WOR is like a pony...

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

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

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

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

our address is—

WOR

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

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

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

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

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

to sell New England!

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

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

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

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

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

KOIL is the most economical buy in OMAHA

For Outstate Nebraska -

KFAB is a must!

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Editor and General Manager
Manny Long, Advertising Manager
J. Frank Beatty, Managing Editor
Bernard Piatt, Circulation Manager

MARTIN CODEL
Publisher (on leave with Red Cross)
Wallace F. Janssen, News Editor
Henry Liebschutz, Art Director

NEW YORK BUREAU
200 Park Avenue. Telephone—PLaza 6-3155
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue. Telephone—CENTral 4-1150, James J. McGuinn

HOLLYWOOD BUREAU
1509 N. Vine St., Telephone—GLadstone 7-353, David H. Glickman

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BROADCASTING
The Weekly Newsmagazine of Radio Advertising

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Big crops. Good prices. This year the Florida Farmer has real money to spend. WFLA—the most-listened-to station in the Tampa trade area—covers Florida's richest farm and citrus regions.

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

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

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

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

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

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

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

THAT'S why!

MEXICO is the RIGHT PLACE for radio advertising

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

YOUR MONEY BUYS FOURFOLD

RADIO PROGRAMAS DE MEXICO

LARGEST LATIN AMERICAN
BROADCASTING SYSTEM

P.O. BOX 1324.
MEXICO, D.F.
EMILIO AZCARRAGA Pres.
CLEMENTE SERNA MARTINEZ Mgr.
The COASTAL BROADCASTING CO., Inc.
NEW BERNE, NORTH CAROLINA

★ 250 WATTS
★ UNLIMITED TIME
RADIO STATION
"WE HELP INDUSTRY THRIVE"

1450 ON YOUR DIAL

June 21
1943

Mr. Walter Rundle
United Press Associations
Daily News Building
New York City

Dear Mr. Rundle:

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

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

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

Yours cordially,

Louis N. Howard
President
THE COASTAL BROADCASTING COMPANY, INC.

DEDICATED TO THE SERVICE OF NEW BERNE AND EASTERN CAROLINA

BROADCASTING • Broadcast Advertising
How to Talk Like a Cow from ANYWHERE!

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

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

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

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

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

President Puts Ban On Data; Fly Testifies

By SOL TAISHOFF

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

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

Tussles With Garey

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

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

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

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

Summer Plans

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

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

"Wreck" Charge

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

Fly Ouster From BWC Urged In 1942

Cox Committee Reveals Navy Efforts to Have Him Removed

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

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

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

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

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

(Continued on page 60)
Will Jimmy Get Away With It Again?... An Editorial

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

AFM Caesar James Caesar Petrillo, who has brandished more power than any other labor leader of his generation, was decided to kill the transcription industry by refusing to have its 148,000 members make recordings. He has decreed this, after an eleven-month strike because he has discovered that only “peanuts” are involved—that even if the union took the total gross income of the transcription companies it would amount to only $4,000,000 a year. So Jimmy isn’t interested in peanuts. What he wants to do is “get at the radio stations who sell the records to the advertisers”, to use his words. He and his attorney insist that the musicians aren’t on strike—that they have simply quit.

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

If the snuffling out of the transcription industry were the only result of the tyrannical Petrillo edict, it would be bad enough. But many independent broadcast stations, with no network affiliations, are entirely dependent upon transcription libraries and commercial recordings. The Government is using them extensively for war effor ts.

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

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

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

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

Appointment to FCC Vacancy Not Expected in Near Future

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

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

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

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

Wheeler Leaves Town

Adding credence to the rumor that the vacancy won’t be filled for the present, was the departure from Washington last Wednesday until Labor Day of Chairman Wheeler of the Senate Interstate Commerce Committee. His committee controls important amendments to the FCC.

No meetings are contemplated until after the recess, though one could be called on an absentee or roll call vote.

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

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

(Continued on page 81)

WALL STREET LAWYERS'

Fly and Carey Swap Quips At

House Probe

APPEARANCE OF FCC-BWC Chairman James Lawrence Fly before the House Investigating Committee last Friday was not without its lighter moments, despite the known animosities existing between Mr. Fly, Chairman E. C. Cox (D., Ga.), and Committee General Counsel Eugene L. Garey, to whom the FCC head has reportedly referred as a "Wall Street lawyer" and "muffinman".

When Mr. Fly was called to the stand, he reached out for Mr. Garey’s hand. Mr. Garey said he would refer to Fly as “Mr.” rather than “Mr. Chairman,” to avoid confusion with Chairman Cox. Mr. Fly rejoined he had been called “a lot of things”. Mr. Garey said he didn’t want it to be regarded as a “demotic” and that this was “from one Wall Street lawyer to another”. In reading into the record Mr. Fly’s biography in Who’s Who in America, Mr. Garey cited two former connections of Mr. Fly with large New York Wall street firms.

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

The two Hopper charges alluding to Pearl Harbor were: complaints that the DCB opposed legislation permitting wire-tapping which would have per-

(Continued on page 53)
Decision to Settle If "Death Sentence" Is a Strike

AFM PRESIDENT Petrillo's "strike" against transcription companies was argued for three and one-half hours before the National War Labor Board in Washington last Friday, and the fate of the ban on recordings is now under consideration. The decision on the issue is expected within a few days.

The Board is expected to take one of three possible courses in the case. It can accept jurisdiction and order further hearings to determine the merits; it can refuse jurisdiction, or it can immediately order Mr. Petrillo to allow the musicians to resume the making of transcriptions.

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

"We Quit"—Padway

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

The AFM attorney told the Board that the Petrillo union would never again provide mechanical service, and he argued that if it were ordered back to work the union would be obliged to test the WLW's jurisdiction in the courts. The simple matter is, Mr. Padway said, "we quit."

N. Y. STATIONS PLAN TRADE PAPER DRIVE

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

Promotion men had agreed to collect research data on file at each station and to meet again at WOR next Friday to make more definite plans. Meeting was attended by Mr. Creamer and Miss Adelson of WOR; Robert Hutton, WJZ; Jules Dunke, WABC; Hartley Samuel, WOV; Ed Sailors, WBEA; William Carley, WINS; Lucy Towl, WMCA, and Herb Chason, WHN.

WLB Considers AFM's Right to Quit

In summarizing his case Mr. Padway said the issue resolved to this: "First have we quit our jobs and second, were we right to quit our jobs?"

"We will give all the music in the world," he said, "but we will not give it on mechanical devices. If that is the way these people want the music, we are through and we will never again make transcriptions."

For the transcription companies Mr. Socoolow told the Board that the very future of the War Labor Board and the no-strike pledge was at stake in this case. Mr. Padway, he said, "has said that the unions are challenging the jurisdiction of the Board. If he succeeds in doing this the WLW stands full transcription." But Mr. Padway has the burden of proof; the Board must accept his position and can immediately order Mr. Petrillo to allow the musicians to resume the making of transcriptions.

follows up Mr. Socoolow's question, industry member Almon Roth pointedly asked Mr. Petrillo if the AFM would object if other musicians made records. Mr. Padway was quick to reply that AFM refused ever again to make a transcription and would use "all lawful pressure" to induce others not to do the work. Mr. James Caesar Petrillo himself took an active part in the hearings which lasted two and one-half hours in the morning and another hour in the afternoon. It was Mr. Petrillo who quite succinctly told the Board "the party is over, we quit," a sentiment echoed throughout the hearings by the AFM counsel.

In the afternoon session, Mr. Petrillo locked horns with industry member Roth, who attempted to determine the position of the AFM "strike." Mr. Roth pointed out that only 272 of 900 radio stations employed musicians, the remainder had never had any on their staffs. He said, "What you are fighting for is additional employment. Are you fighting for potential employment, employment that you never had?"

Mr. Petrillo admitted that over 160 stations were in "neutral territories," areas over which no AFM local has jurisdiction. He promised the union would remedy that situation by Labor Day.

In the course of the hearings, it was revealed by AFM testimony, and by the statements of Mr. Socoolow that in truth the Petrillo union was not interested in making peace with the recording firms. Repetition, Mr. Padway told the board, "we have quit our jobs. If you issue any order, you will be ordering us to take up new employment."

 wked Sails

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

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

Decca Buys WBS, Pioneer Transcriber

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

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

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

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

One of the first recording executives to enter the field of making transcriptions exclusively for broadcast use, Mr. Deutsch in 1929 formed WBS and Sound Studios, which were later merged and operated as a single organization. In 1931 the vertical cutting method developed by Electrical Research Products Inc. (now Electrical Products Division of Western Electric Co.) was adopted by WBS under a leasing arrangement, and in 1936 the company was reorganized with ERPi holding all of the World preferred stock (3,000 shares at a par value of $100 per share) and 5,845 shares (about 16 per cent) of the common stock. These details were made public in testimony given at the transcription phase of the FCC's network inquiry hearings in 1939 [Broadcasting, April 15, 1939]. These ERPi holdings have now been transferred to Decca records along with the remainder of the WBS stock, which has been acquired 100 per cent by the phonograph record company.

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

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

See story of press reaction on page 26
New Senate Bill Specifically Outlaws Petrillo Disc Strike

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

PROVOKED by the "death sentence" edict of AFM President James C. Petrillo, Senator Tunnell (D-Del.) introduced in the Senate at the closing session last Thurs-day a bill (S. 1332) to outlaw strikes against the manufacture or transmission of electrical transcriptions. Senator Tunnell is a member of the Senate Interstate Commerce subcommittee which held hearings on the Petrillo recording ban.

The measure, referred to the Judiciary Committee, must await reconvening of Congress September 14, unless the recess is shortened by a special call. The sub-committee, after holding hearings last January at which Petrillo and Joseph Padway appeared, recessed pending a commitment by the union officials on to whom would be held looking toward amicable settlement of the ban.

Text of Bill

With the Petrillo pronouncement of July 1 that he would not authorize the making of electrical transcriptions at all, and the referendum of the matter to the War Labor Board, Senator Tunnell decided on the introduction of his measure.

