. In the television field, manufacturers are looking for authorization from WPB to engage in experimentation in set manufacture, in an effort to flatten out costs.

The primary cost reduction factor, it is thought, will be a cut in the cost of the cathode ray tube, used extensively in military radio operations. Mass production, it is understood, has made it possible to reduce the cost per tube from about $50 to $20 to $15 in some television receivers. Wall Street reports state that one manufacturer predicted the average television receiver could be reduced to $400 but others indicated about one-half that price.

An old radio name, Majestic, is expected to return to the home set fold following the war. Majestic Radio and Television Corp., according to its president, Eugene A. Tracey, will reintegrate its activities to meet the anticipated high post war production demands. He explained that Majestic is now completely given over to Government work for communications and electronic appliance and equipment but that the company, nevertheless, has "an eye cocked to the future."

Old line companies have made their postwar plans, it has been reported from time to time. Many new companies, heretofore outside the home manufacture, hoping to invade that market. Similarly, a number of companies new to the transmitter and tube manufacturing fields are contemplating conversion to participate in what is expected to be a thriving market for FM and television transmitters and tubes as well as a substantial replacement market for AM equipment. These plans stem from the four to six billion dollar military contract backlog and television which set up many new companies in the overall electronics field.

VIDEO COMMITTEE IS NAMED BY NBC

Creation of a post-war television planning committee, headed by NBC President John T. Travelli, was announced in charge of international, shortwave and television departments of NBC, according to NBC's president, needs for the rapid development of television immediately after the war, NBC will initiate "essential technological studies and surveys of the problems involved," through this new committee. Conclusions will be held in readiness for the first days of peace.

"As a supplement to present experimental work, this committee, telephone, television promises much as a new dimension in entertainment, education and advertising," said Mr. Travelli in making the announcement last Friday. Television, according to NBC's president, needs the release of vital materials and the services of electronic engineers, both row confined to war work, to combine with the new and significant service of sound and sight.

In addition to Mr. Royal, the ntwlv-form committee includes William S. Hefers, vice-president in charge of stations; O. B. Hanson, vice-president and chief engineering and technical officer; and the manager of the program department, with John T. Williams, assistant to Noran Kersta, now in the Marine Corps, serving as secretary.

NBC is currently operating its Empire State television transmitting station and six others of each of the two principal networks have been placed under the direction of NBC's program department. Contacted about his status reporting to Mr. Menser. The NBC television committee is coordinating its activities with the regular voice of NBC laboratory, Princeton, N. J., and with the television development plans of RCA's manufacturing division.

Blue's Own Newsroom

THE BLUE N-word, which here-tofore has had its news broadcasts prepared in the NBC newsroom by professional writers under G. W. John-

stone, BLUE director of news and special features, on Aug. 23 sets up its own New York newsroom, and will establish a complete news operation from the NBC news department.

Manager of the BLUE newsroom will be John D. Robbins, formerly editorial assistant, and John T. Madigan, here-tofore in the NBC newsroom.

DAVE DRISCOLL, chief of the war services and news division of WOR, New York, has arrived in Algiers, it was announced according to an OWI broadcast Aug. 16. Mr. Driscoll will tour the battlefronts with his sound-recorder to record activities of our armed forces, for re-broadcast over WOR and Mutual.

Catching-Up Is Big Task Of Radio, Says Sarnoff

ON A HURRIED inspection trip of his corporation's properties on the San Francisco area, David Sarnoff, president of RCA, in a brief interview predicted a radio boom after the war because of consumer demand for radio products.

"After the war, Mr. Sarnoff said, RCA is going to face the problem of catching up where it was when the country went to war. No civilian manufacturer has had almost a year-and-a-half, and the supply of radio tubes is falling behind the rate at which they will be needed in replacement of the sets that were stopped production. Television has been developed to a point where it is good enough for general introduction after the war—but there is the factor of getting the system working first."

Topmiller to OWI

CHARLES H. TOPMILLER, chief engineer of WCKY Cincinnati, has been "loaned" to the Office of War Information, L. B. Wilson, owner of WCKY, announced. Mr. Topmiller, who has been with the Cincinnati station for 13 years, leaves immediately for foreign service duty. His wife, Mrs. Alma An- nora T. Topmiller and their young children, Diane, will continue to live at their residence, 1122 Mt. Allen Road, Mt. Allen, Ohio.

BRIDGEPORT BRASS Co., Bridgeport, Conn., which has been awarded its fourth Army-Navy "E" purchased a half-hour on 30 Mutual stations Aug. 21 to broadcast presentation ceremonies. War leaders of six United Nations participated. Account placed direct.

IRE, RMA Set Up Post-War Formula

Organization Plans Approved During Joint Conference

INSTITUTE of Radio Engineers and Radio Manufacturers Assn. committees have completed procedure to establish a post-war radio industry technical planning organization.

Organization plans for a "Radio Technical Planning Board" were approved by the RMA and IRE committees in conference in New York. These plans are being submitted to other industry organizations concerned and a meeting is scheduled Sept. 15 in New York to start the Board's work.

Others Invited

Purpose of the RTPB is to make recommendations to the FCC and other Government agencies and to industry concerned, on the technical future of radio developments, including spectrum utilization and systems standardization for many public services such as television and frequency modulation. Studies, investigations and standards as are required will be submitted to the FCC and other agencies of final authority.

The organization now being established was originally proposed by Chairman James Lawrence Fly of the FCC, IRE and RMA members. At its first meeting, the board will be a democratic all-industry body, it was stated. In addition to IRE and RMA, the following individuals and organizations are being invited to participate in the Sept. 15 organization meeting: American Institute of Electrical Engineers; American Institute of Physics; American Radio Relay League; FM Broadcasters Inc.; NAB; National Independent Broadcasters.

Others May Join

Included later may be other major non-profit radio organizations, communication, aeronautical and similar groups. Chairmen of the committees which worked out the organization plans are A. S. Williams, Chicago of RMA and Harden Pratt, New York, of IRE. Other members of the RMA committee are H. C. Chen, Camden, N. J.; W. R. G. Baker, Bridgeport, Conn.; R. C. Cosgrove, Cincinnati; Walter Evans, Baltimore, Md.; Fred C. Williams, Philadelphia. Other members of the IRE committee are Alfred N. Goldsmith, New York; B. J. Thompson, Princeton, N. J.; and H. M. Turner, New Haven, Conn.

KSAN in San Jose

KSAN, San Francisco, will open studios in San Jose Aug. 23, it was announced, originating several programs daily under the direction of Fred Callewaert, 19, recently was manager of KHUB, Watsonville, Cal. The new studios are located at El Paso Court at 42-B South First St.
MARTIN BLOCK'S "Make-Believe Ballroom" on WNEW still sells more products for more advertisers than any other program in radio—in or out of New York.

Some advertisers buy only "The Make-Believe Ballroom" to sell New York—and some rely on Martin Block to reinforce their network coverage.

Some advertisers have been using "The Make-Believe Ballroom" for all of its nine years—and some have just discovered it.

From 10:00 to 11:30 a.m., and from 5:30 to 7:30 p.m., "The Make-Believe Ballroom" is still New York's favorite program six days a week.

And with its rating at an all-time high, the "Ballroom" is still the No. 1 buy in the No. 1 market.

WNEW

501 MADISON AVENUE • NEW YORK, N. Y.

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

NATIONALLY REPRESENTED BY JOHN BLAIR & COMPANY
New Wire Recorders Prove Value in Army Test Abroad

Col. Kirby Hopes Device Will Bring New Dimension Of Flexibility to Radio Coverage of War

THE ARMY hopes that the new lightweight wire recorder will prove a new dimension and flexibility to radio war coverage, Col. Edward M. Kirby, Chief of the Radio Section, Bureau of Public Relations, War Dept., told Broad- casting. He was of the opinion that the first of several dozen magnetic wire recorders in a flying trip to England and North Africa. Experiments in planes 30,000 feet over England and in jeeps in North Africa, using power from the electrical systems of the vehicles, prove the value of wire recording, he said.

"Radio journalists have been anchored to stationary radio transmitters in a war of movement," said Col. Kirby. "If they go to the front they cannot broadcast until they are murdered or the transmitter goes. In the Southwest Pacific this means a distance of 1,500 miles both ways. In the Tunisian campaign, it meant several hundred miles, and for Sicily, Italy,丢了10,000 miles. As a result radio has encountered for the first time in its history a limit of time and distance."

Light Weight Units

The mother set weighs less than 50 lbs. It has a built-in play-back and an instantaneous erasure feature and was demonstrated at the Mid-West Conference in Chicago. The field set weighs only 10 lbs. and can be carried on the back. The sound is recorded on a strand of wax which is wound on a sprocket, with each minute taking 60 minutes of recording. The sprocket can be detached when the recording is completed and transported by plane or courier to its destination.

Delay in delivery of recorders due to difficulties in manufacture is no longer a problem as most of these difficulties have been overcome, he said. The Army expects to have them in all theatres of the war in a few weeks.

Classified as military equipment, the Army will loan the recorders to accredited network correspondents as soon as the assembly lines to insure even distribution among all the networks. Soon radio correspondents using the new units can bring the war directly to the home of every American.

Further tests are under way to determine methods of field service, censoring and transportation of sprockets to and from the fronts.

London Conferences

Col. Kirby recently consulted with the British Broadcasting Corp. and found that nearest equivalent the BBC has to offer in recorder output is a 490-lb. unit which requires an engineer to operate it as well as the announcer or com-

mentor. The announcer himself is capable of managing and operating the new wire recorder unit.

The field recorder was carried by the Londoner and a former Londoner, Col. Edward M. Kirby, Chief of the Radio Section, Bureau of Public Relations, War Dept., told Broadcasting. He was of the opinion that the first of several dozen magnetic wire recorders in a flying trip to England and North Africa. Experiments in planes 30,000 feet over England and in jeeps in North Africa, using power from the electrical systems of the vehicles, prove the value of wire recording, he said.

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Further tests are under way to determine methods of field service, censoring and transportation of sprockets to and from the fronts.

London Conferences

Col. Kirby recently consulted with the British Broadcasting Corp. and found that nearest equivalent the BBC has to offer in recorder output is a 490-lb. unit which requires an engineer to operate it as well as the announcer or com-

mentor. The announcer himself is capable of managing and operating the new wire recorder unit. Col. Kirby, accompanied by the Londoner and a former Londoner, Col. Edward M. Kirby, Chief of the Radio Section, Bureau of Public Relations, War Dept., told Broadcasting. He was of the opinion that the first of several dozen magnetic wire recorders in a flying trip to England and North Africa. Experiments in planes 30,000 feet over England and in jeeps in North Africa, using power from the electrical systems of the vehicles, prove the value of wire recording, he said.

"Radio journalists have been anchored to stationary radio transmitters in a war of movement," said Col. Kirby. "If they go to the front they cannot broadcast until they are murdered or the transmitter goes. In the Southwest Pacific this means a distance of 1,500 miles both ways. In the Tunisian campaign, it meant several hundred miles, and for Sicily, Italy,丢了10,000 miles. As a result radio has encountered for the first time in its history a limit of time and distance."

Light Weight Units

The mother set weighs less than 50 lbs. It has a built-in play-back and an instantaneous erasure feature and was demonstrated at the Mid-West Conference in Chicago. The field set weighs only 10 lbs. and can be carried on the back. The sound is recorded on a strand of wax which is wound on a sprocket, with each minute taking 60 minutes of recording. The sprocket can be detached when the recording is completed and transported by plane or courier to its destination.

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"WOMEN COMMANDOS" IS VERSATILE WAR PROGRAM ON WKY

Let's talk about YOU!
If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N.Y. If suitable, we will use it in one of this series of War-Gramps.

Saludos, Amigos!
For improved coverage of listeners in Latin America, the Office of the Coordinator of Inter-American Affairs has worked out a schedule shared in by a number of stations. Ten shortwave stations—WHOS, WODA, WCRC, WJEO, WLWY, WLWO, WNBI, WRUL, WRUS and WRUW—will beam Spanish programs to Latin American audiences. Although the number of hours of Spanish programs has been cut in half, each program is now broadcast by two stations. This kind of cooperation should get good results!

KOA Music Center
In keeping with its morale-building activities KOA, Denver, maintains a Music Center for Enlisted Men which furnishes members of the armed forces a great deal of pleasure when off duty. Here men may listen to recordings or programs, and participate in choruses and broadcasts.
A weekly half-hour program from the Music Center is broadcast by KOA every Friday evening. Members of the armed forces furnish the program while others take part in dramatizing activities of Denver military posts.

Broadcast Monday through Friday each week by WKY, Oklahoma City, "Women Commandos" touches upon many phases of the war effort that are of interest to Oklahoma citizens. In a recent three-week period, this 15 minute program included the following subjects:
- What the State's Child Welfare Division is doing for needy children and to provide foster homes for homeless children;
- What the women of Guthrie, Oklahoma, are doing to aid the war effort;
- A salute to Oklahoma's youngest General, who is only 35 years old;
- A discussion of Victory Gardens and their care;
- Three talks about WAC enrollment in Oklahoma and the duties of WAC officers;
- A program on home canning;
- An interview with an Oklahoma woman who has eight sons in service and two daughters in war plants;

Wartime jobs being done in Ardmore;
The duties of the WAVES;
A salute to six Oklahoma heroes;
A plea for more nurses for the Army.

Another regular WKY feature, presented each Saturday evening, is "The Local Defense Program," sponsored by the local Council of Defense, this program explains to citizens how they can cooperate and aid the war effort.

Two programs originating at the Army's nearby Tinker Field are carried by WKY each week, a Navy program is aired once each week and every Sunday, a dramatic show is picked up from the Field Artillery School at Fort Sill.

In addition, of course, WKY broadcasts many special war effort announcements and many sustaining programs which dedicate a good share of their time to war subjects of importance.

Radios for soldiers
Appeals aired by WWL, New Orleans, brought truckloads of old radios for the boys in military camps and hospitals. The Keesler Field News said, "to WWL, for so unselfishly giving of its time and talent in securing the radios, an orchid and a hearty handclap of thanks."

How can you censor Cajun?
Cajun is the language spoken by thousands of descendants of the French Acadians who live in South Louisiana and speak little English. Strangely, this patois cannot be written. Hence the censorship problem in connection with newscasts in Cajun over KVOL, Lafayette, La.

For a time, the programs had to be discontinued. Then the solution was found, KVOL has a Cajun employee monitor each program to see that there are no deviations from previously selected news items. Thousands of Cajun listeners are grateful.

Graybar (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

26 years ago...
In August, 1917, Western Electric engineers demonstrated to the Army the first two-way radio telephone between plane and ground. Today there is Western Electric radio equipment helping to win and hold control of the air on every front where Army and Navy planes fly.

Buy War Bonds regularly—all you can— from now till Victory!
Shaw Succeeding Hillpot in CIAA

Former Manager of WMCA Will Direct N. Y. Radio Office

DONALD S. SHAW, an executive of the New York office of the Co-ordinator of Inter-American Affairs for six months and recently on the radio committee for the Red Cross drive, has been named successor to William Hillpot as director of the New York office of the CIAA by Don Francisco, director of the CIAA radio division.

Mr. Hillpot, who has been with the CIAA since February 1941, has resigned to join the Wm. Morris talent agency, New York.

Radio Ready to Help Sell 15 Billions In Bonds During Third War Loan Drive

THE RADIO industry will take a leading part in promotion activities for the Third War Loan Drive to begin Sept. 9. Both time and talent have been massed by the industry in cooperation with the Treasury to sponsor the drive to sell 15 billions of bonds.

At least 1,500,000,000 listener impressions are to be registered through commercial and sustaining programs, local station announcements and national radio messages broadcast on behalf of the Third War Loan, 25% above the Second War Loan coverage. Estimated value of time and talent involved will mount into millions of dollars.

Radio Day Planned

Three-fourths of the bigtime network programs—215 to be exact—will air messages at the 600,000-000 listener-impression audience during the 23-day drive and 100% response is expected to the programming in each network schedule devoted at least one entire show to the effort.

Round-the-clock events are scheduled for Radio Day, Sept. 9, when 80% of the top network shows will participate ( avoids all local spots) and at least 26 of the bigtime programs will give special treatment to messages for the drive—some shows being based entirely on the drive.

Also on Sept. 9 all network affiliates will carry nine one-minute transcribed dramas or live announcements and all non-affiliate stations will carry 13 such announcements for the drive. Sustaining programs of the four major networks on this day will be arranged in behalf of the effort. Numerical will be translated to time. The networks will participate on the opening day activities by programming, in addition to the special announcements, special series of their own such as speeches by community leaders and promotion of local rallies.

Special series of the Treasury Star Parade programs have been arranged for the drive. Bing Crosby will lead off in the first of the 21 programs in the series which will include the Bumsteads, Fannie Brice, Fibber McGee & Molly, and others.

The Treasury has prepared two new transcribed shows for nationwide distribution, both 15-minute programs which may be sold to local retailers for sponsorship. One is titled Sacrifice Day and includes John Charles Thomas, John Nesbitt, with Victor Spring's orchestra. The other is Axis Payday and features Joe E. Brown, Dennis Day, and Wilbur Hitch and his orchestra.

Rush Hughes, KWK St. Louis, commentator, has been commissioned by the Treasury to prepare 24 three-minute transcriptions. These will be distributed nationally and provide a minute preceding and following for announcements by local sponsors.

Transcriptions have been made by at least one (or both where possible) Senator from each state on behalf of the drives. The Treasury will distribute the recorded appeals to the radio stations in the respective states.

Treasury discs are handled in the same manner as promotion material for use by newspapers and publications. The Treasury pays for the actual mechanical work involved in making the discs. Musicians are paid union scale wages while most name talent used is donated or loaned. The discs once prepared are then distributed free to the stations requesting them or designated to receive them, just as mats, cuts, and plates are distributed to the publications.

Current Treasury discs have even been re-recorded for use in Canada by the Drug Campaign National Committee promoting the Canadian War Savings Campaign.

KATE SMITH, CBS-General Foods endorser, will write a monthly feature for True Story Magazine, starting with the November issue. Column will cover books, radio shows, and other subjects of interest to women.

14 YEARS OF NEWS California Sponsors Said To Hold Record

CHALLENGING the record of CFCH Calgary Canada for highest number of news broadcasts by one sponsor [BROADCASTING, July 12], is W. L. Gleason, president of KPPO Riverside, Calif., who writes in to say that two advertisers, Dr. E. L. Laine, optometrist, and the Progressive Optical Co., Inc. of Fresno "have not only sponsored the news longer than the record mentioned—1,300 days on one station, but on several stations."

For fourteen years, or a total of 5110 days, they sponsored an early morning newscast on KJMJ Fresno and KFBR Sacramento. In addition, they ran five minutes of news every hour on the hour radio times daily for a total of 2220 days on KSN San Francisco.

Fourteen years is a long time for a sponsor to be on the air. That should place Dr. Laine and the Progressive Optical Co., Inc. at the top of the list. Or do we hear a dissenting voice? Hmm?

APPLICATION FILED FOR SALE OF KFMB

APPLICATION for sale of KFMB San Diego, to O. L. (Ted) Taylor, president and general manager of KGMK Amarillo, Tex., and president of the Taylor-Howe-Snowden group, and Jack O. Gross, general manager of KFMB, was filed with the FCC by the First National Trust & Savings Bank of San Diego as trustee of the Wor- cester Broadcasting Corp., licensee. The FCC was paid $65,000 [BROADCASTING, July 19], $25,000 to be paid upon FCC approval of the transaction and balance in six yearly installments, five of $7,500 and the last of $32,500. Mr. Taylor and Mr. Gross would each own 50% of the shares of stock outstanding.

Certain obligations of the station to the trust company would be assumed by the owners, but share amount to be included in the sale price.

About six weeks ago the FCC approved an application of the Worcest er Broadcasting Corp., for voluntary transfer of control to the trust company. Also reviewed was the license of KFMB on the regular basis. The trust company notified the Commission at that time [BROADCASTING, July 19] that it was seeking a satisfactory purchaser for the corporation.

Mr. Gross became general manager of the station last January, with option to buy subject to FCC approval. He has been in radio 20 years as announcer, producer, sales executive and manager.

