VOICE OF THE FREE ... BUY WAR BONDS
"DON'T MIND ME. I JUST WANT TO HEAR THE WLS NATIONAL BARN DANCE"

POLICEMEN do listen to—and attend—the WLS National Barn Dance. So do doctors, lawyers, bankers, farmers and war workers.

On three Saturday nights, we asked the audience in the Civic Theater where they lived and what their work was. The 1,886 questionnaires returned showed people from 36 states, Canada, the District of Columbia and Alaska; more than 60%, however, came from Metropolitan Chicago. And they're wage earners, working at some 150 different jobs.

This theater audience is typical of the WLS radio audience at home: working people with money to spend. They're a responsive audience, too, as proved by many specific examples that WLS Gets Results. Let us prove it to you. Just ask us . . . or any John Blair man.
ANOTHER SESAC SERVICE

TO BROADCASTING STATIONS
ADVERSELY AFFECTED BY
WAR CONDITIONS SESAC OFFERS

6 PROVEN REVENUE PRODUCING
SALES PLANS

ASK THE SESAC STATION RELATIONS
REPRESENTATIVE IN YOUR TERRITORY
FOR COMPLETE DETAILS OR—
WRITE SESAC PROGRAM
SERVICE DEPARTMENT

KEEP INFORMED
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SESAC MUSIC BULLETINS

113 WEST 42nd STREET
NEW YORK 18, N. Y.
The Famed "Evangeline Country" IS IN WWL-LAND

And so are 10,000,000 customers from 5 different states

EVANGELINE AND GABRIEL, Longfellow's immortal lovers, never got a chance to hear WWL, but their descendants in Acadia, Louisiana, certainly do!

5 TIMES as strong as any station for hundreds of miles, WWL's 50,000 watts simply dominate Deep South radio dials. If you want to sell this prosperous slice of America, you want—

WWL NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
Yes, Americans are staying home this summer. They’re going without vacations to build the planes and tanks to supply our fighting men. They’re going to college in July and August to get that degree in Engineering or Medicine a little sooner.

But Americans are planning now the vacations they are going to take when the war is over. Just like they’re planning and saving for the products they will buy when those products are available again. Make sure that your goods are a part of their plans.

One of the best ways of reaching a good portion of America is through 50,000 watt, clear channel WSM. A staff of 250 trained artists, high power and low frequency, combine to make WSM a dominant station in the South—a pre-war, mid-war and post-war market.
Performance Perfectionists

- Technical progress depends upon tireless experiment to perfect performance.

Sylvania circuit engineers are performance perfectionists. They conduct never-ending tests on new circuit and tube combinations using experimental equipment. They constantly improve radio and electronic tube quality. And they compile data that is the raw material of invention.

This long-range Sylvania research policy, which maintained our standard of quality in peacetime, has proved invaluable in wartime. It has contributed to the improvement of military communications, to the perfection of Radar, to the volume production of cathode ray tubes, and to the development of timesaving electronic devices for war industry.

And it will prove no less valuable when victory widens the radio-electronics field. It will contribute to the development of FM radio and practical television. It will help to convert electronic military secrets of today into everyday miracles for better life and work tomorrow.

SYLVANIA ELECTRIC PRODUCTS INC.
Emporium, Pa.
RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
SOMETIMES the elements originate WCCO’s original programs.

When the snows come to the Northwest, many of our schools are isolated by house-deep drifts which block roads and tear down poles. School busses have to change schedules or stop cold. Thousands of anxious parents are left without word of their children in the snowed-in areas. Children at home don’t know from day to day whether school will be open.

So WCCO—the Northwest’s Good Neighbor—has school principals and bus drivers throughout its vast service-area call, write or wire daily reports to the station during a storm. Then, WCCO puts these reports right on the air.

During a storm, the calls come pouring in—from northwestern Hubbard to western Kandiyohi counties—some 200 miles away. During two months of last year, 254 such reports were sent from schools and bus depots in 82 counties... mothers were told that their children were safe and warm at some wayside farmhouse... children were told whether their schools would be open.

This fall, when the first snows come in (as early as September), the million radio families of our Northwest will lean once more on their “Good Neighbor,” WCCO. For 19 years it’s been a never-failing source of help!

The Northwest’s Good Neighbor
O. L. Carpenter
SALES MANAGER, WPTF, RALEIGH

AFTER the right sort of fellow has spent twelve of his formative business years in good banks and Trust companies, one of the traits he will certainly have developed is a deep sense of responsibility to his principals. And that "Ollie" Carpenter has done. Because of the conscientious service he has given WPTF customers since 1934, Ollie is now Sales Manager of WPTF—which, in turn, is aptly known as "North Carolina's No. 1 Salesman".

To us, as to O. L. Carpenter, conscientious service is a very different matter from the saccharine sentiments you see written up, for instance, as "the New Year's Message from the Glotz Army & Navy Store to all our thousands of patrons"... To us, conscientious service is the sound old principle of offering really good merchandise under such terms and conditions that the customer wants to come back, time after time for more...

After more than eleven years in this business, we know that there is really no difference in the final objectives of either a good buyer or a good seller of spot broadcasting. How about letting us show you what we can do to help you attain those objectives, here in this pioneer group of radio station representatives?
Rank Inefficiency Charged; Fly Is Target

By SOL TASHOFF

THE LID was blown off the FCC last week, with reverberations from the Capitol to the White House, as the House Select Committee loused its first attack in public hearing against the FCC and Chairman James Lawrence Fly while President Roosevelt dramatically dropped George H. Payne from the Commission, after having renominated him for a seven-year term less than 24 hours earlier.

Erupting with even greater violence than expected, the Cox committee inquiry was launched Friday in one swift session. Charges hurled against Chairman Fly and his majority ranged from rank inefficiency to interference with the war effort. If the committee is sustained in part, according to observers, it will mean inevitable reorganization of the FCC. Indeed, the overnight ouster of Mr. Payne, which has all Washington guessing, was regarded as the first step.

More to Come

Eugene L. Garey, general counsel of the five-man House committee, let loose what appeared to be the full fury of his attack after five months of intensive preparation, lambasting Chairman Fly and the FCC with some 50 charges. Many of these charges have been heard on the floors of Congress, but a number of them are highly sensational and new. But this was described by Mr. Garey as only the "preliminary" phase directed principally at the "alleged war activities" of the FCC, and with the real fireworks to come.

Following a two-hour session, the committee recessed until Friday, July 9. At that time witnesses are expected to include Rear Ad. S. C. Hooper, retired, who has tangled with Chairman Fly on occasions; Commissioner T. A. M. Craven, who has consistently opposed Mr. Fly's broad policy views; and Director of the Budget Harold D. Smith, in connection with transfer of funds to the FCC.

Dropped upon the FCC like so many block-busters were a sheaf of official documents drawing in the President, the Secretaries of War and the Navy, the Joint Chiefs of Staff, and numerous Army and Navy officers identified with communications, ascribing to the FCC and to Chairman Fly in particular

THE HOUSE Select Committee to investigate the FCC at its first public hearing in the commodious Caucus Room of the Old House Office Building (1 to r): Edward J. Hart (D-N. J.); Chairman E. E. Cox (D-Ga.); Richard B. Wigglesworth (R-Mass.), and Louis E. Miller (R-Mo.). Absent when the hearing opened was Rep. Warren G. Magnuson (D-Wash.).

Payne Mystery Leaves FCC Vacancy

No Explanation Given For Withdrawal of Nomination

WASHINGTON'S unsolved radio mystery as of last Friday was the overnight rise and fall of George H. Payne, member of the FCC since its creation in 1934. The New Yorker, appointed originally as a Republican, was nominated by President Roosevelt for another seven-year term Wednesday about 1:30 p.m., just beating the expiration of his term at midnight. By Thursday, about 12:30 p.m., the nomination had been withdrawn, without official explanation.

The action was looked upon as perhaps the first phase of a general reorganization of the FCC, which has become a favorite Congressional target on the tumultuous Washington scene. [BROADCASTING predicted a month ago that Mr. Payne probably wouldn't be reappointed.]

Not in the 'Record'

Embroided in many an FCC fracas in its earlier days but a relatively docile figure of late, Mr. Payne's reappointment had been opposed politically by most Republicans and wasn't favored in certain New Deal quarters. The best available explanation as BROADCASTING went to press Friday was that something had "slipped" at the White House and that there wasn't any intention of reappointing Mr. Payne. When the "error" was "discovered" Thursday morning, so the story goes, the President promptly pursued the unusual course of withdrawing the nomination.

Though the nomination was sent to the Senate Wednesday, it did not show up in the official minutes as recorded in the Congressional Record for that day. Consequently it was never referred to the Senate Interstate Commerce Committee which is required to pass on FCC nominations and recommend for or against confirmation by the Senate. It showed up in Thursday's Record, however, along with the withdrawal.

A number of names immediately cropped up as possible successors. These include:

1—Capt. E. M. Webster, Coast Guard (retired), an engineer, who served as assistant chief engineer of the FCC until called to active duty June 1, 1942.

2—E. K. Jett, chief engineer of the FCC and a retired naval officer, who has been considered before but has never been a candidate.

3—Rep. Karl Stefan (R-Nebr.), former commentator on WJAG,
proper and “insecure” function of the FCC, but that this had been blocked largely by Mr. Denny. The Executive Order, so far as known, still repose on the President’s desk, said Mr. Garey.

Mr. Garey charged that the FCC, according to “acrimony” brought to the attention of the committee, “has sought to cloak itself as an essential war agency making a vital contribution to the war effort, whereas in truth its alleged war activities constitute a danger and menace to national security.”

That the proceeding will be tinged with acrimony is clearly shown when, within an hour of the committee’s adjournment, Chairman Fly issued a biting one paragraph statement, which did more than just issue.

“We have grown accustomed to Cox announcing conclusions in advance of hearing,” said the Fly press release. “These charges are a tissue of falsehoods. They will be wholly disproved if anything like a fair hearing can be expected from a committee constituted and motivated as is this one.”

Chairman E. E. Cox (D-Ga.), author of the resolution (HRes-21) for the FCC inquiry, repulsed two efforts by Charles R. Denny Jr., FCC general counsel, to interrupt the presentation of Mr. Garey. After the committee general counsel had read the proposed Executive Order, a joint letter to the President by Senators Stennis and Knox recommending that the order be promulgated and a letter from Adm. William D. Leahy, chief of staff to the President in the same vein, Mr. Denny sought to inquire whether the “originals” of these documents are being placed in the record.

Mr. Garey commented he thought the FCC general counsel was “out of order” a view sustained by Chairman Cox. When Mr. Denny asked whether he had gotten for the record * * * * *, Chairman Cox cut him off with the comment that “you can’t state anything at this time.”

Secrecy Involved

Mr. Denny later advised reporters that the reason for his attempted inquiry was to ascertain whether the “secret” or confidential labels on these documents had been eliminated. He said by June 19, Mr. Garey, however, in his opening statement, had asserted that the investigation would be conducted “without the disclosure of any such military information.”

As the hearing was about to recess, Mr. Garey asked that subpoenas be issued for appearances by Dr. Robert D. Leigh, chief of the FCC’s Foreign Broadcast Intelligence Service, and Matthew Gordon, chief of OWI’s Foreign Service Division, for Friday (July 9). Mr. Denny again sought to address the committee but was stopped dead by the chairman, who commented that “the FCC general counsel ought to know about proper committee procedure” and that he could not understand why “he persists in object itself.”

Mr. Denny attempted a half-dozen times to make a statement and the chairman finally shot back: “If you want to take your seat, I’ll call for the police.”

Afterward it developed that Dr. Leigh was in the room and that Mr. Denny proposed to have him testify then, since he is scheduled to leave Sunday for England, for conferences with British authorities and OWI foreign intelligence officials in connection with war activities. Dr. Leigh was excused for two weeks.

More Data Sought

The hearing concluded with a colloquy in which several committee members participated, after Counsel Garey had read into the record a detailed letter to Secretary Knox and another, along almost identical lines, to Secretary Stimson, seeking the appearance before the committee of the two secretaries and military officers identified with communications, and the submission of a vast amount of data from Army and Navy communications files bearing on charges levelled against the FCC.

Mr. Garey said these letters had been dispatched to the Cabinet officers but that he had received no replies. He then observed he had been “informed” that the departments are “active in collecting the data” but information had reached him that several officers have been “silenced and gagged by higher authorities.”

When Mr. Garey commented that he would not believe this until “written,” Rep. Magnuson interjected thought the committee should “determine whether officers have been silenced and gagged.” Chairman Cox, however, commented he had been “officially informed” that officers will not be present. There was no explanation as to the “higher authorities” involved, but operation centered around possible White House intercession.

Basic Issue

When the hearing opened, about a hundred spectators, mainly from the Washington radio fraternity and the FCC, were present. Rep. Magnuson (D-Wash.) was the only absentee of the five-man committee at the outset, but he showed up later. There were a half-dozen FCC attorneys present, but not a single commissioner.

OPENING GUN in the House Select Committee investigation of the FCC was fired by Eugene L. Garey, New York attorney and Committee General Counsel in a two-hour recital of charges against the Commission, as the hearing opened.

Following Judge Cox’s statement, Mr. Garey began his detailed presentation into the record all of the documents. He said that among other “widespread accusations” against the Commission was the charge that it was “managed” by the chairman and that “for most purposes it has become a one-man Commission.”

Other accusations were that it is “entirely motivated” by political partiality and favoritism; that it furthers its own “political ideologies and philosophies”; that its powers are used “to reward its political enemies and punish its political enemies”; that the industry has been so “purposefully terrorized by the Commission that it is enslaved and lives in an unremitting state of fear as a result of which it acquires in every document offered.”

Following are the abstracted highlights of these observations, contained in the letters to the secretaries:

The insidious steps by which Mr. Garey informed the House of BWC, which he and his organization dominate, and the methods and manner in which he brought about and has since maintained that domination and control.

Mr. Fly’s successful efforts in defraying the recommendations of the House and Navy, and Army representatives to keep of the technical committees of the BWC which handled secret and confidential matters, certain proposed members who had no proper place thereon.

Mr. Fly’s assumption, through the BWC, of power over the communications facilities of Government departments, including the Army and Navy, contrary to the powers of such Board and over the vigorous protests of the Army and Navy and other Government departments.

The difficulties encountered by the military services in making wartime arrangements for military communications through the BWC, as opposed to direct action by them, due to the domination of such Board by Mr. Fly.

Mr. Fly’s disposition to speak for the Army and Navy due to his BWC connection; his testimony before Committees of the Congress on national issues, which he contributed to the views of the Army and Navy and without authority from them; the

(Continued on page 45)

Charges Against Chairman Fly Cited to Committee by Garey

Letters to Secretaries Knox and Stimson Show Facts Established by Committee Investigation

IN OPENING the first phase of the House Select Committee inquiry into the FCC, General Counsel Eugene L. Garey enumerated to the committee, via correspondence with Secretaries Knox and Stimson, accusations directed largely against the FCC, which has been the only absentee of the five-man committee at the outset, but he showed up later. There were a half-dozen FCC attorneys present, but not a single commissioner.

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(Continued on page 48)
WLB Action Asked in Petrillo Record Ban

Union Head Stops Transcription Production

By BRUCE ROBERTSON

FIGHT of the transcription industry and the American Federation of Musicians was put up to the War Labor Board by transcribers last week after James C. Petrillo, AFM president, said the union will "put on no more transcriptions for anyone at any time."

Attempts by the Government to mediate the 11-month-old AFM strike against recordings ended Thursday with 15 minutes of their beginning, he said.

"Not Interested"

"We aren't interested in the transcription business," Mr. Petrillo told a press conference immediately following his meeting with J. W. Fitzpatrick, Dept. of Labor Mediator, and a committee representing the transcribers.

"Their gross income was $1,100,000 a year. The musicians got $1,100,000 of that and if we got it all we'd have only peanuts. What we want is a way to get at the radio stations who sell to advertisers. That's where the real money is."

Mr. Fitzpatrick told Broadcasting that "Petrillo made it very clear in a very few minutes that the AFM is not going to make any more transcriptions." He said he had agreed to the failure to make an agreement and that the case had been returned to the Dept. of Labor for subsequent action.

Reiterating the stand taken by the AFM in June, 1942, when the union notified the recording industry that it would make no records after Aug. 1, Mr. Petrillo said that is where the union stands today, "and we just didn't make any records," he said, adding that the AFM did not present any demands on the recorders until seven months after the strike had commenced, and that it did so only because this action had been requested by the Senate Committee investigating the strike.

Immediately following the meeting, A. Walter Socolow, attorney for the seven transcription companies who asked for Government aid in settling the AFM ban on recordings, sent the following wire to Dr. John R. Steelman, director, U. S. Conciliation Service, Dept. of Labor:

"At joint conference with AFM today, Mr. Petrillo finally informed my clients and my clients' representatives, Mr. Fitzpatrick, that his union had no intention of permitting the manufacture of recordings of any kind at any time and under any circumstances. In view of this unambiguous statement and the announced intention of the union to destroy long-established businesses, Mr. Petrillo has advised that he will report to you his unsuccessful attempts to conciliate the dispute.

"Joint conference arranged after more than three weeks delay and my clients anxious for Governmental relief. Would appreciate your relieving this intolerable situation by prompt certification to National War Labor Board. Thank you for your cooperation."

Petrillo Acts

In a prepared statement released to the press, Mr. Socolow pointed out that: "This is a declaration that it was the union's purpose permanently to deprive the entire American public of all recorded music, Mr. Petrillo repudiated his testimony before a special committee of the United States Senate headed by Senator Clark of Idaho last January. At that time, in answer to a question from Senator Wheeler, he stated that it was not his purpose to stop the manufacture of recordings and agreed with Senator Wheeler that the American public was entitled to stand for any such attempt to put an industry out of business and thereby deprive the general public of good music."

"In declaring that the AFM's only quarrel with the transcription makers is their failure to point out in a way in which the union can tap the revenue the broadcasters derive from the sale of recorded music, Mr. Petrillo repudiated another statement, which he made last February at the time the AFM submitted its first demands to the recording industry. Asked why the proposals contained no mention of records, he said: 'We have no fight with radio. Any trouble there has been stirred up by the NAB'" [Broadcasting, Feb. 15].

The brief meeting was held in the AFM offices in New York on Thursday afternoon, 11 months to the day after the inauguration of the union's ban on recordings. Mr. Fitzpatrick represented the government. The AFM was represented by Mr. Petrillo; Leo Clusemann, secretary; Thomas F. Gamble, treasurer, and Joseph A. Padway and Henry A. Friedmann, union attorneys. The transcription delegation included Mr. Socolow, representing Lang-Worth Feature Programs; C. Lloyd Egner and Robert B. Myers, NBC Radio Recording Division; Charles Gaines, World Broadcasting System; C. M. Finney, Associated Music Publishers; George Cope, Columbia Broadcasting System. This committee also acted for C. P. MacGregor and Standard Radio, other companies in the group which appealed for governmental relief against the AFM strike.

Petrillo Fights"

Without waiting for the meeting, however, Mr. Petrillo last week had proceeded with his campaign to prevent the making of any musical recording. On Wednesday, the AFM's 760 locals had been notified that arrangers, copyists and conductors who are AFM members are as much bound by the

(Continued on page 19)

REMOTES OFF MBS IN WSB DISPUTE

REMOTE dance band pickups were dropped from the Mutual network at 6 p.m. July 1, following the refusal of MBS to stop musical program service to WSB, Rochester, as requested by the American Federation of Musicians. Reporting that broadcasts of nine orchestras were affected, Mutual cited in the time with studio programs.

Miller McClintock, MBS president, issued the following statement: "Due to labor negotiations at WSB, Mutual today, July 1, cancelled as of 6 p.m. the transmission of remote pickup orchestras. This action is in accordance with normal network practice in such conditions. Mutual is not in a position to purchase additional remote pickup orchestras for transmission of programs. Any information should be obtained from Mr. Gordon Brown or from Mr. Petrillo."

The AFM president explained that negotiations between the station management and the Rochester AFM local had been in progress for eight months, during which time WSB, whose musical staff consists of a pianist and a piano player, had not only refused to reduce the union's request for the employment of five men but had refused to add even one more musician.

"We've been patient too long already," Mr. Petrillo said, adding that unless the strike were settled in the short order taken by the AFM it would pull its members from Mutual's studio as well as remote programs, if the network persisted in its refusals to drop its musical program service to WSB.

Garey Lists Charges Against FCC

Virtual Reign of Terror Alleged by Counsel As Probe Opens

A LIST of 24 "accusations" against the FCC, which will be investigated by the House Select Committee, were enumerated by Eugene L. Garey, committee general counsel, in his opening statement last Friday, touching off the investigation into that agency.

Charging the FCC with a virtual reign of terror, Mr. Garey said the Telecommunications Act of the Commission by the Commission has been widely and bitterly criticized and condemned, to an extent perhaps to which no other Federal administrative agency ever has been subjected.

The complaints began with the Commission's inception and have "constantly continued to grow in intensity and bitterness," he said.

Dealing it is the function of the committee to carefully examine the "prevailing evils and abuses" and their basic causes in order to intelligently find and apply a remedy, Mr. Garey then enumerated the "widespread accusations levelled against the Commission and brought to the attention of the committee in its investigations. He pointed out the committee staff has spent the last five months in intensive inquiry covering all these charges.

Important questions of policy, such as network broadcasting, multiple station ownership, newspaper ownership, judicial decisions, practice and procedure, judicial review, personnel and needs, amendatory legislation," he said, will in due course be presented to the committee for study.

One-Man Commission

Following are the two dozen "accusations" against the FCC which will be investigated:

(1) That it has been and is so completely dominated by its Chair- man that, for most purposes, it has become and is a one-man Commission;

(2) That it is entirely motivated by political partiality and fevourism in the performance of its duties;

(3) That its powers are unlawfully exercised for the purpose of furthering political ideologies and philosophies;

(4) That its powers are employed to reward its political friends and punish its political enemies;

(5) That the radio industry has been so purposefully terrorized by the Commission that it is endangered and lives in an unremitting state of fear, as a result of which it acquiesces in every whim and caprice of the Commission;

(6) That the fear engendered in the industry is so great that licensees refrain from challenging unlawful and excessive acts of the Commission or from asserting their legal rights;

(7) That it acts arbitrarily, capriciously and without warrant of law;

(8) That in its quest for power it has incurred the antagonism and dis- trust of Congress, its regulatory departments and agencies;

(9) That it has sought to dominate and control the entire communica- tions field, private and governmental, without lawful authority and (Continued on page 19)
U.S. Local Time Pleas Up to Stations

Budget Slash to Force Closing of Field Offices

By STANLEY E. COHEN

WITH dissolution of OWI's field offices, now under way as a result of Congressional slashes in the proposed 1944-45 budget for the Domestic Branch, Don Stauffer, chief of the Radio Bureau, said Friday that stations must use their own judgment in scheduling war messages for local agencies of the Government. He gave a rule of thumb for helping them do the job.