The measure provides:

"That from and after the date of enactment of this Act, it shall be unlawful for any person, for the purpose of preventing the manufacture or production of records or broadcasting of radio-telegraphic programs, or any employees or employees of employees or employees of employees from working to produce or manufacture such records or transcriptions. Further, it shall be unlawful for any person to threaten or compel radio-broadcasting stations or other broadcasters to refrain from the use of radio-transcription records in such manner of such records were manufactured or produced, or because the same were not produced by particular persons or organizations. Any person convicted of a violation of any of the provisions of this Act shall be deemed guilty of a felony, and shall be punishable by fine of not more than $5,000 or imprisonment for not more than five years, or both.

"Punishment for Offenders"

"That from and after the date of enactment of this Act, it shall be unlawful for any person to threatened or compel radio-broadcasting stations or other broadcasters to refrain from the use of radio-transcription records in such manner of such records were manufactured or produced, or because the same were not produced by particular persons or organizations. Any person convicted of a violation of any of the provisions of this Act shall be deemed guilty of a felony, and shall be punishable by fine of not more than $5,000 or imprisonment for not more than five years, or both.

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FULL ORDER ON DISC EXPLOSION!

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How to get rich in Cleveland  
—in 3 easy steps

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

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

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

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

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

WHK  
RETAILERS' CHOICE IN CLEVELAND

Represented by
Paul H. Raymer Co.
Corderman to Join W-E In New York
Leaves OWI Bureau to Take
Firm’s Radio Division
ROY C. CORDERMAN, assistant
chief of the OWI Bureau of Com-
munications Facilities, has re-
gined effective July 15 to join the
Radio Division of Western Electric
at 120 Broadway.
Mr. Corderman, who has been
on leave from AT&T since
Dec. 1, 1941, will con-
tinue to do
work in the
Government
Contracts Section.
With his departure from OWI,
Mr. Corderman will resign from
the International Broadcasting Co-
ordination Committee under FCC
Commissioner T. A. M. Craven. On
IBCC, Mr. Corderman represented
both OWI and CIAA.

On Loan From AT&T
Widely known as an engineer
and as coordinator of the Emer-
gency Network of the American
Radio Relay League of the Middle
Atlantic and Southeastern Areas, Mr.
Corderman had been loaned to the
CIAA by AT&T on Dec. 1,
1941. Six months later he trans-
fledged to OWI. The Facilities
division and in March of this
year, was made assistant chief of
the Bureau of Communication
Facilities under Mr. Brophy.

In his OWI post, Mr. Corder-
man was the contact bet-
ween commercial
communications firms and
OWI. He was responsible for
negotiation and administration
which saved the Overseas large
sums of money. In addition, he
arranged for lease of a private cable
between New York and London
as a substitute for use of regular
commercial channels. At the time of
his departure, he was completing ar-
rangements for new equipment
which will permit simultaneous
transmission of telegraph and
broadcast signals over shortwave
transmitters.

Feen-a-Mint War Aid
THE JULY 16 broadcast of Dou-
ble or Nothing, MBS program
sponsored by Pharmaco Inc., New
York, for Feen-a-mint, will origi-
nate from WXYZ, Detroit, with
an audience of 2000
outstanding war workers and with
war workers as contestants. Com-
mercials will be devoted entirely to
war savings bonds as a part of the
radio industry’s drive to assist the
Treasury Department’s war drive.
Wesley P. Comb, vice president
of WXYZ, and Elgin J. Esty & Co., New
York, agency in charge of the
account; Harry Holcomb,
producer; Sidney Allen, MBS sales-
man, and Len Pfeifer, publicity
director, will accompany the
program to Detroit, which has
officially designated this week
as “Double or Nothing Week.”

FM Licensees Favor Extension
Of Band for Post-War Growth
Twenty Station Operators Answer 10 Questions
Asked by E. K. Jett in ‘Broadcasting’

MAJORITY of existing FM broad-
cast station licensees believe the
FM band should be extended to ac-
fommodate anticipated post-war
expansion, according to a survey
made by FM Broadcasters Inc. and
announced last Thursday by Wal-
ter J. Damm, WTMJ-W6SM, Mil-
waukee, president of the trade
group.

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

Allocation Favorable
To the initial question—whether the
present FM allocation from 43
to 50 m., is best for FM—13 sta-
tion operators responded affirma-
tively and five answered “no.”

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

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

 Asked whether mileage separa-
tions heretofore recognized for li-
censing purposes for the same
and adjacent channel operation are
satisfactory, nine responded “yes,”
seven “no” and two felt this could
only be determined in the future.

Asked what degree of interfer-
ence may be expected from sky
waves if the present FM band
is retained, nine broadcasters felt
that while there had been some
interference, it would not
be serious. Five others felt the in-
terference expected would be seri-
ous and five responses could not
be classified.

“In view of the fidelity charac-
teristics of the receivers manufac-
tured, has too much stress been
placed on high fidelity in FM trans-
mission and programming?” was
question No. 5. Of the 20 who re-
sponded 10 answered “no,” eight answered affirmatively and two
answers could not be classified.

Inferior Receivers
To the question “What steps, if
any, should be taken to prevent
the distribution of inferior receiv-
ers incapable of taking reason-
able advantage of service pro-
vided?” the majority of the answers
indicated that “public education
should be the method of preven-
ting the distribution of inferior
receivers”.

There was no breakdown on this
question.

A dozen of the 20 broadcasters
felt the allocation of FM stations
on the basis of trade areas should
be continued and did not know of
a more satisfactory method. Six
broadcasters felt there should be

Radio Operators
AVAILABE AT NAB
MORE THAN 350 names of li-
censed radio operators and techni-
cians are on the NAB Technicians
Pool, Howard S. Fraz-
zer, NAB director of engineering,
said last week. The list includes
members of the armed forces, the
majority of whom hold either first
or second class licenses.

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

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

Elgin Picks Time
ELGIN, Ill., has definitely
chosen to use the
Saturday evening 7-7:30 period on
CBS for The Man Behind the Gun,
when the company received spon-
orship of the adventure series in
September. CBS is presenting the
program on a sustaining basis this
summer in that half-hour slot,
after moving it from its previous
Saturday position.

Agency is J. Walter Thompson Co.,
New York.

Barbe Joins SESAC
CHARLES M. BARBE, recently
with the British Ministry of
Information doing special broadcasts
for the BBC, has been named sta-
tion representative in the central
states for SESAC, music
licensing organization. Mr. Barbe
succeeded W. T. Shires, who
represented SESAC for CBS in
December 1940, reporting suc-
cessively in Chicago, Kansas City,
Birmingham and Baltimore. His
radio experience in this country
includes positions with WFBM and
WIFR, Indianapolis, WPTF, Raleigh,
and WBGH, Greensboro, N. C.

FCC ALLOWS USE OF 500-550 M.
Equipment will be required for
operations on the new allocation
of the FM band

Page 16 • July 12, 1943 BROADCASTING • Broadcast Advertising
All types of retail dealers were included—drug stores, grocery stores and 8 other classifications. Dealers in 59 Colorado counties replied. KOA won hands down! Nearly 4 times more "first choice" votes than the number received by the second Denver station; over double the number of "first choice" votes received by all four other Denver stations combined.

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

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

PRODUCTION of at least the minimum number of home set maintenance and repair tubes needed by civilians for July, August and September has been promised to James F. Byrnes, Director of War Mobilization, Mr. Byrnes informed the NAB last week at the White House last week setting up committees within war agencies to review procurement programs will insure an equitable civilian tube supply for the duration.

The promise to Mr. Byrnes was made in a letter from Ray C. Ellis, director of the WPB Radio & Radar Division. A copy of Mr. Ellis' letter was forwarded to NAB, together with a letter of transmittal from Mr. Byrnes, who had ordered a study of the tube and battery situation after receiving a plea from Neville Miller, NAB president. [BROADCASTING, June 21]. Results of the Byrnes inquiry on batteries are not yet known.

'Serious Situation'

On receipt of the NAB letter, Mr. Byrnes asked an explanation of the tube situation from Mr. Ellis, who is charged with production of electronic equipment. The WPB executive assured the "assistant president" that he recognized "there is a serious situation."

"Some tubes are being made available for civilian use," Mr. Ellis said, "and materials have been allocated and bid for and authorized for civilian tubes." Due to the needs of the military, he said, production and distribution has not been effective in providing adequate levels of new sets.

He said steps are now being taken to review all tube requirements, both civilian and military, and schedules of production will be worked out. "The Division will see to it that the minimum civilian requirements are provided in the production during the third quarter."

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

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

Mr. Miller's Letter

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

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

Warning that only a limited quantity of tubes has reached civilians in the past 18 months, Mr. Miller stated that stock tubes "are practically exhausted."

"The recently issued Order L-265 may control distribution," he said, "but no directive is in effect to insure production of tubes in the quantity and of the type required to satisfy new critical needs." Mr. Miller said a program exists "wherever it should solve the tube problem" if put into operation immediately.

Turning to batteries, the NAB president admitted there had been improvement in stock and jumper parts by the quarter ending June 30. But, he said, "farm battery production continues insufficient to balance the accumulated deficit."

In his answer, Mr. Ellis "recognized the need for maintenance of civilian radio and we also appreciate that conservation is necessary to keep civilian radio requirements to a minimum in the light of military requirements."

This having been accomplished, we feel justified in insisting on the production of some civilian tubes," Mr. Ellis' estimate of minimum civilian needs was not stated in his letter to Mr. Byrnes. It has generally been assumed at WPB however, that minimum civilian needs amounted to between two and three million tubes per month, the figure cited in the NAB appeal. The expression "conservation is necessary to keep civilian radio requirements to a minimum" is extracted interest, however, and raised a question whether Mr. Ellis contemplated "rock bottom" production predicated on forcing radio owners to ration their use of radios.