Coop. Centennial Plans

COOPERATIVE LEAGUE of the U.S.A. will meet in Chicago at the Hotel Morrison Sept. 10-11 to discuss plans for the celebration of the centennial in 1944 of the consumer cooperative movement. Radio plans for the coming year will be discussed. The League has spent $25,000 on the transcribed series, Here Is Tomorrow, aired on 36 stations in the 1942-43 season, and Radio project this year will center around the centennial campaign. Gilman Calkins, associate director of The Ohio Farm Bureau News, has been named publicity director for the campaign.

UP Appoints Packard

REYNOLDS P. A. C K A R D, who headed the UP bureau in Rome from 1939 until his interment in December 1939, has been appointed UP manager for North Africa and Italy, with instructions to reopen the Rome bureau at the earliest possible moment, according to Virgil Pinkley, UP European manager. Returning to New York in the diplomatic exchange of June, 1942, he was assigned to Allied North African headquar ters early in 1943.

SECOND SERIES of 13 broadcasts on post-war problems, generally titled For This We Fight, will start on NBC Oct. 2 according to the Texas A & M Inter-American University of the Air in cooperation with the 20th Century Fund and the Commission to Study the Organization of Peace. The first series concludes Aug. 28.
A Button...and the Pittsburgh Market

A button? A steel mill? The Pittsburgh market?...What have they got to do with each other? It's all very simple.

The American people know that a button is essential...or we may all be wrapping ourselves up in Roman togas.

And American business men know that advertising in the right markets is essential—particularly today...or back they might go to horse and buggy days.

Pittsburgh is one of these right markets...and KDKA is the essential station...because KDKA, the most powerful station in western Pennsylvania, dominates this market. There, KDKA is first choice—morning, afternoon and night—among 6,000,000 people—more than the combined population of Philadelphia, Cleveland, Cincinnati, Baltimore and Washington, D.C.

KDKA...PITTSBURGH

One of Eleven Stations in Eleven Essential Markets Represented by NBC Spot Sales

Here's why these 11 Stations are essential to you:

1. They broadcast to 55% of the radio homes in the U.S.
2. They are in markets whose buying power is 34.2% higher than the country’s average.

KDKA—Pittsburgh
WEAF—New York
KYW—Philadelphia
KOA—Denver
KPO—San Francisco
KPOA—San Francisco
WBZ-A—Boston—Springfield
WGY—Schenectady
WTAM—Cleveland
WOWO—Fort Wayne

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a button is to the wardrobe of America.

And KDKA...Pittsburgh is right on the button!

NBC SPOT SALES
TODAY, ESSENTIAL THINGS FIRST— IN BUSINESS, AS IN LIVING
AMENDMENT OF THE Communications Act of 1934 to clear up ambiguity stemming from the recent Supreme Court decisions in the NAB cases, was urged by the Standing Committee on Communications of the American Bar Assn. in its report made public recently by A. A. S. (Aug. 23). The amendment, coincident with the opening of its 66th annual meeting in Chicago.

The Committee, of which Herbert M. Bingham, Washington attorney and Special Counsel of the Senate Petriello Investigating Committee, is Chairman, recited that the two Supreme Court decisions "serve to emphasize the advisability of clarifying or otherwise changing the Communications Act of 1934 by appropriate amendments". Other members of the Committee are Edward Borchard, professor at Yale U.; David H. Cannon, Los Angeles attorney; and Howard L. Kern, New York, general counsel of Central R. C. Company of New Jersey.

Encroachment on Freedom

The Supreme Court opinion in the network cases, the Committee stated, places the stamp of approval on the Commission's power to regulate contractual relations between the stations and the networks.

"Members of Congress, eminent members of this association, broadcasters and zealous guardians of free speech have criticized the Commission in two decisions, one on the encroachment on the freedom of speech. They foresee the domination of the airwaves by a governmental agency regulating the use of licenses but the supervision of finance and program arrangements between stations and networks."

In allowing to the KOA opinion, the Committee said the case was extremely important because it "points up the difficulties involved in the practice of administrative law before the Federal Communications Commission and the limited rights of parties, both as to a hearing before the Commission and the right of appeal to the courts."

Study of Bill Urged

The Committee brought out that the White-Wheeler Bill (S-814) is pertinent to the same, as it embodies amendments to the Communications Act. "We respectfully suggest", concluded the report, "that the incoming Standing Committee on Communications be authorized to present the views of this association to the Senate Committee on Interstate Commerce when hearings are held on said bill during the fall of 1943."

BRITISH INCREASE SPONSORED RADIO

The British Government spent 40% more for government advertising during the first four months of 1943 than for a similar period last year, according to Samuel J. Meek, vice-president in charge of international operations of J. Walter Thompson Co.

The over-all total for the first third of this year was £696,358. While the expenditures represent only space buying activities, the survey is of interest to radio in view of the fact that radio advertising in England has been advanced as a definite possibility within the past year, particularly [Broadcasting, July 19, 1942].

Provincial daily papers received the largest single share of government advertising this year, with London Sunday papers running second. The National Savings Committee spent the largest portion of the sum, followed by the Ministry of Food.

Photo Spots

W A R PHOTOGRAPHS, Richmond, Va., is sponsoring a campaign, using 5-minute transcriptions through about 80 stations to make enlargements of snapshots sent in by listeners of soldiers, sailors, war workers, WAVES, WAVES, etc. Each photograph is tinted, from descriptive data furnished to sponsor, and placed in a lithographed, four-color, 16-frame. Product is sold at $9.95 on installments—$2 down and $2 a month. Henry J. Kaufman Adv. Agency, Washington, which handles the account, expects to double the number of stations handling the disc. Only one station in a city is used.

For the 20th year, the Advertising Club of New York will hold an advertising and selling course, under the auspices of the American Institute of Graphic Arts. The sessions will be held in October. Herbert L. Stephen, news editor of Printers Ink, has been appointed chairman of the committee in charge of the classes, which will be held at the club's headquarters at 25 Park Ave.

INTERVENTION PLEA IS GRANTED CHURCH

CHURCHILL Tabernacle, Buffalo, a religious corporation, has been granted leave to intervene in the WKBW case in Buffalo, applications for renewal of license, for the purpose of filing exceptions to the proposed findings of the FCC, making an appearance at the oral argument if any is held, and the submission of a brief.

The FCC, in 1941 held hearings on the applications of Buffalo Broadcasting Corp., licensee of WKBW and WENG, according to the bill of particulars, in part, to obtain information as to the relations between the licensee and the Church Tabernacle, and respecting money paid by the licensee to Church Tabernacle under terms of an agreement with the latter.

The religious organization was at that time denied permission to intervene at the time of the hearing that as successor to Church Evangelistic, owner of WKBW before the sale to the present licensee, it reserved certain rights in connection with religious programs, in line with the terms of the sale to Buffalo Broadcasting Co., which also called for defelection.

The religious broadcasts are of such importance to the public as to justify the matter of license renewal in the public interest, says the Church petition.

Arthur Murray's Plans CAMPAIGN on behalf of Arthur Murray's Learn to Dance at Home has been temporarily suspended due to exhausted supplies of the book, but will be resumed towards the end of August when the new edition is expected to be out. Test started in mid-June, and involved time purchases on nine stations [Broadcasting, July 26]. Simon & Schuster, publisher of the book, finished the book but Arthur Murray Dance Studios, New York, which is reprinting the book, is buying the reissue. Agency is Huber, Hoge & Sons, New York.

Consolidated Book Disc Campaign Starts on 143

CONSOLIDATED BOOK Publisher, Chicago, on Aug. 23 starts The Meal of Your Life, a transcribed quarter-hour program on 143 stations in behalf of Culinary Arts Institute Cookbook. Setting for each program is an imaginary dinner at the Hotel Waldorf-Astoria, New York. The story of an unusual dinner of the past is recalled and then reenacted by prominent film and theatrical figures.

First program of a series of 12 already prepared dramatizes Elsa Maxwell's first party, as recalled by the famous party hostess, and played by Gertrude Lawrence, John Hoytsad, Sheila Barrett and Crosby Gage. Kernit-Raymond Corp., New York, produces and handles the series.

CAPT. MICHAEL FIELDING, analyst of WIND Gary, Ind., is one of the first members of the Red Cross Gallon Club in the Chicago area. Only those who have given eight pints of blood to the Red Cross are admitted to membership.

A Bendix Washer?

UNABLE to get their laundry done, members of the Ferry Command stationed at the naval air base at Scott Field, Bend, Ind., appealed to WSBT for help in obtaining a washing machine, iron and ironing board. The request was granted after the broadcast WSBT had offered one washer, ten ironing boards to several cases of soap chips, and an offer to buy one of the washers in case more than one was produced by the appeal!
Who wants these Baltimore Ration Points?

If you have something to sell, today more than ever you've got to get people to ask for your brand FIRST! In Baltimore, the surest way to reach the most people at lowest cost is Radio Station WFBR.

Limited supplies...limited sales...but sales ARE being made. People still buy. The sales trick today is to make sure YOUR brand isn't by-passed!

And the radio answer in Baltimore is WFBR. This is the Mutual station that delivers the concentrated population of the country's 6th largest city.

WFBR makes no pretense of trying to cover half the Eastern Seaboard. We deliver the big local station to people who can buy where your products are for sale.

We do not try to cover Virginia, Pennsylvania, Delaware, New Jersey and West Virginia with a hopped-up signal and a correspondingly higher cost. (Moreover, we think radio stations in these scattered states have their own loyal listeners right in their own backyards).

In making up budgets...remember in Baltimore, the way to make friends and sales by radio, is WFBR.

WFBR
RADIO STATION BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
MUSICAL VERSION of "Bingo" on WJZ, New York, has expanded from weekly to five-weekly quarter-hour programs on that station.

Listeners are invited to submit a coherent sentence made up of the titles of three tunes. Prizes of $5 are awarded for three best entries, with stipulation that half of sum be given to a designated member of the armed forces. "Daily Double" prize of $8 goes to top winner. General MacArthur, Major-General Jimmy Doolittle and Ruby Valley are among the "servicemen" who have been selected to receive portions of the prizes. Recipients in most cases donate the money to a worthy cause. Entries are said to come in at the rate of 2,000 a week.

The Photograph

After the photograph was taken.

Having a dice on the table, Salina, Kansas. The photograph was taken.

The Dancing Sandals

U.S. soldiers of the armed forces recently contributed the "dancing sandals" to a weekly five-hour Saturday night program titled "Suppressed Desires," sponsored by the American Federation of Labor, on WEAF, New York. Devised by Ed East, with Prof. John A. Krutz of Columbia, the program opens with extracts from letters by individuals who are unable to appear on the show, then letter-writers who have submitted best views on the weekly question advance, are presented in person.

TEAMWORK of the war industries in the Philadelphia area and the men on the fighting front is the theme of a new series of programs inaugurated by WCAU Philadelphia, titled "Salute to Uncle Sam's Industries." Format of each program includes a brief history of the war plant honored, address by an executive of the company, interviews with workers and interview with a member of the armed forces recently returned from a combat area.

For Kids

CHILDREN'S SERIAL The Sea Hound, presented on the BLUE weekly with the Office of the Coordinator of Inter-American Affairs, uses information on history, geography, products and life of Latin American countries as background for exploits of the hero and his ship.

To Inform Public

OPA officials recently appeared on the first of a new series of programs being aired over WLW Cincinnati, titled Black Market, to acquaint the public with the reasons and need for cooperation with the rationing and price control programs of the government.

For Soldiers

SHOWS FOR SOLDIERS.

WJNO West Palm Beach, is devoting two programs to soldiers of the Morrison Field Air Base. Six days a week, Morrison Field Morning Report presents world news and newscasts of the base while the men are making their bunk or mopping the barracks. G. I. J. Q., originates from the Service Men's Center every Thursday night.

For John Q

MEMBERS of the radio audience who have views to express on subjects of the day are given a chance to do so on the half-hour weekly program John Q. Public on WEAF New York. Devised by Ed East, with Prof. John A. Krutz of Columbia, the program opens with extracts from letters by individuals who are unable to appear on the show, then letter-writers who have submitted best views on the weekly question advance, are presented in person.

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Heckling on Diet

ON THEORY that the public may keep the proper soldier slim in the face of his uncertainties and other dangers, Carlton Fredricks, scientific commentator, heckles his listeners into an appreciation of the proper food values on Living Should Be Fun, a five-week program on the BLUE.

Valor Series

EXPLOITS of Philadelphians distinguished themselves in the armed forces are dramatized each week on new series over WIP Philadelphia. Titled Valor Knows No Crime, subjects are selected among fighting men of various faiths and creeds.
Every one of these exciting dramas is true — every one is different — every one is complete in itself — every one is timely and in tune with today.

MODERN ROMANCES is more than an “escape” program. It dramatizes the domestic and love problems that millions now face, it brings relaxation, inspiration, and solace to men and women of all ages.

Taken from the pages of one of America’s fastest-growing magazines, MODERN ROMANCES is expertly dramatized, excitingly acted, skillfully produced. And because each of the 15-minute programs in series of 39 is complete in itself, MODERN ROMANCES gives you time-buying flexibility; you can spot it at whatever time is most advantageous and economical.

MODERN ROMANCES is a program so effective, so strong in audience-attraction, so certain to do a great sales job for its sponsors — that you can’t afford to overlook it in making your plans. Write today for full information, audition records, and availability data.

MODERN ROMANCES is NOT for Sale in North Carolina, Virginia, South Carolina, Florida and Georgia.

The Columbia Baking Co., Atlanta, Ga., through the Freitag Advertising Agency, is sponsoring MODERN ROMANCES in these states on 27 stations, using evening time on 17 of them.
Hollister Forecasts Power of Radio Based on Present Wartime Influence

DYNAMIC FORCE of radio in the wartime world was forecast by Paul Hollister, vice-president CBS in a report to the St. Louis Advertising Club during a cross-country tour. Basing his predictions on the theory that the future of radio is but a projection of the trends and techniques of the present developed to their greatest possibilities, Mr. Hollister reviewed the "war years" of radio and their effect on the American public.

"In 20 years, American free enterprise," he said, "has built a radio system which cannot be degraded to the position of mouthpiece for any administration, any pressure group. During these same 20 years there broke upon our people the greatest of all wars in the history of our self-preservation, and for the first time there was ready for instant use a means of communication to all people..."

He recalled the fact that within 24 hours after the Japanese attack, American listeners—and listeners in Berlin, Rome, Tokyo—heard the voice of Roosevelt issue their marching orders. From then on, the full force of American radio was on active war duty.

The industry was then aided by the Office of War Information, which "produced a strikingly heavy and smooth flow of traffic in clearing the information output of 30 separate government departments to the people."

Swift Conversion

"One result is plain," Mr. Hollister stated, "never before had the mood of so large a democracy been so swiftly converted to a war footing, pointed in the direction of its most effective volunteer war behavior, or stimulated to project its volunteer tradition to greater results."

Citing statistics on CBS' contribution to the war effort, he pointed out that of "15,181 war programs, 2,972 were bought and paid for and volunteered to the war effort by advertisers. The remaining 8,289 war programs were bought and paid for and volunteered by the network."

"What's more, the total of war information broadcast during an average CBS day was 37.6% of the entire broadcasting clock of the day."

The most important aspect of the situation reflecting the results OWI and the industry were working to achieve—that of guided voluntary effort—was shown clearly in BROADCASTING, March 29, 1943, according to Mr. Hollister, when it estimated the time volunteered by networks, stations and advertisers to programs cleared through OWI for one year of war broadcasting at $86,000,000.

Mr. Hollister feels that such figures as the above prove the tremendous influence radio exerted on the American public from the tense days of Pearl Harbor to the present. Similarly it will prove a great potential force in the world ahead.

"But," he warned, "constructive changes... will not come abruptly. Restrictive changes... may come unwarned at any time through the capricious application of bureaucrat's power... either of that freedom of speech upon which press and radio base inseparrably and wholly."

"Let us assume that such lighting will not strike, though that is certainly an optimistic assumption until Congress passes a modern and equitable law...."

The possibilities for a free-speaking radio in a post-war world are infinite, however, he said, and "if you want radio post-war to help heal the world, radio is ready."

Direct Mail Meeting

DIRECT MAIL ADV. ASSN., on Oct. 15 will hold a one-day session similar to that held last year to discuss "What's Ahead in Direct Mail and Printed Promotion". Meeting will be held at the Hotel Roosevelt, New York, in conjunction with the Graphic Arts Victory Committee.

KENNEL FOOD SUPPLY Co., Fairfield, Conn. (New-Meat, C. P. Meat Biscuits, Cod Liver Oil Biscuits, Terrier Food and Puppie Biscuits), and the Park City Adv. Agency, Bridgeport, Conn., have stipulated with the Federal Trade Commission to cease using the terms "meat", "meat scrap", "dry meat" or other terms of similar import to describe any ingredient which is not meat in fact.
WHO has started a complete diary of outstanding news events to facilitate ease and speed in answering questions about current events which WHO listeners have been asking.

KTRI Phoenix, Ariz., has completely renumbered its control room for the installation of a new Western Electric 25-A two-channel speech input console. Observation window has also been enlarged.

TO CLARIFY various income tax problems issues, KKNX Hollywood in cooperation with the Internal Revenue Department, has started a weekly quarter-hour program with Lorey. Judge Harry G. Westover, internal revenue collector, is featured with other tax authorities during the six-week series.

VICTORY BOND TANK operated by WRFL Columbus, Ga., reports sales of $40,780.03 for the month of July. Figure represents a percentage of slightly less than ten per cent of the total sold in the entire Muscogee County, Ga.

ONE-MINUTE news feature "The World in a Nutshell" has been added to the regular daily service of the United Press. Program can be used as a one-minute newscast or as an opener or sign-off for the WP quarter-hour World at War round-ups.

WHIB Brooklyn, is contributing use of its studios and the services of its assistant chief engineer, Murray Goldberg, and chief studio engineer, Harold Brown, for a course in studio operation for engineers holding at least a first class ticket. Students are sent to take the course through the American Communications Assn.

OUT OF PLACE

WOMEN announcers do not please the Canadian listening public, Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., told the Parliamentary Committee at Ottawa. The CBC has employed a number of women to meet wartime staff difficulties, Dr. Thomson said. "We get a considerable number of complaints from the public," he said, referring to women announcers. CHC salaries during the last fiscal year ending March 31, 1943, totaled $1,656,888.


NORTHERN BROADCASTING & PUBLISHING Ltd., Toronto sales office has moved to 200 Ren, of Commerce Bldg. Telephone is now Elgin 1105.

DESIGNED to train men and women to fill the wartime manpower shortage, educational, religious, and public service programs are featured at San Francisco, and Stanford University at Palo Alto. Members of the university faculty and the KPO staff conduct the classes.

NEWS FROM Occupied Europe is title of new series of weekly broadcasts over the Mutual network of Canadian Broadcasting Corp. Series is based on information gathered from reliable sources. News from the underground will be interpreted in terms of propaganda and classified information.

Two NEW and two renewal contracts for syndicated programs produced by NBC's radio- recording division have been signed by KZMN Oklahoma City, taking 26 programs of Piano For Freedom for the John A. Brown Co., department store, and WJZ New York, for 30 programs of The Name Tune Will Soon Be Known for Sal-Fayne Corp., headquarter powders.

LISTENERS of WGB Fort Wayne, get their rationing news first hand through a series of weekly talks by R. A. Sudder, head of the county rationing board.

TALENT GROUPS which have been appearing on WFXV Nashville, are now heard on the Mutual network on Nashville Variety, Monday-Friday 1:15 p.m.

TEN years of news service to Colorado was observed by KFLR Denver, this month, on the regular Sunday morning news and review. Participating on special program recently were: Gene O'Hallon, manager; Frank Bishop, director; and Wally Reed, news editor. WNEW New York, has expanded its executive offices at 50 Madison Ave. WINS New York, WRAL Raleigh, N. C., and KFDM Beaumont, Tex., have acquired the special AP radio wire from Press Assn.

WRAL Columbus, Ga., originated a special broadcast from Home Front Rally from the Bradley Theater where 2000 women had gathered to please themselves to pay no more than 50 cent prices and to accept no rationed goods without coupons. At the same time interviews were given from KQW and the women's military services were Jack Gilley of the special events staff, and Alice Johnson, WRAL women's editor, known to radio as Kitty Kay.