Stripped by a Conference Committee to a quarter of the $8,000,000 request for 1944, extensive reorganization was in order for the Domestic Branch. The Senate by a voice vote had restored $3,500,000 for the organization early in the week, but it was out of the House, which had earlier voted to abolish the Domestic Branch, withheld this down to $2,750,000 of which $750,000 was for liquidation purposes. As Broadcasting went to press, not even this sum was assured. (See story of Senate OWI hearings on pages 4-6.)

Officials predicted that radio stations would feel the slash at least as two ways. They said closing of the field offices was likely to expose stations to demands of local representatives of about 18 Federal agencies. In addition, the Radio Bureau is likely to lose the opportunity to restudy its plans for transcriptions and other productions.

To aid stations in meeting time demands following dissolution of the field offices, the Senate is expected to pass a statement Friday promising that for the present the Radio Bureau would continue to handle all national information campaigns through the Network Allocation Plan and the Station announcement Plan. Therefore, he said, stations need not feel obligated to air additional local programs supporting national campaigns.

In the face of requests for time for purely local information programs, Mr. Stauffer said, stations will have to make their own judgment, taking as many of them as they deem essential under their individual concept of public service.

Mr. Stauffer's distinction between programs supporting national information campaigns and programs of purely local interest was apparently intended as a rule of thumb for War Program Managers if heavy local demands for time should result from the liquidation of the OWI field offices, which have been clearing all Government programs of local nature. Some officials feared that agencies which felt they were slighted by OWI in Washington would establish field organizations to get additional time locally. Campaigns of this type could be headed off by broadcaster action along the line of Mr. Stauffer's rule of thumb.

The text of Mr. Stauffer's advice to stations said:

"The Radio Bureau is continuing for the time being to take care of the national needs of all Government agencies.

"Through the network allocation plan and station announcement plan, we will cover all nationwide problems.

"Satisfaction of local and regional needs of various agencies will mean individual decisions for each station, which broadcasters will perform as a public service."

In addition to the reduction of Radio Bureau activities, extent of which could not yet be estimated, most officials felt that liquidation of the field offices would eventually mean more to the broadcaster than any other item in the Congressional gambling of OWI. The field offices had been largely responsible for administering Directive No. 2, requiring federal agencies to channel radio programs through OWI. Despite the indicated curtailment in OWI activities, officials of the Radio Bureau expressed intention to stick to their jobs. At the director's office, too, reports were that Station Division would examine the appropriation and revised programs before submitting any resignation.

Mr. Davis had said he would leave if the Domestic Branch were abolished, but sources close to him claimed he also intended to stay so long as there was a job to do.

The Senate Committee had reported a recommendation of $3,661,499 for the Domestic Branch and $27,003,590 for the Overseas Branch. The later sum represented

(Continued on page 50)

DOUBLE CONGRATULATIONS are represented in this handshake between Undersecretary of State Sumner Welles (right) and Edward Tomlinson, after they were introduced by Mark Woods, BLUE Networks chairman, Friday in Mr. Tomlinson's honor last week at the Carlton Hotel, Washington. Attended by representatives of the industry, Army, Navy and Latin American diplomatic corps, the party celebrated Mr. Tomlinson's appointment as BLUE advisor and analyst on Inter-American Affairs and the publication of his new book, The Other Americas.

WATSON, DODD BAN PASSED BY SENATE

BOWING to House demands, and rallied by the pleas of Sen. McKellar, chairman of the Appropriations Committee, the Senate last Fri- day accepted the amendment to the Urgent Deficiencies Bill calling for dismissal of WOKO owner Edward E. Jr., and William E. Dodd Jr., both employees of the FCC's Foreign Broadcast Intelligence Service, and a third Federal employee, George Lovett, 75-year old secretary of the Virgin Islands, all for belonging to allegedly subversive groups.

The amendment, as agreed to by the House, provided that no money should be paid to the three men after Nov. 15, unless they were nominated for office by the President, as required by the Senate. Thus, in effect, examination of these men would be moved from the House, where they have already been condemned by the Dies and Kerr Committees, to the Senate, which has never taken testimony.

On four previous occasions, the Senate has refused to accept the House's verdict on the men [BROADCAST, June 28]. It adopted the delayed-dismissal provision 48-32 Friday after Sen. McKellar appeared on the floor with a copy of the House hearings, asserting that these records proved the men had not been condemned by star chamber proceedings.

Now Gen. Marriner COL. ALFRED W. MARRINE, director of communications for the Army Air Forces, last Thursday was nominated by President Roose- velt for the rank of brigadier general. This was believed to indicate a possible reorganization of the Air Forces' communications operation to a status similar to that which prevails in the Navy, when it was a separate unit under the director of communications. Brig. Gen. Wil- liam M. Liebert is the current joint vice-president was nominated.

KARM, Fresno, Cal., has appointed Edward Petry & Co., its exclusive national sales representative, as of July 2.

WOKO License Renewal Proceedings Center Around Transfer to Pickard

LICENSE renewal proceedings for WOKO, Albany, N. Y., began in Washington last Thursday with Harold E. Smith, president and manager of the station, appearing to answer conditions and circumstances under which the stock of WOKO had been issued, transferred or assigned.

Sam Pickard, ex-radio commission- er, and a former vice-president of CBS in charge of station relations, whose name is linked to the pro- ceedings through purported owner- ship of WOKO stock by his brother-in-law, R. K. Phelps, testified on the second day.

Mr. Smith, who owns 25% interest in the station, testified that in 1931 he and Mr. Pickard made a deal whereby Mr. Pickard was to be turned over to Mr. Pickard, who was at that time with CBS, in return for various services, such as engineering assistance, publicity, etc. Admitting that he was aware that Mr. Pickard's ownership of stock should have been reported to the FCC, Mr. Smith testified Mr. Pickard had asked him to hold the information and that he had been glad to do it for Mr. Pickard.

Explaining his request that Mr. Smith not divulge his ownership in WOKO, Mr. Pickard testified that in a conversation in 1933 with William S. Paley, president of CBS and his superior, Mr. Paley had informed him that he was being "embarrassed" by Mr. Pickard and that he would examine the ownership of the stock, which was in his own name, testifying at one point that he "could not recall" whether he had requested Mr. Smith not to reveal it.

Although the stock was presented to Mr. Phelps in 1934 as a "gift," making him the legal and equitable owner, according to Mr. Pickard, he admitted, when asked point blank whether Mr. Phelps had ever made any money from this holding, that he and his wife had received all dividends earned by the stock. Neither his name nor his wife's has ever appeared on Commission records of WOKO ownership.

The hearing was to be resumed Saturday, July 3, according to Marcus Cohn, FCC attorney in the case. The applicant is represented by George O. Sulton.

OUR COVER THIS ISSUE

ALL MAGAZINES with issues current on July 4 are carrying flag covers, in observance of Independence Day and geared to sale of War Bonds. Our cover design was produced by Henry S. Liebschutz, our art director. It has been entered in the United States Flag Association's 1943 Magazine Flag Cover Competition, organization and trade magazine group.
Don’t Send a Boy
to bring home the New England Market

Big, prosperous, populous New England is worth capturing, and there is one radio station powerful enough to grab it for you. The name is WBZ.

Westinghouse Radio Station WBZ bestrides New England like a colossus — from Martha’s Vineyard to the Canadian border. Its intensified 50,000 watts get action in tiny towns, on distant farms, in population centers. Its NBC and local programs pack an irresistible wallop for 95% of New England’s retail outlets.

Do a man-sized job on eight million people. Send WBZ for extra New England sales.
AFA Calls for Communications Freedom

Voices Opposition To Grade Label Movement

A RESOLUTION expressing "profound concern" over the Supreme Court's decision upholding the FCC's right to determine the nature of radio traffic as well as to regulate the traffic, was adopted by the Advertising Federation of America, at its War Advertising Conference, held June 28-30 at the Woolworth Astoria, New York. The resolution noted that "freedom of all forms of communication is apparently placed in jeopardy" and urged Congress to "make secure the freedom of communications against the possibility of capricious regulation."

The Federation recorded its unqualified condemnation of mandatory grade labeling imposed by government agencies, at the same time reiterating belief in descriptive labeling of consumer goods "which honestly informs the prospective buyer regarding the product offered for sale."

 Hits 'Irresponsible'

Another resolution condemned those "who have contributed so much toward making advertising an important force in the war," but deplored "the fact that the full value of these achievements has been to some extent vitiated by the advertising of a few irresponsible advertisers which reflects bad taste, vulgarity and wilful perversion of legitimate wartime themes."

[Resolutions on page 31.]

Elon G. Norton, director of advertising, LaSalle Extension U., and chairman of the AFA, opened the three-day meeting Monday noon by reading a message from President Roosevelt congratulating the Federation for the "splendid support given to many campaigns in the war effort" and urging its members "to renew and increase their contribution." "The people of the United States have only one thing to sell," the letter declared, "only one product to merchandise. That is victory at the earliest possible date."

Representative Charles A. Halleck (R., Ind.) delivered an off-the-record talk on "Brand Names, Advertising, Free Press and Free Enterprise." At a press conference preceding the meeting, however, Rep. Halleck discussed the work of the Congressional Committee to Investigate Restrictions on Brand Names and Newspapers, created by HR-98, of which he was author. Praising the part of advertising in the development of American industry and in the continuous improvement of the quality of American merchandise through Business competition, he voiced vehement opposition to those who under the guise of war emergency are attempting to break down this system and pledged that grade labeling and standardization should not be allowed to sneak into the picture as a part of price control. If they should be found necessary for some products, he stated, then they should come as a mandate from Congress and not as a ruling of a wartime agency.

Col. Willard Chevalier, vice-president, McGraw-Hill Publishing Co., and publisher, Business Week, delivered the conference keynote address, "Advertising in War and Postwar," at the opening session on Monday. Asserting that it took a war to bring the real force of advertising in our economy, he said that "we are a nation of specialists and advertising provides the marketplace through which we exchange the products of our incredible activity."

He continued: "If, in time of peace, a government bureaucracy were to rule our lives as it must do in time of war, advertising might well appear. But with it would go the distinctive freedom of choice that prevails in the American marketplace. Standard clothes and shoes, produced in standard factories under standard conditions and under war production conditions would be worn by standardized people living in standardized homes."

Reduce Incentive

"Government officials would set schedules of production and distribution; they would supervise compliance with rules and regulations, and punish those who sought to go their own ways. Advertising would consist of bulletins listing the kinds and amounts of goods and services citizens are entitled to. Such a government control would stifle initiative, reduce the incentive to invent and improve our ways of living. Living standards might well be leveled—but they would be leveled for the worse."

Must Speed Transition

"I do not believe that such a pattern is America's design for living. But we must never forget that the world of freedom we now are fighting to defend and rebuild will not just happen. We hold our liberties not by inheritance as many seem to think, but only on lease. Each one of us is called upon to contribute in his own way to win the peace, just as we were called upon to help win the war."

One of advertising's major tasks after the war is over, Col. Chevalier said, will be to speed reconstruction and bring peace as it aided conversion from peace to war. Pointing out that to reduce

(Continued on page 49)

Miller Asks AFA to Back NAB Legislation for Radio Freedom

A PLEA for support of the advertising industry "in securing the needed legislation so that radio can again be free" was made by Neville Miller, NAB president, at a special radio session of last week's war conference of the Advertising Federation of America Inc. The meeting was held Wednesday morning under the auspices of the NAB sales managers division with Lewis H. Aver, director of NAB's Department of Broadcast Advertising as chairman.

Reviewing the Supreme Court decision upholding the FCC's network monopoly regulations, Mr. Miller said its result is that the FCC can tell broadcasters what must be broadcast, whether it be news, public discussion, political speeches, music, drama or other entertainment, and can likewise "enforce its edicts on what may not be broadcast in any one of these fields. The Commission can regulate the business arrangements by which broadcasters operate and direct the management of each individual radio station. It can issue or deny licenses based on business affiliations."

The FCC will not issue rules on program content, Mr. Miller declared, because it does not need to. "The mere fact that the FCC has this unlimited power gives it complete and effective control without the need of issuing any rules. Every radio station must come up for renewal of license every two years and failure to renew is equal to a death sentence."

The FCC need only indicate its displeasure by referring a matter to the Department of Justice or the Federal Trade Commission. Both the Department of Justice and the FCC have no power to deal with the situation, but you can bet your bottom dollar that radio stations are not going to risk loss of license to carry your advertisement on which is perfectly legal but which the FCC reasons of its own does not like—does not think is compatible with the 'public interest, convenience and necessity' as interpreted by the FCC."

Stating that the answer is legislation, not to set aside the network rules which have gone ino effect for good or bad, but legislation to limit the broad grant of power given the Commission by the Court, Mr. Miller outlined the NAB's legislative program, as follows:

NAB Platform

We propose an amendment limiting the Commission's jurisdiction to technical regulation of conformity with the decision in the Sanders case. We do not believe that the Commission should have done "nationalizing the composition of the traffic." We do not believe that we need the beneficent hand of bureaucracy to tell us what programs the American people should hear, nor supervise the contractual relationship between parties.

We believe a man is entitled to his

(Continued on page 47)
HAT INDUSTRY BUYS MORE TIME ON NETS

MEN'S HAT industry appeared to be on the heels of a new program feature on recent network radio. Frank H. Lee Co., Danbury, Conn., negotiated for sponsorship of Dale Carnegie on the Bell System's Red Channel. It is the first time in a number of months that the Hat industry has requested additional air-time on the BLUE.

Little-known facts about well-known personalities will be presented on the Lee Hat program by Mr. Carnegie, author and lecturer. Series is scheduled for the Thursday, 10:15-10:30 p.m. period on 22 Mutual outlets, starting in September. Birmingham, Castleman & Fiedler, New York, handles the account.

Adam Hats, while continuing its long-standing sponsorship of boxing bouts on a somewhat reduced basis, starting Sept. 7 will add a new feature to its program period on 134 BLUE stations with a program of jokes. Hope Emerson, Ralph Dunke and Ward Wilson appear on the McClellan program which is sponsored by Adam Hats. This program will be presented by Gus Cross as announcer, and Eddie Pola as director and producer. Title is That's A Good One. Agency is Glicksman Adv., New York.

BATTERY PRICES FIXED

FARMERS were warned by OPA last week not to pay more than the OPA price of $1.95 per battery for any of the new radio batteries now being channeled to rural areas. Batteries are now going to farmers in large quantities, WPB says, directives having diverted 98% of those produced for civilians for that market.

War Service Dept.

WAR SERVICE Dept. created at FM station W51R, Rochester, will extend the service of the Boys in Blue, a service in the city. W51R now provides daily radio shows to war plant workers. George Drienen heads the new department, which plans to further coordinate industry and the station.

FEAST OF THE 'SEMPER FIDELIS' feted the members of KOA's "NBC Ten Year Club" with James R. MacPherson, the Denver station's general manager, as host. Of 65 employees at KOA, 11 are club members, (1 to 2): Carl Schubert—15 years; Bob Lee—14 years; Robert H. Owen—14 years; Lt. Com. Lloyd L. Yoder—14 years; John J. Connolly—14 years; Walter L. Morrissey—14 years; Clarence A. Peregrine—14 years; Lt. Com. Jesse A. Slusser, in the Navy, is absent. Most of the Ten Year Club members have served with the station since it opened in 1924.

P & G Revisions

PROCTOR & GAMBLE Co., Cincinnati (American Family Song and Flakes), has revised its radio promotion for the Chicago area. Company has discontinued Painted Dreams, quarter-hour Mon. thru Fri., daytime serial on WGN and WLS, and has renewed its sponsorship of American Family News Reporter, quarter-hour twice daily on WBBM, featuring Franklin Ferguson. In addition, one cut-in commercial on each of NBC Vic & Sade, 11:15-11:30 a.m., and Pepper Adams Show, 4-4:30 p.m., daily, will carry an American Family message on WMAQ only.

LATIN PROGRAMS COMBINED ON 10

Simultaneous Spanish Shows Include Network Musicals

FINAL PLANS for the simultaneous Spanish programming of five shortwave transmitters formerly served by CBS and five form- erly served by the RFC are now complete and in effect since July 1, according to Don Francisco, director of radio for the Office of the Coordinator of Inter-American Affairs, which supervises all broadcast to Latin America.

Although the number of hours of Spanish programs has been cut sharply, a broad cast on twice as many transmitters under the new plan, including shortwave stations WCAJ, WRUS, KUWO, WRL, WMVX, WLW, WNNB, WBOS and WGEQ. These 10 transmitters represent the combined shortwave facilities of CBS, NBC, Crosley Corp., General Electric Co., Westinghouse Electric Co., and World Wide Broadcasting Co. Three transmitters also will be beamed on Brazil, carrying similar programs in Portuguese.

Add Network Music

The new schedule from 5:30 p.m. to 2 a.m. daily, has retained only the musical, dramatic and news programs proved most popular with Latin American audiences.

New programs include the musical portions of network commercial programs: Pause That Refreshes on the Air, the Bell Telephone Hour and the Voice of Firestone, all transmitted with special continuity dubbed into the commercial spots.

Ultimate programming plan calls for 50 hours of the hour, in addition to regular quarter-hour news programs. In addition to regular shortwave commentators there are now Dr. Enri- que Rodriguez Fabregat, former foreign minister of Uruguay, and Carlos Garcia-Palacios, former逆袭 to Rockola Company for four hours on daily programs: Caravan de Preguntas, a weekly quiz program; Pagina Feminina, conducted by Mary Spaulling, Latin American newspaperwoman, and La Hora del Nino, a children's show.

RFC Funds for Crosley

THE DEFENSE Plant Corp., an RFC subsidiary, last week authorized a loan to the Crosley Corp., Cincinnati, to provide facilities costing approximately $450,000. Funds will be used for the purchase and construction of housing for three additional transmitters for international shortwave programs, according to J. O. Weldon, acting chief of the Bureau of Communications Facilities of the RFC. Title for these facilities will remain with RFC. Expansion plans of the OWI for shortwave facilities at the Crosley stations are now completed and in effect since July 1, according to Don Francisco, director of radio for the Office of the Coordinator of Inter-American Affairs, which supervises all broadcast to Latin America.

Not contract renewal a proposed citation for outstanding jobs done by advertisers and advertising agencies in the dissemination of war information was discussed by this trio during recent flying trip of Miller McClintock (right), MBS president, to the West Coast. Conceived by Mr. McClintock, the merit recognition would compare with Army-Navy "E" production award and serve as a further incentive as well as a tribute to the job already done.

Citation-discussers are (1 to r): L. Reese Taylor, president of Union Oil Co. of California, currently sponsoring Gen. David Prescott Barrows, five times per week on Mutual-Don Lee Pacific stations; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and Mr. McClintock.

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GOODALL SPOT TEST

GOODALL Co., Cincinnati, selected Memphis as a radio test market for Palm Beach suits Company has been running a radio program on WMC-WMPS WREC. The results of the radio promotion are being checked carefully through Memphis stores. Memphis test is Goodall's first venture in radio, and if successful, will be expanded to other markets. Last year over $2,000,000 was spent on promotion of Palm Beach suits in newspapers. Ruthrauff & Ryan, Chicago, has the account.

STERA-KLEEN ON WCAU

BLOCK DRUG Co., Jersey City, has leased a spot program on WCAU, Philadelphia, for Stera-Kleen. Agency is Redfield-John- stone, New York.

RAYMOND CLATTER, former con- muter, left London June 26 to broadcast from an undamaged war zone. Paul Sullivan, also of MBS, is standing by to substitute for Mr. Clatter from the Tuesday-Thursday through on his Monday and Thursday broadcast for General Cigar Co.

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POST WAR PLANNING  Baltimore is awake to its responsibilities. It is facing realistically its obligations to the Nation at war and to its own future economic well-being.

The Baltimore business community has two fundamental objectives at this time. The first and most important is to see that the city fully measures up to the vital tasks assigned to it in the war effort. The second is to endeavor to preserve the diversification of industry and commerce which has been so important to past progress and is so essential to future welfare.

For the community as a whole, there is the Baltimore Committee for Post-War Planning, whose preliminary “Baltimore Plan” is gaining national attention.

The Maryland Branch of the National Committee for Economic Development, with the cooperation of the Baltimore Association of Commerce, is developing a systematic approach to the job of helping area industry, large and small, plan for its own economic future. The Association of Commerce has also created a Committee on Economic Stability, whose principal purpose is to help maintain Baltimore’s basic diversification of business, and to provide for the continued economic balance of the industrial community.

Number Six of a Series
For further information about Baltimore of the present or future, write WBAL or the Baltimore Association of Commerce.
RADIO will tell the story of the War Advertising Council's drive for a "War Message in Every Ad" as business leaders in hundreds of communities throughout the country on July 14 to hear a special broadcast by important government officials on the role that advertising can play in bringing essential war information to the home front.

The July 14 broadcast will be carried by NBC at 1:30 p.m., and will be preceded on July 6 by a closed circuit hookup on which Frank E. Mullen, vice president and general manager of NBC, and Chester LaRoche, chairman of the War Advertising Council, will explain the strategy of the "War Message in Every Ad" campaign to station executives. In announcing the broadcast, WAC said businessmen's attention would be solicited through trade associations, radio stations, newspapers, magazines and outdoor displays.

Scheduled to appear on the national hookup July 14 are Donald Nelson, chairman of WBP; Marvin Jones, newly appointed War Food Administrator, and Elmer Davis, director of the Office of War Information, who will serve as moderator. Mr. LaRoche will also take part, representing the WAC.

Ad 'Conversion' Aim

The broadcast will be one of the highlights of an intensive campaign designed to convert at least one-third of all advertising to war themes. According to previously announced plans of the WAC, object of the drive is to recruit $500 million in paid radio, periodical and outdoor display advertising for war causes. Value of the contributions in 1942 was $250 million.

In announcing the "War Message in Every Ad" campaign last month [BROADCASTING, June 7] Mr. LaRoche said that although he was pleased with the Council's showing in 1942, "we are dealing with unprecedented needs and there is still a tremendous job to be done."