Transmitter Tube Shortage Continues Acute, Says WPB; Conservation Urgent

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

Directives Required

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

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

ONTARIO ALLOTTED TIME FOR ELECTION

ARRANGEMENTS have been made for Ontario provincial political parties and candidates to buy time on networks and stations in their area this free time on Canadian Broadcasting Corp. network and stations for the forthcoming election which takes place July 9. Under the Broadcasting Act, the CBC regulates the amount of time of subsidiary hook-ups, and for the current campaign broadcasts on individual stations.

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

No Ottawa network time or individual station time had been definitely signed up at this date (July 6), but first paid broadcasts are expected to go on the air by July 8. CBC hands all network broadcasting, and its stations relations department keeps a close hand on election talks on all stations, with all schedules requiring CBC approval.

Fitch on BLUE

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

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

Food is big business out here in the WMT market; Iowa farmers' income topped 1¼ billion dollars in 1942 . . . and 1943 may well exceed that.

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

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

Claims Radio Monopoly, Wall St. and Army

In its first open session on Friday the Cox Committee “to investigate” the Communications Commission was faced with a verdict that it has never before received on its true character. There it stands in its stark reality: the public through its Senate mouthpiece the 50 vicious conclusions it is going to arrive at some hell or high water.

Three years ago Congressman Cox had defended the Commission and condemned the radio monopoly on the floor of the House. He said, “Mr. Speaker, an attack is being made upon the Federal Communications Commission. It is probably more important that we should investigate the broadcasting business.” Some time thereafter it became the unspoken order of the Commission to report to the Attorney General that Representative Cox had probed a $2,000-a-year fee for making a successful applicant for a broadcast station licving in disarray and calling for an investigation of the Commission, stated on the floor of the House by Mr. Cox’s colleagues bringing to you a matter in which I have the deepest possible personal interest.” And again:

“Mr. Fly of the Communications Commission is guilty of a monstrous abuse of power. He is the most powerful and ambitious Gestapo and is putting shackles on the freedom of thought, property and expression... . The Communications Commission, as now operating under Mr. Fly, must be stopped.”

“Joining Forces”

The House of Representatives then voted Cox’s Resolution to “investigate” the Commission. Chairman Cox immediately joined forces with the radio monopoly and Wall Street’s interests, on the one hand and the Military on the other, all moving for the kill. The aim has obviously been to wreck the Commission, the only agency representing the public in this important field, from its monopolistic control by commercial interests and to establish actual and overt supervisory powers of the Military... The Communications Commission, as now operating under Mr. Fly, must be stopped.”

Cox Answers Fly by Repeating Charge That FCC Hinders War

Declares That Welfare of Boys at Battlefronts Is More Important Than Commission

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

As to the attack of Mr. Fly upon the select committee of the House of Representatives, now investigating the commission, the committee has no statement to make. The committee does not mean to be drawn away from the constructive job it has undertaken.

Mr. Fly’s attack upon the military and naval departments for objectives to his attempt to take over the responsibilities of war activities cannot be ignored. The joint Chiefs of Staffs of the Army and Navy, the Chief of Staff to the Commander in Chief of the Army and Navy, the Secretary of War and the Secretary of the Navy say it has been found that the opera- tions of Mr. Fly’s commission constitute an interference with the war effort and a threat to the nation’s security. If this be true then all possible effort must be made to stop this attack.

Winning the War

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

Even Mr. Fly owes a service to the nation rather than the disservice of trying to destroy the confidence of the soldier in his commanders by charging them with conspiracy to destroy the FCC.

This commission is made up of seven members and several hundred employees that many of our citizens feel could better serve our country during this great conflict by carrying guns. The welfare of the millions of the boys at the battlefronts and in the camps is of far greater concern than Mr. Fly and his commission. Congressmen are supremely interested in saving this country.

Has not Mr. Fly in issuing this statement in question confessed all the Army and Navy had to say about him? If the first public hearing of the select committee has thrown Mr. Fly into such a state of hysterical wrath then what will be his condition after this inquiry has really gotten under way?

REP. COX
WLAC's SCHEDULE offers food for thought ... AND sales in the rich Tennessee Valley. Day after day, night after night, programs and announcements promoting food items of national prominence are reaching the thousands of well-to-do residents of "The Valley" ... folks who have the buying power to buy.

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

THE FOLLOWING FOOD PRODUCTS ARE CURRENTLY BEING ADVERTISED OVER WLAC

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WLAC 50,000 WATTS

ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE, TENN.

NATIONAL REPRESENTATIVES PAUL H. RAYMER COMPANY

BROADCASTING • Broadcast Advertising

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

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

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

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

Available for Sponsorship

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The Blue Network
A SERVICE OF RADIO CORPORATION OF AMERICA

New York - Chicago - Detroit - Hollywood - San Francisco
Radio Hailed For War Service
In Manning Merchant Marine

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

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

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

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

Difficult Recruiting

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

Making known its task to the radio of the nation, the Recruitment and Manning Organization was literally astonished at the reception with which it met. Almost unanimously the radio responded magnificently.

Appeals were inserted gratis by several sponsors on their programs telling of the nation's need for men with sea experience. The results from these campaigns were very gratifying. One radio announcement alone produced several hundred telegrams and letters from men all over the country offering to leave well-paid, comfortable, shore jobs to serve in the Merchant Marine.

Proof of Power

Almost every man who offered his services was approved by officials of the Recruitment and Manning Organization and a large number of them who qualified were either assigned to ship or sent to one of the many centers where refresher courses in their skills are being offered. If proof were ever needed of the power of the radio in reaching the American people in their homes, the experience of the War Shipping Administration in its recruiting campaign could be cited.

As asked by a Federal agency to help in accomplishing a difficult task, the American radio demonstrated not only its strength but its patriotism and generosity. This patriotism and generosity deserve the sincerest gratitude of the Government and the country at large.

NEW DECALS for placement in drug store windows were shown to a group of executives of WSGN, Birmingham, at a luncheon given in honor by the Birmingham Retail Druggists Assn. Among those present were (1 to r): Bob Venn, WSGN, President; Paul C. Alley, President of the Alabama Pharmaceutical Assn.; unidentified; Charles G. Alley, President of the Birmingham Retail Druggists Assn.; J. C. O'Dell, General Manager of the Birmingham division of McKesson & Robbins; E. W. Gibbs, President of the Alabama State Board of Pharmacy; Henry F. Johnston, General Manager of WSGN.

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

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

Ted R. Gamble, assistant to Secretary of the Treasury Morgenthau, has been appointed national director of the War Finance Divison, name of the newly reorganized Washington War Savings Staff. In this capacity he will organize the Third War Loan drive. Working through the War Finance Committees, which are mergers of the old War Savings Staffs and Victory Loan Committees in the states, Mr. Gamble has been charged with the task of raising twice as much money in the last six months of this year as was raised in six months during the last campaign.

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

New Show Planned

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

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

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

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

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

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

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

Now

WWJS
America's Pioneer Broadcasting Station—First in Detroit
National Representatives
THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

ASSOCIATE STATION
W45D—F. M.
Press Hits Petrillo Death Sentence

Editorial Wrath Rises; Congress Asked To End His Racket

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

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

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

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

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

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

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

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

Washington Views

The Washington Post on July 5 commented that while the dispute has been certified to the War Labor Board, it has seemed doubtful whether it can "cope with this sort of racket." The Post called for legislation to prevent the enforce- ment of monopolies that destroy trade and encroach upon Government regulation, whether those monopolies are operated by business or labor groups.

Assailing Congress had been incredibly slow in meeting this challenge, the editorial declared that it could not see how Mr. Petrillo's "antics can longer stay the hand of Congress in meeting this menace to the free enterprise."

The Washington Star July 5 described the Petrillo transcription ban as "the death penalty for the transcription industry—an industry which has given no offense, but which has a brashness to be the convenient target upon which this labor dictator can vent his wrath."

Expressing doubt whether Mr. Pe-trillo will be permitted to "destroy our industry" because he has an "alleged grievance" against some other industry, the newspaper said there is small prospect that the transcription companies can get any relief from the courts or from the executive branch. But Congress, it is said, may decide that the time has come to take Mr. Petrillo in hand.

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

Even before the July 1 Petrillo ukase, the San Francisco Call Bulletin on June 25 characterized the original Petrillo demands upon the transcription companies as an "arrogant and enormous racket."

The newspaper stated editorially that the matter should be adjusted so that broadcasting can survive, declaring "it cannot survive as a racket conducted for the benefit of James C. Petrillo."

Alluding to the proposal of the union on July 2, when manufacturers agree to prevent their use by any broadcaster who does not maintain a fixed quota of forced employment of the musicians, the newspaper said any such plan may not financially be able to maintain full staffs of musicians. Many could not exist, it added, if they were compelled to do so.
Yes, sir—it's all a part of the same show—all for the price of one. Some watch the main ring, but there are just as many who come to see the other acts.

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

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

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

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

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

Broadcasting • Broadcast Advertising

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N.Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.

July 12, 1943 • Page 27
Canada Bans Group-Owned Stations

Control of Commercial Licenses Tightened

By New Ruling

by JAMES MONTAGNES

UNEXPECTEDLY the official Ca-

nada Gazette at Ottawa on July 3
carried an amendment to the Ca-

nadian Broadcasting Act tighten-
ing control of ownership of private

commercial broadcasting stations

and prohibiting ownership of more

than one station by any individual

or company. The ruling affects some

200 stations, including many Ca-

nadian stations, and puts into effect

a recommendation made last year by

the Parliamentary Committee on Broad-

casting.

The new regulations provide that “except with the permission of the Minister, given upon the recommenda-
tion of the Canadian Broadcasting

Commissioner, no person or group shall own or control a station or stations, in whole or in part, by

company owning or controlling a company owning a li-

cense.”

License Conditional

The issue of a license is also made conditional on the licensee

being the owner of the station and upon the ownership not being trans-

ferred directly or indirectly without the permission of the Minister.
The station must be actually operated by the licensee, or by bona fide

employees, although this condition may be rescinded by the Minister

acting on the recommendation of the CBC.

The regulations are also extend-
ed to enable the Minister to require

returns, to be made by the licensee,

of the revenues, profits and ex-

penses of the station and any other

information to ensure that the station is operated in the na-
tional interest and for the benefit of

the community in which it is lo-

cated.