KTVI Tacoma, has signed for the special AP radio wire of Press Assn.

AS PRIZES on its various quiz spots during the day, WCKY Cincinnati, is offering tickets to "This Is the Army," motion picture from the stage show of the same name, now showing in Cincinnati.

TWO HOUR luncheon meetings have been inaugurated at KWK St. Louis by station president, Edward T. Conroy, for the purpose of facilitating cooperation between members of the various departments of the station and to create a better understanding of the various problems involved by each of these departments.

FEATURING interviews with combat pilots, reviews of air news of the week, interviews with experts, and dramatizations of the exploits of Air Force pilots in all theaters of the war, a new series of Wright Field Dayton, Ohio, broadcasts will soon be aired over WHO Dayton. Phil Cofis, radio writer and producer at Wright Field has been making arrangements for this new show with station manager Bob Moody.
the network that really works

The New England Regional Network works because it combines New England's leading radio stations. Each unit is the dominant voice in its own area.

The NER Network works for you even during the hours you're not on it. Because it works constantly at holding for you New England's responsive audience — through good programs, friendliness and power.

For all who meet that audience by buying NERN, it works well enough to make sales curves swoop skyward. When you buy NERN, you buy a network.

Extra working features: A "Class A" quarter-hour on New England's leading stations for only $600 ... No line charges ... Studio facilities in New York, Boston, or Hartford without charge ... Privilege of adding a New York station at that station's rate ...

NERN STATIONS

WBZ* Boston, Mass.
WCSH Portland, Maine
WJAR Providence, R. I.
WLHZ Bangor, Maine
WTIC* Hartford, Conn.
WFEA Manchester, N. H.
WRDO Augusta, Maine

* The only 50,000-watt stations in New England. All NERN stations are NBC affiliates.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT
We are grateful for the courtesy and our shows. However, the extra effort your crew seemed to us outstanding attractive lobby displays and the use.

It is very pleasing to know that you are doing a job of keeping this program in the...

Your consistent and persistent cooperation, and the wonder we are expanded our listening audience.

Your presentation of the promotional is of great interest. Sincere thanks for your cooperation.

Your promotion efforts are swell and magnificent.

The called items of station cooperative co-workers. We, here, are delighted, when he sees this evidence.

We certainly appreciate the complete cooperation in the promotion report, and wish to thank you for your help.

It is one of the most complete jobs of station cooperative.

It may interest you to know that your station and aggressive efforts are doing much to increase our enthusiasm on the part of our sales staff.

We are very indebted to you for this fine cooperation. When you have done this, we think they are an example of the usual.

Your efforts are doing much to increase our age area.

Especially of interest were the photographs showing flashes of the program, and the Greater Cincinnati. We are always glad to have you on the swell job you have done and thus.

It is most gratifying to know that we had such fine cooperation. The unusually aggressive nature of the many spot announcements, the other publicity—meant not only increase enthusiasm on the part of our sales staff.
incements and newspaper space afforded by WCKY's in- 
ing, I'm thinking in particular of WCKY's of the News-O-Graph."

station is doing such a consistently fine 

ion undoubtedly has helped to maintain 

behind our program was most impres- 

appreciated." 

are certainly a credit to you and your 

'd I am sure that the client will be too 

'd attractive way you have prepared 

for its thoroughness." 

'motion." 

seems to be the most cooperative 

operation and want to congratulate 

manner in which it was presented." 

listening audiences in your cover-

of the electric News-O-Graph 

easels which were displayed in 

how about any extra efforts of 

means of promotion." 

thorough support from you and 

complete cooperation you gave 

publicity, the displays and 

ister interest, but keener en-
'Freedom From Fear'

ENOUGH has been developed by the House Select Committee investigating the FCC, it is now evident, to sustain the view that something more than a minor legislative operation is required.

Although the Committee claims it has barely scratched the surface, it has brought forth evidence (challenged every inch of the way by the FCC majority) that the Commission has run out of bounds in grants for power; shaped Congress; crossed the paths of the military to the point where the President was asked by the Joint Chiefs of Staff to strip it of its so-called "war activities"; usurped functions of the Office of Censorship, and terrorized at least that portion of the industry dealing in foreign language broadcasting.

The FCC has rushed to the public prints to disclaim each charge in the most blatant and intertemporaray sort of language, which constitutes an amazing departure in Congressional-independent agency relationships. The Commission has used every device and trick of the public relations craft to ensure that some (perhaps) to grab the headlines from the Cox Committee.

The disclosure of connivance between the FCC foreign language minions and those of OWI simply points up what has been happening in radio regulation ever since that coterie of bright young men who think it's a sin to make money from their government franchise, got their collective feet in the door at the FCC a few years ago. They have thrived under the existing "enlightened" leadership of the FCC. There may be things wrong with the makeup of the Cox Committee. Perhaps some of its methods, from the purely judicial approach, are extreme. But committees of Congress don't follow prescribed court-room procedures. The Committee was named after a virtually unanimous vote of the House in support of the resolution for an FCC investigation. That's something the Commission majority itself, and perhaps those who are beguiled by the snowstorm of press releases from the FCC, seem to forget.

The testimony adduced at the foreign language phase of the inquiry, and the admittedly "extra-legal" activities of the "War Problems Division", is no news to broadcasters. Months ago the tactics of the FCC's so-called War Problems Division, working in cahoots with the Foreign Language Branch of OWI (perhaps unbeknownst to OWI higher-ups) were disclosed in these columns.

It is also no secret that the industry, or some portions of it, fear reprisals from the FCC. The majority there has brooked no opposition, whether it be an individual broadcaster, the National Association of Broadcasters (NAB) or the National Broadcasting Company, and its friends in Congress, which gave it the breath of life.

Broadcasters, by and large, have led a charmed life. They have suffered little financial adversity (except for some little fellows), despite the horrendous stories of calamities in the making. The tendency is "let George stick his neck out", and George never does. But there's always a first time. Because a war is on it's doubly hard to get the industry aroused, since there's so much to be done at home.

At the Cox hearings, FCC protests aside, it has been made clear that many broadcasters actually live in "holy terror" of the FCC. One of the freedoms for which war is being waged is "freedom from fear".

There shouldn't exist the slightest suspicion of this sort of high-handedness, or of what some newspapers have now described as "blackmail". The FCC shouldn't be required to rush to the headlines to offset such allegations.

It is my way to clear all this up with legislation at this session of Congress. It may be too much to expect, but we think the Commission should eagerly join with Congress and the industry to eliminate any vestige of guesswork as to how far the licensing authority should go.

The only way to assure that "freedom from fear" is to take away the Commission's brass-knuckles.

OWL's Hot Spot

RADIO'S youngish old-timers must get a satisfying chuckle out of the announcement of R. Palmer Hoyt, a veteran of OWI's Domestic Branch, announcing a committee of nine top-flight broadcasters to advise him on radio news and policy. It was only a few years ago that publishers rather generally regarded radio as an upstart that couldn't be trusted with a news obligation, or with any other dealings with the public.

All that, happily, is over the dam, although we still hear of an isolated instance now and again where the horse-and-buggy die-hards still refuse to publish radio logs, because of the "competition" of radio.

"Ep" Hoyt is a realist. He's both an editor-publisher (of the Portland Oregonian) and a broadcaster (KGW-KEX). He had appointed an advisory committee of outstanding newspaper editors to help him decide matters related to war news coverage and handling for the press. He recognized radio's status as a news medium by appointing a parallel committee gadfly for the broadcasting industry.

One of the heads of the four major networks and representatives of independent station operations who hold the respect of their fellow broadcasters.

OWL, it is clear to those sitting on the lid in Washington, is in for plenty of hell when Congress reconvenes next month. Certain of its operations probably are due for something more than routine scrutiny, as witness the admittedly collusive activities of certain of its Foreign Language minions with FCC folk on the enforced firing of radio commentators.

But far as the broadcasting industry is concerned, it has the highest praise for the work of "Ep" Hoyt, his able predecessor Gardener (Mike) Cowles, Don Stauffer, who read the Radio Bureau now stripped to bare bones, and the rest of the hard-working, clear-thinking fellows who are doing a job. Practically all of them, impelled only by the most praiseworthy and patriotic motives, left important executive posts in private industry to do a war job in Washington.

If the broadcasting industry, which has been battling Washington bureaucracy and political windmills since its birth, has no gripe against that portion of OWI with which it deals, we hardly see where Congress can have just complaint.

(Continued on page 38)
A leading car dealer and service station invested some money into radio to buy used cars.

Although the time allotted to Station W-I-T-H represented only one-sixth of the total appropriation, this station accounted for

SIX OUT OF EVERY TEN RETURNS ! ! !

One more example proving the fact that Station W-I-T-H does a great sales job in Baltimore.

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
OWI Changes Staff
NEW office space for the OWI Chicago branch has been taken at 75 E. Wacker Drive, and Mrs. Lavinia Schwartz, former public service director for CBS, Chicago, has announced completion of her Chicago staff to handle network problems and station relations in Illinois, Indiana, Iowa and Wisconsin. Rod Holmgren, formerly news and special events director at KSO and KRNT, Des Moines, and recently a news editor for the A.V. Edition of the Sun, WBBM, Chicago, has been appointed associate regional station relations chief; Mrs. Margery Treet, formerly assistant manager of CBS, Chicago, is coordinator of war programs; Mrs. Isabel Chesley, formerly in the program department at CBS, Chicago, is Mr. Holmgren’s assistant.

Radio to Rescue
Cooperation between newspaper and radio is helping solve the paper shortage in Beaumont, Texas. When the daily paper asked 5,000 volunteers to drop subscriptions, hundreds of defense workers, through a representative, declared they would if they could get an early morning newscast. Immediately KRIC arranged a 15-minute roundup of AP news at 6 a.m. that serves both day and night shift listeners.

Our Respects to
(Continued from page 34)

Wrong Number
EARY each morning for three solid weeks the telephone of a certain lady in St. Paul, Minn., was ringing and awaking her. To her sleepy "hello" a man’s voice would ask, "Anything done down in St. Paul?" She would always reply, "I don’t know." This continued daily until Harry Van Lear, of KSTP, St. Paul, news staff, learned she had been calling Lasalle 5401 instead of 8401 to ask the South St. Paul police department if there was anything for the early morning newscast.

He inaugurated broadcasts of popular music on Sundays, a day until then rigidly set aside for church services.

Listeners tuned to KJBS in 1931 heard a spectacular first broadcast from a U. S. Navy submarine; sports fans were thrilled with “first” broadcasts of polo games. These were examples of Ralph Brunton’s appreciation of the unusual, his flair for attracting and holding the public interest.

But while Brunton enjoys novelty in radio entertainment features, he is, on the other side of the ledger, a sound conservative businessman. He wrote what was possibly the first book on radio advertising, a pamphlet entitled, “Radio Advertising for Bigger Profits”; and it is interesting to note that his ideas and theories, evolved in the late 20’s, have held through the swift-moving years and are today considered axiomatic.

In 1934 Ralph purchased KQW, the oldest station in California and one of the first in the United States. After nearly two decades of successful independent station operation, he got his first taste of major network broadcasting in 1942 when KQW affiliated with CBS.

To the radio industry Ralph Brunton has contributed fulsomely. In the early days when the radio boom was just starting, he foresaw the need for stability within the industry and organized the Northern California Broadcasters. Later he entered into the NAB and served five years as a director. Currently he is a member of the Labor Executive Committee.

In San Francisco, where he lives, Ralph is a director of the Better Business Bureau, the San Francisco Advertising Club, the Press Club, Rotary Club and numerous civic organizations.

He married Helen Gay on July 19, 1941, at San Francisco, Richard, 18, by a previous marriage.

Asked about his hobbies, he says he has two—“KJBS and KQW.” He denies he has made fright and waves aside a record of 18 minutes before a microphone in a period of 18 years by saying that, like Coolidge, he “does not choose to talk.”
Down on the STREET where CUSTOMERS ARE COUNTED...

IT'S WGN BY A LANDSLIDE . . .
for WGN carries more retail advertising than all other 50,000 watt Chicago stations combined.

This leadership is based on WGN's marked ability to produce sales for its advertisers. Consequently national spot advertisers share the retailers' enthusiasm for WGN and keep WGN the leader among Chicago's major stations in non-network business.
No foolin'! A near riot resulted! One line added to a regularly scheduled announcement did the trick for a Toledo department store! That one line was added to advertise a shipment of alarm clocks which had arrived too late for the newspapers.

YOU KNOW THE ANSWER.—Regardless of the fact that this same department store sold 234 throw-rugs recently from two announcements, the sponsor didn't realize what this "simple little line" would do. All we can tell you in this limited space is that forty-one minutes after the store opened every alarm clock was sold.

It's just one of those things—you keep tellin' 'em you have a million listeners but every once in a while even the best customers have to be convinced.

Just Ask Katz

Turner Joins OWI

OSCAR TURNER, program manager of NBC's Radio-Recording Division, has resigned to take a special assignment with the OWI; it was announced last week by C. Lloyd Egner, NBC vice-president in charge of the division. Norman Cloutier, consultant with NBC since 1936, has been appointed manager of NBC Theaurus programs, continuing to be responsible for all recording copyright matters. Assuming all other duties formerly assigned to Mr. Turner that are not included in Mr. Cloutier's assignments will be Morris W. Hamilton, who will have the title of program manager of NBC Radio-Recording.

ERNEST FELIX, chief auditor and personnel director of KFI-KECA Los Angeles, is in California Lutheran Hospital recovering from pneumonia.

KEYN SWEENEY, sales promotion director of BLUE western division, has in addition been appointed assistant to Don E. Gilman, vice-president. Walter Lonner, traffic manager, has taken on added duties of general service manager.

W. J. (BILL) TRADER, former sales manager of KOFI Los Angeles, and prior to that account executive of KFAC, has joined KPAS Pasadena, as account executive.

HOWARD L. TELLIS, for approximately two years account executive of KPAS Pasadena, Calif., has been appointed general manager of KFAC, has joined KPAS Pasadena. He was previously announcer salesman of KBB Santa Barbara.

HAROLD H. PATTERSON, former head of the South California Area of the Food Distribution Administration, has joined the BLUE sales department. He is on leave of absence from government service.

GEORGE L. MOSKOVICH, West Coast sales promotion director of CBS Hollywood, has been appointed to the public information board steering committee for Los Angeles War Chest Drive, and will coordinate radio activities of that campaign.

KENYON BROWN, general manager of WLS Chicago, Ill., is the father of a girl.

J. E. WRIGHT, sales manager of WLWA Lynchburg, Va., is the father of a girl.

ROBERT KIMBALL, formerly manager of the San Francisco office of the McClatchy Broadcasting System, has joined the sales staff of KLX Oakland.

C. B. HELLER has been appointed financial manager of WLOK Lima, Ohio, as announced Aug. 10 by Ralph Elvin, managing director of the station, one of the Ft. Industry group. Mr. Heller, formerly in the newspaper business, had been with WLOK for two years.

MAJ. EDGAR H. FELIX, formerly with the fighter control section, Office of the Chief Signal Officer, has been named officer-in-charge, radio navigation section, Aircraft Radio Branch of the Signal Corps. He was director of Radio Coverage Reports before entering the Army.

F. HUGH HERBERT, author of the sustaining feature "Cerilia's Archer," currently is in New York to rehearse two new companies of "Kiss and Tell," stages upon which the radio serial is based.

LEON TREPTAINER, manager of CHN Three Rivers, Que., recently became a father for the first time.

MARTIN GUNTER, business manager of WHEB Portland, N. H., is the father of a son.

**Broadcasting • Broadcast Advertising**

**Personal Notes**

MARK WOODS, president of the BLUE, was host last Thursday at a luncheon honoring Edward J. Noble, new owner of that network.

WILLIAM A. ROBERTS, 15 years on the staff of KRLD Dallas, has been promoted to commercial manager. He succeeds Clyde W. Rembert, promoted to managing director.

THEODORE M. THOMPSON, executive assistant manager of NBC's public service department, has been named to succeed Paul Rittenhouse as manager of the department. Mr. Rittenhouse left Aug. 13 to join the armed forces.

NORMAN WEIL has joined WINX-Washington as commercial manager. He was formerly with WHYN New York and WJAT-Peterson, N. J.

JIM PEASE, formerly of NBC and at one time advertising promotion manager of the Chicago Evening American, has been appointed advertising promotion manager of the Chicago Herald-American.

MAX M. EVERETT, former sales representative of Better Homes & Gardens, has been placed in charge of national spot sales of KOIL KBAB KFGR, headquartered in Omaha.

HERBERT MOORE, president of Transradio Press was canvassing last week at White Plains Hospital, White Plains, as research assistant in the promotion department.

STOCKTON HELFFRICH, manager of the NBC continuity acceptance department, has resigned to start training with the Naval Reserve.

J. H. SWENSON, supervisor of the CBS Maintenance and Construction Dept., and R. A. Trago, assistant supervisor, have been commissioned captains in the Army and have left the network to take assignments in the Office of Strategic Services in Washington. Taking Mr. Swenson's position is David Davis, supervisor of the CBS Field Engineering Department. Harry Silbersroff, a staff technician in the Field Engineering Division, has been named assistant supervisor of Maintenance and Construction. W. J. Fahey, formerly a transmitter engineer with a communication company, has joined the Maintenance and Construction Dept.

CLARENCE L. MENSER, NBC vice-president in charge of programs, left New York last week for a trip to Chicago, Hollywood and San Francisco. He will return Sept. 7.

ROLAND J. YOUNG, formerly an independent architect-engineer in Garden Grove, Calif., has joined the CBS construction and building operations department as manager of construction operations.

MILTON J. BAKER, former special representative in the Southern states for King Features Syndicate, has been named the commercial sales staff of WOL, Washington.

ROBERT D. ENOCH, general manager of KTOK, Oklahoma City, has been appointed public relations chairman of District 12 of the NAR, according to William B. Way, NAR director of the district.
Which side of your face do you shave first? You've probably never thought about it, but whichever it is, you've been doing it for years in exactly the same way.

Just as you've become accustomed to following a certain shaving routine every morning, so too, the people of Southern New England have developed the habit of listening regularly to WTIC because, consistently for more than 18 years, WTIC has offered them what they wanted to hear. For the advertiser desiring to reach this rich and populous market, such a habit is of vital importance. It is his assurance of a constant and attentive audience for his sales message.

In addition, these people who always listen to WTIC have an effective buying income far in excess of the national average. Thus, having heard your message, they have the ability to do something about it.

Get into the habit of using WTIC when you wish to sell Southern New England. It's a habit that will pay handsome dividends.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
LT. JOHN H. GAREY, former guide on WICU's Guest Relations staff, was reported missing after his plane failed to return from a mission over Hanover, Germany, on July 26, according to a report received by his parents.

EARL WILSON, who conducts the SF Post column, "It Happened Last Night," will start a five-week ten-minute program on the same title on WNEW New York, Aug. 27.

LORRAINE RHODES, former assistant to Norman Warenbud, program director of WBLY Brooklyn, has been named program director. Mr. Warenbud has been placed in charge of special events.

MARIAN CARTER, director of the news division of the Blue Town Hall Meeting of the Air, has been put in charge of production during absence of George V. Denly, moderator, now in England on a mission for the OWI.

GEORGE HAMILTON COMBS, news director of WBN New York, has been placed in charge of special events now a division of the news department.

ED WILSON, m.c. of M.J.B. Show KWK St. Louis, has been broadcasting from the local hospital where he is confined by a back injury.

HAL HARTON, newsreader-announcer for KLFV Greenville, Texas, has joined WTAD Quincy, Ill., in the same capacity.

BEN MARKLAND, who conducts the WGN Chicago program on war gardening, "Know Your Onions," is preparing an article on how for the next printing of the Encyclopedia Britannica.

NATE JORDAN, announcer and head accountant of KOMO-KJR Seattle, has been inducted into the Army.

CHARLES CHAPPELL of CKWX Vancouver, has left the station to take up residence on Vancouver Island.