The July 14 broadcast will be designed to acquaint representatives of all media and of industry with the needs and plans of the Council. Although the WAC is using radio to get its message across, it will appeal nonetheless to other media and non-radio clients.

In accepting the invitation to appear on the broadcast, Donald Nelson commented that it would be hardly necessary for him to state that the "War Message in Every Ad" would be of enormous help to the government. "The publication by advertisers of consistent, co-ordinated war messages will certainly help us greatly in our efforts to speed understanding and action," the WBP chief added.

Mr. Jones welcomed the invitation as an opportunity to explain his food policies. "Only through the cooperation of the people can the wartime food program succeed," Mr. Jones said.

"If the weight and power of advertising can be thrown behind the job of securing a better understanding of government programs such as the one with which I am specially concerned, I am convinced we will be well on the way toward full cooperation on the home front."

Chicken Boners

MAKING MONEY on mistakes, KSAL, Salina, Kan., has set up a "bell- pen" for personnel who, glass jar with a neatly slit lid. Through this slit pass the gentlest fines in the world, one cent for each continually error, two cents for a boner on the air. When the accumulation is sufficient, the staff will empty the jar for an evening of chicken dinner.

Religious Discs

HEBREW Evangelization Society, Los Angeles (religious), supplementing its schedule of 20 stations, on June 28 started sponsoring the transcribed 30-minute program, Hebrew Christian Hour, on WMMN, full network, and WJLJ, KMMJ WTRC, with KCKN added July 5. Contracts are for 52 weeks. Announcer is Tom Westwood Adv., Los Angeles.

Age, Sex of Listeners

INFORMATION on age and sex of listeners rather than count of sets tuned, gives significant data on what product should be promoted on a particular show, according to Pulse of New York in a survey for The Aldrich Family and Maxwell House Coffee Time, on NBC Thursday nights 8:30 p.m.

The Aldrich Family was found to have the younger audience with 35% of the listeners in homes surveyed under age 20; 14% between 20-29; 41% between 30-44, and 10%, 45 years or over. Listeners were 62% men and 38% women.

Maxwell House Coffee Time was found to have much listeners in the 30-44 age group—36%. Listeners under 20 totalled 26%; those 20-29, 10%, and those 45 or over, 28%. Men represented 45% of the total, women 55%.

Lever Renews Five

LEVER BROS. CO., Cambridge, Mass., announced last week the renewal of five of its programs on CBS, two on the full network, Burns and Allen and The Mayor of Our Town, and three daytime serials, Big Sister, Bright Horizon and Aunt Jenny's Real Life Stories. Heard for Swan Soup through Young & Rubicam, New York, Burns and Allen will take a summer hiatus July 29 from its Tuesday 9-9:30 p.m. spot, to be filled by CBS with a sustaining program The Colonel, starring Col. Stoopnagle. Bright Horizon, also for Swan, is heard five times weekly on 46 CBS stations, 11:30-11:45 a.m. Promoting Lifebuoy Soap and Rinso, The Mayor of Our Town is heard Wednesdays, 9-9:30 p.m., and for Rinso, Big Sister is broadcast Monday through Friday 12:15-12:30 p.m., on 71 CBS stations. The third Lever serial is on 51 CBS stations, Monday through Friday 11:45 a.m.-12 noon for Spry. The three latter programs are all handled by Ruthrauff & Ryan, New York.

Coffee Companies Returning to Air

General Foods Resumes With New Show on Full NBC

AS A RESULT of increasing coffee imports lifting the individual ration to a pound every three weeks, coffee companies are coming back on the air.

Marking probably the first time a sponsor has started a summer hiatus and then returned to its network, this week General Foods Corp., New York, is resuming the Thursday evening 8:30-9 p.m. period on NBC with a new show for Maxwell House Coffee. Sales for Maxwell House Coffee Time series have been off the air since June 17.

The new program, starting July 8, will be featured by Arlene Francis as m.c. and Arnold Johnson's Orchestra. Six servicemen from the studio audience will be placed on one side of a partition to talk via phone to three girls on the other side. The three male winners succeeding in getting dates with the girls in a two-minute conversation can take them to New York's famed Stork Club with General Foods footing the bill.

Using Full Hookup

The full NBC network will be used for Blind Date, if local stations which may have arranged summer fill-ins in the two-week interval can clear the time. NBC's sustaining Words at War, which has been broadcast since June 17 in that period will be shifted July 10 to Saturdays 8:30-9 p.m., while Hot Copy, another sustaining, will be moved from the Saturday period to Mondays at 11:30 p.m. Agency for Maxwell House Coffee is Benton & Bowles, New York.

Noting the various coffee advertisers which have either gone back into the network or increased schedules in the past two months, Standard Brands, New York, has started a new serial entitled The Open Door. In the interest of Chase & Sanborn Coffee; S. A. Schonbrunn & Co., New York, for Savarin and Medaglia D'Oro Coffees, is using extensive spot announcements in local stations in the New York area; Eppens Smith Co., New York, for Holland House Coffee, has gone on the air for the first time on The Forum on WOR New York; Wm. S. Scull Co., Camden, N. J., for Boscull Coffee, is using newscasts in three markets, and Joseph Martinson Co., New York, has returned to the air with extensive spots on WOR, for its Martinson's brand.

Prudential Sub

MARK HARRELL, baritone, replaces Gladys Swarthout as singing member of The Prudential Financial Hour while she vacations for six weeks starting July 18. Program is sponsored on CBS Sunday, 5-5:30 p.m., through July 14, Monday through Friday 11:45 a.m.-12 noon for Spry. The three latter programs are all handled by Ruthrauff & Ryan, New York.
ONLY 19 other major trading areas in the U. S., out of a total of 187, exceed the Denver market in sales importance.

This position of importance automatically earmarks the Denver market for inclusion in any sales program of national scope, or in any of near-national character.

Eighty-six percent of the 100-county Denver market’s $595,252,000 in retail sales last year was transacted in the 65-county primary area of KLZ. In the 11 cities of this area last year, the people did a particularly fine buying job, exceeding the national average in total sales per capita by 52.4%, in drug sales by 82.4%, and in grocery sales by 23.1%. With retail sales in Colorado for the first four months of 1943 already 23% ahead of last year, they’re doing an even better job this year.

KLZ does a particularly fine job of selling in this market, penetrating it with the mass and weight of 1,254,937 family-listening-days-per-week (CBS 1942 Coverage Audit). KLZ does the kind of job which makes good advertising in this good market exceptionally economical and profitable . . . and good business.
Leaders Rally for OWI

Advertising

Coordination, both of which he praised highly. Asserting that the WAC was not interested in white-washing or condemning any agency, but was calling its shots as it saw them, he stated that if the Radio Bureau were discontinued, there would be a return to the chaotic state which forced its formation in the first place.

The Radio Bureau performs a function of fact gathering, scheduling and coordination. It is essential to any orderly presentation of information via radio, Mr. LaRoche told the committee. It issues to advertisers and advertising agencies well-organized, clear-cut, sensible information on which all war related radio messages are based, he said.

Advertisers Contribute

Its facts sheets, issued on each government information project, form the raw material from which advertising agency writers prepare the actual messages, he explained. These messages then are read on the country's top-rating national radio programs, with time donated by the advertisers. In many cases, Mr. LaRoche told the Senate group, the advertisers use this material as the base for their entire show.

Mr. LaRoche told the Committee that 120 advertisers are contributing time on 202 coast-to-coast network programs every week. These shows are heard by an average audience of 300,000,000 listeners weekly. He said that in addition to carrying these war messages, over 70 advertisers have contributed, at various times, their entire shows to information projects without any mention of their products.

In addition to fact finding for these programs, Mr. LaRoche said OWI's Radio Bureau scheduled the network allocation messages. He described this job as "somewhat like planning the moving traffic for a railroad system of enormous size." It had to be done on a scientific basis whereby the audience reached is allotted in proportion to the importance of the message.

If this were discontinued, he warned, the result would be almost as though the dispatching system of a railroad were suddenly unhooked, and every engineer decided on his own where he should take his train to do the war effort the most good.

Praises Stauffer

Mr. LaRoche referred to Don Stauffer, vice president of Raut- raut & Rubicam, serving as the WAC of the Radio Bureau, as "one of the most competent men in the radio industry." He said the Radio Bureau makes mistakes, "but the function it performs in bringing order and sense into a highly complex operation involving all this country's radio stations is essential. If OWI did not do it, somebody would have to," he commented.

Mr. LaRoche had high praise for the OWI's Office of Program Coordination, which he said handled 54 of 36 government information campaigns in which the WAC cooperated. He said its staff, now totaling 7, "has done as outstanding a job as has been done in Washington." According to present plans, he said this agency would have at its disposal about one-third of the total of peacetime advertising.

"In other words," Mr. LaRoche explained, for a government investment of a few thousand dollars, it will receive in return advertising worth 500 million dollars. This is the kind of bargain the government cannot afford to lose.

Repealed Mr. LaRoche emphasized that news columns alone could not do the war information job. He said news can be rewritten, blue-pencilled, thrown away. "The job ahead is the most gigantic information job any country has ever faced, and can be accomplished only by intelligent, skilled use of both news and advertising media."

"Through the combination of news and advertising, the media of radio, newspapers, magazines and movies the country has a weapon that makes insignificant anything the enemy has to offer," he declared. "This gigantic system of quick communication became efficient only when their leaders, properly used, is one of the bulwarks of a democracy in time of war. Without cooperation by the people, democracy becomes unworkable in war time. And without intelligent understanding, cooperation becomes an impossible dream."

Valuable Service

Speaking for NAB, Mr. Miller warned the Senate committee that failure to continue the work of the Radio Bureau "would produce a chaotic condition" and the result "would be very detrimental to the war program." He told the Senate that he had communicated with the Board of Directors of NAB and "based on their replies and other information, I am confident that there is practically unanimous of the opinion that the Radio Bureau of the OWI has done an exceedingly good job in program coordination and activity and has produced a condition which is vastly superior to the chaotic condition which existed prior to the commencement of these activities."

"Broadcasters and advertisers early offered their cooperation to the government." Mr. Miller continued, "and over the last several years have contributed radio time valued at millions of dollars to assist in campaigns and other activities in connection with the war programs."

Pointing out that an agency was needed to meet the complexity of the war and the needs of Government agencies, and to determine the relative importance of the various campaigns, Mr. Miller said "the radio bureau is continued as a public agency by the creation of the Program Allocation Plan and in other ways has rendered a service of the greatest

(Continued on page 21)
YOU CAN HEAR A HOG-CALLER THREE MILES AWAY* —

BUT—you CAN'T ALWAYS HEAR A DETROIT OR CHICAGO RADIO STATION IN THE GRAND RAPIDS-KALAMAZOO AREA!

Up close, any self-respecting hog-caller can break your eardrums. But from 150 miles, even a 50,000-Watt radio station can sound mighty puny.

The Grand Rapids-Kalamazoo area, the center of the Western Michigan market, is more than 150 miles from either Chicago or Detroit. Besides that, we've got an infamous fading condition around here.

But over one million consumers are concentrated in our area. They all want radio. So what do these folks do? They stay tuned to WKZO. WKZO is on the spot. It's got 5000 Watts at 590 KC . . . grand Columbia entertainment . . . and consistent reception in every part of its market.

If you want Western Michigan, then you want WKZO! Write us—or Free and Peters—for all the facts!

WKZO covers all Western Michigan, with studios in KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

* Want the proof? Drop us a line!
WGY, Fort Wayne, dressed up its broadcast of the 13th annual WGL-Allen County Spelling Bee with group singing, audience interviews, talks by city officials and a lively m.c. Sponsored by City Utilities, Fort Wayne, grade school pupils from city and county schools competed in an old-fashioned spelling bee enhanced with radio showmanship.

Sidelights

TRANSCRIBED from special proceedings at St. Louis war plants and aired over KSD, St. Louis, a series on St. Louis war industries carried out-of-the-spotlight happenings during the awards of Army-Navy Es to several firms.

Farm Classified

BROADCASTING classified ads to appeal primarily to farm homes, the Killian Farm Ad Program on WMT, Cedar Rapids, has moved into its second year with time increased to 30 minutes. The ads, sent in by listeners who wish to sell, trade or buy, are put on the air free of charge and commercial copy advertises the mail order department of the Killian Co., a department store.

WCOV CAPITAL BROADCASTING COMPANY, INC.
Affiliated Columbia Broadcasting System
MONTGOMERY ALABAMA

Mr. Basil A. Caparell, Sales Manager
International News Service
235 East 45th Street
New York City

Dear Mr. Caparell:

We would like to take this opportunity to congratulate you on the splendid service and coverage that International News Service is rendering its clients.

We wish to compliment you on the special services, excellent coverage of both foreign and domestic fields, with which you have furnished us since we have been subscribers to your service.

With very best wishes, we are,

Sincerely yours,
CAPITAL BROADCASTING COMPANY, INC.

G. W. Covington, Jr.
President

Toward Rehabilitation

USE and conservation of Minnesota's natural resources and the role they play in helping rehabilitate the war-torn world is the subject of Land Alive, a series of 20 dramatic shows now being transmitted by KSTP, Minneapolis-St. Paul, for the state department of conservation, to be aired next fall. One of Minnesota's conservation heads will appear briefly on each program.

Culls

HIGHLIGHTS from the day's news commentaries are presented on WBYN, Brooklyn, with radio credit given to the commentator quoted and to his stations, in a six-months weekly late evening program, The Commentator's Say. Similar program in the late afternoon culls material from by-lined columns appearing in New York papers, with due credit going to columnist and newspaper.

Theatre Prop

LITTLE THEATRE movement in Cincinnati, sagging because of the war, received a prop from WSAI in a new drama series known as "The WSAI Summer Playhouse—The Little Theater on Crosley Square." Written by members of the WNL-WSAI continuity staff and produced by the writers and station production men, plays are broadcast from an air-conditioned auditorium studio.

Soldier Letters

LETTERS WRITTEN to mothers by their boys in service are the basis for a new quarter-hour series at noon Tuesdays and Thursdays on WIP, Philadelphia. Called Our Boy in the Army the program, conducted by Mrs. Florence W. Kane, includes inspirational letters covering experiences of soldiers from the time they report at reception centers.

Surge of Youth

FROM $60,000 to $400,000 a month in Bond purchases is the record by Portland, Ore., public schools since KGW, Portland, began its Schools at War series. School talent, bands, orchestras, choirs, soloists, etc., with a different school featured each week, comprise most of the program's talent. War effort successes of each school are also related.

Father's Day

SOUVENIRS were given to winners of a Father's Day contest conducted by WINO, West Palm Beach. The station carried a series of announcements and programs from May 20 to June 5 to determine the county's youngest and oldest fathers, father with most children and one with most children in service.

Laucks to Future

TITLED Look To The Future With Laucks, a new program on KIRO, Seattle, dramatizes research achievements in stories out of the laboratory of the sponsor, L. F. Laucks Inc., makers of synthetic resins, etc. Effect of the research on the war and post-war living is brought out. Al Amundsen of the KIRO staff is producer.
"My Boy Owns This Place!"

SOME TIME AGO I retired—just a good, old-fashioned, real-American retirement—and thought I had served my time and done my share.

When the war started I went back to work—a good tool maker can do a lot to help lick those fellows, you know. And it is fun to work for my boy. I'm proud of him and proud of America that makes men like him possible. He had the same start I had only now he owns this shop. And that is one of the things we are all fighting for—to preserve that American freedom of opportunity.

Pardon me. I've got work to do now. When the war's over look me up—on the front porch.
...Serving America's Great War

WGAR
THE FRIENDLY STATION
Cleveland

BASIC STATIONS: COLUMBIA BROADCASTING SYSTEM * G. A. RICHARDS, PRES.
Arsenal

WJR
THE GOODWILL STATION
Detroit

RADIO
IN SERVICE OF HOME AND NATION

The Great Stations of the Great Lakes
KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE
All In a Day's Work

RADIO, because of its speed, fire-side intimacy and public confidence, is accepted as a servant of the public. It performs its role in a thousand ways, now taken for granted. As a good Samaritan it gets rare types of blood in individual life-and-death cases, or it fills blood-banks for sorely needed war supplies. These are daily occurrences.

In the last fortnight there developed two emergencies in which radio performed with merit and resourcefulness. In Detroit, a race riot was quelled, with radio given much of the credit. Out in Grand Junction, Col., two loaded cars of munitions caught fire and rained shells and shrapnel over a wide area. There the only station—KFJS—pitched in, cooperating with the Army and the local authorities. People were urged to remain under shelter and not telephone unnecessarily. Within a few minutes telephone traffic abated 75% and hysteria was averted.

The Detroit riots, cropping from the zoot-suit flareups, saw all six stations [WJR, WWJ, WXYZ, WJBK, WJLB, CKLW] working in harmony with Government authorities. There was no panic, but radio played down the violence. A six-station hookup was arranged in 30 minutes for official pronouncements. People were warned to stay off the streets and refrain from spreading rumors. Public officials said it might have been much worse had it not been for radio's reassuring voice.

In war or peace, flood or pestilence, radio is on the job. Radio seeks no medals. It's all part of a day's work, devoted to the public welfare.

It's part of radio's job as an essential industry.

Jimmy Horns In

JIMMY PETRILLO, who rates as a sort of buffoon or court-jester in labor cardroom, is certainly teaching the boys of the realm a few lessons.

For nearly a year (some this Aug. 1) the ex-trumpeter has dangled all his efforts toward arbitration of his recording strike, making outlandish demands which he knew would come to naught. Finally, he condescended to sit down with a Labor Dept. conciliator, by engagement. But simultaneously, he reached out to tighten the recording strike stranglehold by enticing vocal artists, admittedly outside his jurisdiction, not to make recordings or transcriptions without instrumental accompaniment. And, to tie the knot even tighter, he's gone to arrangers and copyists of music, asking them not to work on special arrangements for recordings.

All this happened on the eve of conversations with John W. Fitzpatrick, Labor Dept. conciliator, named at the instance of the transcription companies who had despaired of settling the recording ban without governmental intervention. The question of good faith, of course, comes into play.

Is Jimmy tightening the strike to place himself in a better bargaining position? Or is he simply seeking to provoke an impossible situation—one that can't possibly be resolved through negotiation?

The AFM head has said repeatedly he would call off the ban only if the President, as commander-in-chief, asked him to do so. He has brushed aside contentions of Government officials that the ban is detrimental to war-time morale. He claims he is only trying to get more money for union musicians for "unemployment relief", when he knows full-well that unemployment in these days of excruciating manpower shortages is a consummate myth.

If the "name singers" go along with the AFM boycott demand, it will only be because they have been misled, and do not understand. Practically without exception, they owe their popularity to radio and to their recordings. Radio makes the names; not the reverse. That proved beyond doubt in the ASCAP fight.

The utter unsoundness of the Petrillo position has been belaboried aplenty in these columns. The last Petrillo demand, after his ambitious "private WPA" plan had evaporated because of its utter futility, was that manufacturers of transcriptions agree that they will prevent their recordings from being used by any person who doesn't employ a quota of union musicians satisfactory to AFM. It's the secondary boycott applied to non-network stations, pure and simple.

A war is on. To many people the Petrillo controversy, unlike the John L. Lewis antics, is a trifling dispute. Actually it is a war issue because it affects the ability of an industry, important in the maintenance of public morale, to perform maximum service.

We agree there's been too much trifling—trifling with Petrillo. The War Labor Board should settle the matter promptly—let Jimmy pull in on his strike the Northern India insect, Tachardia Lacco, which exudes the war-scarce shellac from which the record is made.

Suppressed

AT HIS press-radio conference last week, the President did more than scold the nation's news gatherers. He lumped radio commentators and analysts with columnists and reporters.

Mr. Roosevelt's dislike of the press is practical. Seldom, however, has he lashed out at radio reporting. Radio, unlike the newspaper, has no editorial page. Radio, like the newspaper, however, does a comprehensive coverage job because the reporting is done by the same press associations. It's because things haven't gone so well on the home front lately that he now strikes at news handling on an all-inclusive basis.

The Presidential attitude has been manifested in many ways. The FCC effort against newspaper-ownership is part of it. Chairman Fly, on a sort of miniature basis, has mirrored it in his dealings with the press. The Frankfurter opinion is in line with this thinking. Elmer Davis' unwise Newspaper Guild speech was in the same vein. The AP anti-trust suit reflects it.

Someday then, that both the newspaper and radio industries are concerned whither we're headed.

JOHN EARL FETZER

WHEN A FELLOW has spent 25 of his 42 years in one field, we imagine he's entitled to the sobriquet "pioneer" or maybe "native son". That's the radio story of John Earl Fetzner, who founded, developed and now operates WKZO, Kalamazoo.

It was as a radio ham, age 17, that Johnny took his first fling at pioneering in 1918, and he's been in radio since. He held licenses for the amateur stations W8FD and W8AZ. And he's run the gamut of radio—announcer, program director, sales manager, general manager and president of his company. That's totally aside from his prowess as an engineer, first, last and always.

This six-foot-two Hoosier, turned Wolverine, has been a well-known figure in radio since its start. The real measure of radio pioneering goes back to the Hoover Radio Conferences of the early 20's, when broadcasting had its first taste of regulatory allocation. Johnny was there. He was quite a basketball performer in his Hoosier days. He developed then his business axiom: "A goal at a time". It's worked pretty well too, his associates will tell you.

Back in 1925, when 24, John did research in Europe, covering the radio field in England, Holland, Germany, Switzerland and France. His studies of the economic, social and engineering aspects of European broadcasting methods contributed to the early development of the American radio system.

WKZO had its beginnings during World War I but it was not until 1931 that the station was established. There is a lot of history behind it. Its applications for full time operation pioneered a great deal of radio law. Recently when WKZO expanded operations, tribute was paid to its founder and owner by city officials of Kalamazoo and Grand Rapids. The growth of the station was characterized as "The story of man and his dream—a tale of two cities and the tower between."

Efficient management of his own properties is the key to John Fetzner's many activities in radio. (In addition to his Michigan station, he is vice president of KXEL, the new 50,000-watt station in Waterloo, Iowa.) He has incorporated his policies of operation in a 72-page treatise entitled "Standards of Practice" which is the "Bible" for WKZO on all phases of business administration, programming, copy, news, engineering, and about everything else that concerns the operation of a broadcasting station. John points to this volume when (Continued on page 56)
American Independence Day, 1943! American aces soar the fleecy clouds over a war-drenched world. Gallant tars of the Navy plough their ships through mighty oceans. Fearless tank crews thunder over endless acres. Determined infantrymen pound over countless miles behind a curtain of hell hung by their brother artillerymen. And why? That men might be free? Sure! But rising above the din of commotion and the theories of master diplomats is the faint rustle of tiny skirts. The picturesque trail of golden curls tossed by a bloom-scented summer breeze. Blue and brown eyes sparkling with innocent glee. Smiles caressed mouths that are held breathless with delight. And why all this? Because the tikes of freedom-loving Americans swing high and swing low through the God-given air of a nation born on the threshold of a new world. That's why Americans fight. That's why Americans work. That's why we should keep 'em flying. Keep 'em rolling. Keep 'em marching. TO KEEP 'EM SWINGING!