Owners of group-owned stations

are of the opinion that the new

amendment will not break up their
groups of stations, but that the rul-
ing is meant for future applications for group-owned stations.

In the past year there have been no

changes in the ownership of sta-
tions nor additions to groups of sta-
tions. Whether, when licenses are

up for renewal next April 1, the

regulation is to be enforced is a

question on which no ruling could be had.

Group-Owned Stations

Group-owned private stations in

Canada include CKAC and CHL.

Montreal; CHNL and CHL (left),

for P. K. du Tremblay; and, affili-

ated with the

Montreal dailies La Presse and

La Patrie; CKCK and CJRM, Reg-

ina, Sask., and CJRC, Winni-

peg, respectively.

The group is composed of one

paper group and affiliated with the

Regina Leader-Post, Winnipeg Free

Press and Saskatoon Star-Phoenix;

CJCA, Edmonton, and CFAC, Cal-

gary, owned by the Southam news-
papers and affiliated with the

Edmonton Journal and Calgary Her-

ald; CJOC, Lethbridge, Alta.,

CKOK; Hamilton, Ont., owned by

the Kingston; CKX, Timmins, Ont.,

owned by Senator Rupert Davies and af-

filiated with the Kingston Whig-

Standard and Peterborough Exan-

ranger; CKLB, Kirkland Lake, "The

C Kakirkland Lake, CKGB, Timmins,

Ont., CKRN, Rouyn, CKVD, Val

d’Or, CHAD, Amos, Que., owned

wholly or in part by Northern

Broadcasting & Publishing Co.

Timmins, Ont., and affiliated with

the Timmins Daily Press; CHLN,

Three Rivers, and CHLT, Sher-

brooke, Que., owned by Senator

Jacob Nicol and affiliated with the

St. Johns Rivers Le Nouvelliste; CHNC,

New Carlisle, Que. and CKNB,

Campbellton, N. B., owned by Dr.

Charles Hudson, New Carlisle, Que.

CKY, Winnipeg, and CKX, Bram-

don, Man., owned by the Manitoba

provincial government; CFBF, To-

ronto and CKWL, Windsor-De-

troit, owned wholly or in part by

the Rogers family in Toronto;

CKCW, Moncton, N. B. and CHSJ,

St. John, N. B., owned by the news-
papers Moncton Transcript and

Tribune; Truro, N. S.; CHSJ,

Halifax, N. S., and CKVH,

Yarmouth, N. S., owned by

Champion Broadcasting;

CBK, Kingston, Ont., owned by

the United Press and

CFCH, North Bay, Ont., owned

by the Canadian Tobacco

Corporation.

The new group is known as

Canadian Broadcasting Corporation

Limited, and will operate with

the approval of the Canadian

Broadcasting Commission.

E. B. James, president of

Canadian Broadcasting Corpora-

tion Limited, congratulated the

committee on the adoption of the

new amendment.

ESTABLISHMENT of a privately-

owned radio network in Canada

would result in one primarily Ca-

nadian, and thus truly Canadian

channel serving the Canadian people,

Dr. J. S. Thomson, general man-

ager of the Canadian Broad-

casting Corporation, told the Parlia-

mentary committee.

He stated that establishment of

such a network would require an

investment of at least $10,000,000,

and such a network would inevita-

bly look largely to the United

States for its program content.

(Under the Canadian Broadcast-

ing Act only the CBC may operate

a network, but this allows small

regional networks to be established

for commercial purposes, without

using CBC stations, but under CBC

sanction. No networks can be set

up in Canada without permission

of the CBC.)

Services of the CBC and private-

ly-owned stations are “supplemen-
tary” and not competitive, Dr. Thom-

son told the Committee. He stressed

that the new network and the private

stations are not competing but co-

operating. He said there are 78 private station licenses

now held in Canada, and no new one

has been issued during the past year.

The possibility of creating a reg-

ulatory body similar to the Can-

adian Board of Trade of Transport

Commissioners, rather than a body

concerned with the CBC as at present,

was suggested by one committee

member, Rev. E. G. Hannel, Na-

tional Baptist member for Mac-

Leod, Alberta. He pointed out that

care should be taken to avoid any

monopoly of Canadian radio, either

by government or otherwise.

Hires in 12 Markets

CHARLES E. HIRES Co., Phila-

delphia, an extensive user of spot

radio up until several years ago, is

using announcements to supplement

a newspaper campaign in behalf of

its root beer. Drive started around

July 1 and entails live announce-

ments in about 12 small markets

for a 13-week period. Agency is Sheld-

don, Quick & McElroy, New York.

ON BUSINESS BASIS NOW, Russ

Johnston (right), new Hollywood

radio director of McCann-Erickson,
discusses last minute program de-

tails with his former CBS colleagues. Erstwhile CBS Pacific Coast pro-

gram sales director was named to the agency post in late May and

currently produces Fiesta Night at Grapevine Ranch, half hour CBS

series sponsored by Schenley Distillers Corp. (Roma wines). Network

pair out Hal Hudson, left, former program manager who succeeded Mr. Johnston as program sales director; and Donald W.

Thornburg, who is Columbia’s West Coast vice-president.

URGING RESTRAINT in program-

ning during the forthcoming invasion, L. Bushnell, general supervi-

sor of programs of Canadian Broadcasting Corp., held a closed-circuit telecast with all CBC stations and supplementary

stations recently. He said in part:

“At a time when our Canadian boys are in great danger, it will be an obligation to be con-

tinuously sensitive and alert for anything that could offend the

senses may be in bad taste. That

does not mean that we should strike

any sombre note in our programs;

but what quality radio can give in the way of entertain-

ment and good cheer, more per-

haps than at any other time.”

Mr. Bushnell suggested guarding

against expressions of sympathy

which, though given in all honesty

and in the best of intentions, might

sound a false note because of our remoteness from the lives and backgrounds of those who have lost. In a word, he

think we should ever try to ex-

press direct sympathy in radio pro-

grams.

“It all boils down to a matter of intelligence, good taste, and sensi-

tivity for the feelings of others.”

CBC Has Four Mobile Units Active in Britain

FOUR MOBILE UNITS and a full

staff of technical personnel are

now comprise the Canadian Broad-

casting Corp. Overseas Unit in

Britain. Oldest unit of the quartet is a

car sent over in 1939 which went

through the Battle of Britain. The

other three units are lighter and

more maneuverable army vehicles,

suitable to field work.

In addition, there is a studio rec-

ording set in England and a field

recording unit which can be used

anywhere in the field, remote from

units. Each of the field units includes

micophones, amplifiers and portable recording equipment. They are

The technical staff is headed by

Art Holmes who went overseas with the Quartet in 1939. He re-

signed with the Battle of Britain, and after spend-

ing the past year at CBY, Toronto,

on furlough, is now back in Britain. The members are A. J. McDonald

of CBL, Toronto; F. P. Johnson of

CBK, Watrous, Sask.; L. R. Moore and J. B. Bergeregard, from the

CBC Montreal studios, and F. H.

Wadsworth, of CBC, Toronto.

Newcast Commercials

Limited by CBC Order

UNDER NEW regulations govern-

ing sponsorship of news on Ca-

nadian stations, which went into

effect July 1 (BROADCASTING, May

31), the number of commercial an-

nouncements has been limited. J. R.

Radford, supervisor of station rela-

tions, who administers the reg-

ulations, said in a circular letter to all stations: “For news broadcasts of ten minutes’ du-

ration or over, one announcement must be scheduled. The announce-

ment message is permitted and this

must come at the opening of the bulletin. The above-enumerated

requirement must be confined to the

manner of the sponsor’s name.”

Page 28 • July 12, 1943
WHEN YOU BUY radio time, take a tip from the Army. Make sure you are buying not only fire power but also the means to direct it. Those big guns are more than just barrel and breech; about 3/4 of those babies is directing mechanism. The gun would be useless if they couldn't call the range, aim, and fire... on target.

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

If your advertising message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job... Don Lee.

THOMAS S. Lee, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
Navy Finds Magnetic Wire Recorder Useful in Ship and Shore Operations

MAGNETIC SOUND recorder, whose modern form is the portable wire recorder now in experimental use for news broadcasting [BROADCASTING, June 28, April 26] is the earliest known patented recording equipment, Com. Clifton G. Grimes, head of the Interior Communications and Fire Control Section of the Navy's Bureau of Ships, told BROADCASTING last week. Apparatus using magnetism to record sound was patented in Denmark in 1887.

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

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

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

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

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

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

Bottle Business

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

Newspapers to Reduce Paper by Additional 5%

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

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

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

<table>
<thead>
<tr>
<th>STATION</th>
<th>No. Homes Listening</th>
<th>Cost, 1000 Radio Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOV</td>
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SOURCE: No. Homes Listening based on C. E. Hooper, Mar.-Apr. 1943, computed as a percentage of stations' published primary listening areas. Cost per 1,000 Radio Homes based on published one-time-quarter-hour rates.

Ralph N. Wall, General Manager—Joseph Hershey McGillivray, National Representatives.
FCC Eases Rule On FM Service
Suspends Regulation Limiting Duplication of Programs

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

Because the demands of the military have greatly decreased the availability of trained personnel available for broadcast programming, the Commission today adopted Order No. 111-A which further clarifies Section 10 of Rule 250 of the Commission's Regulations and suspends the requirement that each FM station shall render at least 6 hours program service each day, except Sunday, between 6 a.m. and midnight, that suspends the requirement that two hours of this service shall be devoted to programs not duplicated simultaneously as primary service in the same area by any standard or any high frequency broadcast station. It is noted, however, the Commission did not suspend that section of its Rule 3.51 which places upon each FM licensee the duty to develop, insofar as possible, a distinct and separate broadcast service from that otherwise available in the service area.