POLLY HART, former secretary and general assistant to Alfred Weber, general manager of Mutual, has joined the BLUE as special assistant to John H. Norton Jr., manager of the station relations department.

JERRY FRANKEN, a radio editor of the New York newspaper P.M., is leaving this week to become an assistant field director of the American Red Cross. He will take a training course before going overseas.

VINCENT POTE, formerly head of traffic, WMCO New York, has returned to this position, having received an honorable discharge from the Army.

CARL JAMPES will resign from the NBC press department Sept. 1 to handle special events and promotion of Truth or Consequences. NBC program sponsored by Procter & Gamble, Cincinnati.

VAN GEORGE PATRICK has joined WBEN Buffalo, as sports director, replacing Jim Wells, who has been called to active service in the Navy.

HELEN MARY KNOX, formerly assistant program director of WIND Chicago, has joined the continuity staff of WTMJ-W55M Milwaukee.

FRED FEIBEL, CBS organist for the past 14 years, has joined the Army.

TAD DARLING, formerly of WPTF and WCAM Miami, has joined KLY Fresno for training with the Marines at San Diego.

PAUL COATES, recently discharged from the service, has been appointed promotion manager of WTEM-W55M Milwaukee.

BEN GREER, formerly of KICD Spencer, Ind., has succeeded Kirk Houser, of KEAL Salina, Kan., called by the Army.

CLUDE TAYLOR, program director of WLVA Lynchburg, Va., has been named production manager and chief announcer in addition to his regular duties.

JACK Davis has joined the staff of WPPI Birmingham. He was formerly with WLC KQHI KRLD KAT KLRA.

DWIGHT NEWTON, San Francisco newspaperman and biographer, has joined KPO in that city as commentator.

DAVE BARKS, formerly of WWL New Orleans, has joined the announcing staff of Chicago.

MIKE FRANKOVICH, formerly sports announcer of KFAC Los Angeles, and now with Ferry Command, Palm Springs, Calif., has been promoted to captain.

JOHN FRASER, Hollywood announcer on the Blue Note Webster Page, has been commissioned an ensign in Navy and is waiting call.

DAN MORELY has joined the announcing staff of WATT Jersey City, N. J. He was formerly night manager of WHOM Jersey City.

JIMMY POWELL and Merrill Ash have joined the announcing staff of KTAR Phoenix, Ariz. Powell was formerly with KYO Kicen and Ash with KWFT Wichita Falls, Texas.

BILL MOSHER, former director of public affairs and agriculture of KIRO Seattle, has joined KOMO-KJR Seattle as head of the research advertising department. He continues his daily Farm Forum on KJR.

JOSE RODRIGUEZ and Sidney Sutherland, Hollywood news commentators, have returned to the five-weekly 60-minute Blue Newsroom Review, following Sutherland's recovery from a recent operation.

DON MARTIN, production manager of WFIL Philadelphia, is the father of a girl.

JOHN NEWHOUSE, announcer of WFIL Philadelphia, is the father of a boy.

LT. MONTE KLEBA, former production manager of WGAI San Antonio, has been awarded the Air Force medal for his participation in 17 bombing missions in the New Guinea Hollandia islands areas.

SAM SMITH has left KGOV Missoula, Mont. to return to school teaching.
SOUTHERN CALIFORNIA'S
Leading
INDEPENDENT STATION!

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.
CHARLES ARLINGTON, Los Angeles, broadcast announcer, has been inducted into the Army.

PAUL WHITEMAN, musical director of the Blue, shifts headquarters from Hollywood to New York on Sept. 7.

DOROTHY HIGGINS, formerly of NBC Hollywood continuity department, has joined the Hollywood staff of Tom Fizdale Inc., national publicity service.


NORMAN CRAMER, formerly mailboy of NBC San Francisco, member of the Blue, is winner of the institute playwriting contest. Play titled "Worried" was produced on NBC Pacific stations in mid-August.

PETER de LIMA, news editor of KFI Los Angeles, and John Cohoe, weather analyst of Los Angeles Daily News, have replaced John Burton, commentary director of the six-week quarter-hour series, Inside the News.

PERCY MADDOX, formerly of WPGC Washington D.C., has joined the announcing staff of KLIM St. Louis.

FRED PEACH has joined the announcing staff of WIAS White Plains, N.Y. He was formerly with WTRY WBWK WINS.

CHARLES D.A., KUGAR Cleveland, broadcast editor, married Miss Dorothy Hausnelm, was assigned to the announcing staff of WSHW Chicago as a producer.

CHARLES J. BARRINGTON, formerly of WOR WVLW KSD, has joined the announcing staff of KIRO St. Louis.

LERBERTO CARDENAS has joined KFMB Laredo, Tex., to handle Spanish programs.

IRVING HOPKINS, an assistant director of CBS network TV department, has joined the Army.

MORITMER FRANKEL, formerly writer-producer of music programs, has joined the announcing staff of WOR New York City.

HILLY EAKLE special events director, news and sports announcer of WSB Atlanta, has reported to the U.S. Coast Guard for active duty.

LUD GLUSKIN, Hollywood musical director, has been assigned to the new weekend hour "Andy's Andy" program, sponsored by Lever Bros. to start in late September on an as-yet undesignated network.

WALTER S. SCHNEIDER, associate editor of Editor & Publisher, will head the new NHU press department, effective Sept. 1.

LEONARD O'CONNOR, editor of the NHU Central Division news and special events department, reports to the Army Aug. 20.


HENRY T. MURDOCK, director of public relations of WCAU Philadelphia, leaves Sept. 6 to become picture and dramatic editor of the Chicago Sun.

LT. COM. WILLIAM STRANGE, radio liaison officer of the Royal Canadian Navy, has returned to Ottawa after extended sea duty.

EFFECT OF MUSIC in industry was studied recently at a meeting of RCA Victor specialists. Consensus of the conference, which took place at RCA's Camden plant, was that musical programs for workers must be scientifically planned to obtain the maximum benefit. Participating were (1 to r): Alfred Guy, RCA Montreal; Elizabeth Taylor, Camden; Jean Williams, Indianapolis; Muriel Cunningham, Camden; Ruth Kremer, Harrison, N.S.; Barbara Benson, Camden; and Harriet Hatch, Harrison, N.J. Bach, Robert Smith, Lancaster, Pa.; K. Hollister, sound engineer, Camden; Jay Clancey, Camden; D. J. Finn, sales manager, industrial sound division; Dr. W. A. Kerr, psychologist of personnel planning and research; George K. Edwards, sound products; Don Halpin, industrial sales, all stationed at the RCA Camden plant.

One Union's Enough

DECISION against AFRA was rendered last week by three members of the American Arbitration Assn. in a case brought AFRA and AFNP regarding the status of Jack Fulton, singer and instrumentalist. Raymond F. Hayes, Chicago attorney, Jeremiah J. Buckley, professor of law, DePaul University, Chicago, and Msgr. R. H. Hillenbrand, Chicago priest, in their decision stated that Fulton's singing was incidental to his employment as a musician, and as such need only be a member of the musician's union.

WILSON EDWARDS has been assigned newscaster on the twice-weekly quarter-hour news program, sponsored by J. A. Folger & Co. (coffee) on 36 Don Lee Mutual West Coast stations starting Aug. 17.

ANDY McDERMOTT, radio liaison officer of the Royal Canadian Air Force, has been promoted from flying officer to Flight Lieutenant.

Camp Radio Aide

PARKER GIBBS, of NBC Chicago, is guest director at the National Music Camp, Interlochen, Mich., in the camp's radio workshop. More than 50 students are enrolled for the workshop course including elementary instruction in script-writing, program preparation and actual production of four weekly broadcasts from Interlochen on WKR East Lansing, and WTCM Traverse City. O. J. Newmark, CBS Chicago, Ernest Riche, WWJ Detroit, and William D. Botwell editor-in-chief, U. S. Office of Education, Washington, have served each two weeks as guest directors.

NEW United Nations dramatic series, Passport for Adams, written, produced and directed in its initial broadcast by Norman Corwin, started Aug. 17 on CBS stations Tuesday, 10-10:30 p.m. (EWT). Robert Young, film actor, is featured. After first three broadcasts Corwin returns to his New York headquarters and series will be handled by Harold MacDougal.
NEW RELAY SYSTEM IN WESTERN CANADA

THREE NEW Relay Transmitters known as the Cariboo Network, were opened Aug. 13 by Canadian Broadcasting Co. in British Columbia, with CBC general manager Dr. James S. Thomson on the inaugural program. The transmitters are CBRL, Williams Lake; CBQZ, Quesnel; and CBQG, Prince George, all three on the Fraser River in mountainous territory not served by other broadcasting stations. British Columbia is the first province to try the new coverage technique, and with the new installations will have perhaps the best coverage of any part of Canada, it is claimed. The CBC has six other relay transmitters operating in the southern section of the province, and another is located at the other end of the Dominion CBA at Edmonton, Alta.

The transmitters are licensed for an output of 20 w, one-third of their capacity, and are built as self-contained units, with each section of the transmitter easily replaced as a unit in case of breakdown. The transmitters were built in Vancouver by CBC engineers under Norman Eidning, regional engineer, Feb. 6. Hilton, chief operator. They operate unattended. While the normal range of a 20 watt transmitter is about 15 miles, these transmitters carry considerably farther because of their location in telegraph offices, the radio impulses being carried along the telegraph lines far outside their normal range.

Lever Resumes

LEVER BROS., Cambridge, Mass. (Swan soap), following a summer hiatus, on Aug. 31 resumes the weekly 30-minute Burns & Allen Show on approximately 118 CBS stations, Tuesday, 9-9:30 p.m. (ETT). Besides George Burns and Gracie Allen, continuing in talent line-up are Jimmy Cash, vocalist; Elvia Allman, Clarence Nash, Hans Conreid and Mel Blanc, comedians. Felix Mills has been signed as musical director. He replaces Paul Whiteman, now Blue musical director. Bill Goodwin has been re-engaged as announcer-comedy stooge. Writers include William Burns, Keith Fowler, Frank Gales and Paul Henning. Carroll O'Meara is Hollywood producer of Young & Rubicam, agency servicing the soap account.

Dr. Rosenthal Named

DR. A. H. ROSENTHAL, electronic engineer previously connected with Seaphony Ltd. of London, has been appointed director of research and development of Seaphony Corp. of America under a three-year contract, president, announced last week. Company intends to manufacture television projection receivers for use in homes, schools and theaters as soon as the war is over, utilizing processes developed in England.

Fritz Blocki, formerly with Kenyon & Eckhardt, and with Benton & Bowles, as writer and producer, has joined J. W. Thompson Co. as writer-director. Mr. Blocki will write for the new RCA program, What's New, starting on the Blue Sept. 4.

Edward T. Sandell

EDWARD THOMAS SANDELL, 74, owner of CKTB, St. Catharines, Ont., and former director of the Canadian Assn. of Broadcasters, died suddenly in St. Catharines, Ont., Aug. 16. Born at Niagara-on-the-Lake, Ont., he was for 18 years a member of the Toronto Police Department, then entered the liquor business. In 1927 he purchased the Taylor & Bates brewery in St. Catharines, Ont., and station CKTB, the Silver Spire radio station, one of the assets of the brewing company. He was active in the management of the station and in the affairs of Canadian private broadcasters. He was a widely known sportsman, an ardent golfer and supporter of hockey, lacrosse and baseball teams, playing a prominent part in the athletic life of the Niagara Peninsula.

Carl M. Snyder

CARL M. SNYDER, 45, assistant manager of the Appliance Merchandise Department of General Electric Co., died Aug. 14 in the New Haven Hospital after an illness of several months. With G-E since 1930, Mr. Snyder was the prime mover in the trend towards complete electric kitchens as well as a pioneer in the ensemble selling of equipment for completely electrified homes. He was in charge of sales and sales activities for the full line of G-E appliances throughout the country. A wife and two children survive.

Reginald R. Gaisford

REGINALD CHARLES GAISFORD, director and general manager of Vickers & Benson, advertising agency of Toronto and Montreal, died Montreal August 14. In addition to the advertising field he was well known in Canadian sporting circles, having been a football player on the famous Ottawa Rough Riders team in his younger days.

Albert Moss

ALBERT MOSS, 61, executive vice-president of the Standard Rate & Data Service, New York advertising service agency, died Aug. 15 in French Hospital, New York. Formerly associated with Wilson & Co., Chicago, Mr. Moss came to New York in 1929 as general manager of Standard Rate & Data's New York office.

The Service Airea of WIN (5000 Watts • 560 KC • NBC)

at Columbia, S.C. gives you MORE RADIO HOMES than

LOUISVILLE (127,000 against 79,000)

ATLANTA (127,000 against 63,000)

MEMPHIS (127,000 against 61,000)

BIRMINGHAM (127,000 against 58,000)

RICHMOND (127,000 against 45,000)

NEW ORLEANS (127,000 against 103,000)

—or than Rochester (88,000)
or Denver (91,000), so far as that's concerned!

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

BROADCASTING • Broadcast Advertising

August 23, 1943 • Page 43
WLS Chicago
Kenton Pharmacal Co., Covington, Ky. (Elston Tannery), 45 as, thru Roche, Williams & Cunningham, Chicago.
Foster-Milburn Co., Buffalo (Domino's Pizza), 7 as weekly, 52 weeks, thru Spot Broad-casting, N. Y.
Studebaker Corp., South Bend, Ind. (automotive), 8 as weekly, 4 weeks, thru Roche, Williams & Cunningham, Chicago.

Fred W. Amend Co., Danville, III. (Chuckle candies), 3 as weekly, 52 weeks, thru George H. Hartman Agency, Chicago.

Radio Corp. of America, New York, 6 as weekly, 5 weeks, thru Ruthrauff & Ryan, N. Y.

Foster-Milburn Co., Buffalo (Jemini), 2 as weekly, 50 weeks, thru Spot Broadcasting, N. Y.

WBWM Chicago
Vick Chemical Co., New York (Vaporub), 5 as weekly, 26 weeks, thru Morse International, N. Y.
MacFadden Publications, New York (True Story), 3 as, thru Raymond Spector Co., N. Y.
Musterco Co., Cleveland, 6 as weekly, 52 weeks, thru Irwin, Wexly & Co., N. Y.
Washington Park Jockey Club, Homewood, Ill. 3 as weekly, 5 weeks, thru All-Ohio Leffon Co., Chicago.

United Artists Corp., New York (Stage Door Canteen), 1 as weekly, 7 weeks, direct.

KYW Philadelphia
Beacon Chemical Co., Philadelphia (Zero cleaning fluid), 5 as weekly, 2 weeks, thru James G. Lamp, Philadelphia.
General Electric Co., Cleveland (lamps), 5 as weekly, 52 weeks, thru BBDO, N. Y.

United Artists Corp., New York (Victory Air Pesce), 7 as weekly, 52 weeks, thru Footes, Cone & Belding, N. Y.

KFI Los Angeles
Thrift Drug Co., Los Angeles (Southern California chain), 8 as weekly, 52 weeks, thru Hillman-S-Shaver-Breco, Inc., Los Angeles.

National Biscuit Co., San Francisco (Shreddies), 3 as, thru 6 weeks, thru Burroughs, Constantine & Gardner, Los Angeles.

Grafite-Palmolive, Inc., Los Angeles (grated olive soap), 4 as weekly, 52 weeks, thru Leon Livingston Adv., San Francisco.

Rosefield Packing Co., Alameda, Cal. (peanut butter), weekly ap., thru Gar- feild & Guild Adv., San Francisco.


WHN New York
Times Square Motors, New York, 9 as weekly, thru Oscar Kronenberg, Brook- lyn, N. Y.
A. Schubert & Co., New York (coffee), 4 as weekly, thru Ruthrauff & Ryan, N. Y.
Empire Gold Buying Service, New York, 10 as weekly, thru Harvey Updegraff, N. Y.

RCA, New York, 5 as weekly, thru Ruth- rauff & Ryan, N. Y.

WMQ Magazine
Atlantic Brewing Co., Chicago (Tavern Pale Beer), 3 as weekly, 13 weeks, thru Weis & Geller, Chicago.

Walter Foods, Chicago (Walter Soup), 2 as weekly, 52 weeks, direct.

McManus Furniture Co., St. Louis (McManus Furniture), 8 as weekly, thru Karen Mortenson, St. Louis.

KFI Los Angeles
California Bank, Los Angeles (theaters, invest- ments), 5 as weekly, thru The Mavros Co., Los Angeles.

Burlington Co., Los Angeles (Southern California chain), 8 as weekly, thru Hillman-Shaver-Breco, Inc., Los Angeles.

RCA Manufacturing Co., New York (radio), 4 as weekly, 52 weeks, thru Ruth- rauff & Ryan, Inc., N. Y.

RL Manufacturing Co., New York (radio), 4 as weekly, 52 weeks, thru J. Walter Thompson Co., Inc.

WLW Cincinnati
DePree Co., Holland, Mich. (Wheatena Bran Thins), 6 as weekly, 13 weeks, thru Roche, Williams & Cunningham, Chicago.

Meadowlark, Co., Smithsonian, Del. (Men- tolatum) 5 as weekly, 52 weeks, thru J. Walter Thompson Co., Inc.

Planters Nut & Chocolate Co., Wilkes- Barre, Air, 5 as weekly, thru Good- kind, Joice & Morgan, Chicago.

WOR New York

Virginia Dare Extract Co., Brooklyn (Vir- ginia Dare Flavoring Products), 5 as weekly, 13 weeks, thru Check Adv. Agency, New York.

Gothenburg Co., New York, 3 as weekly, 52 weeks, thru A. Mosher & Co., Providence.

Axtor-Tobacco Co., Louisvile (Fleetwood Soups), weekly ap., thru S. McCann-Erickson, N. Y.

General Electric Co., Cleveland (Incandescent Lamp Division-Mazda lamps), 5 as weekly, 52 weeks, thru BBDO, Cleveland.

C. Matteoge Sales, New York (You-Full French Salad Dressing), 5 as weekly, 20 weeks, thru St. George & Kerns, N. Y.

Glidden Co., Cleveland (Speed Paint), 5 as weekly, 13 weeks, thru Meldrum & Fewsmit, Cleveland.

WQAI San Antonio
Beach Candy Co., Bloomington, Ill. (White candy bars), two to per wk for 15 wks (research) thru Arthur Meyerhoff & Co., Chicago.

Colgate-Palmolive-Peet, New York City (Palmolive), 12 to per wk for indefinite period thru Ted Bates Inc., N. Y.

Colgate-Palmolive-Peet, New York City (Super Brite), 12 to per wk for indefinite period thru Weis & Geller, N. Y.

Purina Mills, St. Louis (Purina Products), 100 to per wk, thru Gar-Gane-McCay, Co., St. Louis.

McComb & McComb, Baltimore (Bee-Brand Insecticide), 19 to per wk for 6 weeks (research) thru Jones & Bralock, N. Y.

KECA Los Angeles
California Bank, Los Angeles (invest- ments), 5 as weekly, thru The Mavros Co., Los Angeles.

Trueway Co., Los Angeles (Southern California chain), 8 as weekly, thru Hillman-Shaver-Breco, Inc., Los Angeles.

RCA Manufacturing Co., New York (radio), 4 as weekly, 52 weeks, thru Ruth- rauff & Ryan, Inc., N. Y.

RL Manufacturing Co., New York (radio), 4 as weekly, 52 weeks, thru J. Walter Thompson Co., Inc.

WLW Cincinnati
DePree Co., Holland, Mich. (Wheatena Bran Thins), 6 as weekly, 13 weeks, thru Roche, Williams & Cunningham, Chicago.

Meadowlark, Co., Smithsonian, Del. (Men- tolatum) 5 as weekly, 52 weeks, thru J. Walter Thompson Co., Inc.

Planters Nut & Chocolate Co., Wilkes- Barre, Air, 5 as weekly, thru Good- kind, Joice & Morgan, Chicago.

BLUE SALES RISING AS YEAR ADVANCES
THE BLUE's sales curve will shoot upward during the second half of the year, according to a statement last week by the radio's research manager, Edward F. Evans, in reporting to Fred Thrower, vice- president in charge of sales, on the BLUE's progress in 1943.