We at WWVA are proud to be a cog in the giant wheel of radio that has accepted the challenge to help keep 'em swinging. It is a thrill that adds to the satisfaction of a routine but not commonplace job, well done!
NATHAN W. BRANDON, commercial manager of WSAV, Savannah, has completed a special four weeks training course in air transportation and has left for Miami Beach to enter the Army Air Forces OCS.

POLLY WALTER, personal secretary to Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, Hollywood, and Stg. Edward Lane were married in Los Angeles June 25.

CHET PETERSEN, sales production manager of KTFI, Twin Falls, Idaho, has resigned that post to attend the current six-week NBC-UCLA Radio Institute, Hollywood.

CARL NIELSEN, formerly of KJBS, has replaced Don Staley as sales representative of KPO in San Francisco. Staley has gone east for Navy training for a commission.

NAB Post to Coombs

CLYDE F. COOMBS, vice-president and manager of KARM, Fresno, has been named sales manager and chairman of the NAB for the 15th district. He also has been elected a director of the Fresno Rotary Club and will serve as program chairman for the next year.

E. D. JOHNSTON, attorney in the Washington law office of Horace L. Lohmier, has joined the Washington branch of KFAB, Kansas City, as public relations manager. William Martin & Ellis, headed by Louis G. Caldwel.

FREDERICK F. WESTER, former sales manager of Purdy Bakers, New York, has joined the sales staff of Josephine L. St. Elino, New York, station representative.

HELEN LEE SMITH, assistant to Kingsley F. Hacket, sales and program manager of WEEI, Boston, has resigned after 10 years with the station.

BEN BYERS, former trade press representative of NBC Hollywood, is now a Flight Officer with the U. S. Air Forces in England.

STEVE MITCHNER has joined the sales staff of CKB, Prince Albert, Sask.

E. R. (Bert) FERGUSON, general manager of WJPB, Greenville, Miss., who joined the Navy in August, has resigned that post to attend the current six-week NBC-UCLA Radio Institute, Hollywood.

Mr. Fagan, who is married, was appointed network sales manager for CBS, on July 8 when he was, he is, he has been with W. Donald Roberts, recently shifted to Chicago to become western sales manager.

Fagan Named by CBS

To Administrative Post

WILLIAM J. FAGAN, assistant sales manager of CBS, has been named administrative manager of sales for the network by William C. Gittinger, CBS vice-president in charge of sales. Previously with United Press, Mr. Fagan joined CBS in 1929 and has served in a sales capacity and as sales service manager.

Mr. Fagan, who is married, was appointed network sales manager for CBS, on July 8 when he was assigned to New York from Chicago where he has been with professional career, has been with W. Donald Roberts, recently shifted to Chicago to become western sales manager.

Gibson for Lowell Thomas

HEWLETT GIBSON, former ambassador to Brazil, and author with Herbert Hoover of Problems of a Lasting Peace, was called upon last week to substitute on the BLUE for Lowell Thomas, who left unexpectedly on a two-week aerial tour of South America. Gibson will continue to be heard on Mr. Thomas' regular evening period on the BLUE under sponsorship of Sun Oil Co., until the latter's return. Arrangements are being made to have Hewlett Gibson picked up from several of the cities on his route.

ROB STANTON, NBC announcer, during first two weeks of July is substituting for vacationing Bill Sterling, NBC's star of sports, and WEAF and NBC broadcasts. H. V. Kaltenborn, NBC news analyst, will handle Sterling's NBC Sports Venerable of the Air for Colgate-Palmolive-Peet Co.
JOEL MITCHELL, chief announcer of WSRK, Stamford, Conn., has joined the Air Force and is stationed at Jefferson Barracks, Mo. He is said to be slated for m.c. of the weekly program originating from Jefferson Barracks and aired on WPEQ, St. Joseph. Replacing Mitchell is Beverly Smith, who broke into radio last summer at WSRK.

JOEL DICKSON KJR, DOROTHY ROSS, acting northeast of the administrative director of the Cincinnati local of the American Federation of Radio Artists, has replaced Ronny Mandel, WVLW vocalist, who is leaving for Hollywood. Roger Baker, WSAI sportscaster, is president of the local AFRA, and Andre Carlson, WPPO announcer, is executive secretary.

EMMA LOI BIRELINE, of the KSAL, Salina, Kan., continuity staff, is assigned to Staff Sgt. Bob Rodini, stationed at Smoky Hill Air Field near Salina.

MRS. LETHA RITTER, of the continuity staff of KSAL, Salina, Kan., leaves soon to free-lance, and Helen Gage has resigned. Irene Stroickann joined the department June 1, as Connie Cochran continuing as chief of continuity.

SAXON M. REECE has been appointed to the program staff of WSYA, Savannah. He was formerly director of the Savannah Playhouse of Armstrong College and director of dramatics at the Airman Military Academy.

MARK SCHREIBER, sports announcer with KMYR, Denver, has been chosen by the National Services division of the War Dept. to make shortwave sportscasts for the men overseas.

FERN RIVERS has left KFAR, Fairbanks, Alaska, to enlist in the Marine Corps, Mrs. Beryl R. Wells, formerly of the U. of Alaska, will take her place. Hearing from Ft. Riley, formerly of KEVR and KOL, Seattle, now with the communications division of Pan-American Airways in Fairbanks, is announcing part-time.

CLIFF HOPKINS is back at his announcing post on KGWL, Windsor, Ont., after an absence for an appendectomy.

PHIL HUGHES, for several years music director of KJH, Los Angeles, has joined the program department of the National Broadcasting Co., director of music of the program department of the National Broadcasting Co., director of music of the program department of the National Broadcasting Co.

DOROTHY WAKNITZ, of NBC Hollywood publicity department, has joined the network's sound technician staff as junior apprentice.

HOWARD FISHER, recently with the Radio Playshop of Northwestern U., Chicago, has joined the announcing staff of WRGB-RKO, Port Worth.

LARRY ROTTMANN, former program director of WALB, Albany, Ga., is engaged in Eugene, Ore., to replace Albert H. Savage in the New York offices.

DALE M. RILEY, former assistant advertising and sales promotion manager of Westinghouse Electric & Mfg. Co., Cleveland, has joined the network's news and publicity staff of KOY, Phoenix. Robert Johnson, of the news staff, is to enter the Marine Officers School, Arizona State College, Flagstaff.

JOHN B. HUGHES, Hollywood musical director-producer of the weekly NBC Hollywood Theater of the Air.
Radio Station

KXOK

St. Louis, Mo.

Blue Network—630 Kilocycles
5000 Watts—Full Time

Owned and Operated by the St. Louis Star-Times

Announces

John Blair and Company

New York  Chicago  St. Louis

Los Angeles  San Francisco

Radio Station

WLB Approves Raises

For WHEC Announcers

The WAR LABOR BOARD has approved salary increases for staff announcers at WHEC, Rochester, N. Y., as negotiated by the station and the American Federation of Radio Artists, it was announced last week by the union, which reported that they fall within the Little Steel formula.

New York local of AFRA has re-elected Lawrence Tibbett, George Heller and Lucille Wall as its representatives on the union's national board. Mr. Tibbett is national president of AFRA and Mr. Heller is assistant national executive secretary.

James Hilton on CBS

JAMES HILTON, well known author of such books as "Lost Horizon" and "Goodbye Mr. Chips," on June 23 started a series of talks on world affairs on CBS in the Monday 7:15-7:30 p.m. period vacated for the summer by the Ceiling Unlimited series. Program is sponsored on an institutional basis by Lockheed Aircraft Corp., Los Angeles.

Rudy Vallée, formerly featured on weekly NBC show bearing his name, on June 23 was promoted from chief petty officer to lieutenant (w.r.) in the U.S. Navy. He will be heard from the radio series in early July and is awaiting foreign duty assignment.

20 years of LEADERSHIP!

W.W. 590 K.G. * NBC * 5000 Watts

OMAHA plus 200 MILE RADIUS

John J. Gillin, Jr., President
TEXT OF AFA RESOLUTIONS

RESOLUTIONS adopted at the annual business meeting of the Advertising Federation of America June 29.

The members of the Advertising Federation of America, convened at their 39th annual meeting, are for the second time in the course of our country's struggle for the perpetuation of freedom. We take pride in the progress already made toward victory by our armed forces and our industries.

In viewing the part played by advertising we find ground for gratification, and we commend to the advertisers, advertising media, and advertising practitioners who have contributed so much toward making advertising an important force in the war. The exhibit of war advertising at this meeting is a revealing demonstration of the war work being done by advertising.

Far from being satisfied with this performance, we urge even greater concentration on those war tasks for which advertising has proved its unique competence.

III

Because we are proud of the part advertising has played and will continue to play in the victory program, we explore the fact that the full value of these achievements has been to some extent diluted by the advertising of a few irresponsible advertisers which has been bad taste, vulgarity and willful perversion of legitimate wartime themes. We of the Advertising Federation of America will continue to fight every such misuse of advertising.

The AFA notes with profound concern the recent supreme judicial interpretation that the Communications Act of 1934 and the Federal Communications Commission do not make it a violation of the law for stations to broadcast over 15 minutes of commercial radio programming for each hour. We propose such interpretation and the present ruling are not in the best interest of the public in the United States, as expressed by the Congress and the President.

The AFA is deeply concerned that the Federal Communications Commission has failed to rule on the advertising that has been done by network stations for television programming.

IV

The AFA renews its Thanksgiving to the American people of the development of radio. Freedom of the radio is the unqualified condemnation of any misuse of its power to interpret the many phases of the world's progress.

The AFA observes the 100th anniversary of the end of the Civil War. It is proud to have contributed to the victory program, and to have played a part in the perpetuation of the fundamental freedoms which the 13th Amendment has at last established in the life of America.

V

The AFA respectfully urges the Board of Directors of the American Federation of Advertising to appropriate funds to the next War Advertising Conference to be held in the early fall of 1943.

RESOLUTIONS adopted at the annual business meeting of the Advertising Federation of America June 29.

KSJB Change Postponed

EFFECTIVE date of the FCC order cancelling the special service authorization issued June 1 to KSJB, Jamestown, N. D., has been postponed by the Commission from June 26 to July 7, 1943, on petition by the Jamestown Broadcasting Co., licensee of KSJB. The cancellation order stated that no public need would be served in continuing the special service authorization permitting KSJB's operation on 600 kc., since the Commission discovered that the station still retains its 1400 kc. crystals instead of having disposed of them as previously ordered by the FCC [Broadcasting, June 29].

WTOP Series Honored

ELINOR LEE's program for homemakers Home Service Daily on WTOP, Washington, has been named winner of the local radio program award by the National Advertising Agency Network. Broadcast six days a week at 9:45 a.m., the program includes rationing news, food suggestions and provides a trading post for electrical equipment. Experts in home economics are interviewed from time to time. Miss Lee's show is sponsored by Potomac Electric Power Co. Panel on the show was entered by Jeff Abel of Kaufman Agency which handles the account.

Serutan Adds MBS

SERUTAN Co., Jersey City, sponsoring Drew Pearson weekly on the BLUE, will add A. L. Alexander's Mediation Board on Mutual July 11. The program is now heard sustaining Saturday morning 9:30-10 p.m., but will be moved by Serutan to Sundays, 8-9:45 p.m. The agency, Raymond Specter Co., New York, says 11 Mutual stations will take the program this summer, and 50 more will be added in October to advertise Serutan and a new product the company plans to introduce. Station lineup July 11 will include WOR in New York, WEAN and WFBM in Kansas City, KFRC in KGB in Los Angeles, Mediation Board, on the air in various forms since 1936 when Chase & Sanborn sponsored it on NBC, offers solutions to personal problems as worked out by a board of prominent personalities selected each week by Mr. Alexander.

Kaplan's 70th

CHARLES KAPLAN, member of the sales staff of WIP, Philadelphia, celebrated his 70th birthday last week. Mr. Kaplan is the father-in-law of I. D. Levy, vice-president of WCAU, Philadelphia, and a member of the board of CBS.

EIGHTH EDITION OF the Assn. of Canadian Advertisers Blue Book has been issued at Toronto with data of all Canadian media, including radio, publications, outdoor and transportation.

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT WTAM

WTAM CLEVELAND

More people listen to WTAM, in the DAYTIME than to any other station in the whole Northern Ohio area. In the morning WTAM has 39.7% of the audience; in the afternoon 39.5% of the audience ... a combined average of 39.6% as against 25.5% for the next station. Yet the COST of WTAM is only $0.00073 per family.

* Hooper Index, February-March 1943

BROADCASTING • Broadcast Advertising

July 5, 1943 • Page 31
RADIO WOMAN CITED BY SNAPP AWARDS
SECOND WOMAN representative of the radio industry to win recognition from the Josephine Snapp Awards, presented annually for "outstanding contribution to the profession of advertising," is Mrs. Elizabeth B. Grove, writer-director of WTOP, CBS outlet in Washington.

The awards, presented by the Women's Advertising Club of Chicago, were announced last Monday at the opening session of the annual convention of the Advertising Federation of America in New York. First radio woman to receive a Snapp award was Ann Ginn, director of women's activities, WTCN, St. Paul, who was honored in last year's citations.

Mrs. Julia Kiene, manager of the Westinghouse Home Economics Institute, Mansfield, Ohio, was winner of the 1942 Snapp award, while Mrs. Grove was one of four women receiving certificates of honorable mention. Others were Gladys Reta Scott, advertising manager, Minnesota Education Assn., St. Paul; Mrs. Melville C. Gordon, sales account executive, General Outdoor Adv., Co., St. Louis, and Mary Candace Tucker, advertising and promotion manager, Roman Stripe Hosiers, New York. Mrs. Grove's presentation consisted of advertisements, announcements, booklets, sales letters and publicity for the Cold Ray Permanent Wave campaign, conducted in 1942 by the Raymond Laboratories Inc., St. Paul. At that time, Mrs. Grove was radio director of the McCord Co., Minneapolis.

Ad Leaders Rally to OWI
(Continued from page 80)
value to the Government, to advertising sponsors, to broadcasters and to the listening public. We have worked in close cooperation with the radio bureau, and I am glad to state that in our opinion this work of coordination and program clearance has been carried on in an able, intelligent and satisfactory manner.

"Broadcasters are unanimously of the opinion, Mr. Miller concluded, "that this work has been very helpful and express the hope that funds for its continuation will be provided."

Testimony by Paul West, president of ANA, paralleled to a great extent, the statement of Mr. LaRoche. He told the committee that advertising was essential to the war information job, and described the cooperation that existed between the OWI and national advertisers. Mr. West told the committee he was not concerned with the political issues involved or with defending OWI, or any group of individuals therein, but that he felt the mechnanism OWI had set up for handling advertising must be continued.

He added, however, in defense of OWI that never in all his experience has the Domestic Branch asked an advertiser to include in his copy a single message which had a political import. "That is a didactic statement," Mr. West said, "and I mean it just that way."

Explaining that he did not believe advertisers could fulfill their war information job if the Domestic Branch were destroyed, Mr. West described the conditions that led to its formation. Soon after the war began, it was said, the requests were approached by Federal Bureau and agencies and asked to include Government messages in their advertising.

He described many of these requests as "insensitive," noting that pressure was particularly heavy on radio network advertisers. Knowing from experience that advertising could absorb only a certain amount of selling messages, advertisers found these requests embarrassing, he said. They were eager and willing to cooperate, but could handle only a small share of the requests. Mr. West added. The advertisers realized also that if the public heard nothing but war messages, it would get "heartily sick of the message and react unfavorably."

Understand Advertisers
Lastly, Mr. West pointed out, the advertisers are in no position to judge which of the many Government messages was important and which was not. To overcome this, he said, the Domestic Branch set up a central agency to funnel requests, and to supply accurate information for use in advertising. "Here, for example, was set up with the aid of skilled and experienced radio men, what is now widely known and universally recognized as the Radio Allocation Plan. That plan has been functioning smoothly and efficiently under the Radio Bureau of the Domestic Branch, a bureau headed by a man with years of experience in commercial radio."

Mr. West also had kind words for the Office of Program Coordination. He said its staff consisted of men "literally drafted from private industry who speak our language, who understand what the advertiser requires in the way of facts and information."

Chairman Fly offered his statement backing OWI while denying rumors that functions of the Radio Bureau might be transferred to the FCC. Heated in his denial of this report, the FCC chairman asserted he was anxious to stay outside the controversy between OWI and Congress.

"So far as I know the FCC has not the slightest desire to enter into this work in any way," Mr. Fly said. "I am not inclined to the thought further that it would be an inappropriate line of work for the Commission," he added.

"At a time when there are so many false and malicious rumors about the Commission's undertaking to run the programs of radio stations I think it ought to be made doubly clear that it has not done anything of the sort and does not plan anything of that sort, in view of the importance of not only keeping radio free but also of having everything that is completely free so far as the licensing power is concerned."

Mr. Fly attributed the report to "those who want to make trouble for this cuttin'-off and pennin'-secondarily for the OWI." He described the originators of the rumor as "people in the radio industry and parasites."

Thomas Asks Support
Sen. Elbert D. Thomas (D-Utah), in a radio address on CBS June 26 called for preservation of OWI, commenting that "if Adolf Hitler, Premier Tojo and Benito Mussolini should make up a list of the ten Americans whom they would most like to see done away with, it is my belief that Elmer Davis would stand high on the list." Sen. Thomas, who broadcasts regularly to Japan for the OWI Overseas Branch, said that it is the Overseas and Domestic Branches are interdependent. "To abolish the Domestic Branch or to cut down its work is exactly the same as cutting off or shortening one wing of a flying fortress on the theory that it can get along very well with the other wing."

House Opposition
Opposition to OWI was voiced by Rep. Starnes (D-Ala.) and Rep. Taber (R-N.Y.) in separate radio talks on CBS. Rep. Starnes, author of the amendment which struck the Domestic Branch from the Civil War Agencies Appropriation Bill asserted that the country needed no additional money to tell the American people what was about, that the people understood the war.

Rep. Taber asserted that OWI had failed to do its job as assigned tasks well. He listed among its failures "coordinating of press releases and radio announcements of the Government's departments" and "trimming off unnecessary government publication and printing." He asserted $200,000 could cover the "real work that is necessary."

He listed OWI resignations, including Gardner Cowles Jr., formerly chief of the Domestic Branch, Milton Eisenhower, and William B. Lewis, implying these resignations showed something was wrong with OWI.

SMALL BUDGETS GET BIG RESULTS
on the station that Covers A L.L. Western NORTH CAROLINA
WHKY
HICKORY, N. C.
5000 W.D. 1000 W.N. 1290 K.C.
**Agencies**

MURRAY KNIGHT, former director of women's activities of WMBD, Peoria, and WIBG, Rochester, has joined J. Walter Thompson Co., Chicago as assistant office manager.

JAMES Q. PARSONS Jr., formerly of WWXY, Wietown, N.Y., has joined the radio staff of McConnel-Fraleigh, New York.

W.C. KINCHIN, radio director of WBBM, Chicago, and Russell Todd of BBDO, Chicago, have been appointed members of the Chicago radio advisory committee of the OWI.

A. PAUL LEPTON has moved Hollywood offices to 6253 Eucal. Dorothy Stewart is West Coast manager.

THEODORE J. HOSINSKI and Bruce L. Atman recently joined the John H. Rootern Co., Los Angeles agency, as production manager and copy writer respectively. Hosinski was with the Los Angeles Times. Atman was advertising manager of Corporation Service Co., Cleveland.

WILL GRANT has resigned as advertising manager of Anabolic Food Products Inc., Glendale, Cal. (vitamins), and established an advertising agency at 330 W. Sixth St., Los Angeles. Telephone is Vandalia 3256. He will continue to service the food products account.

COMPTON ADV., expanding operations, has moved its Hollywood headquarters to larger offices at 6253 Hollywood Blvd. George Brown, New York executive, is in Hollywood to set up a service organization for the agency on the West Coast. When Wilson continues as West Coast radio manager.

AL KAYE, West Coast radio director of Benton & Bowles Inc., is in New York for conferences with home office.

ROBERT E. WALSH, formerly of Kenyon & Eckhardt, New York, has joined the service detail department of Arthur Kudner Inc., New York.

THOMAS L. GREER, copywriter and executive of Blackett-Sample-Humwe, Chicago, has resigned as account executive on the General Mills account, in charge of Gold Medal Flour and Kix.


**J-W-T in Argentine**

BUENOS AIRES office of J. Walter Thompson Co. reported last week to the agency's New York headquarters that it is producing 43 programs totaling more than 15 hours each week. The programs, sponsored by such advertisers as Swift & Co., Eau de Cologne, Cutex and Durex, are made up of 14 half-hours, 22 quarter-hours and seven five-minute news broadcasts.

PAUL H. KERR, formerly of James G. Lamb Co., Philadelphia, has joined the copy department of Geare-Marston, Philadelphia.

EMERSON A. ELLIOTT, space and time buyer of Campbell-Ewald Co., Eastern Division, New York, and William McNabb, art director, have been appointed vice-presidents.

GEORGE F. DAVIS, formerly with Ailtin-Kynett, Philadelphia, as account executive for R. M. Hollingshead Corp., Camden, N.J., makes Whiz Products, has joined that company as sales manager of the industrial division. John S. Waescher and Edward S. Luning, also once with Ailtin-Kynett, are now in the armed forces.