At the same time, the Commission announced that it will authorize technical changes to improve the operation of high-frequency (FM) television and noncommercial educational broadcast stations during the period, when desirable, to conserve equipment, particularly vacuum tubes, or where necessary to permit continued operation of a station, provided such changes are consistent with the maintenance of a substantial public service. Under this arrangement, licensees may file with the FCC informal requests to reduce operating parameters or make other changes in the operation of authorized equipment. In view of the large number of stations requiring such changes and the substantial public service, the Commission feels this simplification procedure will aid in maintaining the high FM and television service during the war.

TRANSFER OF WKBV PERMITTED BY FCC
WILLIAM O. KNOX, principal owner of WKBV, Richmond, Ind., was last week granted permission by the FCC to transfer control of the radio corporation, licensee of WKBV, to Central Broadcasting Corp. for a total of $30,000.

Officers and directors of the new corporation and their stock ownership is as follows: Gerald F. Allbright, president, 750 shares; W. F. Brown, vice president and general manager, 750 shares; Eugene A. Alden, secretary, 25 shares; Josephine Mason, 200 shares.

Original application [BROADCASTING, Feb. 8, March 22, 1943] credited Rex Schep, former owner of KETV, Paterson, N.J., and now commercial manager of WIRE, Indianapolis, with 125 shares and Central Newspapers Inc. with 160 shares. Central Newspapers, a subsidiary of Central Broadcasting, owns 100% of WIRE, Indianapolis; WAOC, Vincennes, Ind., and Oklahoma Newspapers Inc., publisher of the El Rancho Daily Tribune, 16 shares.

An amended application later eliminated the names of Mr. Schep and Central Newspapers, adding that of Josephine Alten and aligning the share holdings of Messrs. Allbright, Jessup and Alten.

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

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

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

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

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

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

ADM. NOBLE ON MBS NAVY PROGRAM on Mutual, For Victory, will use its half-hour on July 16 to tell how British and American navies are coordinated. Chief of the British Naval Mission to this country, Adm. Sir Percy Noble of the Royal Navy, will appear on the show, with several American Navy Capt. Michael H. Kinnell will tell how the Wasp carried planes to Malta; Rear Adm. O. C. Badger's subject is coordination and planning and Lt. Col. John P. Hill, who has been observing training in England, will tell how the Marines are trained to land and establish beachheads. The Navy School of Music Band and Chorus provides the music on the show.

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

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

KMA
Blue Network
The No. 1 Farm Station
in the No. 1 Farm Market
151 COUNTIES
AROUND SHENANDOAH, IA.

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

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

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KMA
Blue Network
The No. 1 Farm Station
in the No. 1 Farm Market
151 COUNTIES
AROUND SHENANDOAH, IA.

Page 32 • July 12, 1943

BROADCASTING • Broadcast Advertising
PACEMAKING....*

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

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

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

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

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

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

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

We're leaving the details up to you.

Sincerely,

Larry Jones
At The Start

Your business sometimes starts like this. The orders you receive result from an idea some one properly presented. We like to do our part in creating spot campaigns. This requires a comprehensive knowledge of all advertising media and above all the confidence and respect of the advertising agencies.

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

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

Mr. Fly's utterances against the Cox Select Committee investigating the FCC and its general counsel (whom he chooses to call its "Wall Street mouthpiece") probably rank with the Wallace-Jones feud, now showing in Washington, for intemperance and vitriol. He calls the committee's charge often, radio is sometimes underpaid, that Mr. Cox didn't introduce his inquiry resolution after the charges had been brought on the Albany matter. Our recollection, information and belief is that the resolution originally was introduced in February, 1942—months before the Albany matter saw the light of day—perhaps the reference to the department came afterward.

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

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

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

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

That Day's Work

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

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

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

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

Our Respects To—

WESTON HILL

URING April and May of this year, manufacturers and advertising men who take time out to read the trade papers in their respective fields were hit right between the eyes by a full page advertisement headed: "A New Kind of Advertising Agency Is in The Making". Copy related proposed policies on the new agency with special emphasis on post-war planning. It was a "blind" ad.

The copy was prepared by a copywriter who is a copywriter's copywriter and also a student of test copy. He is Weston Hill, heading the "New Kind of Advertising Agency" under the name of Hill Advertising Inc., recently opened for business at 260 Park Ave., New York, and ready to open his first branch office in Chicago.

This type of copy was a departure from the old formula in advertising agency procedure that in order to get new accounts, the prospective client must be contacted in person, meet with the board of directors, show visuals, sample advertising copy and other client-winning bait. And the startling result of the "blind" ad was that it not only brought inquiries, but brought one piece of business without solicitation of any kind. In fact, it put West Hill in business.

The future of radio as an advertising medium is changing the Hill mind at the present time. Radio as a selling medium rather than a mere supporting medium to other advertising, has not even had its surface scratched, Hill thinks. Too often radio is used merely as a glorified notice for a campaign by the advertiser who sits in the sponsor's booth and knows the stars by their first names—and not often enough as a medium for pulling traceable sales results out of the listening audience.

So far, Hill says, the only forms of radio showmanship pulling traceable sales results have been daytime strips and minute spots, both of which in order to be successful, have to conform to definite patterns. Therefore, as radio develops as a selling medium, Hill thinks it will find some pattern that does a sales job in the evening—whereupon radio will cease to be a playing for large advertisers and will become, instead, a method of personal salesmanship as daytime shows and minute spots are now.

Born in Joyce Kilmer's town, New Brunswick, N. J., 47 years ago, Hill "prepped" at Leal's School, Plainfield, N. J., and later went to Hamilton College, Clinton, N. Y. He played football at Hamilton. His first advertising job was with the old Hannaf-Metzger Agency in 1916. Hill saw active service in World (Continued on page 38)
"...to be continued!"

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

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

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

**WITH**

—the people's voice in—

BALTIMORE

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

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

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

Mr. Swinsky was one of the original directors of KRRL and became president after the death, April 11, 1941 of E. W. H. Ditto and publisher of the Times Herald for more than 40 years and also owner of KRLD. He succeeded to the helm of C. G. Gooch, who succeeded Mr. Kiest as publisher, is chairman of the board of the station.

Starting with the Dallas paper as a route carrier in 1910, Mr. Swinsky rose rapidly. In 1914 he left the circulation department and joined the advertising staff. In 1916 he became advertising director, a position he held until the death of Mr. Kiest.


eweekly of the WCCO, is only community Chest campaign manager MERLE LEWIS of Delta.

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

Com. Horn, a pioneer in techni-

cal communications, has served as technical advisor to Gen. William J. Donovan, head of the Office of Strategic Services, since Dec. 1, 1941, specializing in radio and communications activities. He has been released from that duty with his recall to active duty in the Navy. A Naval officer in the last war, Mr. Horn was mustered out as a lieutenant (j.g.) and joined West-


hinghouse, becoming its manager of radio operations in 1920. In 1929 he was transferred to NBC.

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

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J. E. Rudolph Dies JOHN E. RUDOLPH, director of the trade extension department of W.L.W., nati, died sud-

denly of a heart attack at his home in Cincin-

nati last week. Widely known in t.

h. advertising and drug merchandising field, the 53-year-old Mr. Rudolph executive was a native of New York, where he joined the company in 1925.

New FCC Officials

The FCC last week named Rich-

dard Carlson as director of person-

nel and William B. Robertson as director of broadcast licensing. The new director of personnel, who has 28 years of experience in industry and Government, has been technical adminis-

tor of the supervision improvement program of the Civil Service Com-

mittee, has been transferred to the Personnel Research Bureau of San Francisco, a private consulting service. Mr. Robertson was with the Columbia Gas & Electric Corp. until becoming fiscal officer in charge of the Finance Division of the Pacific Time Com-

modity Corporation, of which he later became treasurer. He was later with other affliliated with the Dept. of Agriculture until his transfer to the FCC.

Our Regards to—

(Continued from page 86)

Will I aboard the destroyer U.S.S. Nichols in European waters. The Nichols crew captured a U-boat, helped sink another and was in sup-

port of the British during the Zee-

brugg raid. Hill was later ordered to the British Ministry of Supply to become director of the U.S. Navy Academy, Annapolis, where he was commissioned an ensign. He served as an aide to Admi-

ral Harry L. Hobson during the Versa-

ailles peace conference.

Back from the war, Hill re-

turned to HartfMetzger. He left there in 1920 to travel "the road" selling text books to colleges. After four years calling on educators, Hill was named advertising man-

ager of Layday Bros., at the time operating a chain of retail music stores in New York City. He re-

mained there about a year before branching out on his own—free-

lancing in advertising.

Hill has been with several well-

known agencies—to mention a few, Maxon Inc., Ruthrauff & Ryan, Blackett-Isam-Hummert, and R. H. Kastor & Sons.

His wife is the former Kathryn Dexter, whom he met and married while both were working for Ruth-

rauff & Ryan. He has two children, Betsy and Dexter, members of the metropolitan New York City. His only hobby is carrying the tenor part in a barber shop quartet.

BEREHT THE MIKE FRANCES CLARK, former editorial assistant of NBC Central Division press department, has taken over new duties as editorial assistant to James J. McGuinn, who left NBC to become Midwest manager of Broadcast Advertising.

HAROLD ROLL, account executive of Allen & Reynolds, Omaha, has re-

signed to become sales manager of Omaha, as special promotion manager.

BILL MURPHY, continuity editor of NBC Central Division, is the father of Mary Bill, Jr., who takes his vacation.

RAY HENLE, Washington corres-

dpondent for the Pittsburgh Post-

Gazette, will substitute on Mutual July 19-20, when Fulton Lewis Jr. takes his vacation.

LARRY FROMMER, former sales promotion man of Liquors Inc, Indianapolis, and former advertising de-

partment of Mandel Brothers, Chicago, is now publicity director for the Westinghouse stations in Fort Wayne.

PARMALEE W. CUSACK, former vice-president and general manager of WNYC, New York, has been appointed art director of NBC's Chicago office. Mr. Cusack was previously with Blak-

er Agency, and Elizabeth Arden Cosmetics Corp.

BENNY LEEMANS, new to radio, and Albert Twite, have joined WBNH, New Bed-

ford, Mass., as announcers.