With ten additional programs signed for July, August and September, and commercials resuming in the fall after a summer hiatus, the latter half of this year is expected to be better for the record for the first six months of 1943, when nine of the network's 36 sponsored programs were newcomers.

Total number of evening commercial quarter-hours in July of this year is 68 as compared to 39 for the same month in 1942, the year immediately following the war, a 76% increase over the same period last year, and an 84% increase over the same period in 1940.

Winchell Tops 'First 15' in July Hooper Ratings
WALTER WINCHELL heads the list of the "First 15" in the July 30, 1943, "National Broadcasting Reports". This means he has moved into second place. Mr. District Attorney and Kay Kyser are third and fourth, respectively. The remainder of the list follows: Your Hit Parade, Serenaders, and the program of Bing Crosby, for example.

The second half-hour of the Kay Kyser program is scheduled to be aired at 10:30 p.m. and not measured in the Eastern Time Zone.

Dell Cancels
DELL PUBLISHING Co., New York, has canceled the hour program featuring Hollywood screen stars, scheduled to start on the BLUE for Motion Picture Screen Magazine. Program ran into difficulties through the invocation of "Rule 15" of the American Federal Art Council [Broadcasting July 19, p. 62], but these were said to have been straightened out, and the series was dropped because of programming problems and complications in securing talent. Plan for a radio show has not been completely discarded however. Agency is Lennen & Mitchell, New York. 

Hold C. of C. Posts

WASHINGTON DC. 20036

WHAT'S COOKIN? Top-notch broadcasting entertainment that makes reference to trends of popular markets for select advertisers—that's what THE PACIFIC NORTHWEST GROUP

EXL Joseph H. McMillion The Katz Company

KPTP SBE: 191 51-570

Buy 2 markets, save 5%; buy all 3 markets, save 10%
Radio Advertisers


CHILD TALENT program on WOW New York, has been purchased by Faire Machinery Products Corp., New York, to promote Kas-Cola, a new beverage produced by Poppy Cereal Corp., Almonte, Cal., and But-Oh, an imitation buttermilk flavoring produced by Huzan Grooming Works, Chicago. Program started Aug. 14, and represents the first test in the Eastern area for both products. Spot radio has been used on West Coast for Kas-Cola. Contract is for 52 weeks. Account was placed through Joseph A. Demane, New York.

CAMPBELL CEREAL, Minneapolis (Malt-O-Meal), through Russell M. Seeds Co., Chicago, on Sept. 12 starts sponsoring for 26 weeks Fox "O'Clock Wire" on 4 CBS California stations, Sun., Mon., Thurs., Tues., Wed., Fri. Contract also 26 weeks, through 1945, with Kastor & Sons, Chicago. Groves's cold tablets, on Sept. 14 starts sponsoring the newscast on same list of CBS California stations.

CONSUMER ELECRIC APPLIANCE CORP., Toronto, on Aug. 25 starts Life of Winston Churchill three-weekly on CKF, Toronto, Account placed by Frontane Broadcasting Co., Toronto.

NATIONAL FUR CO., Toronto (fur coats) has started co-operative spot announcements on all number of Canadian stations. Account placed by R. C. Smith & Son Ltd., Toronto.

MILES LABS, Toronto (Vitamin tablets), has started a French version of its English drug store interview show "Did I Say That on CKFM Montreal." Account placed by Cockfield Brown & Co., Ltd., Toronto.

A. S. BOYCE Co., Los Angeles (Aspertane), on Aug. 15 started for 52 weeks using nightly spot announcements on KGA San Francisco. Firm also uses weekly spots on KNX Hollywood, with a schedule on KROQ Seattle. Agency is Brown, Davis & Taro, Los Angeles.

Slogan Contest

KFEL Denver is sponsoring a contest for ad men which aims to put KFEL call letters to work by using them in a four-word slogan such as "Keep Freedom Ever Lasting." Prizes offered are $100, $50, and $50 war bonds for the three best slogans. There are no rules in this contest which closes Sept. 15.

ACME BREWERS, San Francisco (Peerless Baker's Yeast), has started sponsorship of "The Newscast" on KUJ's KCRA network.

GORDON BREAD Co., Los Angeles, in a 26-week campaign which started Aug. 17 is currently using two transcribed 15 and 30 second humorous announcements daily on KWHJ's KCRA network, with five per day on KFVI. Agency is The Mayers Co., Los Angeles.

CHRYSLER BLDG. CORP., New York, recently renewed a series of announcements on WJIM Jersey City, N. J., after six months of advertising on that station to recruit foreign help for the mail and porter vacancies in the building's maintenance staff. Account placed direct.

GENERAL TIRE & RUBBER CO., Akron, which became owner of the Yankee Network earlier this year, has started a half-hour weekly program on that network, titled "Thanks to America." Stories of the American home front are reelected each week, with guest stars participating. Series, which is largely institutional and in the Sunday 5-6 p.m. period, is featured by Spring, New York.

KELLY CAR Co., Los Angeles (used cars), is sponsoring a seven-week 60 minute midnight program of recorded music on KNX Hollywood, for 52 weeks. Coast Western Adv., Los Angeles, has the account.

BROWNSTEIN-LOUIS Co., Los Angeles (Hendan Shirts), new to radio on Sept. 4 starts two transcribed announcements weekly for 52 weeks on KNX Hollywood, contracted through The Mayers Co., Los Angeles.

H. C. CAPPELL Co., Oakland, Calif. (department store), now eliminates all commercials from its daily hour "Hi-Lites With Barbara Lee" on KROW. Programs are devoted to interviews with armed services representatives or others who have messages for the public concerning some phase of defense industry.

WTOC'S OL' COLONEL SAYS: 4 OUT OF 4 IS A DARN GOOD SCORE!

- TAKE A SECOND AND READ SOME MORE

It's "Amoosin'" (pardon, Lil Abner) how spectacularly the "Funny Money Man" has claimed the ears (an interest) of our vast audiences.

He first hit the WTOC microphones Monday, August 2nd. (10:45 AM) with a very wacky series aforesaid, offering on each broadcast good cash money (legal eagle) for such drivers as mop strands, moth balls, old keys, perfumed envelopes, and other cetics.

Listeners by the thousands have registered at B. H. Levy's (show angel), becoming members of this unique club.

Four names are called on each broadcast, and to each person whose name is called a certain cash amount is given if that person mails in to the "Funny Money Man" the wacky article called for.

On Monday (the first broadcast) four names were called and four sent in the articles requested. That's MAJOR LEAGUE SCORING, picking four names at random from a list of thousands of registrations and hitting all four on a premiere broadcast.

Of course the series of the pre-program publicity announcements were instrumental in packing 'em in for the first broadcast—which only proves that when WTOC invites 'em to listen THEY LISTEN!!

The "Funny Money Man" is a copyrighted feature of Allen Funk Radio Productions

52 Vanderbilt Ave. - New York City

WTOC'S

SAVANNAH

GEORGIA

B. H. LEVY'S

"FUNNY MONEY MAN"

BATS 1.000!!

BROADCASTING • Broadcast Advertising

August 23, 1943 • Page 45
STUART SHERMAN, president of Sherman & Marquette, Chicago and New York, last week received a Certificate of Gratitude from the Navy for his agency's work in preparing advertisements, radio announcements and general promotion of the drive to recruit WAVES and SPARS.

JOSEPH I. PALISTRANT, formerly of Frederick Stearns & Co., Detroit, manufacturers' chemists, has been appointed director of the drug and cosmetic merchandising department of Blackett-Sampson-Hummert, New York.

WILLIAM H. KEARNS, vice-president of Ted Bates Inc., New York, has been granted a leave of absence to join the Navy, with the rank of Lieutenant (j.g.).

EUNICE POWELL, formerly of the Cleveland office of McCann-Erickson, has joined the media department of Benton & Bowles, New York, as a space buyer.

PHIL WILTMAN, radio department of B. William Morris, talent agency, has been inducted into the army.

S. HEAGAN BAYLES, vice-president and radio director of Radio & Rubicam, has shifted headquarters from New York to Hollywood for the next few months.

WILLIAM PRIESTCH Jr., has been promoted to director of research and media of Ralph H. Jones Co., Cincinnati and New York agency. He formerly was service manager for Don & Bradstreet.

STANLEY RESOR, president of J. Walter Thompson Co., New York, will arrive in Hollywood on Sept. 11 to discuss film radio programming.

GEORGE GRUSKIN, radio representative of William Morris Agency, Beverly Hills, Cal., talent service, is expected to join the agency.

KENNETH R. McMAH, formerly in the copy department of Blackett-Samuel-Hummert, has joined Dune C. McMullen, New York, as a member of the plan board.

JAMES THOMAS CHURBG Co., Boston, has opened a New York branch at 342 Madison Ave. No radio accounts will be handled at the New York office, however, G. A. Frye, formerly account executive in the Boston branch, has been placed in charge of the new branch.

JAMES J. LEWIS, formerly eastern division manager of the Great Atlantic & Pacific Tea Co., has been appointed assistant merchandising manager of the Philadelphia Institute of Food Products, New York, Institute conducts a food and home form on WOR, New York, with various food companies as sponsors.

Rex Solomon, partner in the Chestnut Avenue Agency, Chicago, is the father of a girl.

A. NEVILLE has joined the copy staff of Gary & Rogers, Philadelphia agency.

RENEWAL OF 52-WEEK contract of commentator Upton Close for the lumbermen's Mutual Casualty Co., Chicago, on the Mutual network, beginning Aug. 28, is discussed in Chicago by: (standing, 1 to r) Frank Ferrin, radio director of the "Bender Agency, Chicago, which handles the account, and Ed Woods, MBS sales manager; and (seated, 1 to r) Harry Dragoon, Lumbermen's advertising manager, and Burke Herrick, Burnett account executive.

FRANK NEWTON, copy chief of Grant Advt., New York, has left that agency to join the copy staff of Biow Inc., New York.

MICHAEL E. ELLIS Jr., account executive of Ellis Advt. Co., Buffalo, N. Y., has enlisted in the Army signal corps.

FRANK BULL, partner of Smith & Bull Advt., Los Angeles, currently is on 30-day national tour to confer with executives of National Funding Corp.

ROBERT M. HIXSON, executive of Hixson-Donnell Advt., has returned to his Los Angeles headquarters following Chicago conferences.

BLACKETT - SAMPLE - HUMMERT Inc., has established West Coast offices at 1680 N. Vine St., Hollywood 21, and 1430 Grand Ave., Oakland 9, Calif. James West is manager.

GERTH-PACIFIC Advt., Los Angeles, has moved to larger offices at 219 West 7th St. Telephone is Elysian 0710. James West is manager.

JULIUS BUNDEL, former Hollywood publicity director of Benton & Bowles and now in the Navy, is the father of a girl.

ROBERT COLWELL, vice-president in charge of radio of J. Walter Thompson Co., New York, is in Hollywood to assist setting up the new BLUE What's New? sponsored by RCA, starting Sept. 4.

BETTY RUFFE, formerly of Mason Inc., and the BLU, has joined the copy staff of William H. Weintraub Co., New York.

NATALIE NAPP will resign from the radio department of B. William Morris Corp., New York, Sept. 1. Future plans are unknown.

"She said to wait until WDFD Flint Michigan finishes the program."

DEVELOPMENTS in the field of electronics following the war "may be so startling and revolutionary as to open great new fields to the science of electricity," predicted William C. White, head of the electronic laboratory of General Electric Co., Schenectady. Speaking last week before the National Assn. of Music Publishers of New York, Dr. White said that such far-reaching progress in radio frequency modulation, television and radar was possible because of the successful control of high frequencies in the billions of cycles.

He predicted vast strides in the field of music as it makes use of electronics in creating new symphonic expressions and perhaps a new type of musical instrument electronically controlled. Radio manufacturers can look forward to an altogether different type of radio bug in the post-war period, he added.

As a great impetus to the entire radio and electronics industry, Dr. White said, "the electronics units now being used in the armed forces who have received fine radio technical training and have kept abreast of the latest developments in radio and electronics."

Food Chain Program

FIRST NATIONAL STORES, retail food chain, will air a new program, "Food News," on six stations of the New England Regional Network, WTIC Hartford, WTAE Pittsburgh, through Fri., starting Sept. 14. Featuring Gretchen McMullen, New England food authority and broadcasting of 15 years experience, the program has been scheduled for WBZ Boston, in whose studios it will originate, WJAR Providence, WLBD Bangor, WTIC Hartford, and WJFA Manchester, N. H. Badger & Browning, Boston.

For a number of years Miss McMullen has owned and operated the Gretchen McMullen Laboratory Kitchen for radio demonstrations in Boston. Carl Caruso has been designated as announcer to work with her.

TREASURY Names Lloyd

TED LLOYD, in charge of the radio department of 20th Century-Fox Film Corp., New York, has been appointed to represent the Treasury Dept. in Hollywood during the Third War Loan drive. His work will be under the joint direction of Valentine F. Callahan, director of advertising, press and radio for the War Finance Division of the Treasury Dept., and Carlson Duffus, associate field director in charge of motion picture and special activities for the Treasury Dept.

WESTERN district supervisors of ASCAP will hold their semi-annual meeting at Hollywood (Cal.) Roosevelt Hotel Sept. 15, with John Payne, general manager of the Society and his assistant, Herman Greenberg, as principal speakers.

JOHN B. HUGHES, Mutual's West Coast newscaster, has been signed by Warner Bros., for a role in the forthcoming film biography of the life of George Gershwin.
Station Managers Included in Listing Of 149 Critical Occupations, Says NAB

STATION MANAGERS come under the title of Foreman or Supervisor in a list of classification suggestions compiled by the NAB, based on titles as defined in the War Manpower Commission’s preliminary list of 149 critical occupations. The titles are interchangeable on the WMC list, Supervisor being the term common to the broadcasting industry.

These classifications, based on four titles in this critical list, are designed to guide broadcasters in submitting requests for deferment of essential personnel. The interpretations were worked out by the NAB after conversations with official sources.

The inclusion of station managers and other executive personnel in the category of Foremen or Supervisor, in part, as an individual who uses his supervisory job “the knowledge and skills of one or more of the occupations included in the List of Critical Occupations, and those who supervise directly or through subordinate foremen and supervisors, production, technical, or scientific work in essential activities, although the occupations of the workers supervised may not be listed...in some plants, the supervisory personnel may be designated by other than supervisory titles, and where they meet the requirements outlined above they are included.”

Following are the NAB suggested classifications:

1. Electrician, installation and maintenance: all round electricians employed in the broadcast industry for electrical installation and maintenance.


3. Mechanician, communications equipment: under this title may be included personnel who devote all, or a substantial portion, of their duties to the maintenance of broadcast station technical facilities.

4. Radio Engineer: this title includes broadcast station chief engineers and technical supervisors whose duties and responsibilities are in accordance with the definition.

The duties of an installation and maintenance electrician do not necessarily include those relating to the technical operation of a radio station, as this latter function is included in the duties of Radio Engineer as defined in the USES Dictionary of Occupational Titles. The Mechanician classification, the NAB pointed out, might include employees of smaller stations which do not, as do larger stations, employ a full-time maintenance man, but who do such work in addition to regular duties. The WMC list used the phrase “technical broadcast equipment” in defining duties of a Mechanician, indicating the specific intention of including radio broadcasting personnel, said the NAB.

The new “critical” list, in the NAB view, makes even stronger case for occupational deferment. It is pointed out that Maj. Gen. Lewis B. Hershey, Director of Selective Service, recommended in Local Board Memorandum No. 115 that registrants in critical occupations should be given “grave consideration” for deferment so as not to impair war production or vital civilian functions.

As an aid to broadcasters in seeking deferment of essential personnel, the NAB is mailing on Aug. 20 to all broadcasting stations the NAB Selective Service Supplement No. 13, regulations and suggested classifications.

Revisions Effected In Essential List

WMC Adds Sound Equipment, Vinylite Transcriptions

REVISING its list of essential activities, the War Manpower Commission last week included production of electrical sound equipment and vinylite transcriptions as industries in which employers are entitled to preference in the hiring of workers.

The list continues radio broadcasting, radio communications and television as essential activities; radio and radio equipment, and radar as essential repair services.

The Commission stated that the list is identical to the original list of 35 essential activities except for the inclusion of amendments which have been previously communicated to the industries affected. The reissuance was necessitated, it was explained, by the revision of Regulation 4 issued simultaneously with the new list of 149 critical occupations [Broadcasting, Aug. 16]. This regulation delegated additional powers to WMC regional officers in setting up stabilization plans.

The revised list of essential activities in no way affects the list of critical occupations, the latter being drawn from the essential list.

17,000,000 Ferry Fares - In 1942 112.5% Increase (1940 to 1942)

That’s how busy we are in Norfolk, -a Premium Package of Purchasing Power

And this package, bulging with an ever-increasing number of war-prosperous families, can be delivered to you via Radio Station WTAG, the one Station which contacts and influences the vast majority of listeners in the rich Norfolk Market. Write for complete information.

5,000 Watts Day & Night NBC Network

Kosta in New Post

WILLIAM KOSTA, former publicity director of NBC and the Institute of Public Relations, and former managing director of Fawcett Publications, has been appointed assistant to Daniel D. Mich, executive editor of Look magazine.

“STEAMBOAT” Johnson and his band have taken over for the daily hillbilly program on WNEW, New York, formerly conducted by Zeke Manners, who was inducted six months ago. The hour-long program is sponsored by Howard Clothes, Charms Candy Co., and Canadian Fur Trappers, on a cooperative basis.
Cosmetic Series
SIMONS & HEWITT, Chicago (Lovelee Lady liquid cologne), on Aug. 15 started a daily late after-

Aids Blood Drive
DEVOTING her entire second anniversary broadcast to the Red Cross Blood Donor Service, Marlan Young, known as "Martha Deane" on WOR New York, presented her Aug. 19 pro-
gram from the stage of the new WOR-
Mutual theatre in New York to open the coming year's campaign of recruit-
ing blood donors from WOR's listen-
ing area. Radio and screen stars were on hand.

Two N. Y. Agencies Send Reps to Check Post-War Advertising in Latin Nations

PROMISE of greater activity in the Latin American market on the part of U. S. advertisers was indi-
cated last week with the disclosure that representatives of at least two agencies were headed toward southern countries to lay the groundwork for post-war advertising and to check on current business there. Ovid Riso, manager of the re-
cently organized Latin-American department of Young & Rubicam, New York, leaves Aug. 25 for South and Central America, where he will make an exploratory survey of Latin American advertising, in-
cluding radio. Mr. Riso will visit Buenos Aires, Rio de Janeiro, Mex-
ico City and Sao Paulo, Brasil, gathering data on various media and on individual stations, local listening habits, and other pertinent material for Y & R accounts which are potential advertisers in this area.

R. D. Sullivan, assistant to Mr. Riso who will accompany him on the first leg of his trip, will be permanently stationed in Buenos Aires, where he will serve as "lis-
tening post" for the agency. Mr. Riso will return to New York, Oct. 19.

McCann-Erickson, New York, will send Shirley Woodell, an account executive in the foreign depart-
ment, on an extensive tour of South and Central American countries around the middle of September. Main purpose of the trip will be to check on the programs of Esso Marketers, and Schenley Interna-
tional Corp., but further prospects for post-war advertising will also be explored. Mr. Woodell, who joined the agency last spring as assistant to George Smith on Latin American accounts, will make Mex-
ico City his first stop, returning to Miami towards the end of No-

vember via Puerto Rico and Cuba, after visiting such points as Pan-
ama City; Quito (Ecuador); Lima (Peru) ; Bogota (Colombia); Car-
cacas (Venezuela); and Haiti.

The Schenley program to which Mr. Woodell will give his attention is a 20-minute series introduced last spring as the first Latin-Amer-
ican radio venture for Schenley [BROADCASTING, May 17]. Produced in Argentina and aired on the Ar-
gentine Network and on Uruguayan and Brazilian stations, the series will be expanded to a total of 20 or more stations in these and other Latin-American countries via trans-
scriptions which are expected to be ready by mid-September. Dates have been delayed due to a short-
age of shellac supplies. Program features drama and music by a 30-
piece symphony orchestra, and bears the title *Album de Las Am-

NET HEADS CONFERENCE MORGENTHAU

TOP EXECUTIVES of the four major networks met in Washing-
ton last Thursday with Secretary Henry Morgent-
haus Jr. to discuss the importance of and plans for the Third War Loan [see page 22]. Secretary Morgenthau thanked the networks for their cooperation in the past and their promise of even greater efforts in the forthcoming drive.