**Hooper Report Proves**

**What Folks In The El Paso Southwest Have Long Known ... THAT**

**Most of the People Listen to KTSM**

**Most of the Time**

<table>
<thead>
<tr>
<th>TIME</th>
<th>KTSM</th>
<th>Station &quot;B&quot;</th>
<th>All Others</th>
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<tr>
<td>8:00-10:00 AM</td>
<td>76.9</td>
<td>22.3</td>
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<tr>
<td>10:00-12:00 N</td>
<td>62.1</td>
<td>25.8</td>
<td>12.1</td>
</tr>
<tr>
<td><strong>TOTAL MORNING:</strong></td>
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<td><strong>24.0</strong></td>
<td><strong>6.5</strong></td>
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<tr>
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<td>39.8</td>
<td>3.9</td>
</tr>
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<td><strong>2.6</strong></td>
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<tr>
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<td>42.6</td>
<td>7.1</td>
</tr>
<tr>
<td>8:00-10:30 PM</td>
<td>57.5</td>
<td>29.6</td>
<td>12.9</td>
</tr>
<tr>
<td><strong>TOTAL EVENING:</strong></td>
<td><strong>54.3</strong></td>
<td><strong>35.5</strong></td>
<td><strong>10.2</strong></td>
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<tr>
<td><strong>TOTAL DAY AND NIGHT AVERAGE:</strong></td>
<td><strong>62.3</strong></td>
<td><strong>31.4</strong></td>
<td><strong>6.3</strong></td>
</tr>
</tbody>
</table>

1000 Watts • NBC and Blue Networks

**EL PASO, TEXAS**

Represented Nationally by

GEO. P. HOLLINGBERRY CO.

**BROADCASTING • Broadcast Advertising**

July 5, 1943 • Page 33
Vick Chemical Co., N. Y. (Vapo-Vatro-
tional, N. Y. Brown & Williamson Tobacco Co., Louis-
ville (Bugler tobacco), 8 as weekly, 12
weeks, thru R. Walter & Co., Chicago.
Pillsbury Flour Mills, Minneapolis, 10 as
weekly, thru McCann-Erickson,
Minneapolis.

WLS, Chicago

Heinz Substitute

WHILE Information Please takes
an eight-week vacation from the
Monday evening 10:30-11 p.m. spot
on the full NBC network, a sum-
mer substitute titled Vacation Ser-
vice will feature NBC's full main
studio and transmitter from New
England across the river to Louis-
ville, where it has maintained a
studio regularly, and granted at the
same time a construction permit to
WDK, West Point, Ga., to continue
a similar move to nearby Columbus.

AWARDING of a full refund scholar-
ship to the winner of the special
second annual NBC-Northwestern U.-
Summer Radio Institute, will be con-
tinued, Harry C. Kopf, NBC vice-
president and general manager of the
Central Division, has announced. Ann
Keith, Poughkeepsie, N. Y., won the
1942 award.
PROCTER & GAMBLE Co., Chicago, effective July 4, is shifting commercial copy on its churchbreak announce-ments to Drene shampoo. Compton Adv., New York, handles Dure; H. W. Kastor & Sons, Chicago, has Drene.
ALBERT E. RITCHIE, former mer-
chandising manager, has been named sales manager of Wildroot Co., Buffalo (hair preparations). J. Ward Maurer, former advertising manager, has been appointed to the new post of manager of advertising and merchandising. The company is using sports and news programs in selected markets. Agency is BBDO, New York.

LEAF CHEWING GUM Co., Chicago (Leaf Spearmint Gum), has placed a schedule of one-minute transcribed announcements and five-minute live programs on Chicago stations WMAQ, WENR, WJJD, WCFL and WLS. Contract for 13 weeks was placed through Bosell & Jacobs, newly-apol
tioned agency.

JOSEPH MARTINSON Co., New York, last on the air after a hiatus because of the coffee shortage has added five spot announcements weekly to its schedule on WOR, New York. Firm started a weekly commentary in April. Agency is Neff-Roads, N. Y.

SERTUTAN Co., Jersey City (pro-
prietary), on July 11 starts a L. A. Alexander's Meditation Board on 11 Mutual stations, Mon.-Sat., 8:30-9:45 p.m. Agency: Raymond Spector Co., N. Y.

FORT WAYNE ZOLLNER PISTON CO., softball team, are sponsoring two sportscasts a week on WFGT, Fort Wayne, Ind., to build up interest in the game.

ANGELICA LUTHERAN CHURCH, Los Angeles, in late June started sponsoring a transcribed version of Pacific Lutheran Beef Hour on KTOO, Ts-
cums. In addition to the original live broadcast on KFWB, Hollywood, the program is scheduled on 4 Arizona Broadcasting stations (KTAR KVOA KYUM KPHO) Sunday, 9:30-10 p.m. (PDT). Reverend Rudolph Hurke and a male quartet are featured. Agency is Tom Westwood Adv., Los Angeles.

SEARL-MERRICK Co., Los Angeles (investment securities), new to radio, on June 29 started sponsoring a weekly quarter-hour educational series, Romance of American Industry, on KECA. Contract is for 13 weeks. Built Wheeler, traffic - historian - economist, is narrator. Program is written and produced by Robert F. Dennis Inc., Los Angeles agency.

AIRCRAFT ACCESSORIES Corp., Los Angeles, new to West Coast radio, on June 29 started a thrice-weekly five-minute newscast on KNX, Holly-

GEORGE H. LEE Co., Omaha, Neb. (poultry remedies), starting July 10 will sponsor a Saturday quarter-hour musical program featuring The Prairie Ramblers on WLS, Chicago. Contract for 12 weeks was placed thru Allen & Reynolds, Omaha.

SPARKLETT'S Drinking Water Co., Los Angeles, on an 13-week contract starting July 5 will sponsor a five-weekly five-minute newscast on KNX, Hollywood. Firm also sponsors an average of 29 similar newscasts daily on eight other Southern California stations, with a quarter-hour on day on KFI. Sparkletts sponsors Fenton Lewis Jr. seven times weekly on KIY, with participation in Homemakers Club at that station. Agency is Ray-

BON TON BAKERS has increased its budget on KOVO, Missoula, Mont., for Noon Local News, adding Satur-
day to its previous twice-a-week sched-
ule.

PACKARD BELL Co., Los Angeles (home recorders), supplementing its weekly - half-commer-
cial Newsmakers on 6 NBC Pacific sta-
tions, has started using one-minute transcribed announcements once a week on KOIN and KOMO. Contracts are for 12 weeks, 6 weeks respectively. Other stations will be added. Agency is Barton A. Stebbins Adv., Los Angeles.

DEUTSCH Co., Los Angeles (tool makers), new to radio, in a four-week test on June 28 started a quarter-hour five-weekly participation in Al Jarvis' Make Believe Ballroom on KFWB, Hollywood. Contract for 3 weeks, 5 respectively. Other stations will be added. Agency is Barton A. Stebbins Adv., Los Angeles.

SWEDOM'S, Los Angeles (women's apparel shop), is out of radio for more than three years, is sponsoring for 21 weeks a five-weekly quarter-hour news program, Dispatch from Reuters, started June 7, on KFWB, Holly-
wood, using Reuters' News Service. Velona Chown Adv., Los Angeles, has the account.

BROWN GREER & Co., through Edwin C. Huster Co., Knoxville, has purchased Pump House Tan. Allen A. Funt transcribed syndicated production for broadcast on WROL, Knox-
ville, WJHL, Johnson City, Tenn., and WXJS, Winston-Salem, N. C. The 30-minute program started June 28 on a five-times weekly basis.

TURBO-AIRE Corp. (fuel saver) is sponsoring Today's American Heroes, a true stories of the deeds of our fighting men, six nights weekly at 6:15 on WTOL, Toledo.
Although 90% of our plant is now making war equipment other than recorders, we still maintain a service department and a complete stock of replacement parts for the convenience of Presto owners.

You can add years to the life of your turntables by giving them a periodic factory reconditioning.

These are the parts of your Presto tables that should be checked at least once a year.

1. Cutting heads and pickups.
2. Rubber tires, idler wheels and motor mounting grommets.
3. Bronze gears and bearings.
4. Cutting mechanism feed finger.
5. Cutting mechanism and turntable alignment.

If your equipment has not been serviced recently, arrange to send your tables to us one at a time. Reconditioning will be handled promptly and at moderate cost.

Apply your AA-2 or AA-1 priority to your order to cover critical materials.

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**PORTER APPOINTED WAR FOOD DEPUTY**

PAUL A. PORTER, former CBS Washington attorney, last Tuesday was named deputy director of the War Food Administration and chief assistant to Judge Marvin Jones. Mr. Porter leaves his post as assistant director of OPA in charge of rent control, for the new post.

Mr. Porter replaces Jesse Tapp, who had been deputy to Chester Davis, Food Administrator, who resigned last week. Mr. Porter previously worked under Mr. Davis on the National Defense Advisory Commission, having left CBS last year to assume that post. Subsequently he joined OPA under Leon Henderson. While OPA has been under fire in Congress, Mr. Porter’s recent activities were praised after testimony before Congressional committees. He has been mentioned for a number of war emergency posts, including that of deputy director of OWI, supplanting Milton Eisenhower, who leaves in September to become president of Kansas State College.

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**Stowe Starts Agency**

ARTHUR W. (Tiny) Stowe, former account executive of Milton Weinberg Adv., and Co. and prior to that production manager of CBS in San Francisco, has established his own agency under firm name of Coast Western Adv., at 815 W. Pico Blvd., Los Angeles. Telephone: Prospect 2988. Firm accounts include: Photo Investment Co.; Kelly Car Co.; Deutsch Co. (tool makers).

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**Schutter Sub**

SCHUTTER CANDY Co., Chicago (Bit-O-Honey and Old Nick candy bars), has appointed Schwimmer & Scott, Chicago, as agency. Effective with the program of July 11, the company is substituting a new quarter-hour Sunday program for Col. Stoompagnie’s Stooparoon, heard at 1:45 to 2:00 p.m. on 48 CBS stations. Replacement originating out of Chicago will be dramatizations of articles and stories that have appeared in Coronet magazine.

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**LONGINES ON WOR**

LONGINES WITTNAUER WATCH CO., New York, which has been using WEAF as the New York network outlet for its nationwide quarter-hour recorded series The World’s Most Honored Music, is shifting to WOR, New York, July 5. Program, featuring classical music recorded by a group of musicians of the New York Philharmonic Orchestra, will be heard five times weekly, 10:45-11 p.m., on WOR on a 52-week basis. Agency is to Arthur Rosenberg Co., New York.

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**WHAT TWO STATIONS provide America’s greatest war production audience?**

see pages 24-25
ATTRIBUTING his spectacular rise in business to radio advertising, L. O. Kudner, president and general manager of Burts department store in Cleveland, has renewed his contract with WCLE, carrying the sponsor's Sunday 2-hour amateur show Big Broadcast into its eighth consecutive year.

The largest buyer of actual hours of radio time in Cleveland, Burts also sponsor a two-hour nationally syndicated half-hour classical music program on Sunday. In addition, a half-hour of popular recordings, Wake Up and Swing, is aired every morning and a half-hour show, Music for Ohio, is broadcast every evening.

During its seven years on the air Big Broadcast has moved twice to progressively larger studios to accommodate its growing live audience. More than 15,000 amateurs have been auditioned, of whom 3,500 have appeared. Mr. Kudner acts as m.c. of the program and Mrs. Klivans writes all of the commercials and continuity and also participates in the broadcasts. A Hooper survey gives the show the highest rating of any program heard in Cleveland during its broadcast period, 3-5 p.m.

AUBREY TO HANDLE DUNHAM'S ACCOUNTS

ACTIVE DIRECTION of the Williamson Candy Co. (O Henry), Cedar Corp., and Club Aluminum Products Co., accounts will be continued by James T. Aubrey, president of Aubrey, Moore & Wallace, Chicago, following the death of John Handy Dunham, vice-president and account executive of the company, which was announced last week.

Mr. Dunham died June 22 at his Glenoak Ill. home, after a two year illness. He was 62. His association with Aubrey, Moore & Wallace began in 1940. Mr. Dunham's business career began with the International Silver Co., of which he became western manager. When Erwin, Wasey & Co. opened its Chicago offices in 1915, he joined that agency as a research man. There he handled Westclox (Big Ben) and the American Tobacco Co. (Omar cigarettes) accounts.

After four years with Williams & Cunnyngham in the early 20's, Mr. Dunham formed the first of two of companies under his name. Successively he formed a partnership with the late Charles C. Younggreen, joined Hayes Machine, and Co. and Aubrey, Moore & Wallace.

Surviving Mr. Dunham are his widow, a daughter and a son.

Hope in England

BOB HOPE, star of the Pepsodent Co. program on NBC, and Frances Langford, singing star on his show, have arrived in London for an entertainment tour of Army camps under the auspices of the USO. Hope completed his current radio series June 15 and left for overseas a week or so ago. He expects to return to the Pepsodent series in the fall.

PRESIDENT SIGNS
FCC 1944 BUDGET

FUNDS for operation of the FCC during the 1944 fiscal year were provided last Monday when President Roosevelt signed the Independent Offices Appropriation Bill appropriating $7,609,914 for regular and wartime activities of the Commission.

The bill approved by the Senate and sent to conference, was substantially the same as the measure adopted by the House after a stormy session last February [BROADCASTING, Feb. 22]. It gave the Commission approximately $223,000 more than the 1943 budget, but about $400,000 less than its budget estimate.

Regular operating budget of the Commission was left unscathed by

‘Roundup’ Open

DAILY NBC morning quarter-hour World News Roundup is now available for local participation sponsorship, except for the Saturday broadcast at 9 a.m., which continues sustaining. Plan calls for a 90-second opening by W. W. Chaplin, NBC newscaster in New York, followed by a 30-second break for a local commercial and 10 minutes of news by NBC's foreign correspondents. Affiliates are given a 90-second break for local announcements and Chaplin closes the period with his 40-second summary.
West Coast Admen Hold Annual Meet
Maurice W. Heaton Chairman Of Radio Discussions
CROWDING four days' work into two, the Pacific Coast Advertising Association held its fortieth annual convention in San Francisco June 22 and 23. The convention was strictly business from start to finish, with 360 registrants attending.

L. W. Lane, PAA president, presided.

A discussion of "Pacific Markets —Past and Present" highlighted a radio panel at which Maurice W. Heaton, vice-president of Lawrence and Cresmer, Los Angeles, was chairman. Warren Carpenter of Santa Barbara, Pacific Coast representative of Sales Management Magazine, presented a report by Raymond Reeves Jr., Commerce Dept. consultant, giving factual studies of industrial developments in Pacific Coast markets as compared with other sections of the country. The report opposed the view that spectacular activity on the Coast was due to war conditions and pointed out that while war has caused the East to convert to war industries, on the Pacific Coast traditional industries have continued with immense war industry superimposed.

Predicting that when peace comes, the East will revert to its former industries, the report said that new manufacturing will continue on the West Coast.

Miller McClintock, Mutual president, principal speaker at a luncheon session, set forth a platform by which he hoped advertising could insure a sound post-war economy. He pointed out that all communication channels to the American people are the four great media — newspapers, magazines, outdoor advertising and radio, and that these channels are made strong and kept open by the flow of advertising.

Mr. McClintock mentioned advertising's ability to sell ideas as well as goods and cited its part in the war effort. "The war has opened new and dramatic opportunities for advertising messages of interpretation, and the appreciation of the people of this country for the miracles of accomplishment in war production creates a favorable atmosphere for post-war advertising of an institutional and interpretative character," he said.

"Peace and friendship among the nations will not come by the exchange of complimentary remarks, but through a mutuality of business interests which bring common advantages," he added, concluding that "skillful advertising, and advertising alone, can create these economic relationships."

WARM-UP RECEPTION on the opening day of the Pacific Advertising Assn. Wartime Conference, held June 21-23 in San Francisco, brought these BLUE affiliate representatives together. Top row (1 to r), E. W. Harvey, KTAR, Phoenix, Ariz.; Boyd Freshwater, KDDD, Boise, Idaho; J. E. Miller, KTAR; T. M. Pennington, Arizona Republic; Bottom row J. R. Heath, KVOA, Tucson; Harper M. Phillips, KYUM, Yuma, Ariz.; R. B. Williams, KVOA; Don Searle, KGO, San Francisco; George Grantham, advertising manager, Coca Cola Bottling Co. of San Francisco; Bill Pursey, Arizona Republic; B. R. Fulbright, KVOA; Harold R. Gates, KTAR.

McClintock Doubts Network Breakups
He Says Business Decency Will Dictate Loyalty

NEW FCC operation rulings will not seriously affect network radio, particularly Mutual, was opinion expressed by Miller McClintock, MBS president, at a Los Angeles press conference staged on June 24 during that executive's brief flying trip to the West Coast.

Mr. McClintock intimated that other major networks will not devote materially from their operation of past years and the apprehension felt in some quarters is purely a matter of "certain viewpoints." "Business decency," he stated, "will dictate strict adherence to a continuing policy of loyalty to stations affiliated with networks in the matter of advertisers singing out high powered transmitters as permitted under the new FCC regulations.

Business As Usual

"Mutual most certainly won't abandon its own outlets just because an advertiser prefers a station off the network in a certain market. All programs, commercial and sustaining, will be first offered to our own stations." He added that Mutual is not worried about the new regulations and business as usual will be the network's byword.

Queried regarding television, Mr. McClintock answered that it was definitely out of the laboratories and ready to go soon after the war's end. He said frequency modulation also will get considerable impetus but which gets there first or whether the two will be combined is the subject of much speculation among radio engineers.
AFA Urges Free Communications

(Continued from page 11)

post-war unemployment and avert inflation new goods and services must be brought into the market as rapidly as possible. They alone will keep men at their jobs in the industries, while they supply the consumer goods necessary to satisfy the pent-up demands of Joe and Mrs. Doakes. To create these desires for goods and translate them into orders that will mean jobs is one of the most urgent problems of the transition period.

Carroll B. Larrabee, president, Printers’ Ink Publishing Co., urged his audience to take action against the “cheap and cynical fringe” who make it possible for opponents of advertising to win an increasingly sympathetic hearing. Nationally, he said, “if the advertising you pay for or prepare goes beyond your own community you can see that it lives up to the highest standards and opportunities — the standard America.” Second, he continued, “you can appoint yourself a committee of one to write to the national advertisers whom you believe are offenders. Tell these advertisers you don’t like what they are doing. Tell them why you don’t like it—and don’t pull your punches. Finally, be sure to send a copy of your letters to the publications or radio stations carrying the advertising that is objectionable.”

Inform Community

For local advertising, he urged the formation of little pressure groups to set up “community criteria” for wartime advertising. “Put these standards down in black-and-white,” he said, “so that not only you but everybody in your community knows what these standards are. Put them in the hands of every advertiser in your section, local or national. See that copies get into the hands of your local papers and radio stations.”

“Your media are as anxious as you are that the advertising business live up to its full potentialities,” he continued. “I know a lot of media men and they tell me so. But each one of them also tells me that he cannot fight the fight alone. If your media know that the best sentiment in your community is behind that program, then they will not hesitate in turn to tell the advertiser who wants to get out of bounds that he is using advertising that is against the best sentiment of the community. Let the media know that you are behind them and they will hesitate long in showing you that they are behind you.”

Lou R. Maxon, Detroit advertising agency head who is now deputy administrator, Office of Price Administration, closed the Monday afternoon meeting with another off-the-record “Washington Report.” Subsequently he held a press conference in which he advocated price subsidies as the only solution to our immediate food problem, declaring that there is no middle ground between subsidies and inflation.

Service Advertising

At the dinner meeting on Monday, Capt. Leland F. Lovette, director of public relations, U. S. N., described advertising’s contributions to the success of the Navy’s selective recruiting system and the methods used by the Navy in clearing advertising of its suppliers. Citing the theme of radar as an example of how advertising is telling the Navy’s story to the public, he said that radar was discovered in the Naval Research Laboratory and developed through the assistance of General Electric Co., RCA, Western Electric, Bendix and many other companies who “are telling the public through advertising, within the limits of security, some of their contributions to the war effort.”

Lt. John D. Stamm, U. S. N., spoke on “War Advertising in Russia,” illustrating his talk with numerous Russian war posters. J. B. Powell, editor, China Weekly Review of Shanghai, whose publication has been suspended since Pearl Harbor, discussed “My Fight for a Free Press in China.”

War topics also occupied the Tuesday luncheon session, at which Maj. George Fielding Elliot, military analyst of the New York Herald-Tribune and CBS, and Max Hill, former head of AP’s Tokio office, spoke on the war fronts of Europe and Asia, and George E. Sokolsky, columnist of the New York Sun, discussed the home front.

Club Activities

General sessions on Tuesday were devoted to an Advertising Club conference on war activities, with the morning given over to discussions of the four clubs winning awards for club achievement. In the cities of 300,000 or more, the Advertising Assn. of Houston won first award, with the Advertising Club of the Columbus (Ohio) Chamber of Commerce second. In cities of less than 300,000 the Advertising and Selling Club of Peoria was first and the Advertising Club of Springfield (Mass.) second. All of these clubs participated in elaborate and active programs designed to aid in the war effort by promoting bond sales, salvage campaigns, recruiting, USO, Red Cross and similar drives. Alan H. Frey, executive vice-president, Vick Chemical Co., and chairman of the AFA war advertising committee, presented the awards at the Monday dinner.

Noxzema to Return

NOXZEMA CHEMICAL Co., Baltimore (skin cream), on July 6 discontinues Battle of the Boroughs on WOR, New York, for the summer with plans to return to the Tuesday 8:30-9 p.m. spot. Sept. 28 on a 52-week contract. The company sponsors a similar program, in most cases entitled Quiz of Two Cities, in about 19 cities throughout the country. Agency is Ruthrauff & Ryan, New York.

Willard D. Egolf, assistant to the president, NAB, and vice-president of the AFA, presided over the Tuesday afternoon session, which he opened by pointing out that whereas lawyers and physicians are licensed by the States, advertising men derive their professional licenses from the first article of the Bill of Rights, guaranteeing free speech. “An advertisement is just as much a symbol of free speech as an editorial,” he said.

Chester LaRoche, chairman of the War Advertising Council, made a plea for an annual inventory of advertising, at which stock should be taken of the state of advertising and thoughtful consideration given to the suggestions of its critics. Citing the talk of Mr. Larrabee at the convention’s opening session as a reminder that “there is too much vulgarity, shading and absolute disregard for the truth in this business,” Mr. La...
Roche asked: "Will this speech go unheeded? Will everybody nod agreement and then do nothing?"

Asks Media to Censor

Declaring that while bad advertising is the exception rather than the rule, he stated that nevertheless it does exist and it calls for action. "There is no use writing more codes," he said. "It is apparent they do not do the job. The job to my mind belongs in one place. It belongs with those who have the power to prevent such advertising from appearing and being heard. That is, with the four great media of the nation: newspapers, magazines, radio and outdoor. "We should ask these four media to get together to set up a strong force of their own that will do this job. And if we don't there is no doubt that the Government will have to do it for us."