JOHN C. WELLS has joined program department of KLZ, Denver, and Joe Leonard, former English instructor at Colorado College, Colorado A&M, is a new announcer.

JIMMY PATTISON, WAYS, Char-

lotte, N. C., announcer, is now in the Marine Corps stationed at Bamburgh, Md.

LARRY ROBERTSON, former pro-

ducer of BLUE San Francisco, has been transferred to the Hollywood staff.

DUD CONNOLLY, program director of WWRL, New York, has joined the staff of the WWRL, replacing Fred Darly, formerly in charge of daytime pro-

grams at WWRL and Mr. Con-

nolly as fulltime director.

LOUISE LENTZ has succeeded Mar-

cella Garvin as head of the BLUE's test department, replacing Miss Lenz as assistant. DAVIDSON TAYLOR, assistant pro-

gram director of CBS, New York, is in Hollywood setting up new sustain-

er programs and is in charge of the 11 p.m. news parade. John Lebou, formerly with George Heins, recording firm, has joined the NBC staff.

MARGO FERRETT has joined WWL, New Orleans, as continuity writer. He worked previously as a copywriter and director of program's promotions.

MARGO EHRLIS, of BLUE Holly-

wood auditing department, has been named the new assistant auditors, replacing Charles Mowat, resigned.

BROADCASTING  •  Broadcast Advertising

Page 38  •  July 12, 1943
gets the most out of a gag!

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

gets the most for your radio budget!

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

KSD

Nationally Represented by Free & Peters

ST. LOUIS’ DISTINGUISHED STATION

KSD has the Shows!

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

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

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

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

DIANA BOURBON, production head of Transamerican Broadcasting & Television Corp., New York, has been appointed radio director of A. & S. Lyons Inc., Beverly Hills, Cal., talent service. Wyness Rosman continues to serve this clients on network shows.

SANDY BECKER, announcer of WHT, CBS outlet in Charlotte, has joined the network's New York staff. Frank Kizie, of CBS shortwave department, has been named service manager of CBS Network of the American

BYNG WHITTAKER, announcer and producer of CBC since 1937, has joined the BBC and will shortly leave for London. Before coming to CBC he was with CKOR, Kitchener, Ont., and CFCH, North Bay, Ont. He will be attached to the BBC's Home Service section.

JOE MIDMORE, announcer at CKWX, Vancouver, is joining the Royal Canadian Air Force.

ALICE FRASER, Hartford singer, has joined the program department of WBC, Hartford, to be trained as announcer. Miss Fraser replaces Hilda Naughton, who left to join the Army.

GREG BROWN, week-end announcer on WNBC, Hartford, is to fill in during the vacation period.

WALTER JOHNSON, former West Coast radio director of Music Corp. of America, national talent service, now with U. S. Marine, has been promoted to captain.

MARTIN WELDON, 1937 staff director of WKNY, Kingston, N. Y., resigned July 3 to enter the armed services.

BRAND NEW PAPA is H. C. (Doc) Hull, announcer and newscaster who m. c.'s the Hullabaloo program on KVOO, Tulsa. He is shown with hundreds of safety pins from listeners in answer to his announce- ment that a "spanish" new personality in a brand new show would broadcast at all hours from the heri-conditioned studios of station JOY, which in power of 1,000 and nighttime power of 60,000, you know what's. Quite a collection of pins for the rationing era.

Thousands of interviews and letters from Kansas and surrounding states show WIBW the most-listened-to station on the wealthy production front. Reasons given: "Easy to hear," "Our kind of programs," "You give us our money's worth," "We feel WIBW folks are members of our family"—for sales, prestige, or building friendship, WIBW is a must.

Page 40 • July 12, 1943

BOB CALLAHAN, music director formerly with WMNY, Fairmount, W. Va., and WMAL, WRC and WIX, Washington, is now a private in the 33rd Special Service Company at Fort Meade, Md.

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

DEANE S. LONG, program director of KXK, Waterloo, La., on June 19 married Roselle Farabaugh, of Akron. Mr. Long was formerly program director of WAKR, Akron.

GLENN GOODWIN, former an- nouncer of WYFD, Fort Dodge, la., has joined KYEL, Waterloo, la., Cycl Lindquist of LaCrosse, Wis., has been named promotion director. DOBBY OWINGS, former radio news and public relations director at several New York stations, is now Public Relations Officer, Second Ser- vice Command, U. S. Army, and has been promoted to major lieutenant colonel.

HERBERT LANDON has resigned as publicity director of WOV, New York, to take a Government job which will take him overseas.

CHARLES MICHELSON, head of the New York radio production com- pany bearing his name, is the father of a boy, born July 5.

PATRICIA CORT, of the Cort family, formerly owning an extensive chain of theatres, has joined the public- ity staff of the BLUE. Ken Paterson, Detroit, Illinois for the BLUE, has reported to the Navy at Quonset Point, R. I.

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

MARCEL MUNRO, announcer of CJOR, Vancouver, and Conni Kramer, control room supervisor of CJOR, Van- couver, have announced their engagement.

ED DAEHLIN, formerly of CJRM, Roosevelt, and Douglas, newly announcer of CJRC, Winnipeg, has joined the announcing staff of CJOR, Vancouver.

SIRHLEY KEHR has joined the continuity staff of CKWX, Vancouver.
WILLIAM PARISH has left WHN, New York, to announce at WTAG, Worcester. He was once news editor at WOOF, Boston.

MEL GALLIART, former announcer of WBBM, Chicago, has joined the publicity firm of Carl Rilet Jr., Chicago, as radio director.

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

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

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

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

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

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

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

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

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

FLIGHT LT. D. B. P. COATS, Royal Canadian Air Force, former public relations director of CNY, Winnipeg, and CKX, Brandon, Man., recently initiated his 17 1/2 year old son John into the RCAV as an airborne recruit.

WLB Decision Sets Pay For CBS News Writers

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

Decision, reached June 14, provides a minimum of $55 and $50 base pay for CBS newswriters, except for those with less than six months' experience, retroactive from Oct. 1, 1942, according to Pauline Hopkins, president of the midwest region of the Guild, a branch of the Authors' League of America.

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

**PUTS "BIG TEXAS" IN YOUR LAP**

**AND WIPES AWAY YOUR RECORDING TROUBLES**

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

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

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

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

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

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

Suggests Hearings

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

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

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

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

Condems the Administration for lack of concern for individual freedom and for freedom of the press, Senator Taft made a parallel comment on the anti-trust suit against the Associated Press, saying: "Those who drafted the Sherman Act surely had no thought that it could ever be used for such a purpose."

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

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

Viewed as Destructive

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

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

Short's Attack

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

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

'Precise and Practical'

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

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

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

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

WEMP Fulltime

INTRODUCING a 12 midnight to 8 a.m. program of music, news and sports for the swing shift, WEMP, Milwaukee last Monday went on a 24-hour schedule, the first station in Milwaukee to accommodate its schedule to wartime conditions. New programs include a half-hour summary of the day's baseball from 2-2:50 a.m., re-broadcasts of BLUE network shows and hourly news reports.

Mr. Short indicated that if the public were to become aware of the significance of the situation, it would make its influence felt. "No one can tamper with the legitimate entertainment of a democratic people and survive," he declared.

FOLLOWING an extensive tour of American war plants, 11 Brazilian journalists were entertained last Tuesday by NBC's international shortwave division in the executive rooms at Radio City, New York. Fred Bute, in charge of NBC's shortwave broadcasting, welcomed the journalists.

The whole "spread" of Central New England goes to the advertiser who has selected WTAG, Worcester, but not to the one looking in from the outside. This market plays one favorite when it comes to radio stations, and that favorite is WTAG. Once you're inside with a WTAG introduction, you command a region of war industries 400 strong. Average weekly industrial wages top $40 a week. Women workers in Worcester proper average total 16,000.

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

Basic

Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette

July 12, 1943 • Page 43
### The Business of Broadcasting

#### Station Accounts

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Owner</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFW, San Francisco</td>
<td>San Francisco</td>
<td>National Lead Co., Inc.</td>
<td>270 Market St.</td>
</tr>
<tr>
<td>KQW, Los Angeles</td>
<td>Los Angeles</td>
<td>Mutual Citrus Products Co.</td>
<td>426 S. Bunker St.</td>
</tr>
<tr>
<td>WJZ, New York</td>
<td>New York</td>
<td>Procter &amp; Gamble Co.</td>
<td>300 Park Ave.</td>
</tr>
<tr>
<td>WIND, Chicago</td>
<td>Chicago</td>
<td>Lever Bros.</td>
<td>30 W. Wacker Dr.</td>
</tr>
<tr>
<td>WMAQ, Chicago</td>
<td>Chicago</td>
<td>Procter &amp; Gamble Co.</td>
<td>30 W. Wacker Dr.</td>
</tr>
<tr>
<td>WBBM, Chicago</td>
<td>Chicago</td>
<td>Procter &amp; Gamble Co.</td>
<td>30 W. Wacker Dr.</td>
</tr>
</tbody>
</table>

#### Regional Accounts

<table>
<thead>
<tr>
<th>Region</th>
<th>Company</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>West</td>
<td>Pillsbury Flour Mills Co.</td>
<td>225 S. LaSalle St.</td>
</tr>
<tr>
<td>East</td>
<td>American Tobacco Co.</td>
<td>30 Rockefeller Plaza</td>
</tr>
</tbody>
</table>

#### WO-AM, Fort Wayne

Hotel Beatty-Wallace Bros. | 15, placed direct |

### FTC Complaints

#### DEAN STUDIOS, Omaha

Procter & Gamble Co., Cincinnati | 15 weeks, 10,000 copies |

#### Utah Conference

PARTICIPATING in the Inter-Station Radio Conference, held last week at Salt Lake City as part of the U. of Utah summer session, were Clarence R. Menzer, NBC program director, and George L. Moskovics, CBS Pacific Network sales manager. Earl J. Gill, regent of the University and manager of KSL, Salt Lake City, was chairman of the committee on arrangements. Dr. Carroll Atkinson, director of summer session radio activities, assisted in the execution of the conference, held July 7-10.
Radio Advertisers

PROCTOR & GAMBLE Co., Cincinnati, has discontinued "Fruit Salts," quarter-hour Monday through Friday daytime serial on WGN and WMAQ, and on July 5, starts sponsorship of American Family Neuse Reporter, quarter-hour twice daily on WBBM, featuring Franklin Fergus. In addition, one cut-in commercial on each of ABC and CBS, will carry an American Family message on WMAQ only.