Ted C. Gamble, national direct-
or of the War Finance Division of the Treasury, addressed the meet-
ing following Secretary Morgan-
thau, and stressed the need for the greatest promotion campaign in history to reach the $15,000,000,000 goal.

Those who attended from the networks were: Douglas Coultai and Earl Gammons, CBS; Phillips Carlin and G. W. Johnstone, BLUE; Miller McLintock and Tom Slater, MBS; Frank M. Rus-
sell and Wylia Cooper of NBC.

Those attending the meeting from OWI were Palmer Hoyt, Donald Stauffer, and George Zachary; and from the Treasury besides the Sec-
retary, and Mr. Gamble were Oscar Doob, Vincent F. Callahan and Marjorie L. Springs.

"Duffy" to Paramount
PARAMOUNT Pictures, New York, has obtained the movie rights to "Duffy's Tavern", BLUE program sponsored by Bristol-Myers Co. Deal was made with Ed Gardner, owner of the program, who as the proprietor of "Duffy" will take part in the film, along with a number of the members of the cast. Contract includes optional rights for addi-
tional films after the first produc-

Primer on Radio
FUNDAMENTALS of radio are ex-
plained for beginners in a 98-page primer available through the Adv.
Dept., General Mills Co., Bridge-
port, Conn. (25c). Intended to help employees in non-technical positions, the book treats radio broadly, holding mathematical and engineering treat-
ment of theory to a minimum.

D. C. MARSHNER, assistant sales pro-
motion and advertising manager of Shell Oil Co., New York, has been named acting manager, taking over the duties of H. L. Curtis, recently named assistant to the President.

LOUISVILLE'S

WAVE

N. B. C.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

50,000 WATTS . CLEAR CHANNEL

WDRC

CONNECTICUT'S PIONEER BROADCASTER

USE WDRC to sell the Hart-
Hart Trading Area—Connecti-
ct's Major Market—with an
Effective Buying Income of
$500.00 per family! Write
Mr. Malo, Commercial Man-
ger, for full details, Basic
C&F for Connecticut.
FCC Demands Full Blue Data

(Continued from page 7)

1941 from Donald Flamm for $940,000, including accounts receivable. He has stated he has placed about $100,000 in working capital in the station, aside from physical improvements. Mr. Flamm has sued Mr. Noble in the New York Supreme Court for rescission of the sale, holding he was an "unwilling seller" [Broadcasting, Aug. 16].

While the FCC's jurisdiction extends only to the public interest as it affects the transfer of the three owned stations of the BLUE, plus the relay broadcast stations, it nevertheless takes cognizance of the entire BLUE transaction in the detailed bill of particulars. It seeks from the BLUE Network itself, rather than from the parent company, RCA, full information regarding the nature of the property to be disposed of, as required in part two of the Commission's transfer form. The data filed Aug. 11 included only part one of the form, covering RCA as the transferor, and part three, covering Mr. Noble's ABS, as the transferee. The BLUE, as the licensee, is required to supply specific data under part two.

The original application provided for the transfer of the stock of the BLUE to the new corporation. This, it was pointed out at the FCC, also includes the acquisition of the licenses held by the BLUE, by the new company. Under the July 30 agreement of Mr. Noble with RCA he had the option of either transferring the stock or of acquiring the assets of the BLUE. He elected the first course.

Plans For Stock

It is logically presumed that the FCC desires to determine whether Mr. Noble has in mind disposition of the remaining 100,000 shares of treasury stock of ABS to other interests. Before the July 30 commencement of the sale to Mr. Noble, the name of James H. McGraw Jr., chairman of the McGraw-Hill Publishing Co., was prominently mentioned as an associate of Mr. Noble in the venture. It was afterward reported that Mr. McGraw dropped out upon advice of his physician and his associates.

Specified in the bill of particulars are questions regarding Mr. Noble's intentions with respect to personnel to be employed under the new ownership as well as any contemplated changes in the licensee corporation, its officers, directors, or employees. Mr. Noble had announced it was his intention to retain the present executive management of the BLUE, including Mark Woods as president and Edgar Kobak as executive vice president. They have been the moving spirits of the BLUE, which has enjoyed phenomenal success since the separation from NBC in 1942 [Broadcasting, Aug. 16]. Mr. Noble also had declared his intention of inviting affiliates of the BLUE, its management, and eventually the general public, to participate in the network's ownership.

Emphasis on Prices

Emphasis on the prices to be established for the three stations owned by the BLUE is regarded as significant in industry circles. First, the Commission feels it must determine whether the prices established present a "reasonable opportunity" for a financial return to the purchasers. As one Commissioner expressed it: "We want to know whether the new company can make a go of it on each of the three stations, based on the prices paid.

Interest also attaches to Mr. Noble's plan to borrow $4,000,000 of the $8,000,000 purchase price from three national banks in New York on a four year term loan at two per cent interest per annum. The Commission desires to determine whether, in the event of default or foreclosure, the banks might be in a position to procure control of the network, according to another FCC source.

It is understood that the BLUE, upon its transfer, would remain headquartered at Radio City for the duration. It is presumed a reasonable time would be allowed following cessation of hostilities for the network to find adequate quarters elsewhere. This would complete the physical separation of the BLUE from NBC, also headquartered in Radio City.

Handling Paper Drive

OLIAN ADV. Co., St. Louis, agency placing the advertising for the current Waste Paper Salvage campaign, has appointed the Davis-Lieber publicity firm as the New York and Pennsylvania representative for the drive. Various radio actresses have offered their assistance in publicizing the need to save paper, but no definite radio plans have been announced.

Here's How to Get Complete Coverage in Youngstown's Booming Steel Area...Ohio's 3rd Market...

The big Youngstown Steel Centre (491,974 people in the Metropolitan Market alone) has just one station that completely covers every radio home in Ohio's Third Largest Market!

It's WKBN that captures the listening audience . . . leads in sales . . . outshines in Radio Showmanship!

It's WKBN that commands a potent Primary Influence-Power among 1,599,819 people in Northwestern Pennsylvania.

It's WKBN that can mean more sales, more influence for you now and in important postwar years.

Time Out For Sales

SELLING War Stamps over the air is usually done by a special announcement or program, but CJCA Edmonton, Alberta, reversed the procedure and went off the air to sell stamp sales! Closing a special campaign, the Canadian National War Finance Committee asked Edmonton merchants to declare a 15-minute holiday to allow employees time to buy stamps. CJCA tied in with the plan and announced it would also close for 15 minutes, for the same purpose. When the station returned to the air $5,000 worth of stamps had been sold.
Noble Denies Conspiring With WMCA Officials Against Flamm

Sponsorships are available for those who wish to support the show.

That's why, in the last six months, 20,000 listeners wrote to Rogers asking for him to play their favorite number—to them.

Ralph Rogers is an interesting personality. He forsook fifteen successful years of practicing law to enter radio. That was only five years ago. But those five years have proved it was a good idea. Rogers is a real big personality down our way.

His cheerful, just-between-us-folks delivery has brought him wide acceptance. And that acceptance by Alabama families has brought sales to Jambo-ree sponsors. The show is on WAPI from 3:30 to 4:30 PM every weekday. Sponsorships are available in quarter hour units.

You can catch the flavor that brings in the orders by listening to a transcription. Ask us or Radio Sales.

The Detroit Area Goes Up and CKLW Keeps Pace!

- Retail business in this, America's Third Market, is booming . . . and CKLW time-sales in many major retail classifications lead 'em all! Results—at lower cost, is the reason.

Ralph Rogers does it that packs them in.

His show—Alabama Hayloft Jamboree—is an all-request program of recorded hill-billy music.

But between the numbers, Rogers' engaging intimate talk—interspersed with smooth friendly commercials—makes the listeners feel like Rogers is part of the family.

That's why, in the last six months, 20,000 listeners wrote to Rogers asking for him to play their favorite number—to them.

Ralph Rogers is an interesting personality. He forsook fifteen successful years of practicing law to enter radio. That was only five years ago. But those five years have proved it was a good idea. Rogers is a real big personality down our way.

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- Retail business in this, America's Third Market, is booming . . . and CKLW time-sales in many major retail classifications lead 'em all! Results—at lower cost, is the reason.
night-time power...has been increased from 1,000 to 5,000 watts under my ownership." Declaring that Mr. Flamm had produced no "new" evidence and that even if Mr. Roberts' charges were true Mr. Flamm knew the alleged substance of them before the transfer of license occurred on Jan. 17, 1941, Mr. Noble stated: "If any case is ever stale from an equitable viewpoint, Flamm's case is stale."

In a reply to the defendant's reply, Philip Handelman of Handelman & Ives, Mr. Flamm's attorneys, said that shortly before the FCC had approved the transfer of license to Mr. Noble, Mr. Flamm had filed for reconsideration, but that his application does not raise any issue of fraud, duress, conspiracy or subornation and could not have been done as the facts have "only recently been discovered."

Claims New Facts

Colin Ives, of Handelman & Ives, also filed a declaration relating that in January 1942 Mr. Flamm secured facts "he had previously believed to exist but had no means of proving which showed that Leslie Evans Roberts and Donald Shaw conspired with Mr. Noble and Mr. Noble's attorneys and worked out a plan whereby Mr. Noble could force Mr. Flamm to sell WMCA." After investigation, Handelman & Ives told Mr. Flamm he had a case against Mr. Noble, but trying to effect an amicable settlement they did not immediately file suit but Mr. Ives saw Thomas Corecoran, a close personal friend of Mr. Noble," Mr. Ives said, adding that this was some months before Mr. Noble's purchase of the BLUE network. Mr. Corecoran said Mr. Noble might sell WMCA but that he would not deal with Mr. Flamm. Mr. Ives continued, so a representative was named who tried to negotiate with Mr. Noble.

As time went on Mr. Ives feared that "Mr. Noble was stalling our representative and would sell the station...and our client would lose all possibility of rescinding the sale," Mr. Ives stated. Papers were prepared, but were served prematurely through error, he continued, and an offer was made to delay action, but not to withdraw the suit.

Donald Shaw, appointed general manager of WMCA by Mr. Flamm and remaining with the station until the first of this year, when he

WHN Out of Chicago

WHN New York, in closing its Chicago sales representative office on Aug. 23, the station announced last week, with David B. Stein, manager of that office for the past two years, shifting to the station's New York sales staff. Chicago agencies will be contacted directly by the New York office, it was stated.

In December of 1939 he and Mr. Roberts were directed by Mr. Flamm to show certain figures to John Curtiss in connection with the plans of Elliott Roosevelt to purchase WMCA. Mr. Shaw stated, but "if Curtiss later passed them on to others I had nothing to do with the passing on." He admitted discussing the general condition at WMCA with Chester La Roche of Young & Rubicam and later with Mr. Noble, but said he gave no figures to either of them.

Stating that WMCA "was admittedly not in good repute with the FCC" and that it was common talk in the broadcasting industry that "any reputable operator would have a good chance of obtaining the allocation of the wavelength if he challenged WMCA's right to a new license when its old license expired in March, 1941," Mr. Shaw said that Mr. Flamm was "aware of his pre-arious position" and "always willing to consider offers" for the station.

"Before the contract of sale for WMCA I did nothing to advise Flamm as to the sale of his property," Mr. Shaw said, "After the sale of WMCA had been contracted for, I did all I could to support the change in ownership because I felt it not only better for the station and the people in the station, but better for the radio broadcasting industry itself to have WMCA owned by someone with some idealism with respect to public service in communications."

Roberts' Charges Attacked

Mr. Shaw attacked the credibility of Mr. Roberts' charges, terming his recent deposition a "Russian trial confession" made by a man who "therein admits that he himself did attempt to betray his employer, was apprehended by the employer and discharged for that betrayal." To his statement Mr. Shaw attached a copy of an affidavit made by Mr. Roberts in January, 1941, which Mr. Roberts at that time intended filing against Mr. Flamm.

This statement related that about Nov. 27, 1940, Mr. Flamm had asked Mr. Roberts, then program manager of WMCA, to act as his (Continued on page 50)

QUOTE—

We consider your station one of the finest in the country.

—UNQUOTE

—ASK A JOHN BLAIR MAN—

WWVA

WHEELING, W.VA.

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

50,000 WATTS

LXOK

ST. LOUIS, MISSOURI

50,000 WATTS FULL TIME

BLUE NETWORK

Represented by John Blair & Co.

WINN

LOUISVILLE

with

WINN

Your

BLUE NETWORK STATION

in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

WINN LOUISVILLE WITH

BROADCASTING • Broadcast Advertising

August 23, 1943 • Page 51
Third Year of a Successful Department Store Program Was Launched When Sam Strauss (1) President of Pfeiffer's, Little Rock, Ark., Signed to Renew Jane Adams, Speaking over KARK. Looking on is Miss Virginia Harris, Sales Promotion Manager of the store, who prepares the script, and Julian F. Haas, of KARK sales staff, who has handled the account since the program started.

Within Two Months Gunther had Achieved a 7.3 National Hooper!

In May a national advertiser purchased Gunther’s Friday and Saturday periods on 61 BLUE stations from New England to the Rockies. Now this is where you come in.

John Gunther’s twice-weekly commentary is available for sponsorship on the 13 stations of the Pacific Blue Network.

Or will be available then. This is the way it is— with the good wishes of his sponsor, Gunther clipped to North Africa late in June.

For several weeks keenly analytical, eyewitness stories “By John Gunther, Representing the Combined American Press” have appeared regularly in most American newspapers.

But Gunther is due back soon to resume his Blue Network commentary.

In the interim, John W. Vandercook, has been pinch-hitting on this commentary. Bearded, ex-globe treater Vandercook was in Germany during the invasion of Poland, reported the fall of France, and has been the keystone of Alka-Seltzer’s “News of the World” for three years.

You can now buy Mr. Vandercook on Pacific Blue (covering 95% of the Coast’s radio families) and you will “inherit” Mr. Gunther on his return. Cost—only a few dollars more than a home-grown commentator.

Blue Spot Sales in New York and Chicago can give you the details.

**All-Stars Grid Contest To Be Partly Sponsored by Department Stores**

Annually National Professional League champions versus college All-Stars football game Aug. 25 will be sponsored on WGN, Chicago, by the Pabst Brewing Co., Chicago (Pabst Blue Ribbon beer), and will be carried as a sustaining program on MBS. Excluding WMAQ, Chicago, the game will be sponsored for the second half on 80 NBC stations by F. Goldsmith & Sons, Cincinnati (sporting goods). The 1942 professional football champions, the Washington Redskins, will meet the colleagues in Dyech Stadium at Northwestern U., Evanston, Ill. Harry Wismer, football announcer from Detroit, assisted by Jack Brickhouse, WGN, Chicago, sportscaster, will describe the game for WGN and MBS; Bill Stern will give the second half account starting at 11:15 p.m. for NBC. Agency for Pabst is Warwick & Legler, New York. Agency for Goldsmith & Sons is Horn Wagensell & Associates, Dayton, O.

**Soldier Show Moves**

**NEW** adding a new Wase recruiting feature, the weekly half hour all-soldier variety program, “Hello Home,” shifted from NBC to Mutual stations on Aug. 14, Saturday, 11-12 noon (EWT), with transcribed West Coast repeat, 4:30-5 p.m. (PWT). Originating at Army Air Forces Radio Production Unit, Santa Ana, Cal., series is written by Pts. Edward Halverson and Scott Farworth, under direction of Major Frederick Hassitt Brennan. Major Eddie Dunstader is musical director.

**RESULTS**

Bring Third Renewal by Department Store

Another chapter in the successful use of radio by department stores was written Aug. 4 when Pfeiffer's Department Store of Little Rock, Ark., went into the third year of Jane Adams, Speaking. This program is heard Mon. through Sat., 8:15-8:30 a.m., with Virginia Harris, sales promotion manager of the store, preparing and presenting the script.

Since its inception, Aug. 4, 1941, the program has adhered to the policy of “no sales talk, no prices, no merchandise.” Yet long before tire and gasoline rationing, mail order business doubled and then trebled because Jane Adams, the personal shopper, had proved a friend to thousands of Arkansans.

The aim is not a commercial but a service program. interspersed with musical numbers is commentary on news of general interest to both men and women, including material on war activities, civilian defense, homes front activities, and book reviews, etc. Illustrating the breadth of the interests covered, a current series discusses health, peoples, habits and war activities of South American countries. Soon to be inaugurated is a series on local personalities who have contributed outstanding service to the war effort.

Sam Strauss, president of Pfeiffer's, said when signing his third renewal that the program is intended to "afford interest, information and inspiration" to the people of Arkansas. “It has developed just as our store has—informer, friendly and between home folks.”

**Miles Shows Signed**

MILES LABS, Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamins) has signed two 52-week contracts for Lum & Abner and the Quiz Kids.

The comedy team, heard Monday through Thursday 8:15-8:30 p.m. (EWT), goes on 102 BLUE stations beginning Sept. 27. Quiz Kids will be aired on 131 BLUE outlets beginning Sept. 26, every Sunday 7:30-8:00 p.m. (EWT). Agency is Wade Adv., Chicago.

CBR, Vancouver, recently in a Royal Canadian Air Force recruiting campaign, inducted during the program an airman and an airwoman into the RCAF. With the other commanding the Vancouver recruiting office officiating in the CBR studio. It is believed this is the first time a man and woman have been actually sworn in to the RCAF while a program was on the air.

**You Can’t Cover Wisconsin**

Wisconsin with the Wisconsin Network Affiliated with Mutual

9th in War Orders

S.O., if you want to top up the full buying power of this No. 1 Dairy State of the Union, the only way you can do it is with the Wisconsin Network stations each with its own large, loyal following. It Pfeiffer's Department Stores of Little Rock, Ark., and the other department stores.

Wisconsin listeners are funny the way—they want stations that can be heard all the time, not just when the weather is right—stations that are programmed for Wisconsin. And, there’s half a million radio homes in our primary area (and over 3,5 million in the secondary) today 9th in war orders as a plus to this stable market. If listeners feel that way, why shouldn’t advertisers?

Try the Wisconsin Network for your fall advertising—and see for yourself with satisfaction and profit!
wmca charges
(continued from page 51)

agent in talking to messrs. dempsey and koplovitz, telling roberts that he did not like the "mytho" about their client, whom he had heard was a man of influence who might take WMCA away from Mr. Flamm if he couldn't buy it at a satisfactory price.

Mr. Roberts said that when he talked to these attorneys they told him that they had offered to pay Mr. Flamm $1,000,000 for the station if they could examine the books and if the books showed it worth that amount, or if he could show them that he had received a firm offer for that amount, both of which propositions, they said, Mr. Flamm had rejected. When Mr. Roberts reported this to Mr. Flamm, he said, Mr. Flamm accused him of "knowing more than I seemed to profess," which he denied.

refused statement

When Mr. Flamm first met Mr. Noble, Mr. Roberts stated, he took Mr. Roberts aside and said "now I know it's being bought for tom corcoran." Subsequently Mr. Flamm charged Mr. Roberts with getting $100,000 from Mr. Noble for having arranged the deal, Mr. Roberts continued, stating that on Dec. 14, 1940, he was asked to dictate statements to the effect that WMCA was a good station and could not be better operated by anyone else. Mr. Roberts refused to do this, he said, on the grounds that he was powerless to make any program changes without the approval of Mr. Flamm or his brother, sydney flamm, and that he had protested often but to no avail about the type of programs on the station. He asked the purpose of the memorandum and in return was asked how he would testify if there were a hearing on the license. He said he'd tell the truth as he just had, he reported, whereupon Mr. Flamm accused Mr. Roberts of spying on him for the FCC and said it was all a plot to get WMCA for tom corcoran and when he told that on the stand it would create worse scandal than teapot dome.

four days later, the Roberts affi-

CONCENTRATING on the

vital tri-city area

SCHENECTADY

TRY

SCHENECTADY

TRY

SCHENECTADY

TRY

TROY

THE BUYING TRIANGLE

ALBANY

BROADCASTING • Broadcast Advertising

Word gets around

and just to make sure that word gets around about its programs, WAGA uses the "slogan salute." at a different time each day, the station makes a phone call—pays $5.00 to the person called, if they answer with the day's "slogan salute," instead of "hello."