War Plant Plan

Quoting Charles E. Wilson, executive vice-chairman, WPB, that "our schedule for next winter calls for 40% more munitions a month than we are now producing," Her- man Wolf, assistant chief of staff, War Production Drive Headquar- ters, said that "to achieve that 40% increase we need more than just machines and raw materials. We need among the American people an understanding of this urgent need. We need more of that indefinable word—morale." He pro-

O'Cedar Series

PROGRAM selected by O'Cedar Corp., Chicago (mops and floor polish), as it's new Sunday afternoon series on the BLUE, starting Aug. 29, is Hot Copy, drama featuring the adventures of Anne Rogers, syndicated columnist. To be heard Sundays 3:30-4 P.M., as the complete BLUE Network, the series has been heard at various times on a network basis since 1941. It will be broadcast this summer on NBC as a sustaining summer replacement for Train of Consequences. And on NBC Aug. 28, O'Cedar agency is Aubrey, Moore & Wal- lace, Chicago.

posed a plan for advertising to as- sist in building morale among war plant workers that would help to achieve the increased production demanded by the war.

Paul Bolton, former chief, Cam- paigns Section, Office of Defense Transportation, spoke briefly on the ability of the local advertising clubs to do outstanding wartime jobs if they understand what the Gov- ernment wants done. He dis- cussed the need for channels of communication between them and the increased agencies of states, as the OWI and the WAC are attempt- ing to set up through the proposed community war advertising plan.

Barton Elected

At the annual business meeting of the AFA, Bruce Barton, president, BBDO, was elected chairman of the board of directors. Joe M. Dawson, president Tracy-Locke- Dawson, was elected president; Clara H. Zillessen, advertising manager, Philadelphia Electric Co., secretary; Robert S. Pearse, manage- r, publicity department, Gen- eral Electric Co., treasurer. Charles E. Murphy was re-elected general counsel.

Mr. Barton; Gardner Cowles, Jr., president, The Cowles Stations and the Des Moines Register & Tribune Co.; and Lou R. Maxon, chairman, Maxon Inc., and deputy administrator, OPA, were elected directors of the AFA and the follow- ing directors were re-elected: Henry H. Caswell, treasurer and general manager, W. F. Young Inc.; Herbert E. Fisk, executive vice-president, Outdoor Advertising Assn. of America; Merrill C. Meigs, vice-president, Hearst Corp.; Henry Obermeyer, assistant vice-president, Consolidated Edison Co. of New York; Allan T. Freyer, executive vice-president, Vick Chemical Co.; William C. Savage, advertising manager, Cincinnati Post; Dorothy Shaver, vice-presi- dent, Lord & Taylor.

At the election of the Council on Advertising Clubs, Forbes Me- Kay, associate advertising man-ager, Progressive Farmer-Ruralist Co., was re-elected chairman; Wil- lard D. Egolf, assistant to the presi- dent, NAB, was elected vice-chairman, and Paul A. Kelly, Cap- ital Finance Corp., was elected vice-chairman. By virtue of these of- fices these three men automatically become vice-president of the AFA.

The Premium Advertising Assn. of America, meeting Tuesday in conjunction with the AFA sessions, heard Charles Wesley Dunn, coun- sel, discuss the legislative situation on premiums. Herbert L. Lewis, eastern manager, direct mail divi- sion, Reuben H. Donnelley Corp., and Galen Van Meter, regional manager, Committee for Economic Development, spoke on the use of premiums in the post-war era.

Neville Miller, NAB president, addressed a Wednesday morning radio session, under the auspices of the NAB Sales Managers Division, on the significance of the Supreme Court decision on powers of the FCC, Fred E. Kenkel, vice-presi- dent, C. E. Hooper Inc., discussed the effects of the war on radio lis- tening habits. (See separate story on page 14.)

At the concluding session of the conference Wednesday afternoon, Paul G. Hoffman, president, Stude- baker Corp. and chairman, Com- mittee on Economic Development, urged the immediate beginning of planning for postwar products, selling and advertising, "for once peace comes, industry must be ready to race to high level employment very quickly. It must get jobs for the idle millions before long unem- ployment brings them fear and dis- concern. If business has planned boldly and has the courage to act boldly when peace comes, then its wheels can begin to turn in time."

John E. Wiley, vice-president, Fuller & Smith & Ross, declared that while "advertising's biggest peace-work job will be the com- petitive selling of the additional products which our enormously in- creased industrial machine will pro- duce, that will not be advertising's hardest job. That will be creating and maintaining a political state of thought through broad ideas and re- ceptions that is understanding of and helpful to business develop- ment."

"In the postwar world," he stated, "we will need as never be- fore the 'take a chance' spirit which is the essence of capitalism. We will need the 'I can do it better' spirit which can best be deter- mined through allowing a profit. "These are the kind of simple facts about business and how busi- ness operates that ought to be known throughout the length and breadth of our land. It is adver- tising's job to make them known."

MEET

the three best prospects you have in the nation today.

see pages 24-25
Miller Asks Law


BMI Licensees Meet

Ninth meeting of program managers of stations licensed by Broadcast Music Inc., the last until early fall, took place June 28-29 in New York, with M. E. Tompkins, general manager of BMI, presiding. Songs on which BMI and affiliated publishers are concentrating were auditioned, and brief talks were given by Sydney M. Kaye, BMI executive vice-president and general counsel; Carl Haverlin, vice-president in charge of station relations; R. L. Harlow, program director; Ralph C. Wentworth, field representative, and Robert Burton, house counsel. In addition to other BMI executives, 25 program managers attended the sessions.

Arvey Spots

Arvey Corp., Chicago (R-V-Lite glass substitute), has placed a total of 18-26 one-minute spot announcements for fall starting dates on the following stations: KVI KOIN KPO KNX KFPP KSU WGBL KLZ WJR WBL WHAM WSUA WRNL WPTF WGY WLY WTIC KPY WREB WSB WPKY WKB KFY W KWPW WCO KWT WAAF and KXOK, and 36 on WLS, Chicago; 48 on KFAB, Lincoln, Neb.; a quarter-hour program thrice-weekly on WHO, Des Moines, for seven weeks; and a quarter-hour segment on Grand Ole Opyr, WSM, Nashville. Starting dates will be staggered from Oct. 8 to Nov. 1. Agency is First United Broadcasters, Chicago.

• "FIRST IN WAR GROWTH AND POST-WAR PROSPECTS"

In Philip M. Hauser’s recent survey, he rates Corpus Christi, Texas, as a Class A-1 city—that is, one of the six cities which grew most rapidly during the war and now have the best prospects of retaining their wartime growth.

With its audited city zone population of 101,400 and county population of 123,239, Corpus Christi offers you a rapidly expanding market which is dominated by one major station—Kris. Yes, the Hooper Station Listening Index for Fall gives KRIS a dominant 63.6% evening listenership against 13% for station B and only 11% for station C. Use KRIS for a selling-chnch on Corpus Christi now!

Special Combination Buy—KRIS and KXYZ, Houston... Investigate!

BROADCASTING • Broadcast Advertising

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Charges Against Chairman Fly

(Continued from page 10)

resolution adopted by the BWC for the purpose of preventing Mr. Fly from making public utterances on matters relating to such Board affecting national defense.

Mr. Fly’s insistence on reopening the consent decree (RCA) and refusing to renew RCA licenses despite the protests of the Army and Navy.

Mr. Fly’s refusal to approve the operation of miniature broadcast stations at isolated combat outposts if the stations are to be sold or operated.

Mr. Fly’s insistence that the broadcasting stations operated by the Army in Alaska and elsewhere abroad for the purpose of maintaining morale in the armed forces should be operated by the Office of War Information.

The FCC’s consistent effort through the years to exercise jurisdiction in matters relating to the use of radio spectrum, not only in respect of the allocation of standard commercial broadcasting frequencies for use by Government departments as provided by law, but also over the allocation of frequencies and agencies, the jurisdiction of which has not been entrusted to the FCC by law; and the manner in which Mr. Fly, through his domination and control of the Interdepartment Radio Advisory Committee, has prevented Government agencies from having their needs and opinions in such matters presented to the President for his consideration.

Mr. Fly’s refusal for a period of six months to provide for nearly seven months after Pearl Harbor—to turn over to the Federal Bureau of Investigation, at the request of that Bureau and the Navy, the fingerprints of radio operators aboard American merchant marine vessels, for investigation by the FBI; the importance to the national defense that such investigations should have been promptly made, and the strategic position occupied by any disloyal or enemy operators to endanger the national defense; the incompetent manner in which such fingerprints were taken by the FCC, compelling the return to the FCC of the fingerprints of some operators as useless and of no value.

Contribution to Pearl Harbor Disaster

The protests made by the admirals in charge of convoys respecting the failure of the FCC to have the ship-to-ship radio operators investigated by the FBI promptly because of the imminent danger to the national interests in the event that such action was not promptly taken.

Mr. Fly’s successful activities in defeating the Army-Navy and Hawaiian broadcasting stations’ voluntary pre-Pearl Harbor joint efforts to arrange for the elimination of Japanese language broadcasts in Hawaii; and the contribution of such resulting failure to the Pearl Harbor disaster.

FCC’s penetration into the military field of radio intelligence and direction on a scale and intensity hitherto unknown; the resulting duplication of such services maintained by the Army and Navy; and the fact that the names of FCC’s two divisions—Radio Intelligence Division and Foreign Broadcast Intelligence Service—are misleading and misleading, since such divisions do not perform intelligence service functions; it is impossible to impart to an agency like the FCC information which it would have to have, and which the Army and Navy do have, in order to do such work effectively; that such service was first established by the Defense Communications Broadcast Monitoring Service (FBMS); and the fact that it is impossible to coordinate any civilian agency like the FCC with the Navy, to have a radio intelligence division finding of domestic clandestine stations, the interception of enemy communications, the conduct of a distress service, and such matters as furnishing of information to aircraft in operation.

Danger to National Security Stressed

The fact that the Radio Intelligence Division of the FCC is not qualified, either from the standpoint of equipment or personnel, to do other than local monitoring, because (1) its stations are not properly located, (2) its personnel lacks adequate intelligence information required for the enemy and is not trained to handle direction finding triangulations and other radio intelligence functions, and (3) the military services cannot entrust secret military information essential to the proper functioning of radio intelligence to a civilian agency, and more particularly to one prone to publicize its activities for its own aggrandizement.

Mr. Fly’s statement that the military personnel is trained and equipped to and does perform adequate radio intelligence and that the fact that the alleged national defense efforts of the FCC constitute a duplication of no value whatsoever to the armed forces, but, on the contrary, in fact endanger national security.

That the FCC does not and cannot, as claimed by Mr. Fly, render service of any value to the armed forces in locating enemy ships or in reporting attacks upon war ships.

That FCC, through its RIF, does not perform the services which Mr. Fly has claimed it renders for the Army and Navy in his testimony before various committees of the Congress, such as the Appropriations, Commerce, and other committees, charging that the Army and Navy have never requested (and that it was impossible for them to perform for the services claimed by Mr. Fly to be rendered to them by the FBIS furnished the Navy by the RIF of the FCC respecting the alleged location of enemy ships has necessitated the expenditure by the Navy of days in checking such reports, only to ascertain that the alleged enemy ships were in fact standard radio stations located in Japan.

Neither Army Nor Navy Uses FBIS Material

That the daily, weekly, and other analyses are prepared by the FBI; the FCC from the foreign broadcasts are of no value to the Army or Navy, since they are engaged in military operations controlled by Chiefs of Staff pursuant to plans made long in advance that the military intelligence using such broadcasts.

That neither the Army nor the Navy makes use of the wire or分析 material put out by the FCC’s FBIS because they have their own well tried and established means of obtaining such material as they require for the purpose of military defense.

That the material gathered by the FBI, FBIS, and wired its wire to the Office of War Information is nothing more than a sort of glorified, world-wide new-gathering and dissemination agency which serves the national and international press associations and broadcasting companies.

That the disclosures made by Mr. Fly to the Appropriations Committee of the Congress in respect of the alleged war activities of the FCC in support of appropriations sought by him to maintain these useless diplomatic agencies, and the FBI, FBIS, are as indispensable, the national security, because the Army and Navy feel that even the existence of military information should not be disclosed, much less a description of the manner in which the fullness and importance of information have been given to the Congress in the representation of recommendations for appropriations for such services.

That the influx of the civilian employees into the FCC and the OWI in the North African theatre of war operations has presented difficulties in the assignment of personnel to the armed forces there which have necessitated a request for their immediate withdrawal and transfer.

Mr. Fly’s successful efforts in delaying television, thereby depriving the national defense of the benefits of such development. Mr. Fly’s delay of frequency modulation (FM) by the expenditure of Commission funds in establishing Commission policy with respect to FM broadcasting, and in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war.

easy to get
to your prospects over the fastest growing network station in all the West and at the lowest cost, too. It’s the Bargain

Buy of the Nation’s 3rd major market!

Los Angeles

Barle C. Anthony, Inc., National Representatives
IN RECOGNITION of the contribution of the nation's radio and press to its 103-million-dollar war bond drive, the Cross of Honor of the United States Flag Assn., was formally presented last Monday to the heads of the trade associations representing these media at a luncheon in Washington. (L to r) Linwood L. Noyes, of Ironwood, Mich., president of American Newspaper Publishers Assn.; Walter D. Fuller, president, Curtis Publishing Co., executive chairman of the Association, who made the presentations; Neville Miller, NAB president; and Undersecretary of the Treasury Daniel W. Bell. Campaign, for the week June 8-14, was conducted jointly by the Flag Assn. and the Treasury.

**Nebraska Stations Protest Free Time For Railroads Buying in Other Media**

**EDITOR, **BROADCASTING:

We are glad to notice the complaint in your June 14 issue against the OWI requests for free publicity in behalf of railroads when they are paying the newspapers for similar appearances.

The Nebraska Broadcasters Assn., comprising all stations in Nebraska, is very much opposed to this discrimination.

Mrs. V. J. LeBaron, KGNF, North Platte, Neb., wrote OWI: "The railroads are making money hand over fist and can well afford to pay for the advertising they need; surely it isn't exactly cricket to ask the radio stations to fight the battles for everyone . . . we have to live you know . . . and with darned little cooperation for our problems of existence."

No Opposition

Frank Barhydt, regional radio director, OWI, Kansas City, replied in part:

"This employment service is not maintained for the benefit of any individual railroad but rather for the industry as a whole. Since it is vital that the nation's transportation system continue to function efficiently, the Government has seen fit to make available to the railroads this service."

**RECIPE**

for reaching the greatest wartime production audience of the nation.

see pages 24-25

**Our Shortwave to S. A. Described as Ineffective**

BACK FROM a three-months survey of Latin American markets, Franklin Johnston, publisher of American Exporter, last week addressed 60 representatives of firms engaged in export advertising, on U. S. advertising in Central and South America.

At a luncheon meeting of the Export Advertising Assn., with J. J. Cleary, president, as chairman, Mr. Johnston said he found U. S. advertisers in good standing in Latin America. American products, methods, and businessmen appear to be welcome, but U. S. propaganda efforts in behalf of democracy are not meeting with appreciable response, he said.

Commenting on media, he expressed disappointment in U. S. shortwave effectiveness, due to poor quality of reception. Newspapers on the West Coast of South America list BBC rather than American programs as a result, he said. In Argentina 60% of the sets are for local reception only because of shortwave reception difficulties. Favorite U. S. commentator he found to be William Winter, CBS West Coast analyst.

Elgin off for Summer

UNTIL ELGIN Watch Co., Elgin, Ill., resumes sponsorship of The Miss Behind the Gun is the full, CBS pre- sentation at a new time, Saturday, 6:30 p.m. Series, based on experiences of our armed forces, was heard this winter under Elgin sponsorship, Sundays, 10-30-11 p.m. Agency is J. Walter Thompson Co., New York.

**Lighting Miami...Is a Richer Market Than Playing Miami Ever Was!**

Miami's present income of almost a third of a billion dollars annually . . . higher than any tourist year by far . . . reflects its great growth of new war industry with a phenomenal increase in manufacturing pay rolls . . . and a gain of more than 10% in population since 1940 . . . with jobs for all.

**Petticoat Engineer**

WITH a Federal license as transmitter engineer, Mrs. Amy Collins takes on a full-time job at KVVO, Tulsa. Only a few months ago, she left her duties as clerical office worker to start engineer training. Mrs. Collins is said to be the first woman in the Southwest to invade this profession.

**Kellogg on ‘Breakfast’**

UNAFFECTED by rationing or shortages, cereal firms have been expanding their advertising. Kellogg Co., Battle Creek, already sponsoring portions of BLUE Breakfast at Sardi's, effective July 5 shares sponsorship with Swift & Co. of the BLUE Breakfast Club. Swift sponsors Tuesday through Saturday, 9:30-9:45, while Kellogg takes 9:45-10 Monday through Thursday on full BLUE plus some NBC outlets total 165 stations. J. Walter Thompson Co., Chicago, handles the account, while Kenyon & Eckhardt, New York, is in charge of Pep and All-Bran. Last week Kellogg bought a recorded version of Breakfast at Sardi's on two CBS Arizona stations, KOY and KTUC, for Pep. The company is reported to be considering a quarter-hour of news on either the BLUE or Mutual, for cereals or Gro-Pup. Appropriation is estimated over $5,000,000.

**BROADCASTING • Broadcast Advertising**

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Mutual Board to Meet; June Billings Increased

A MEETING of the Mutual board of directors and the network's shareholders to be held in MBS New York headquarters July 14 was announced last week by Miller McClintock, president. The network's executive committee, W. E. MacFarlane, WGN; Theodore C. Streibert, WOR; Lewis Allen Weiss, Don Lee Broadcasting System; H. K. Carpenter, WHK- WCLE, and Mr. McClintock will hold an executive meeting the day before the board meeting. MBS billings for June totaled $1,190,481, an increase of 63.4% over the June 1942 total of $685,372. For the half-year, Mutual's cumulative gross time charges amount to $5,902,918, up 10.6% above the $5,335,103 Mutual billings for the first half of 1942.

CBS Ninth District Meets

AT A MEETING of CBS Affiliates of the Ninth District, composed of Arizona, Utah, California, Oregon, Washington and Montana, held in San Francisco June 25th, it was unanimously voted to petition CBS to discontinue the practice of broadcasting network open announcements on station break time between quarter-hour programs. "Cowcatcher" and "hitch-hike" announcements were also condemned as contrary to the principles of good broadcasting and it was suggested that the networks get together to eliminate these in behalf of the industry. Meeting was called at the request of the affiliates by C. W. Myers, CBS Conference Board representative for the 9th district.

Payne Mystery

(Continued from page 9)

Norfolk, Neb., who was originally elected to the House in 1935 largely because of his radio following:

4—Rosel H. Hyde, assistant general counsel of the FCC and one of the original attorneys with the former Radio Commission, who hails from Idaho.

It was thought in some quarters that the post might be left vacant for the present—until the House Select Committee investigating the FCC concludes its task. It is no loose thought, now that the Committee is off to a vigorous start, that the upshot may be full-scale reorganization of the FCC.

Senatorial Support

By virtue of the President's withdrawal, Mr. Payne was out of office after a nine-year tenure. Of course, there still is the possibility of renomination, but the betting is 1,000 to 1 against it. The New Yorker, in his 67th year, was originally named by President Roosevelt to a two-year term in 1934. He was reappointed in 1936, after back-stage bickering, for a seven-year term. A former New York tax commissioner, Mr. Payne has voted with the FCC's Democratic majority in most policy matters.

It is reported Mr. Payne had the endorsement of both Senators Wagner and Mead of New York, and was supported by FCC Chairman James Lawrence Fly.

Committee Scans Agency Requests

POINTING out that business and industry are still largely unaware that a mechanism has been established by which Government information requests can be kept at a minimum through elimination of unauthorized questionnaires, the Advisory Committee on Government Questionnaires, with the concurrence of the Bureau of the Budget, last week called upon business men to exercise more caution about those report forms "that are suspect."

W. J. Donald, chairman of the Advisory Committee, pointed out that corrective measures on issuance by Federal agencies of unauthorized questionnaires are being taken, in collaboration with the Budget Bureau, but that some industry groups have been slow in forwarding information. He pointed out that with few exceptions all Government questionnaires are subject to review of the Bureau of the Budget and may not be issued by a Federal agency unless authorized by the Bureau. He pointed out that whenever desired no disclosure will be made of the person or organization making the inquiry.

The broadcasting industry, through a committee set up by the NAB, is collaborating with the advisory group and the Budget Bureau. Complaints have been made of particularly burdensome questionnaires in the broadcasting field, particularly the FCC application forms. In recent months, however, steps have been taken by the Commission to reduce the size of some of its forms. Meetings have been held recently with Mr. Donald's organization and the Budget Bureau.

Mr. Donald pointed out that particularly burdensome questionnaires, even if they have had Budget Bureau approval, may be made the subject of legitimate inquiry or complaint. Through the Advisory Committee or some of its 40 specialized subcommittees, including one covering broadcasting, businessmen may be heard whenever a form is reconsidered in advance of the date of its expiration.

The Advisory Committee is composed of representatives of a number of well-known trade associations. Russell Schneider is the committee's executive secretary. Offices are maintained at 1615 H Street, N. W., Washington, and a staff maintains constant contact with the Budget Bureau and with business and industry.

PICTURES OF THE FACTORY

It takes more to hold the goodwill of the public than the occasional publication of a picture of your factory. People are interested in your factory only for its ability to satisfy their wants. If you can't meet their demand for your product now, you must find some other desire of theirs that you can satisfy, to hold their goodwill.

One of the best ways is to give them something they value—radio entertainment—to remember you by.

SPOTLIGHT

IDAHO'S RICH FARMLAND WITH

KTFI TWIN FALLS, IDAHO

—PULSE OF THE MAGIC VALLEY—

Surveys prove at least one quarter of all radios in Canada's richest market are always tuned to CFRB.
House Probe of FCC
(Continued from page 10)
Mr. Garey emphasized the entire program of inquiry will bear on other "important questions of policy," such as network broadcasting, multiple ownership, newspaper ownership, judicial decisions, practice and procedure, judicial review, personnel, and need for "amendatory legislation". The committee's primary desire, he said, is to "achieve a constructive result" with "corrective legislation" the ultimate goal.

Both the R&D and the FBIS, in which Mr. Fly was the moving spirit, were described by Mr. Garey, based on "facts heretofore substantially established through investigation by this committee," as unnecessary, undesirable and unwanted by the military.

FBIS was labeled a "sort of glorified, window-dressing gathering and dissemination agency which serves the national and international press associations, the daily press and the broadcasting companies". And the overall "intelligence" activities of the FCC were said to be regarded by the military in such fashion as to have resulted in the sweeping recommendation to the President that the "better prosecution of the war will be served" by terminating them.