PROCTOR & GAMBLE Co. has bought WLN's musical program From '17 to '22 as a summer replacement for their Truth or Consequences. The show reviews popular tunes from World War I to World War II. It will be heard over WLN on Sundays 3:30-3:45 p.m., in behalf of sponsor's Duz soap powder.

EQUITABLE PLAN Co., Los Angeles (investments) in a 6-day pre-investment campaign which ended July 3, used total of 137 spot announcements on 15 Los Angeles area stations (KFWB KFVD KMPV KPFW KMPK). Contract for 15 weeks was placed through the State Adv. Agency, Chicago.

ADOLPH MILK FARMS, Los Angeles, on July 8 augmented its weekly news commentary on KNX, Hollywood, with a once-a-week quarter-hour program. What Do You Think? devoted to listeners' opinions and answers concerning war strategy on that station. Dr. Wallace Sterling is commentator. Contract is for 15 weeks. Firm in addition uses twice weekly helpful spot announcements on 3 California stations, KTKC KERN KXO. Agency is Little & Co., Los Angeles.

MASSEY-HARRIS Co., Toronto (farm implements), has started on CKPC, Minneapolis, Oot. five times weekly 350-minute local news and interviews with war workers of its Minneapolis plant, signed Sinclair is featured as reporter. Cockfield, Brown & Co., Toronto, placed the account.

BILORO WATCH, Toronto, is using along with its station break campaign announcements urging the public not to talk about troop or ship movements or spread rumors. Account is handled by MacLaren Adv. Co., Toronto.

J.C. ENO Ltd., Toronto (fruit salads and Blythean hair dressing) has started Sunday musical program on a number of Canadian stations. Account was placed by Atherton & Carrier, Toronto.

HAWAII THEATRE, Hollywood, to promote the Columbia films, "Crime Doctor" and "It's A Great Life," both based on radio programs, started for 6 weeks July 2 on a 2-frame serial using an extensive series of transferred dramatic announcements on 10 stations. List includes KMJ KFCA KMPV KFUR KMPK KFDC KFYD KPAS. Dean L. Simmons Adv., Hollywood, has the account.

SEASIDE BARN DANCE, Long Beach, Calif., is using 200 transcribed 30-second announcements per week on six stations in the Los Angeles area. List includes KFAS KFVB KMPV KFVD KFAX KFEL. Contracts are for 13 weeks, started in late June. Agency is Charles N. Stahl Adv., Hollywood.

WAGNER'S APPLIANCE & FURNITURE Co., Los Angeles, in an intensive four-day campaign to promote sale of radios, used total of 360 spot announcements on 10 Los Angeles area stations during early July. List includes KFMR KFPO KFYR KMPK KPAS KFOX KFEL. Allied Adv. Agencies, Los Angeles, has the account.

EVANS FUR Co., Chicago (fur retailers), will sponsor "Dearest Mother" a new transcribed Monday through Friday serial beginning July 19 on WGN, Chicago. Contract for 52 weeks was placed through the State Adv. Agency, Chicago.

AGENCY Appointments

E. J. BRACH & SONS, Chicago (candy), have placed their accounts with J. H. Blackett & Sons-Homan, Chicago. Media plans not set.


PENNSTATE CIGAR Co., Philadelphia, has appointed Philip Klein, Advertising Agent, Philadelphia, to handle the advertising of its new Wolford cigar.

GOLDEN MOUTH Co., Philadelphia, has appointed Gerald Sinclair as its advertising agent. Al Caplan is account executive. Agency will add radio for the first time.

GOLDMITH Co., of Canada (Pierce watches) to J. J. Gibbons Ltd., Toronto. No radio planned as yet.

NUTRI-COLA Co., Long Island City, to S. Duce Love Co., for Nutri-Cola, a new drink containing vitamin B. Radio is being considered.

SCHUETTER CANDY Co., Chicago, to Schwimmer & Scott, Chicago. Sponsors' CIB program.


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

NEVADA COVERAGE

THE McClATCHY GROUP

FREE & PETERS, INC. National Representatives

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

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

A TWO-PRONGED drive toward new radio legislation at this season took shape last week with the introduction in the House by Rep. Pehr G. Holmes (R-Mass.) of a new measure (HR-1409) to rewrite the Communications Act, which closely parallels the White-Wheeler Bill (S. 814) pending in the Senate.

In introducing the new bill, which Rep. Holmes told Broadcasting supersedes the bill (HR-1409), which he offered last January, the way was paved for simultaneous consideration in the two houses of almost identical measures. Rep. Holmes said he desired to have members of Congress as well as the industry acquaint themselves with his bill during the expected summer recess of Congress so that hearings might be held in the fall.

Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, has announced hearings will begin in September on the measure pending before that Committee to continue “uninterruptedly” until definite conclusions are reached.

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

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

Incorporated in the Holmes Bill are new provisions construed by Rep. Holmes as desirable, added from testimony at the hearings on the Sanders Bill last year. These authorize declaratory rulings by the FCC concerning the rights, status and other legal relations of any applicants or licensees, and prohibitions against invoking unauthorized sanctions and penalties.

These latter two provisions were recommended by Neville Miller, NAB president, in his testimony before the House Committee.

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

Separates Functions

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

The Holmes Bill, like its predecessor and the White-Wheeler Bill, provides for the division of the FCC into two separate, autonomous units of three members each, one to handle broadcasting and related services and the other common carrier activities.

The Chairman would be the executive officer of the full Commission, but would not sit with or have a vote on either division. Each division would select its own chairman.

New provisions relating to hearings, licensing procedures and appeals are encompassed in the bill, which are sure to stir up a bit of trouble "both is neither. These are the people who count in Kentucky—and WAVE every single one of 'em that's got a rad-oid. Let us introduce you—you'll like our friends yourself."

Mutual Letters

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

WSBT Is 21

USING ITS anniversary as the basis for special promotion, WSBT, South Bend, Ind., celebrated the granting of its license 21 years ago, with a program including talks by F. A. Miller, president and editor of the South Bend Tribune, Franklin D. Schurr, the paper's vice-president and WSBT's general manager, and the mayor. Full-page display ads of the Sunday paper traced the station's history, with reprints on glossy paper going to agencies and clients.

NBC Post-War Program

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

Handbook Reprinted

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

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

To assure against exercise of censorship, the Holmes Bill specifies that the Commission shall issue a new license that shall interfere with the right of free speech by means of radio communication."
Sao Paulo Agency Acquired by Grant
Network of Brazilian Outlets Now Being Formulated

EXPANDING ITS Latin American operation, Grant Annunzio, S.A., subsidiary of Grant Adv., Chicago, has bought out-right the complete facilities of Reunida, Sao Paulo, one of the oldest and best agencies in Brazil. The acquisition of Reunida will add a fourth Latin American branch for Grant. The others are in Monterey, Mexico City and Rio Janeiro. The latter office was opened six months ago.

Peter Zahn has transferred from the Grant Rio de Janeiro office to Sao Paulo after having spent the past few months in the Rio offices. The entire Latin American operation of Grant is under the direction of David Echols who headquarters in Mexico City but who has been in Brazil for six months.

The agency is lining up network of Brazilian stations. Technical assistance is being provided to the stations on various phases of network engineering. As part of the Reunida facilities, Grant acquired modern studios recently completed, which the agency plans to use for the origination of network programs. The Grant broadcasting studios in Sao Paulo were completed a few weeks ago. The agency is planning to use extensive radio throughout Brazil on network and spot basis.

Reunida at present has 26 accounts which include the Tobacco Industry of Brazil, a perfume account, an insurance account and a candy account. Of the 26 accounts, 11 are located in Sao Paulo and will be serviced by the Grant office in that city. The Sao Paulo office is located at Rua Braulio Gomes 25.

Leon Henderson to Biow
As Economic Consultant

LEON HENDERSON, former administrator of the OPA, has accepted the post of economic consultant on post-war problems to the Biow Co., New York, which announced last week by Milton Biow, president of the agency. The position will be his first as financial consultant and he will start his new duties immediately. His assignment is with a consulting agency and he will start his new duties immediately.

H. CARUSO, has resigned as assistant general manager of the Russell Sage Foundation in charge of consumers credit research, later becoming a member of the SEIC, consulting economist of the WP and chief economist of the NRA. He resigned from the OPA Dec. 17, 1942.

Lovetons Agency

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

Leading Daytime Shows

FIRST on the list of “Top 10” daytime weekday programs measured by C. E. Hooper Inc., and released in the June “National” Ratings Report, is PICTURES FROM LIFE: STELLA STARR AND HER TREASURES for the second consecutive week.

Leonard G. (Bucky) Harris, who heads the Grant Latin American radio, has moved from Mexico City to Sao Paulo after having spent the past few months in the Rio offices. The entire Latin American operation of Grant is under the direction of David Echols who is Headquarters in Mexico City but who has been in Brazil for six months.

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

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

The procedure applies to salaried employees earning more than $5,000 a year, and executive, administrative and professional employees making under $5,000 and not represented by a labor union, with executives receiving more than $30 weekly, and administrative and professional workers earning more than $200 a month.

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

Publicity Survey
TO DISCOVER how well supplied with news from publicity divisions of various organizations are the 500 members of the Assn. of Women Directors, NAB, a survey of such material has been completed under direction of Mrs. Dorothy Lewis, coordinator of Listener Activities for the NAB. A committee of eight women is in charge of checking the releases, including Mrs. Lewis, Ann Holden, Faye, Peggy Cave, KSD; Ruth McCarthy, WCOL; Margaret Guthert, NBC; Lavinia Schwartz, WBBM; Mildred Bailey, WTAG, and Ruth Chilton, WSYR. A survey of women's programs will be undertaken by the Assn. this August, Mrs. Lewis added.