"Slogan Salute" is another of WAGA's audience-building activities which get attention for WAGA programs — action for WAGA advertisers.
New 'Henry'

DICKIE JONES, youthful screen actor, has been signed to replace Norman Tokar as "Henry Aldrich," in the NBC Aldrich Family, sponsored by General Foods Corp., New York. Mr. Tokar withdrew from the program in July to enter the Army. Dickie Jones will go on the air Sept. 2 when the program is resumed in the Thursday, 8:30-9 p.m. period after a summer lay-off. Agency for Postum, product advertised on the program is Young & Rubicam, New York.

BERTITA KELLY, member of UCLA-NBC Radio Institute, was named award winner of the six-week session in early August and received as scholarship a refund of original tuition fee.

** Primary Coverage of an Area As Big as Six States Combined

The four radio stations in South Texas' Radio Package give you primary coverage of 45 counties; an area bigger than New Jersey, New Hampshire, Massachusetts, Rhode Island, Connecticut and Vermont combined; with a population equal to an empire, with great wartime purchasing power waiting for you. Salesmenagers... think it over!

** South Texas' Radio Package

**

- More Primary Coverage of This Rich Market Than Any Other Station Group

- Howard W. Davis
National Bank of Commerce Bldg., San Antonio, Texas

CBS FIRST WITH MESSINA WITNESS

FIRST eyewitness account via radio of the fall of Messina, Sicily, last Tuesday was given American listeners 4 hours and 25 minutes after the first allied troops entered the city by John Daly, CBS correspondent, who was with a platoon of Third Division troops and who flew to Algiers to tell his experiences.

Daly gave his report on the CBS program The World Today at 8:45 p.m. Aug. 17, and three hours later at 9:30 p.m. CBS presented a dramatization of his account on the Report to the Nation program: "We didn't exactly enter the city in style," said Daly. "We walked practically on tippytoe watching the ground for buried mines until our eyes ached. . . ."

"Fourteen strong, we arrived at the City Hall at 8:25 a.m. (Algiers time). Messina was ours, and for the moment we were the garrison." Later when an English lieutenant colonel drove up, he reportedly said, 'Hello Yankees, congratulations.' His disappointment was hidden. It had been exciting to know who would come first—the American 7th Army or the British 8th."

Joint New York-London 'Town Meeting' On Blue

'TOWN MEETINGS' will be held simultaneously in London and New York Oct. 7, for broadcast via transcription on the BLUE's Town Meeting of the Air. Both audiences will question speakers on the other side of the ocean on the discussion topic.

The transatlantic air meeting will be held several days before regular broadcast day for Town Meeting of the Air, the programs being transmitted the preceding Saturday and aired Thursday, Sept. 30, and Oct. 7, in the regular 8:30 p.m. period on the BLUE. Topic for discussion on the Town Meeting program is "How Should We Deal With Germany After the War to Win the Peace?" The Oct. 7 program will deal similarly with Japan.

George V. Denny, moderator of the series, who is leaving shortly for England on a special mission for the OWI, will handle both programs from London.

Gen. Foods Shifts

FOLLOWING announcement by General Foods Corp., New York, that Kate Smith's Friday evening program on CBS will be expanded from 8:30 to 8:35 p.m. it was reported that the company is planning to shift Adventures of the Thin Man, currently heard on CBS Fridays 8:35-8:55 p.m. to Sunday evenings at 8:30 on CBS. Shift will probably take place either Sept. 26 or Oct. 3, dependent on the CBS period. General Foods selects for the news program by William Shirer, presently heard Sundays 10:30-10:44 p.m. Agency for the Kate Smith show (Jello) and for William Shirer (Grape Nuts) is Young & Rubicam, New York, while Benton & Bowles, New York, handles the Thin Man for Sanka and Post Toasties.

Fly-Garey Fight

(Continued from page 10)

and Lee Falk, of OWI to remove allegedly undersirable foreign language commentators said "this smelly stuff is intolerable." It added that such practices should immediately be reported to the district attorney wherever they crop up "for in ordinary business dealings this squeak play by the OWI and FCC would be regarded a highly objectionable form of blackmail and the perpetrators of it would lay themselves open to criminal charges of conspiracy." Linwood L. Noyes, publisher of the Ironwood (Mich.) Globe and president of the American Newspaper Publishers Assn., in an address also alluded to the attack on "freedom of the press." "One cannot be destroyed without destroying the other," he said, "declaring that if we lose freedom of speech and of the press, we lose all other freedoms."

Editor & Publisher in its Aug. 12 issue editorially attacked the FOWI form of 'desk' censorship. 'It is intolerable that appointed minor officials should assume the power of final judgment over the utterances of radio speakers. If broadcast, statements of reasonable law the procedures measures for dealing with them.' Describing the OWI-FCC formula as snickering of "near blackmail," Editor & Publisher called upon press and radio to stand together on this issue.

"If one government underling can assume and get away with the power of gagging a radio speaker, we can be sure that others will try the same schemes in other directions. The postal regulations by which a number of publications have been silenced are already a danger to free publication."

In a facetious vein, the Wall Street Journal last Thursday picked up the Falk disclosures editorially. It revealed that Mr. Falk is the author of the comic strip "Mandrake the Magician," Mandrake, the newspaper pointed out, has a very handy trick of seeming to be there when he really isn't. It pointed to the similarity between Mandrake and "John Dufree" who was the OWI "man who wasn't there"—an invention of OWI.

"If comic strip artists are to have responsible places in Washington," the Journal continued, "we wish to nominate that veteran, Rube Goldberg. Mr. Goldberg, as a good many people know, is the creator of goofy inventions, which employ the most complicated and fantastic machinery to do the most simple things. It seems to us there are dozens of bureaus which could use Mr. Goldberg."

"But probably the scheme is no good. We sense a fatal defect right now. The defect is that Mr. Goldberg knows when he is being funny."
Informers Used, Garey Charges

(Continued from page 10)

nant objections leading to a heated exchange between himself and Mr. Garey, the witness said numerous complaints had been received, both from individuals and Government agencies, but a report from Alan Fenner of the FCC New York staff, read by Mr. Garey, indicated that the main source of information to all Government agencies had been another German language broadcaster on WBNX whom the FCC had subsequently recommended for a position with OWI. This led Chairman Cox to ask if there was "complete cooperation between the FCC and OWI in persecuting poor devils whom they want to get rid of."

A minor sensation was created when Mr. Garey revealed that the "hair raising" charges against Mr. Brunner should not be on the air and that he had so advised Mr. Alcorn.

Source of Brunner Charges Questioned as to Credibility

Mr. Garey asked again what business it was of the Commission's whether Mr. Brunner was on the air or off, to which the witness replied that the FCC was legitimately interested in a station's employment of a person charged with various subversive activities, including broadcasting code messages to a Nazi submarine, as a test of that station's operation in the public interest. Repeated questioning on this point failed to shake Mr. Garey's reply that the FCC was interested only in WBNX as a station and not in Mr. Brunner as an individual.

Questioned at length about the FCC's "informers," a term to which Mr. Garey expressed indignation and that Congressional or public access thereto would not be in the public interest." Ordered by Chairman Cox to answer Mr. Garey's questions, Mr. Guest still refused, even though he was warned of the consequences.

He admitted, however, that he learned from the FBI files that Mr. Falk had attempted to prevail upon the FBI to put Mr. Brunner off the air but that the FBI had refused to take such action. Mr. Guest stated that his investigation, concluded about six weeks ago, had revealed no reason why Mr. Brunner should not be on the air and that he had so advised Mr. Alcorn.

Subsidy Bill Drive

EFFORT to push the Bankhead Bill (S-1073) providing subsidies for newspapers is expected when Congress reconvenes next month. A companion bill in the House (HR-2584) contains similar provisions. Though radio subsidies are not included in the bills, the industry has gone on record through the National Association of Government subsidies. Senator Bankhead (D-Ala.) recently told the Alabama Press Assn. that the bill in no way jeopardizes freedom of the press.

View with the superintendent of the institution in which Wolfgang had been treated, stating that "we have not given up the ship on Dr. Wolfgang and feel that certain statements made to us which Dr. Wolfgang claimed were of his own personal knowledge should be checked so far as possible." Mr. Guest explained that the view with the superintendent of the institution in which Wolfgang had been treated, stating that "we have not given up the ship on Dr. Wolfgang and feel that certain statements made to us which Dr. Wolfgang claimed were of his own personal knowledge should be checked so far as possible." Mr. Guest explained that the

THE NEXT CORNER!

What is around it?

The future is anybody's guess—now, more than ever. The end of the war will see facilities for the manufacture of consumer goods no longer tied up in war production. Competition will be keener than ever. We're drawing closer and closer to that corner. We may reach it this year—maybe next—but reach it we will, sooner or later. Are you prepared for that day?

The smart keys are getting ready to hit the new stretch of road. They're drumming their product name into the ears of potential customers. They're making sure that, with the renewal of competition, their product will be remembered. They're laying radio time, first! Why? Because by radio they can carry on a campaign of maximum effectiveness with the minimum outlay. And in Canada most of them choose CFRB. Because the largest share of Canada's richest market is reached through CFRB. Yes, in a key area, fed by three stations, CFRB broadcasts half the leading sponsored programs.
memo was based on a statement of the superintendent that "everything which Wolfgang said might not be untrue." Upon further discussions with the FBI, he added, he decided to discard Wolfgang's charges entirely.

Cox Sees Attempted Censorship By FCC

When the FCC investigation cleared Mr. Brunner of the charges against him, WBNX was advised of this fact, Mr. Guest said, and told that its application for renewal of license would be acted on at the earliest possible moment. The station has since received a permanent license, he said. Mr. Garey charged that this was tantamount to telling the station "you wouldn't refuse them a license if they decided to put Brunner back on the air," a strictly illegal procedure, since the FCC has no authority to censor program content or program personnel.

After hearing the evidence about the FCC investigation of WBNX personnel, Chairman Cox asked the

Ronzoni 100% Radio
RONZONI MACARONI Co., Long Island City, through its newly-appointed agency Emil Mestsoff Co., New York, will devote its entire advertising budget to radio. Firm has purchased time in several eastern markets in the past and plans to augment its schedule shortly.

Luotto Commanded for Deliberation on Citizenship

Dorothy Waring, director for investigation for the Anti-Nazi League, took the stand briefly in the afternoon, but was dismissed when questioning revealed she did not possess the information Mr. Garey desired about the League’s personnel and the conduct of its affairs.

Luotto recalled briefly, testified of a conversation with Arnold Hartley, who had been program director of WGES, Chicago, at the time of that station's dismissal of Stefano Luotto, following Mr. Hartley’s acceptance of a similar position at WOV New York. Mr. Hartley, Mr. Luotto said, avowed the highest esteem for Stefano and offered to do whatever he could to assist in righting the injustice done him.

Stefano Luotto, the final witness of the day, denied having any Fascist or Nazi sympathies, explaining his failure to apply for United States citizenship until 1941, 10 years after his arrival in this country from his native Italy, on the grounds that after spending 36 years as an Italian citizen he was reluctant to become an American citizen until he was convinced that he could honestly and honorably live all ties with his native land. In 1941, he said, when it became probable that the United States and Italy would find themselves on opposite sides in a war, he reached the decision that the United States had become his true country and applied for his citizenship papers. He denied the charges in an FCC press release that he had waited until after the passage of the Alien Registration Act, stating that he had not known of the act and that it had no bearing on his decision.

Regarding the Dante Alighieri Society of Chicago, he testified that contrary to the allegation of the FCC this organization was purely cultural, with no political leanings, and that several Jewish refugees from Italy had become members. Questioned about his dismissal from WGES, he corroborated the previous testimony of his brother.

Garey Calls Witness "Obviously a Perjuror"

Commending Stefano Luotto for his careful deliberation over taking out citizenship papers, Chairman Cox said: "You may be a dangerous man to be turned loose on the American public over the wave-lengths, but I can't see it. I think you have the sympathy of the public and that you and your brother have been unfairly treated and perjured."
employed at WHOM as a censor, monitor and announcer, testified Wednesday morning. He said he had come to this country several times on a visitor's passport between 1926, when the Fascists drove him out of Italy, and 1987 when he entered as an immigrant, applying for citizenship papers shortly thereafter.

Questioned at length about his duties at the station, he denied telling Joseph Lang, general manager, to fire anyone, but admitted "criticizing" certain of the station personnel. He also described his duties as censor and monitor, answering "yes" when asked if his object was to protect the listeners' morals and to teach Americanism to Americans. He admitted giving information to various Government agencies, but vehemently denied that he was an "informant".

Mr. Lupis appeared to have difficulty in understanding Mr. Garey's questions and in remembering details of contacts he had had with FCC staff members and others, leading to frequent admonitions and at one point, where he announced "I don't recollect," to all questions about information he had given to Naval Intelligence, Mr. Garey stated, "The witness is obviously a perjurer."

He denied that he had ever been paid for giving this information and stated that the only money he had received from any Government agency was from the FCC for getting translations of material they wanted from Italian language papers and from the OWI for broad-casting on shortwave. Asked about his contacts with numerous Italian language radio personnel, he denied using his influence to get them jobs with the OWI, and when Mr. Garey showed him a letter he had written to Lee Falk on behalf of Alberto Cupelli, assistant editor of Il Mon- do, who had been discharged from WOV, he admitted writing that one but was unable to recall any others.

Unable to Recall Making Report to FCC

Questioned about a report in the FCC files of information he was said to have given concerning the pro-Fascist sentiments of Andrea Luotto, Mr. Lupis was unable to recall making any such report to the FCC, although he said the charges against Mr. Luotto were true and that he had discussed them with a number of people.

James H. Sheldon, administrative chairman of the Non-Sectarian Anti-Nazi League, called in the afternoon, reported that his organization investigated organizations and persons suspected of engaging in pro-Nazi propaganda, doing most research in published materials but occasionally making personal investigations. When the League receives information in the field of any Government agency it passes the information along, he said, but in most cases it is at the request of the agency. The League is not paid for such information, but is supported by voluntary contributions, he stated.

Questioned at length about Mario Buzzi or Bossi (he was not sure which was the right name), an investigator for the League, Mr. Sheldon admitted having little knowledge about his background but said that Buzzi, like some other investigators, had justified himself totally by the results of his investigations. He said that the FCC had asked the League for information about the Lottos, which the League did not have, but denied that any arrangements had been made for Mr. Lupis to go to Chicago to investigate Stefano Luotto, as had been previously charged.

FCC assistant general counsel Nathan David, representing the Commission in the absence of general counsel Charles R. Denny, distributed a press release denying that the FCC had anything to do with the dismissal of George Brunner from WBNX and pointing out that the FCC's interviews with Wolfgang (see Tuesday report) occurred in May, 1943, almost a year after the dismissal had occurred.

Lupis Testimony
Continued on Thursday

Resuming the stand on Thursday morning, Mr. Lupis admitted asking another Italian, Gabriel Somino, to monitor certain programs on WBNX, insisting, however, that this was done as part of his general fight against Fascism and not because WBNX is a business competitor of WHOM, at which Mr. Lupis is employed. He was again hesitant in his answers to Mr. Garey's questions and inclined to deliver lengthy explanations on the Italo-American political situation, drawing from Chairman Cox a request to be more direct in his answering. Mr. Garey, who hammered the witness with constant repetitions of the questions until they were answered, was cautioned to "speak softly to Lupis or you'll be accused of trying to answer him."

A letter from Lee Falk of OWI, complimenting Mr. Lupis on his understanding of the feelings of Italians in this country and stating that a commentary series by him would be "a real contribution to the war effort," was read into the record, as was a letter from Alan Cranston of FCC thanking Mr. Lupis for information about Italian movies and adding, "We are already on their trail."

Reverting to the relationship of Mr. Lupis with the Lottos, Mr. Garey read a letter written to Andrew Luotto by Joseph Lang, general manager of WHOM, last September, regarding a conversation between Mr. Luotto and Mr. Lupis held in Mr. Lang's office a month before. The letter reported that "you asked Mr. Lupis if he had told anyone that you were not a good American—that he considered you a Fascist agent—or that you were in any way connected with Fascist activities." Mr. Lupis answered "No." Mr. Lupis denied making this statement, saying that...
Screamer
AIR RAID sirens failed to sound the other day in Plattsburg N. Y., but a wide awake control engineer did his part in "alerting" the community. It had been planned to coordinate local precautions and part of the city fathers' plan was to have WFFP broadcast the signals sounded at the OCD posts. Faces were red when nothing but silence issued from the sirens. But not for long. Opening the control room mike, our engineer turned on the small electric siren usually for a "calling all cars" announcement of a local auto dealer. Now it's a regular feature of raid tests program.

hearings, saying that David in that telephone conversation recalled a conference that David, Spingarn and Hartley had held in Washing-
ton. Hartley denied Counsel Garey's charge that a window had been called to influence Hartley's impending tes-
timony before the Committee.
Hartley described a visit he made to Washington in October 1942 to determine why WGES, Chicago, was operating under a temporary license and why the FCC had re-
frained from granting a permanent one. After conversing with the sta-
tion's attorneys, Porter & Haley, and immediately after meeting with Spingarn and David, Hartley wrote a letter to his employer, Gene Dyer, relating the results of his Washington conversations.

FCC Releases Report Attributed to Hartley
The letter, read into the record by Garey, stated that if "the Dyers wanted to sleep nights they would get Luotto and his assis-
tants, Conti and Alfredi, off the air.
For the latter is out of radio while Conti is still purchaser of time on WGES but is not permitted to broadcast. The letter quoted Spingarn and David stating there were two technical irregularities which could be the basis for holding up a li-

cense renewal besides the station vulnerability on the Luotto matter.
Hartley wrote that Luotto's name with the FCC is "black as

screamer. The license of the station was "stock" in a newly-created FCC department, War Problems Division. Hartley testified that when he returned to Chicago after his Washington conversations, Conti and Luotto were immediately re-

moved from the air and shortly thereafter WGES was granted

permanent license.
When Counsel Garey asked Hart-
ley about an FCC release which cited Hartley as stating Luotto was pro-Fascist, Hartley said the only information that he conveyed was that Luotto refused to use OWI insertions in his newsca-

sts. Hartley testified that in various private matters with the Luottos and with Gene Dyer and with Ralph Well of WOV, he was not responsible in any way for any of Luotto's difficulties. At that point Judge Cox interjected an off-the-

record statement that he was con-
vinced "Hartley was a decent young fellow who would not knowingly harm anyone."
At the conclusion of the day's testimony the FCC released a sup-

posedly confidential report that Hartley had given to Arnold Beck-
ner, FCC Chicago attorney, about Stefano Luotto. On the stand, Hartley had testified that the re-
port was given to Becker and that some time thereafter Hilda She-
called Hartley long distance from Washington and told him that "she
had made a few changes in his statement and polished it up and that she was sending a copy to the Office of Censorship".
Hartley testified that he had never authorized Mrs. Shea to change or revise his statement. At that point Nathan David jumped to his feet and asked Judge Cox for permission to read into the record both the original and revised statement to point up the fundamental similarity of the two. This was refused and Mr. David's request was stricken from the rec-

ord. Hartley's four-page confidential statement, copies of which the FCC distributed to the press, re-

lated the content of some of Luot-
to's broadcasts and some of his gen-

eral political attitudes. The state-

ment was said to be circumstan-
tially incriminating. It states that
Luotto is "intellectually convinced of Fascism", and has obviously studied it and arrived at its es-

cence.
Hartley told of a war service program idea which he suggested to Lee Falk that the OWI prepare. The program was a counter-propa-
ganda newscast refuting item by item Axis propaganda shortwaved the previous day. Hartley stated that WOV received four copies of the program and that three were airmailed to three other Bulova stations and so far as he knew WGES in Chicago and a station in San Francisco. He denied he de-

manded exclusivity of the program for WOV or that the exclusive as-
psects of the program was ever discussed with Falk. At the con-

Mr. Lang was mistaken, and he ex-

pressed surprise that Mr. Lang should mention this letter without consulting him. He also denied other statements of the same tenor in the letter, which alleged that Mr. Lupis "con-
clu ded the discussion by saying that he was confident you (Luotto) would eventually obtain proof of the fact that he never took any part in the action to discredit you; that he felt you had been unjustly ac-
cused, and that he was hoping in his heart that you would obtain a complete vindication." Mr. Lupis denied making any such avowal, saying that he had refused to commit himself to Mr. Luotto and that Mr. Lang's report was "incorrect.