Delay of Television And FM is Charged

Even television and FM got into the opening day's inquiry. Mr. Garey, in his letters to the War and Navy secretaries, said that among the facts that had been "substantially established" by the committee were "Mr. Fly's successful efforts in delaying television, thereby depriving the national defense of the benefits of such developments in war time."

As to FM, he alluded to the chairman's "delay" of the medium by "the expenditure of the Commission's time in establishing Commission policy with respect to matters more properly within the competency of the Congress rather than within the lawful jurisdiction of the Commission; and his activities in keeping the radio industry terrorized and in a state of fear, particularly during a period when unity is required and every energy devoted to the winning of the war."

In his opening statement, after reviewing the history of radio regulation, Mr. Garey said the law gives the FCC "undisputed statutory authority" to regulate the "physical aspects of the use of the radio spectrum." That comes within the "lawful scope" of the "public interest, convenience or necessity" clause, he said.

"Many of the acrimonious disputes which have subsequently arisen respecting the lawful extent and scope of the Commission's powers may be directly traced to the employment of this phrase in the statute," he declared.

"It is clear that the practically unrestricted delegation of power made by the phrase "public interest, convenience or necessity" without guiding standards and without the check and balance which a full judicial review might have provided, created ample and unlimited opportunity for the Commission, if so minded, to distribute unchecked Government favor and largesse among the politically faithful and subservient, and ample power with which to whip and cow all political opponents possessing the tenuity and courage to protest or challenge the actions or policies of the Commission."

Military Sought Transfer of Functions

It became abundantly clear, as soon as the inquiry began, that the Garey staff had amassed a wealth of information aimed at purposed national defense functions.

Davis, Nelson to Address Entertainment Meeting

ELMER DAVIS, director of OWI; Donald Nelson, director of WPB; Henry Morgenthau, Secretary of the Treasury; Brig. Gen. F. H. Osborne, head of the Joint Army-Navy Welfare & Recreation Committee, and Winthrop Aldrich, chairman of the National War Fund, will address the conference of the National Entertainment Industry Council to be held in New York July 14-16. Remander of the two-day meeting will be devoted to a discussion of how the entertainment industry can best go about meeting the needs of the government and the armed services as outlined by the guest speakers.

About 35 of the 60 organizations invited to participate in the conference have definitely agreed to take part and most of the others have indicated that their formal acceptance is only a matter of signing the governing boards of their groups. Speakers for the session will be representatives of A.B.C., C.B.S., N.B.C., P.A.T.A., and of the local radio stations. The conference was called by Leonard Callahan, chairman of the entertainment committee, and the meeting will be held at the Beaux Arts Hotel.

Mr. Garey asked for all memo-
randa, reports and correspondence relating to the charges before BWC against Mr. Miller, the "Army's and Navy's opposition thereto, the transcript of the testimony taken at the hearings on such charges and the findings exonerating Mr. Miller."

Refusal to Submit Operators' Fingerprints

The Pearl Harbor incident was brought within the scope of the inquiry in the citations for exhibits and correspondence relating to that incident. There was reference, for example, to "Mr. Fly's refusal" for nine months—and seven months after Pearl Harbor—to turn over to FBI at its request and that of the Navy, fingerprints of radio operators aboard American merchant vessels and to Mr. Fly's successful activities in defeating the Army-Navy and Hawaiian broadcasting stations' voluntary pre-Pearl Harbor joint efforts to arrange for the elimination of Japanese language broadcasts in Hawaii; and the contribution of such resulting failure to the Pearl Harbor disaster."

In his opening statement Mr. Garey asserted the investigation "can and will be conducted without the disclosure" of military information, declaring the responsibility of non-disclosure rests "quite as much on this committee as upon any other part of the Government." He pointed out, however, that with the entry of this country into the war, there was a "frantic rush by numerous Governmental agencies, both old and new, to establish themselves as indispensable units in the conduct and winning of the war."

Asserting that in many instances the war activities of such agencies have been magnified, through one means or another, far beyond all recognition that may properly be accorded them as "true war agencies", he said that when "alleged war activities are challenged" as wasteful, extravagant or unauthorized by law, the agencies attempting to enhance their importance to the war efforts and their friends "inevitably raise the hue and cry that the war effort is being impeded, and that an inquiry into their war functions will call for a disclosure of secret military information."

War No Basis for Raids on Treasury

It must be recognized, Mr. Garey said, that the existence of "a state of war constitutes no license to raid the Treasury, either through waste and extravagance by lawfully constituted war agencies, through the operation of worthless activities under the guise of the furtherance of the war effort, or otherwise."

Hence, he said, the investigation had proceeded on the basis that the Committee, Congress and the public will be entitled to know the facts surrounding the "Commission's so-called war activities and functions" to the end that such activities and functions may be abolished, curtained or extended if the Congress sees fit.

The Feb. 8 letter to the President from Secretaries Stimson and Knox cited that the two Cabinet members joined the Chiefs of Staff in recommending that the Executive Order transferring from the FCC to the War Dept. the former's intelligence functions bore their immediate attention. It asserted radio intelligence "is an important military weapon", and that through these activities the military forces of the United States and their allies obtained information "of the utmost importance.

Adm. Leahy Points to Shortcomings of FCC

Participation of the FCC in radio intelligence should be discontinued, said the letter, because for reasons of coordination and security, there should be "full military control"; since the responsibility for military action rests with the armed forces, the responsibility for obtaining the technical information governing that action must also be in the armed forces, and because "military activities have been hampered by severe shortages of trained personnel and critical equipment essential to naval intelligence."

The President was also informed that Secretary Knox last September had requested the joint Chiefs of Staff to study the problem of responsibility and security of naval intelligence.

"They (the Joint Chiefs of Staff) as well as the responsible military commanders in the field," said the letter, "are of the belief that radio intelligence, the location of clandestine stations, the supervision of military communications, security and related activities must, in their very nature, be under the sole control of military forces."

Attached to the letter to the Chief Executive was a copy of the Feb. 1 letter from Adm. William D. Leahy, Chief of Staff, to the Secretary of the Navy on the investigation. He said radio intelligence activities of the FCC "tend to be less and less useful as the art progresses." He ascribed this to integration into proper radio intelligence systems of "large quantities of secret military information accumulated through special processes by the armed forces and other special information which for obvious reasons cannot be disseminated to an agency such as the FCC."

"Moreover, information obtained by the FCC through its own radio intelligence activities is not, in the military sense, secure, due to the inherent tendencies toward publicity of FCC activities, use of non-secret methods of reporting and correlation and the necessarily close relationship of FCC military intelligence activity with other phases of the agency's work."

He concluded that the "better prosecution of the war will be served by terminating all military and quasi-military radio intelligence activities of the FCC and confining such activities to the Army and Navy. Because the Army's present need for personnel and equipment is greater than that of the Navy, the recommendation was that "all intelligence facilities of the FCC should forthwith be transferred to the Army entirely."

Adm. Leahy recommended also that the information of the FCC heretofore engaged in radio intelligence should be made available initially as civilian employees of the Army, pending decision by the Army as to which shall be placed in military status, which shall be replaced by military personnel and which would be best retained in the Army as civilian employees.

Recommendation of the proposed Executive Order, Adm. Leahy stated, would leave the FCC in the radio field with the responsibility for monitoring, processing and disseminating foreign news and propaganda broadcasts (its Foreign Broadcast Intelligence Service), the monitoring and inspection of stations licensed under the Communications Act, all necessary li-

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**ONLY WGY has the POWER (50,000 watts), the PROGRAMS (NBC plus the region's foremost local shows), and the POPULARITY (based on 21 years of service) to put together a 1 1/2-Billion-Dollar Market in the Hudson Circle.**

Represented Nationally by NBC
Spot Sales

---

When you see the Above Coat of Arms
You Think of Nova Scotia

When You Think of
Nova Scotia
You Must Think of

CHIS

The Key Station of the Maritimes at Halifax
Rep: WEED & CO.
Navy and Army Personnel Called

Mr. Garey’s virtually identical letters to Secretaries Knox and Stimson in effect outlined the so-called war effort case against the FCC. He pointed out that the committee had completed certain phases of its preliminary activities of the FCC and intended to hold formal public hearings, and take testimony within “a short day”. He said the committee would require at such hearings the presence of certain officers and the production of certain documents and papers from the files of the departments.

The Naval officers whose attendance at the hearing as witnesses “will be required by the committee” were listed as Secretary Knox: Capt. Andrew H. Addens, Communications Officer, Eastern Sea Frontier; Capt. Jerome L. Allen, former Communications Officer, Eastern Sea Frontier; Lt. Com. Cecil H. Coggins; Lt. (jg.) Edward Cooper; Capt. John Lawrason Driscoll, USMC, Air Station at Cherry Point, N. C.; Capt. Charles F. Fielding; Capt. Carl F. Holden, former director of naval communications; Rear Admiral R. E. Ingersoll; Lt. Vanner T. Larson, Officer of Naval Intelligence; Rear Admiral Leigh Notyes; Lt. Com. Duke M. Patrick; Rear Admiral Joseph R. Redman, Director of Naval Communications; Lt. Com. Paul Segal; Rear Admiral Harold C. Train, Director of Naval Intelligence; Rear Admiral Theodore S. Wilkinson; Com. F. O. Willenbacher USN (retired), chief of the legal section, office of the director of naval communications; Capt. Ellis M. Zacharias, assistant director, Office of Naval Intelligence.

In addition, Mr. Garey asked for the appearance of Adm. Adolphus R. Staton (retired) and Rear Adm. Stanford C. Hooper (retired), but pointed out that since they are not now on active duty he would be compelled to require their presence by subpoena and would so arrange.

Army personnel whose attendance was asked were: Secretary Stimson: Col. Howard P. Breezee; Lt. Col. Armand Durant, Military Intelligence Service; Col. Wesley T. Guest, Director of Planning, Signal Corps; Maj. Gen. Dawson Olmstead (former) Chief Signal Officer; Col. Conrad E. Snow, chief legal branch, Office of the Chief Signal Officer; Maj. Gen. Frank Stoner, Communications Service; Maj. Gen. George V. Strong, Assistant Chief of Staff (Military Intelligence); Capt. E. M. Webster.

In addition, Mr. Garey said the committee would require attendance of Maj. Gen. Joseph O. Mauborgne, retired, former Chief Signal Officer, but said that because he is not now on active duty, he would arrange for a subpoena.

List of Documents Required From Navy

In enumerating the documents, reports and memoranda which the committee would require from the Navy, Mr. Garey listed some two dozen items. These included the report of Adm. Hooper recommending that all monitoring work in wartime be under military supervision; memoranda from Secretary Knox dated May 14, 1942, regarding the “undesirability of chairmanship of DBC being vested ex officio in chairman of the FCC, especially during wartime”; memoranda of Adm. Hooper concerning “disputes with FCC with respect to assignment of frequencies to the Navy and other Government departments and agencies”.

Department files concerning establishment in the fleet of a new type of radio and the Navy’s necessity of promptly ascertaining frequencies that would be allocated to it to enable purchase by it of essential equipment, the delay in ascertaining frequencies and subsequent change in frequencies allocated “due to FCC’s activities and inactivities, in consequence of which it was necessary for the Navy to purchase new equipment to replace the new equipment already purchased for such purpose and rendered useless as a result”, files pertaining to Navy’s attempt to obtain approval of use of ultra-high frequencies and difficulties encountered by Navy in getting FCC to make a study of project; all files pertaining to Navy’s position favoring passage of bill to permit wire tapping and Chairman Fly’s opposition to such bill.

Files pertaining to Navy’s effort to stop Japanese language radio broadcasts from Hawaii prior to Pearl Harbor and reports of Naval commanders of their activities in negotiating voluntary agreements to that end, and Chairman Fly’s “opposition to such action and the subsequent actions which are alleged to have caused such voluntary agreements to be abandoned”; files concerning telegraph mergers and Chairman Fly’s unwillingness to hear or consider military services’ position; June 12, 1940, letter from Chairman Fly to Chief Signal Officer and Director of Naval Communications holding that FCC had determined that its chairman should be the Commission’s representative on and chairman of DBC; all files pertaining to proposed transfer to the Army of FCC’s RID (placed
in the record by Mr. Garey at the hearing); correspondence relating to opposition of the Navy to proposals of FCC to establish stations overseas; all exchanges with White House and others respecting creation of DCB (formerly Board of War Communications), created by executive order in 1940;

Unauthorized Disclosure of Board Activities

All data relating to Interdepartment Radio Advisory Committee and Chairman Fly on application of Army for frequencies to broadcast in Alaska and elsewhere to maintain morale among armed forces and opposition of Chairman Fly and his insistence that it be done by OWI; files relating to difficulties of Army and Navy in having their views properly presented by FCC representatives to international conference in Madrid; reports from FCC to Navy relating to alleged direction-finding and location by it of certain enemy ships; correspondence on Chairman Fly's proposal to establish east and west coast central intelligence services and requesting Navy to contribute to cost and basis for Navy's refusal;

Files forbidding release of any information unless authorized by DGB, adopted by DGB "for the purpose of curtailing Chairman Fly's unauthorized disclosures of the board's activities"; correspondence between Navy and FCC stopping the transmission to the Navy of material compiled by FBIS "because it was of no value"; data received by Navy on "certain information improperly evaluated, edited and distributed by FCC" pertaining to the war in Alaskan waters; report to Adm. Noyes on fitness of persons proposed to be appointed to various committees of DCB and requests of Secretary Knox to Chairman Fly for such an investigation of such persons that were appointed, including delay of FCC to investigate and fingerprint radio operators on board ships in the Merchant Marine; proposed constitution of Interdepartment Radio Advisory Committee proposed by Navy, which Chairman Fly opposed and which therefore never became effective; reports of Adm. Hooper on danger arising out of activities of FCC in its clandestine station location work outside the United States, "beyond the purview of its authority and an encroachment in fields in which the Army and Navy were better qualified to function."

The letter to Secretary Stimson covered much the same ground, although there were items affecting the Army which did not relate to Navy activities. In each letter Mr. Garey reiterated that the testimony of the officers asked to appear would not call for the "disclosures of any secret information.

He pointed out that the existence of the facts recited had been "heretofore substantially established through investigation by this committee."

Having recited the type of documents and data required, Mr. Garey's letters then covered in detail the "subjects of inquiries to be made of such officers." [See "Charges Against Chairman Fly", this issue.]

SETTLING A POINT in the script during informal huddle preceding a recent CBS Fiesta Night at Grapevine Rancho broadcast, is this agency-sponsored talent sextet. Newly revised half-hour variety series is sponsored by Roma Wine Co., San Francisco. Script-watchers (1 to r) are Carl F. Ohliger, San Francisco vice-president of McCann-Erickson Inc., servicing the account; August J. Brunn, manager of the agency's Hollywood office; Mary Astor, mistress-of-ceremonies; Russ Johnston, and Hollywood radio director of McCann-Erickson; Harry Serl, executive of Roma Wine Co., Roswell Cochran, agency vice-president.

Sarnoff Sees Research As Aid to Distribution

APPLICATION of scientific research to the problems of distribution must soon be given importance equal to technical research as a necessary tool of the American business, said David Sarnoff, RCA president, in a statement released last week on the results of two years of experimental study by a commercial research department set up in Chicago by the RCA Victor Division.

Industry called in science two years ago to solve technical problems, and several years ago, finding production costs to be approaching the minimum, and distribution costs excessively high, RCA again called on science, this time to solve distribution problems.

EMILY SMITH, New York, distributor for Goldmark Hosiery, on June 21 started sponsoring quarter-hour segments of Alan Courtney's recorded music program on WOV, New York, in a test for Wearlon No-Seam Hosiery. Advertiser is using radio for first time. Agency is Erlen Ady, New York.

Territory Stations Serve Troops Free

Offer Their Facilities to War Dept. to Air Programs

CONTINUOUS program service will be afforded to Armed Forces in Alaska, Hawaii and Puerto Rico, with stations in those territories offering their facilities gratis to the War Dept. for release of news and transferred entertainment. This was indicated by preliminary results in a current War Dept. survey.

Although reports were not complete at press time, War Dept. officials pointed out that not a dissenting voice has been raised to date by stations contacted. Possible curtailment of service to the troops in those areas was fore-shadowed with OWI announcement in late May that it would terminate contracts for purchase of time from non-GLC stations on June 30 [Broadcasting, May 31].

Job for Army

Current OWI Overseas Branch policy, it was explained, concentrates attention on civilians of friendly allies and enemy powers. Thus an increased part of the job of dispensing entertainment to the servicemen outside the United States has been transferred in recent weeks to the Army Special Service Division.

It has been pointed out that neither OWI nor the War Dept. can subsidize stations within territorial U.S. However, general disposition of stations to carry programs without compensation has apparently solved the problem.

WWDC Remote Control

WWDC, Washington, was last week granted permission by the FCC for waiver of the Commission's rules to permit operation of its synchronous amplifier by remote control from the main transmitter for duration of the war emergency. Other stations operating under similar arrangements are WINX, Washington, and WSAI, Cincinnati. The action reflects its policy of assisting stations to operate under wartime manpower shortages, according to the FCC.
AFM Offers Elmer Davis Free Music For Records to Entertain Servicemen

THE American Federation of Musicians has offered the services of its members without charge to make records for the entertainment of American servicemen overseas. No charge is made for the use of such records by the troops. Offer was made by James C. Petrillo, AFM president, last Thursday to Elmer Davis, director, Office of War Information.

Originally, Mr. Petrillo was to present the offer in an interview with Mr. Davis scheduled for Thursday. At Mr. Petrillo's suggestion, however, the appointment was broken "to allow Mr. Davis to attend to other matters", and the plan was incorporated in a letter. According to Mr. Davis' offices, the Petrillo letter had not arrived in Washington by the time it was released to the press.

But No Juke Nickels

In releasing the letter for publication, Mr. Petrillo makes it clear that "others talk about patriotism, but we practice it" and said that every AFM member "from Toscanini to Harry James" is available to make whatever records the forces want. "We'll put 'em in every Army camp in the world," he said, "as long as they fix the juke boxes so the boys don't have to put nickels in.

Letter follows in full text:

The AFM is desirous of enlarging its contribution toward the war effort. As you well know, despite the discontinuance of commercial recordings by the American Federation of Musicians since last Aug. 1943, there has been no interference with the continuous flow of recorded music made gratuitously by members of the American Federation of Musicians at the behest of and in cooperation with several departments of the Federal Government. This, was in line with our pre-stated policy that nothing we do can in any way interfere with the successful prosecution of the war.

However, a great deal of this recorded music and has been used over radio stations for broadcasting purposes. Why, for example, the AFM, through its headquarters, radios, and service centers.

We therefore propose to put into effect a plan which will continue these donated services and in addition provide the services of any or all of the Federation's 188,000 members, gratuitously, for the purpose of making records which in turn will be shipped both locally and to the far flung camps of the world.

Garey Charges Against FCC (Continued from page 11)

union's order not to work for recordings as the instrumentalists and, that they should not assist in recording of any music, even if the performers are all vocalists who are AFM members and so not participating in the strike.

This move is the latest in a series of steps taken by the AFM president to stop all commercial recordings — those made by singers and by performers on harmonicas and other instruments not considered "musical" by the AFM, and those made in Mexico, outside the union's control, as well as those produced by AFM members. Early in June he asked the music publishers to assist the AFM in eliminating what he called "bootleg" records by refusing any of their music for recording, a request which the publishers summarily rejected.

Vocalist Enlisted

A week ago, Mr. Petrillo went directly to the country's "name" singers with an appeal to make no recordings after he reported that Bing Crosby, Frank Sinatra, Barry Wood, and other vocalists had agreed to comply. At the same time Ben Selvin, vice-president of Associated Music Publishers and program director of Muzak, and Leonard Joy, recording chief of RCA-Victor, were contrary to the express intent of the Congress;

(10) That in its lust for power it has usurped the functions of the Congress by arrogating to itself the determination of matters of legislation, thereby reducing the competency of the Congress;

(11) That in pursuing this course it has adopted and followed the reputed communist technique of "cessation of gravidualism";

(12) That it has deliberately abstained from seeking from the Congress power to operate, but not possessed by it because of the fear that the extent of such powers would be denied;

Misappropriated Funds

(13) That it has made misrepresentations to the Congress for the purpose of procuring appropriations, and such expended appropriated funds contrary to the purpose for which they were granted;

(14) That it has unlawfully appropriated its appropriated funds by procuring the transfer to it of funds appropriated to other departments and agencies;

(15) That it has violated laws of the United States and defied the will of the Congress and the Congress has provided for the enforcement of these laws.

That it has willfully evaded and procured the evasion and viola-
tion of laws affecting the civil service;

(17) That it has sought to cloak its

submitted before the trial board of AFM Local 802 in New York, of which they are both members, and asked not to make any more vocal recordings. Agreeing to comply personally, they stated that they could not bind their companies to stop the manufacture of such records.

Transcription companies who have for some time issued new music to the library service subscribers through a cappella recorders, have been advised in recent press releases that the works of vocalists associated with AFM are to be included in the new transcriptions. The AFM's objection is that these companies have been allowed to go on with their business of procuring the music of AFM's vocalists without the AFM's consent, and that the AFM's objection to such action has been repeatedly made to the companies during the course of the negotiations.

Swift on Coast

SWIFT & Co., Chicago (Jewelキャンペーン), in a 16-week campaign which starts July 12 will use five transcribed one-minute announcements weekly on seven West Coast stations. List includes KFI KGB KPO KMY KONT KIRK. Agency is J. Walter Thompson Co., Los Angeles.
PHIL. ORCHESTRA
IS SIGNED BY CBS

CBS last week added a second major symphonic organization to its musical programming set-up with the signing of an exclusive three-year contract with the Philadelphia Orchestra. Eugene Ormandy, musical director and conductor of the orchestra since 1938, when he took over the baton from Leopold Stokowski, will direct most of the concerts on CBS. Programs will start Oct. 2 in the Saturday, 1-2 p.m. period, continuing through April 30 each year.

Deal follows the announcement that the orchestra had signed a contract with Columbia Recording Co., to record exclusively for Columbia Masterworks. CBS' other top orchestral group is the N. Y. Philharmonic Symphony, which now broadcasts under sponsorship of U. S. Rubber Co.