Questioned by Mr. Garey about Stefano Luotto's broadcast on WHOM last May, Mr. Lupis said he had told Mr. Lang that Mr. Luotto had been accused of being a Fascist in an article in La Parola and was then suing that paper for libel, and advised against allowing him to go on the air until the suit was disposed of.

Cox Denies Lupis
Permission to Speak
In insisting on the Dante Alighi-

er Society of Chicago, of which Stefano Luotto had been vice-presi-
dent, is a branch of "the most

powerful Fascist organization in

the world."

Mr. Garey read the following ex-

cerpt from an editorial "Divide and

Conquer" appearing in the August,

1942, issue of Mr. Lupis paper, Il Montana, saying, "We remember that Al

Capone—his name again comes

spontaneously to the pen, talking

about pro-Fascist people—was put

safely away by an indirect meas-

ure, because of an income tax mat-

ter. Why not use similar indirect

measures in order to oust the "neu-

tral Italian-Americans" from their

work and banks and banks?"

Pointing out that on Aug. 25,

1942, Sidney Spear, FCC attorney, who has since resigned, had de-

cscribed to Robert K. Richards of the Office of Censorship, "getting legal" manner in which Mr. Spear and Mr. Falk had cooperated to put off the air people Mr. Falk suspected of "doing some funny business," Mr. Garey asked Mr. Lupis if his editorial might not have suggested this plan of indirect attack to these Government employees. Mr. Lupis denied suggesting or approving the Falk-Spear activities, declaring that by "indirect" he did not mean "illegal" and pointing out that the proceedings against Al Capone had been "legal."

Excuse Mr. Lupis asked to make a statement, but Mr. Garey said that was not nec-

essary and Chairman Cox con-

cluded.

Hartley Recalls
Call From David
Arnold B. Hartley, program di-

rector of WOW New York, took

the stand in the afternoon session. He started by relating a telephone call that he had received from Na-

than David before the Committee

Page 58 • August 23, 1943 BROADCASTING • Broadcast Advertising
Army Campaign

THE WAR DEP't has contracted with Gold Coast & WBNX, New York, for a three to four month advertising campaign involving an expenditure of approximately $500,000 to recruit aviation cadets. It was learned last week. Purpose of the drive is to attract 17-year-old youths to prepare for intensive training.

Alcorn Tells of Removal of Announcer

William C. Alcorn, vice-president and general manager of WBNX, New York, who took the stand Friday morning at the federl hearing, said the removal of the air of George Brunner, German language broadcaster of WBNX, as "the most undemocratic procedure I have ever seen. Brunner had no opportunity to justify himself or answer any complaints." Mr. Alcorn was directed to remove Brunner from the air by Lee Falk of the OWI who before told Mr. Alcorn that the Army would step in if WBNX did not comply.

Although the FCC in a prior press release disclaimed any responsibility for the removal of George Brunner, Counsel Garey read into the record an FCC memorandum which listed Brunner as being allegedly pro-Nazi. WBNX had been broadcasting for 10 years. The OWI evidence against him, Mr. Alcorn testified, was built around the fact that on Dec. 17, 1941, Brunner had said on the air, "The U.S. had entered a long and hopeless war."

Mr. Garey read into the record a letter which Mr. Alcorn wrote to Neville Miller, NAB president, protesting the manner in which the Brunner episode was handled, and also a letter that Mr. Alcorn had received from his attorney T. Rollo, outlining why WBNX was on temporary license and relating the results of the conversations with Hilda Shea whom Mr. Rollo characterized as an exceptional and brilliant lawyer with little knowledge of operational problems. Mrs. Shea, Mr. Rollo wrote, feels there is no place for purely entertainment programs on a foreign language station but that each program should contain forceful anti-axis propaganda.

A situation somewhat parallel to the Brunner episode developed at WHOM, where he also prepared newscasts and one morning a week acts as censor for Italian language programs, was described by Mr. Alcorn, vice-president of WHOM, who had been in Italy, had worked for M-G-M there and had been a member of the Fascist party, but had never belonged in any party because he was a Jew and had come to this country in February of 1939. He stressed that his training as a Fascist party worker had been for business and not political reasons and stated that since coming to the United States he has fought Fascism.

When his expectations of a job with M-G-M in New York did not materialize because of his faulty English, Mr. Ascarelli stated, he heard of an opening on the Italian "staff of WHOM," looked up the station's address in the telephone book, walked in and asked for the manager, and, after several interviews with him, was hired as an announcer. By that time he knew no one employed at the station, he said. Since that time, he has been an intern with Hilda Shea and has worked for the CBS shortwave department, broadcasting to Italy.

Through questioning Mr. Garey elicited information that Mr. Ascarelli's departure from Italy had been "facilitated" by the Italian government, which granted him a quota visa, greatly desired by many Italians at that time.

Reporting on a conversation with FCC lawyers in New York, Mr. Ascarelli testified they had asked him questions about himself and his background, but had been chiefly concerned with his fellow employees at WHOM and their political activities. Questioned closely by Mr. Garey on that point, he said the FCC had seemed very interested in discovering if there were any Fascist people or Fascist activity at the station, but that he had never questioned about any Communist leanings of either himself or others.

At the conclusion of Mr. Ascarelli's testimony the hearing was adjourned until Aug. 24 at 10 a.m.
**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**AUGUST 14 TO AUGUST 20 INCLUSIVE**

### Decisions

**AUG 17**

KOAM, Pittsburg, Kan. — Denied renewal for special service authorization operated limited, 500 ft W to D Feb. 1, 1944.

WAPO, Chattanooga — Granted involuntary assignment of license to W. A. Patterson to John Patterson, executor of estate of Dorothy A. Patterson, and to John P. Patterson, Ramon G. Patterson and Louise Patterson, respectively. D as WABO, Operating Service, new partnership. No monies involved.

WGST, Atlanta — Designated for hearing application for license renewal.

Chesbrough Tabernacle, Buffalo—Granted permission to revise application for renewal of WKBW-WGBF, Buffalo, to file excess power data with Commission if oral argument if any is held, submit brief.

Nashville Broadcasting Co., Nashville—Denied license over CP

### Applications

**AUG 17**

NBC, New York — Extension authority to transmit recorded programs to all stations under Canadian control that may be required for NBC, CP-CBL, and other stations under CBC control.

WEXLA, Los Angeles — Mod. CP for additional translator station. CE approved.


KOB, Albuquerque — Extension special service authorization to operate CP.

### Network Accounts

**NEW BUSINESS**

CUMMER PRODUCTS CO., New York (Fats and oils products) on Sept. 15 resumes our CP service in the States on 78 blue stations, Wed., 9:55-10:30 p.m. to project the message to a million homes.

WDL, Wilmington Del.—Granted license over CP to cover WDEL south tower of directional array.

WDEL, Wilmington Del.—Granted license to cover CP for power increase, new transmitter.

WORK, York Pa.—Granted license cover CP for new D-XN.

### CHNS

The Key Station of the Maritimes

Is your choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

**or JOE WOOD**

350 Madison Ave.

New York

Page 60 • August 23, 1943

**BROADCASTING** • Broadcast Advertising
WANTED—Young woman who can write commercial copy that SELLS. Good voice essential. Progressive southern station. Box 212, BROADCASTING.

Announcer—Good salary, permanent position with southeast network station for first class radio television licensed combination announcer. Send experiences, photograph, draft, resume first. Box 197, BROADCASTING.

ENGINEER—First or second class license. Good salary, excellent opportunity. Reply state status, experience, starting salary required, and when available. KBIZ, Ottumwa, Ia.

Announcer—Permanent position with 4 kw. regional network station for draft deferred, experienced man. Box 202, BROADCASTING.

WANTED—First, Second, or Third Class Operator. Experience not essential. Apply Box 218, BROADCASTING.

WANTED—First-class engineer, who will also be able to take over chief engineer job around January first. Draft exempt, or over 36, WBYR, Rutland, Vermont.

WANTED—Salesman-Writer—Excellent opportunity for sober man who can produce, permanent position. WMJM, Cordova, Georgia.

Draft Deferred—Licensed first, second, or third class operator. Will work on Mountain 1 kw. network station. Box 201, BROADCASTING.

North Carolina Regional Station—Offers opportunity to experienced, draft-exempt announcer. Details at once to Box 209, BROADCASTING.

ENGINEER—For 6 kw Indiana station. Must hold radiotelephone field license. In reply state status, experience, and draft status. Relay confidential. Box 100, BROADCASTING.


WANTED—Draft exempt combination announcer-engineer. Second or third class will do. Tell all letter. WMDD, Des- catur, Alabama.

CHIEF ENGINEER—Suitable experience. Western Electric 5 kw Transmitter—Doberty circuit—Directional Antenna. $75 per week. Gene O’Fallon, KYWL, Denver.

AMF Paets Signed
A NEW MUSIC licensing agreement has been completed between Associated Music Publishers and WATS Waterbury, Conn., AMP reported last week. Renewal agreements have been signed with WVOX Everett, WJYM Mansuko, Minn., and WFLI Philadelphia.

Situations Wanted (Cont’d)
Emcees Announcer—Draft exempt. Can sell your variety, hillbilly or musical clock programs with personality and originality. Now with big network station. Box 214, BROADCASTING.

Radioelectric Operator—First class American Japanese. Would like position as operator in studio recording Part time or full time. Reply Box 218, BROADCASTING.

WANTED TO BUY
250 Watt Transmitter—New or used, and all equipment necessary for installation of 250 watt station including antenna. Will buy complete setup or any individual piece of equipment. Box 210, BROADCASTING.

WANTED TO BUY—250-watt transmitter together with complete station equipment. Box 209, BROADCASTING.

WANTED—One half wave tower, 1455 KC including lights. Two RCA or WE Transmitters, complete with 2' r. s. and vertical and lateral heads, one program amplifier and one oscillator, RKY-M broadcast station WILX, Harlan, Kentucky.

Regional Or Local Station—In northeast. Immediate confidential. Box 209, BROADCASTING.

WANTED TO BUY—Two RCA Universal Pickups. Station KFRE, Fresno, California.

For Sale
For Sale—General Radio 630-A Signal Generator. Like new, never used, factory price. Box 216, BROADCASTING.

1 RCA 829 Tube, 1 RCA 900, 1 RCA Paramagnetic condenser. Type UC 300-F, 500 MFD, Radio, Box 2899, Roanoke, Va.

GEOGRAPHICAL DIRECTORY

SANKEY & BAILEY
An Organization of Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL F GOODY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEOGE C. DAVIS
Consulting Radio Engineer
Munsy Bldg., District 8456
Washington, D. C.

HENRY R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
LOCATION SURVEYS CERAMIC TUNES
C.P. BAKERSfield 494, BROADCASTING

• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

R. S. RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsy Bldg. • Republic 2347

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., Wash., D. C.

DEBIES INTIMIDATION
DENIAL that their protest against news commentators "who do not happen to hold the same political beliefs" as the Los Angeles Democratic County Central Committee is an attempt to intimidate radio speakers, was made in mid-August by committee spokesman in replying to a blast from Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System [BROADCASTING, Aug. 15].

J. J. LECLARE, general sales manager of Diamond Crystal Salt Division of General Foods Corp., New York, has been named vice-president in charge of sales.

GOOD ANNOUNCERS WANTED
KDYL, NBC outlet in Salt Lake City, wants two thoroughly experienced announcers. Will offer solid future and excellent income possibilities. Send full details in first letter together with audition disc and phonograph or for personal interview contact W. E. Wagstaff of John Blair & Company offices in Chicago week of August 23. The Blair offices in New York week of August 30, or the Hotel Muehlbach in Kansas City September 6 and 7.

REPUTABLE MANUFACTURER
Desires to Buy Standard Broadcast Station
in Area from Richmond to Boston.
Local Station preferred with or without National Network Affiliation. Will consider retaining present management.

Wire or write BOX 195, BROADCASTING

BROADCASTING • Broadcast Advertising

August 23, 1943 • Page 61
Miller Gets Green Light From Legislative Committee of NAB

Meetings of Nearly Half of 17 Districts Show Unanimous Support for New Radio Law

ALTHOUGH its legislative plans, insofar as personnel is concerned, have not fully jelled, the NAB Legislative Committee, at a meeting in Washington last Tuesday, gave NAB President D. J. Miller the green light in support of new legislation to afford the industry maximum protection against regulatory abuses of the licensing authority.

President Miller pointed out that the industry is strongly united in the demand for new legislation to re-define the powers of the FCC. In nearly half of the 17 NAB districts in which meetings have been held since the Frankfurter decision of May 10, delegating broad power to the Commission, broadcasters were unanimous in their support of new legislation, he said, “Most of the meetings have resulted in the passage of resolutions recommending the appointment of District Legislative Committees,” he added, “Recognition of the industry’s peril is evident in these moves.”

Loucks Unavailable

Efforts had been made by the Committee to procure the services of Philip G. Loucks, attorney. The former NAB managing director, however, advised the Committee at a luncheon session Tuesday that he would be unable at this time to consider such a retainer because of commitments, plus the manpower situation in his firm. Arthur W. Scharfeld, associate of Mr. Loucks, recently was commissioned a captain in AMGOT and now is on active duty.

Consideration also was given by the Committee to the retention of other legal counsel, particularly in the light of the decision of the recent departure of Russell P. Place, NAB staff counsel, for government military service. Another staff appointment also was considered, without final action.

It had been presumed, when the Legislative Committee meeting was called a week earlier, that Mr. Miller had completed arrangements covering an all-inclusive legislative plan, entailing retention of personnel, which he would seek to have ratified by the Committee. In this connection several Committee members were believed to have agreed upon retention of Mr. Loucks, since the matter had been discussed at an earlier meeting. It was clear that Committee members were disappointed over Mr. Loucks’ inability at this time to consider the proposal advanced by Mr. Miller.

Four of the ten Committee members were absent—Elton W. Ruff, WIBB Hudson; James D. Shouse, WLW Cincinnati; and Frank M. Russell, NBC Washington.

Big Winner

H. V. KALtenbong, NBC commentator, is reported by NBC to be looking for a good analyst to interpret the results of private poll on radio commentators conducted recently by a professor at the California Institute of Technology. Mr. Kaltenborn emigrated in first place as “best informed commentator” and received second place both as “most respected commentator” and as “biggest stuffed shirt”.

Colgate, Carter Involved in Net Program Changes

CARTER PRODUCTS, New York, in replacing Inner Sanctum Mysteries with Keepsees on the BLUE (Broadcasting, Aug. 10), will shift the mystery show to CBS where it will occupy the spot now held by Hooby Lobby. Colgate-Palmolive-Peet Co., Jersey City, will discontinue the latter program following the Aug. 28 broadcast and Inner Sanctum will move to the Saturday, 8:30-9:55 p.m. spot on the full CBS network Sept. 4.

Keepsees, featuring songs by Dorothy Kirsten and Frank Hurrell in the Sunday, 8:30-9 p.m. period on the BLUE, will be heard on an 82-station hookup when it first goes on the air Sept. 4 after three months in December. Midnight repeat for Arrid, a carry-over from the repeat of Inner Sanctum Mysteries, will be dropped Oct. 3. Ted Bates Inc., New York, handles Palmolive’s cream C-P product advertised on hobby Lobby, and the promotion of Carter’s Little Liver Pils and Arrid on Inner Sanctum.

WENY to Join NBC

WENY, Elmira, N. Y., on Sept. 1 joins NBC as a basic supplementary affiliate, bringing the total number of NBC outlets to 259. Owned by Nepture Broadcasting Corp., WENY operates on 250 w, 1450 kc. It is a Mutual affiliate.

000 STATIONS PLUG ‘THIS IS THE ARMY’

NEARLY 300 stations are contributing free time for promotion of “This Is the Army,” non-profit Warner Bros. production, all proceeds of which go to the Army Emergency Relief. Warner Bros. in cooperation with the Army, has prepared a 14-minute transcription, which is purchased by local exhibitors and offered free to local stations.

Space is being purchased in magazines and newspapers, with Blaustein Co., Warner agency, contributing all its customary agency commissions to the effort.

Promotional disc consists of five spot announcements by Al Jolson, Walter Winchell, Eddie Cantor, Kate Smith and Jimmie Durante, with a running narrative by George Tobias, who appears in the film. It includes six song hits sung by the chorus of “This Is the Army”. Chorus is made up of a “task force” of soldiers stationed at Camp Dix, where they are carrying out their regular training duties.

Film had its premiere in New York on Aug. 24, and is being screened in various sections of the country. The list of 300 stations cooperating in the promotional drive is expected to be augmented.

Clarence J. Huff

CLARENCE J. HUFF, vice-president in charge of sales of Procter & Gamble Co., Cincinnati, 68, died Aug. 19, in Hampton, N. H. With P&G since 1890, Mr. Huff was with the company’s Boston office until 1912 when he went to Cincinnati as manager of the central sales division. He was also manager of the case goods department, and general sales manager, and had been vice-president and director since 1938. Surviving are his wife, a daughter and two sons.

Edward P. Sealy

EDWARD P. (Ted) SEALY, 39, of the Cedar Rapids, Iowa, Cedar Rapids, was killed Aug. 13 in an auto accident in Cedar Rapids. Mr. Sealy attended Coe College, Cedar Rapids, and graduated cum laude from Transylvania U., Lexington, Ky. He served nine months in the Army and was honorably discharged a few months ago at which time he became a member of WMT.

Permit Denied

R. O. HARDIN and J. C. Buch- man, of Nashville, Tenn., owners of Radio News Broadcasting Co., R. O. Hardin and J. C. Buchman, of Nashville, Tenn., last week denied without prejudice by the FCC a permit for a new local broadcasting station to operate on 1240 kc, 250 watts, unlimited time. The action conformed to the FCC’s “freeze” of April, 1942, the Commission said in its proposed findings adopted Aug. 19.

Pitts Fiancée,

sports announcer of WJAB, Chicago, on Aug. 19, opened his first baseball broadcast since joining the nation’s staff three years ago. Hospitalization for a stomach ailment kept him off the job until Aug. 8.
Home is what you make it, and Caroline Ellis helps make the homes in the "Heart of America" happy ones. Her many years of helping win friends and influence listeners for some of America's best known advertisers are established facts. Under homemaking conditions now, no more timely or logical a selling medium could be sponsored than KMBC's "The Happy Home" with Caroline Ellis, participating Mondays through Saturdays, at 8:30 a.m.

With Caroline Ellis

KMBC
OF KANSAS CITY
FREE AND PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Mountains of Strategic Materials

The Denver area is up to its neck in war. Its mines are spewing coal and minerals. Its factories are producing munitions in super quantities. Its farms, orchards, and ranches have hit a jackpot of good yields and high prices. Its military establishments, from plains to mountain tops, are turning out fighting men.

The people of the Denver area are doing this job—thousands upon thousands more of them than ever worked together in this area before. The people of the Denver area are delivering sales records, too, throughout the retail channels of the state and, at the same time, keeping Colorado at or near the top in war bond purchases.

This is the market today which KLZ delivers advertisers...a market which last year stood 20th in the U.S. in retail sales volume and a market of prime importance in today's selling programs.

World's Largest Sheep Market is located at Denver. Bumper crops of peaches and potatoes were moving to market in mid-August. This year's wheat harvest of 25 million bushels is three times the state's 10-year average. Farm income is up 44%.

Destroyer Escorts, Ammunition, chemicals, rubber rafts, gas masks, and steel are only a few of Colorado's wartime products. According to the State Employment Insurance Department, 450,000 workers are now on steady payroll.

Expanded payrolls in Colorado resulted in 21% increase in retail food sales the first six months of 1943; a 27% increase in drug store sales. Total retail sales were up 29% compared with the national average of 17%. Denver delivers sales.