Canada Buys Radio Time
For Women Recruiting

CANADIAN Government, Department of National Defence, Ottawa (recruiting for women's divisions, Army, Navy and Air Force) has started a campaign of 5-minute transcribed dramatized hero stories, with spots on all English language Canadian stations, three times weekly for 10 weeks. On all French-language stations a 3-minute network program along similar lines is being aired Monday through Friday. Sustaining featured network talks are also included in the campaign, with prominent women as speakers, including Queen Elizabeth and Mrs. Roosevelt. Account was placed by Advertising Agencies of Canada, Toronto and Montreal.

TOOTHPASTE SMILES of this Pepsodent Co., summer replacement program trio were approved by Vick Knight (right), vice-president in charge of radio for Poste, Cone & Belding, agency servicing the dentifrice account, prior to debut of Johnny Mercer's Music Shop on NBC stations. Half-hour series replaces the Bob Hope Show for the summer on June 22. Dental Den Juans (1 to r) are Arnold Maguire, agency producer; Wendell Niles, announcer; and Johnny Mercer, m.c., with Mr. Knight.

U. S. Time Up to Stations
(Continued from page 12)

an increase of $2,500,000 over the amount approved by the House June 18. This report, including the vastly trimmed Domestic Branch fund, was accepted by the Senate after Sen. O'Mahoney, and leaders of both parties of the agency was unsuccessfully sought to bolster the Domestic Branch by increasing the sum an additional $2,000,000.

Originally, the Domestic Branch had asked $8,465,000 for 1944, but the House Ways & Means Committee reported only $5,500,000. In a stormy session in the House June 18, that body on motion of Rep. Starnes (D-Ala.) cut the Domestic Branch entirely from the bill [BROADCASTING, June 21].

Following the House action, the Senate Appropriation Committee, under Sen. McKellar (D-Tenn.), hold extensive hearings on OWI, one session on Saturday, June 26, running from 10 a.m. until 6:00 p.m. Among those testifying from the agency were the Director, Elmer Davis; Milton Eisenhower, assistant to Mr. Davis; E. Palmer Hoyt, new chief of the Domestic Branch; and leaders of industry including Chester J. LaRoche, chairman of the War Advertising Council; Paul West, president of ANA and Neville Miller, president of the NAB (see story elsewhere in this issue).

The Domestic Branch was carefully examined at these hearings, Sen. McKellar said, with each of its bureaus receiving individual attention. The whole committee voted to restore the Domestic Branch, Sen. McKellar said, but on motion of Sen. Overton (D-La.), the appropriation for the agency was limited to $3,500,000, of which $1,000,000 was intended for liquidation of OWI activities.

Discussion of the OWI appropriation was extremely mild compared with the inventive used in the House. With few exceptions, Senators complimented the activities of the organization, asserting they wanted to retain its essential functions.

The Senate Committee report, which later became the Senate's version of the OWI appropriation, provided for continuation of six of OWI's nine bureaus in the Domestic Branch. Of the six, however, the Radio Bureau was the only one awarded its full budget request, $811,499. Others retained were the Office of the Director, $1,375,000; Office of Program Coordination, $225,000; News Bureau, $900,000; Bureau of Special Services, $950,000; and Motion Picture Bureau, $50,000.

Bureaus Deleted

The Committee wiped out the Bureau of Publications, the Bureau of Graphics & Printing and the Field Operations Bureau. In addition, the $50,000 sum for motion pictures represented only a token of the requested $1,225,304. The committee added a rider that no appropriation should go for the preparation and publication of any pamphlet or other literature for distribution within the United States, and that the OWI's funds for 1944 shall not be supplemented from any other source.

Chairman McKellar, in reporting the bill, said he felt OWI should be given $6,000,000 for domestic activities but that the committee
adopted the $3,500,000 limit by a 12-10 vote. He said he thought the House had made a mistake in acting against the Domestic Branch. "We have to advertise ourselves in this war," Sen. McKellar said. "The OWI has done a good job."

Sen. McKellar was supported by Sen. Lodge-R-Mass., who urged restoration of the Radio Bureau, News Bureau and Office of Program Coordination. "I think it is necessary to have the Radio Bureau," Sen. Lodge said, "because if we did not have the Radio Bureau every Government department would insist on separate appeal for radio time, and the air would be so full of Government programs that nobody would listen to the radio."

Only sharp point in the discussion came when Sen. O'Mahoney arose to move increase of the appropriation to $5,000,000. Explaining he felt the Senate should allow the amount recommended by the House Ways & Means Committee, he said "had had more time to study the bill," Sen. O'Mahoney suggested the Field Operations Bureau and the Motion Picture Bureau be restored.

Although he was backed strongly by Sen. Barlow-D-B.C. as majority leader, Sen. McNary (R-Ore.), minority leader, and Sen. McKellar, his amendment was beaten 34-40. In the course of debate, it was revealed that Elmer Davis had made a final appeal to Sen. McKellar to "restore at least $7,435,000" in the belief that the work cannot be adequately performed by less.

Sen. O'Mahoney proposed to allow $1,300,000 for the Field Operations Bureau, which he defended as essential. He introduced into the record a statement from Garden Cowles Jr., then director of the Domestic Branch, explaining the duties of the field offices.

In addition to services for newspapers and other media, Mr. Cowles explained in his statement that the field office operations assist in the preparation of field radio materials for all Federal agencies, and clear all local radio programs. These offices, he said, also serve as a central information source for radio stations and newspapers not familiar with operation of various agencies.

The Field Operations Bureau proposed, in 1944, to produce radio scripts, press releases, and other written materials, to clear policy and time priority on Federal Government radio programs originating in the field, along with other general duties, Mr. Cowles explained.

Rejection of the O'Mahoney amendment signaled the end of the Field Service and by the following morning, July 1, OWI issued orders for the 58 offices to close within two weeks. The field offices employed 350 persons, and a Washington staff of 72.

Weather Report

**TEMPERATURE rose to 99 in studio B at WHIO, Dayton when the air conditioning went out of order recently, so who could blame Don Wayne, the station announcer if he went fond of forehead, and remarked "Whew, it's hot."

Complication was however that an engineer thought the announcer had signalled for the microphone, so the announcer was on the air. Audience reaction was prompt, phone calls informing WHIO the public knew it was hot without being told.

**Alarm Voiced

Robert Huse, director of the field offices, said every effort would be made to help other Government agencies having branches throughout the country prepare programs for the dissemination of information of local value.

Officials of the Radio Bureau in Washington openly expressed alarm over loss of the field offices, which had become an integral part of the Radio Bureau's operations. They admitted that with field offices gone, stations were likely to experience heavy demands from various Government agencies for time, and stated that some stop-gap substitute would be necessary if OWI were to continue as the responsible agency for clearing Government programs.

**Treasury Changes

IN PREPARATION for a wide and intensive promotion for the Third War Loan in September, the Treasury is understood to be increasing its War Savings Staff, setting up new titles, and bringing in top men from the advertised field. Name of the top savings set-up has been changed to War Finance Division. Among the men who have joined the department recently are Fred Smith, now assistant to Secretary Morgenthau, and Jack Louis, vice-president of Needham Louis & Brody, Chicago agency.

ALEX DREIER, NBC news analyst, left for Frisco, Philadelphia, July 5 on vacation. Irving Pfau, foreign editor of the Chicago Times, and Howard Vincent O'Brien, columnist for the Chicago Daily News, will take over his July 10 and July 17 broadcasts. Mr. Dreier will hand over his Fifth Bandwagon news summaries from the West Coast.

Esso Reporter Honored on 10,000th Broadcast

**TO COMMEMORATE the 10,000th broadcast of Esso Reporter, WJZ, New York, one of the six stations to carry the news broadcast when it first went on the air Oct. 7, 1935, was host last Wednesday at a luncheon at the Waldorf-Astoria for representatives of Esso Marketers' Association, sponsor of the network broadcasts on 35 stations, Marshak & Pratt, the Esso agency, and the R.F.C.

The 12:25 p.m. Esso Reporter program on WJZ was broadcast by Don Gardiner, now director of the air from the luncheon room, and short talks were given by Mark Woods, president of the BLUE; J. A. Biller, Esso advertising manager, and R. T. Haslam, vice-president of Esso.

**RMA-IRE Accord

ENCOURAGING progress toward organization of a radio planning agency to prepare for the development of all branches of the radio industry in the postwar era was reported following a meeting of representatives of the Radio Manufacturers' Assn. and the Institute of Radio Engineers, held in Washington, June 25. Haraden Pratt, chairman of the IRE committee on the technical radio planning agency, and Bond Geddes, RMA executive vice-president, said agreement was reached on the general underlying principles and that final agreement on details is expected soon. The two groups had originally differed in their conceptions of the organization and operation of the planning agency.

Higher ASCAP Earnings

ASCAP WILL distribute more than $1,200,000 to its members in royalties for the second quarter of 1945, highest second quarter in the Society's history, it was reported last week, although the exact figures are not yet ready. Sum is the largest quarterly sum ever made by ASCAP, except that for the final quarter of 1940 when the figures on the effects with radio were still in effect.

Sub For Abie's Rose

**SUMMER replacement for Abie's Irish Rose, while that program takes an eight-week vacation from the Saturday 8:30 p.m. period on NBC, will be a sustaining musical titled Sundown Serenade, featuring Charles Dana's orchestra. The program will be heard July 10 through Sept. 28, after which Procter & Gamble Co., Cincinnati, will resume sponsorship of Abie's Irish Rose for Drene shampoo.

Joint Celebration of the 4th JULY, DAY IS DAY, Director of the Office of War Information, and Alistair Cooke, special BBC correspondent in America, spoke in a special independence Day program of the BBC American commentary series, broadcast on the British house and overseas services, July 3. The BBC's National Home Service network in Great Britain and the overseas service carried another special Fourth of July show, featuring Bing Crosby, Dinah Shore, Fanny Brice and Harley Stafford, with Vaughn Monroe's orchestra supplying the music.

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* C. E. HOOPER, Inc.

Blue Network Headley-Reed, Rep.

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**Joint Celebration of the 4th**

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The Voice of Kansas in TOPEKA

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

Tickets 50c - with General Admissions

**WIBW THE Voice of Kansas in TOPEKA July 5, 1943 • Page 51**
**FCC Eases Rules For WERS Work During Emergencies**

Civilian defense stations in the War Emergency Radio Service are now permitted by the FCC to use frequencies and power for emergency work that might adversely affect the war effort. The Commission last week, at request of the OCD, amended part 15 of its rules, effective immediately, to allow licensees in the WERS to provide emergency communication in case of floods, explosions in munitions plants, hurricanes, fire and similar situations affecting national security.

Before the amendment these stations were authorized to be on the air only “for essential communication relating to civilian defense and only during or immediately following actual air raids, impeding air raids”, and other enemy operations, or for testing and drilling. WERS had previously been allowed to operate during emergencies only when normal telephone and telegraph services were disrupted.

**Control Units**

The amended rules also provide for designation of one or more of WERS stations as “control units”, which may be designated by the Army. Station Civilian Defense licensees in “mutual aid” programs for the exclusive purpose of handling essential communications preparatory to any air raids. Under this supervision, station units may be used during the first 15 minutes of each hour, so that fire-fighting and other facilities may always be in readiness. Use of the stations is under the jurisdiction of the licensee and radio aide, and may include other officially recognized organizations than the OCD.

**KTBC Seeks 590 kc**

KTBC, Austin, Tex., last week petitioned the FCC for modification of license to change from 1150 to 590 kc., power from 1 kw. to 250 watts, frequency modulation to AM, and night time broadcasting. The petition was filed for February 9, 1943, at 9:16 p.m. The station is in the Austin market.

**DuMont Reinstates**

Al Renée, DuMont Laboratories Inc., has reinstated FCC for reinstatement of their application for a license for a commercial television station in Washington, D.C., to Channel 1, 50-55 mc. DuMont already operates WIXW, New York television station, broadcasting two evenings weekly, a variety program on Sunday and an experimental series, with advertisers and sponsors cooperating on Wednesday nights. A Tuesday evening series, produced by the program staff of WOR, New York, will begin shortly.

**NEW BUSINESS**


Adam Hat Stores, New York (men’s hats and caps), new hat series on 124 blue stations, Thurs., 8-9 a.m. Agency: Glickman Adv., N.Y.

**Network Accounts**

Nesbitt Fruit Products Co., Los Angeles, adds six stations for 52 weeks, Fulmor Lewis Jr., on 14 Dan Pacific, 9:30-10 p.m. Agency: C. L. Miller Co., N.Y.

**CORN PRODUCTS REFINING CO., New York (Maisto), on July 26 for 95 weeks Stage Dance on 62 stations, Thurs., 9-10 p.m. Agency: C. L. Miller Co., N.Y.

**Network Changes**

Miles Laboratories, Inc., Elkhart, Ind. (Alka-Seltzer), on June 79 added for 6 weeks 8 Airis stations (Koy KUNN KTOU). Eversman, 3-16 a.m., 7-11 a.m. On 7 AM stations, Thurs., 11:15-11:30 a.m. (MTW) on 9 AM stations, Thurs., 11:15-11:30 a.m. (FTW). Agency: M. H. Kele Co., 351 N. Michigan Ave., Chicago.

**FRANK B. NELSON, Julius L. Seltzer (beverages), on June 79 added for 6 weeks 55 stations, Thurs., 9-10 p.m. (WPTW). Agency: C. L. Miller Co., N.Y.

**GLENN GRAPE JUICE CO., Westfield, N.Y., on June 79 added for 6 weeks 4 Airis stations from sun., 9-10 a.m., Thurs., 9-10 a.m. Agency: Seltzer, 29 N. Michigan Ave., Chicago.

**E. L. DUPONT DE NEMOURS & CO., Wilmington, Del. (paper), on Sept. 27 adds 71 NBC stations (MTW) mak- ing a total of 95 NBC stations, Thurs., 8:30-9:30 p.m. Pacific coast stations; Thurs., 11:30-12:30 p.m. Eastern stations. Agency: BBDO, N.Y.

**SAN-NAK-PAK MFG. CO., New York (Lydia Grey cleansing tissues), on June 79 added for 6 weeks 18 stations, Thurs., 11:30-12:30 a.m. Agency: Same.

**SCHUTTER CANDY CO., Chicago, July 11 replaces Col. Stroopmel with The Coro- nel Little Jims, on 41 CBS stations. Thurs., 11:45-12 p.m., at the same time renewing the previous broadcast. Agency: Chicago.


**LEONID H. KLINZ, Pittsburgh (food products), on July 19, replaces five weeks International Distillers, on 164 stations, Thurs., 11:30-12:30 p.m. Agency: Same.

**NBC Engineers Meet ANNUAL MEETING in Radio City, New York, of division engineers from NBC headquarters in Chicago, Denver, San Francisco, Hollywood, Cleveland, Washington and New York. Met last week after a series of discussions on engineering problems, such as loss of personnel due to the war. Among the speakers were Ernest De La Osa, NBC personnel director, and R. B. Hanson, NBC vice-president. The group of engineers. Attending the meetings were A. H. Saxton, Hollywood; C. H. Luttgens, Chicago; George Greaves, (broadcaster); Roger Owen Denw; S. L. Nealand, Cleveland; Don Cooper, Washington; and F. A. Wankel, New York. George Meilrath, NBC operating engineer, was chairman.
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A top announce for a top job. Must have five years experience and be competent all around. For the right man we have a good job with an excellent future.

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SIX STATIONS STOP
AIRING ‘ALL CLEAR’
SIX PHILADELPHIA stations announced jointly on June 28 through identical letters to Third Service Command headquarters in Baltimore and Second Service Command headquarters in New York, that they will discontinue broadcasting official all-clear signals at the end of test blackouts in the area.

The stations, after reviewing the failure of military and civilian defense authorities to furnish prompt and dependable advice, decided to discontinue the broadcasts.

Station letters sent by KYW WCAU WFMF WPEN and WIBG, Civilian Defense Director James M. Landis placed responsibility for air raid signal and blackout tests along the Atlantic Seaboard with Army authorities.

“The authority for issuance of all-clear signals and the timing of such signals rests entirely with the Army Service Command under Air Raid Protection Regulation No. 1, issued by Lt. Gen. Hugh A. Gagne, Civil Engineer,” the announcement said.

Army authorities indicated the letter had not yet been received and therefore no action had been taken to clear the situation. The Army asks stations to air all-clear announcements at the nearest station break after the official signal, but compliance is purely voluntary, it is understood.

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July 5, 1943 • Page 53
General Motors Will Sponsor NBC Symphony For 52 Weeks

Program Goes on Full Network Beginning Aug 1, With Black, Toscanini, and Stokowski

SECOND MAJOR radio contract to be signed in the past two months involving network sponsorship of a famous symphony orchestra was consummated last week with the announcement by Niles Trammell, president of NBC, and Alfred E. Sloan, chairman of General Motors Corp., Detroit, that GM will sponsor the NBC Symphony Orchestra on the full NBC network for a year's period. Formal signing of the contract took place last Wednesday in Detroit, a little over a month after the initial broadcast on CBS by the Philharmonic Symphony Orchestra under sponsorship of U. S. Rubber Co., New York [BROADCASTING, May 10].

Toscanini Continues

First broadcast by the NBC Symphony under the General Motors banner will be Aug. 1 in the Sunday afternoon hour 5-6, currently occupied by the orchestra on a sustaining basis. The agreement calls for presentation of the concerts under virtually the same arrangements as in the past seasons. Frank Black will continue to conduct the summer series, while the 24-week winter series, which starts Oct. 31, will be divided equally between Arturo Toscanini and Leonard Stokowski, as previously announced by NBC. The winter series will mark Toscanini's sixth full season with the NBC Symphony, the orchestra having been assembled for the Maestro upon his return from semi-retirement in 1937, while Stokowski has been guest conductor for the past three seasons.

Program format will remain unchanged for the most part, with Samuel Chotzinoff, manager of the NBC music division, continuing as commentator on the winter series. Broadcasts will continue to originate from Studio 8-H in Radio City, New York. Agency in charge is Arthur Rudner Inc., New York and Detroit.

Assurance to Customers

In announcing the agreement with NBC, Mr. Sloan stated: "General Motors is sponsoring the Symphony as a means of reassuring its customers whom it cannot now serve directly that General Motors is serving them in a larger way through its wartime production to speed the victory which will bring a resumption of our normal associations."

Speaking for NBC, Mr. Trammell declared that the establishment of the NBC Symphony by the General Motors Corp. is recognition of the entertainment and cultural achievements established by the orchestra since its creation in 1937. The presentation of the Symphony under the auspices of General Motors brings together a great orchestra conducted by world-renowned musicians and a great industrial organization now playing a vital role in the American victory effort."

Summarizing some of the achievements of the NBC Symphony during the past year, NBC recalled its presentation of the American premiere of the Shostakovich "Seventh Symphony" with Toscanini conducting; its record war bond sale of $10,196,045 when Toscanini conducted an all-Tchaikovsky concert, and the presentation of Prokofeff's "Alexander Nevsky" for the first time in the Western Hemisphere under the baton of Stokowski.

CBS Shifts Correspondents

EDWARD MURROW left last week to resume duties as head of the CBS staff in London, after a brief stay in this country. Assigning assignments among its foreign and domestic correspondents, CBS has sent Eric Sevareid, formerly chief of the Washington Bureau, to North Africa, where he will probably cover from Cairo. Replacing Mr. Sevareid is Bill Henry, CBS West Coast analyst, who has in the past covered Honolulu and London. Larry Leesuer, formerly stationed in Moscow, and Charles Collingwood, correspondent in North Africa, have both been shifted to London, while James Fleming is en route to Ankara from Cairo. John Daly, who had been heard from London, is assigned to Algiers.

KROC Transfer Asked

TRANSFER of control of KROC, Rochester, Minn., from Agnes F. Gentling, executrix of the estate of Gregory P. Gentling, prominent Rochester industrialist who died a year ago, to Lawrence C. Miller, Harry J. Harwick, Allen A. Gentling, Maxine M. Jacobs and Agnes F. Gentling, trustees of the estate of Mr. Gentling, is asked in an application filed last week with the FCC. Mr. Miller is a partner in Sherman & Byers, Rochester CPA firm; Mr. Harwick is business manager of the Mayo Clinic; Maxine M. Jacobs is secretary and treasurer of KROC; Allen A. Gentling, a son of Gregory Gentling, is a doctor and Agnes Gentling is the widow of Gregory Gentling.

Cohen Praises Radio

OUTSTANDING achievements of the radio industry in conveying the Government's wartime messages to the people, in its own way, were lauded by Philip H. Cohen, deputy chief of the radio bureau, OWI, in an address before the American Institute of Radiology Institute last week.

Acomplishments enumerated by Mr. Cohen, in which radio acted almost alone, included boosting the use of V-mail from 500,000 to 1,250,000 letters per week as the result of a three-week campaign, getting 33,000 grade-A glider pilots for the Civiil Aeronautics Authority in two weeks and enlisting 20,000 victory gardeners for 1943.

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City of Chicago combined.
New York's five boroughs and the
grocery products therein are sold in
12 million people buy more drug and
This dominance is in a market whose

in 218 Rural Communities Around Them
in 32 Cities of its Primary Area, and

Raw Text:

COMMUNITIES AROUND THEM
— Plus 218 Rural

Ann Arbor, Mich.
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Champaign, Ill.
Lexington, Ky.
Lares, Tex.
Ansonia, Ohio.
Mansfield, Ohio.
Conneaut, Ohio.
Macon, Ohio.
Cuyahoga Falls, Ohio.
Cleveland, Ohio.
Brownsville, Tex.
Lima, Ohio.
Canton, Ohio.
Mansfield, Ohio.
Bloomington, Ind.
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* A weighted average figure, based on Hooper Mid.

* 46.3% of All Afternoon Listening

* Deliver 46.3% of All Afternoon Listening

* WLM

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ON THE JOB... TO KEEP BROADCAST STATIONS OPERATING AT FULL EFFICIENCY

RCA REBUILT TUBES
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Service facilities in charge of tube experts have been carefully geared to the task of rebuilding old tubes. Each Rebuilt Tube passes the same rigid tests applied to new RCA Tubes of the same type. To date, it has proved possible to supply rebuilt tubes for 100% of the old tubes returned under the RCA Rebuilt Tube Plan!

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*Net Sale Prices F.O.B. Shipping Point, Subject to Change or Withdrawal Without Notice.

**Price after allowance of $50 credit for return of radiator.

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If your station uses any of the five listed Tube types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan. Like other stations where many RCA Rebuilt Tubes are already in service, you will find it a logical answer to one of your most pressing wartime operations problems.

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RCA Victor Division, RADIO CORPORATION OF AMERICA, Camden, N. J.