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

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

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

Committee members will listen to the programs recommended in September and report their findings. Final selections will be forwarded to the National Committee at the Henry W. Grady School of Journalism as well as to the Listener Activities division of the NAB.

An additional category—outstanding children's programs—will be included in 1943 with the six program classifications used as the basis of the 1942 awards. Final entries will probably be due in December.

Listen, Then Buy

OUT OF 421 women interviewed in Rogers Department Store, New York, 22.3% said they listened to Kathryn Cravens, women's commentator sponsored by the store five-times weekly on WNEW, New York, and 17.2% of those interviewed on the street had listened to her program. Out of each hundred women shoppers questioned in the store, 92% admitted returning to purchase items mentioned during Miss Cravens' broadcasts. Program has been renewed for 42 weeks, effective the end of June.

Paramount Promotion

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

RELIGIOUS programs may be transmitted from Biglaid Park Baptist Church of Detroit to CKLW, Windsor, Ont., under authority granted last week by the FCC to Stanley G. Boynton, Detroit. Hours are 6-6:45 p.m., EWT, Sundays, for 52 weeks.

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

HELP WANTED

'Column' With Participating Sponsorship

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

KVRN, Rock Springs, Wyo., has acquired the special AP radio news wire from Press Assn.

New WTOL Studios

NEW STUDIOS are planned for WTOL, Toledo, following the purchase by the station of the former Toledo News-Bee building. Arch Shawd, vice-president and general manager, announced last week. The structure will be developed into a full commercial building, Mr. Shawd said, with construction contemplated as soon as priorities have been obtained and WTOL's present lease in the Bell Building has expired.

Sees FM Superior

FM, used in combination with the ultra-high frequencies, provides so many points of superiority over amplitude modulation on medium frequencies for many public and private radio services that its use will be rapidly extended after the war, according to Raymond F. Guy, NBC radio facilities engineer, at the recent combined conference of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

WELCOMING GUESTS to "Duf-

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

Crosley's

OUTLINE OF LISTENING

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

A prosperous portion of the Hudson Circle.
Merchandising & Promotion

Promoting Learning—Canning—Tackle
Bond Network—Babe Ruth Photo

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

Something New

When WMRN, Marion, O., joined the Blue the first of last month, Mayor R. C. Snare saluted station and personnel in a brief talk to the air. More than 300 advertisers on the station turned out for a campaign party, at which all received blue carnations and assembled in a hotel ballroom with posters with the theme: "We're on the Blue, thanks to you." Ads ran in papers of surrounding towns and cities three days before the affiliation became official. Promotion included a limerick contest run by Lou Marsh, program director, and Bob Geff staff announcer, who asked listeners to fill in the blanks of "Something old, something new; on June 1, WMRN — the ""

Bond Network

The story of the Kansas War Bond Network is told by a heavily illustrated broadside, 5,000 of which are now being distributed by KTSW, Emporia, Kansas State Teachers College station, which carried a series of half-hour war bond programs for an 8-station Kansas network. Programs were carried live or transmitted by KTSW, KANS, Wichita; KCKN, Kansas City; KGGF, Coffeyville; KSAL, Salina; WREN, Lawrence; KVGB, Great Bend; KGNO, Dodge City.

13 Scripts

NBC is releasing to all its affiliates a series of 13 scripts providing material for 12-minute broadcasts of news of NBC programs and personalities. Material may be used on a sustaining or locally sponsored basis. Carl Jampel, staff writer, is writing the scripts.

Desk Aid

An attractive desk blotter is being designed for busy advertising people is used as a promotion by WKB, Youngstown, Ohio, a celluloid cover carries a conveniently arranged calendar which includes the previous as well as the following year.

Wartime Canning

Help for Homemakers is found in booklet: "ABC of wartime Canning," by Josephine Gilson, distributed with compliments of WIBW, Topeka, Kan. The brochure is packed with practical suggestions on home canning methods, recipes for rationed menus, tips for workers lunches, etc. Illustrations: Week's Point Saving Menus for a Family of Four, Containers for the Packed Lunch, Foods that Carry Well, Low Point Meat Dishes, etc. Bulk of copy is on canning, with acknowledgment to U.S. Dept. of Agriculture for information provided.

About Wings

Denver Public Library, Denver, has issued, after repeated requests, an attractive pamphlet containing a copy of the script for the 180-foot broadcast in its series Speaking of Wings, produced by the Rocky Mountain Radio Council and conducted by Wibw, E. E. B. result of the The Library. The script covered the silvery silent days before the affiliation May 15, 1943, and gives a brief history of the development of air mail service and the beginning of passenger service.

Troop Locations

An Invasion Map, prepared by the news department of WLS, Chicago, multi-colored on enameled stock 28 by 36 inches in size, is offered to listeners for a dime. Besides a side-minus map showing 13 possible invasion routes, the folder includes maps of the theaters of war. Other features are a map locating United States troops in all parts of the world, an air-distance and future air routes map and pictures of all United Nations leaders.

Troop Tackle

Tackle-For-Troops, collected in a WCKY, Cincinnati, drive netted 185 rods, 18 tackle boxes, 10,000 yards of fishing line, 1500 assorted baits, 2000 sinkers, 10,000 assorted hooks and 1000 flies, floats, leaders, etc. Campaign, sponsored by the station and newspapers of the city, resulted in a 450-pound shipment to soldiers in a "recently acquired possession", according to the Special Service Division of the War Dept.

Coverage Map

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

Official Good Will

Mayors and other officials of New York towns are heard in a weekly, quarter-hour program called "The Mayor," WPAT, Paterson, by the N.J. State Good Will Commission. Purpose is to further an understanding of civic affairs.

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

Around Increases

PROMOTION PIECE released by WEAF, New York, is built around the three increases in time purchased by Manhattan Soap Co., thru Franklin Bruck Adv., New York. Sponsor started with three of Don Goddard's newscasts, added several, and later expanded to a women's interest program.

Babe Ruth Photo

A CERTIFICATE signed by Babe Ruth, baseball star, and Bill Stern, NBC sports director, goes to every member of the studio audience of the Babe Ruth in Person program on WEAF, New York. Certificate bears photos of Babe Ruth and the NBC public service emblem.

9,218 Families Tell All About Listening Habits

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Summarized Iowa Radio Survey covers all 99 counties, docileous Survey trends in listening habits and preferences as to station and programs. Maps and tabulars are in tens and figures in various age groups and educational levels, city and farm. You need it to do a good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co., 912 Walnut St., Des Moines, Iowa
Sale of 24% Interest in WOKO Cited In Testimony at Hearing Before FCC

SALE of the 24% interest in WOKO, Albany, New York, owned by Sam Pickard, ex-radio commissioner and former vice-president of CBS, to Monroe M. Redden, an attorney of Hendersonville, N. C., came to light July 3 in Mr. Pickard's testimony in the WOKO license renewal proceedings in Washington [Broadcasting, July 5]. Hearings are to be resumed July 22.

The amount involved was $75,000, a fourth in cash, the remainder to be paid in installments. The 240 shares represented are in escrow until fulfillment of terms of the contract, one of which is that the FCC approve transfer of the stock. Commissioners might see no reason for FCC objection to the transfer, pointing out that under its rules the Commission is required to approve transfer only of controlling interest.

Ownership Record

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

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

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

R. K. Phelps was not consulted about sale of the 24% interest either before or after the negotiations with Mr. Redden, according to Mr. Pickard. He explained that when his brother-in-law had discovered the highly valuable nature of the gift in 1934, he had refused to accept the dividends from it although, Mr. Pickard insisted, he could at any time have had all or any part of the dividends to claim. He testified further that Mr. Phelps, if he desired it, had the privilege of claiming any part of the sale price of the stock.

School Program Chosen

FOR THE SECOND year, CBS' American School of the Air, has been designated by the Office of War Information and the U. S. Government as the official channel through which news information and instructions for civilian activities will be conveyed to children and young people, teachers and parents. Program returns to the air Oct. 11 and continues through April 26 of next year, with a total of 130 programs scheduled. Each-week day will be given over to a special subject, including The Tools of Science, Gateways to Music, New Horizons, World Geography, Tales from Far and Near, and This Living World. The series is produced by the CBS education department, of which Lyman Bryson is director. Leon Levine is director of the broadcasts.

Kellogg Adds Plant

EXPANDING PRODUCTION, the Kellogg Co., Battle Creek (cereals), has signed a long-term lease on the Miller Cereal Mills, Omaha, it was announced last week by W. H. Vanderploeg, president. Here-tofore all Kellogg products processed in this country were made in the Battle Creek plant, with other units in England, Australia and Canada.

Products of the new unit will be the same as those produced in Battle Creek: Corn Flakes, Krispies, Pep, All-Bran, Shredded Wheat, Flakes, Krummles, and Variety Package. Agencies handling the Kellogg account are J. Walter Thompson Co., Chicago and New York, and Kenyon & Eckhardt, New York.

Owen Lattimore, director of OWI Pacific operations, and former political advisor to Generalissimo Chiang Kai-Shek, is heard in a weekly NBC program highlighting destiny shared by America and the peoples of the Pacific. Replacing Limited Horizon as part of the network's Inter-American University of the Air series, the first broadcast, July 11, presented an expose of Japan's Tamul Memorial of 1927 and the forces of imperialism behind it.

E. L. Feininger, managing engineer of the farm and rural products department of General Electric Co., has been named manager of a new division of the appliance and merchandising department of General Electric Co., to be known as the insulating materials division, with headquarters in Schenectady, according to an announcement by H. L. Andrews, vice-president in charge of the A. & M. department, Bridgeport, Conn.

THE ADVERTISING FEDERATION of America has elected to its membership WBNS, Columbus; and WENX, Royal Oak, Mich.

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.
National Sales Representative:
GEORGE P. HOLLINGSBERRY CO.
Canadian Ceiling

Canadian ceiling prices for used receivers and used radio tubes have been set by the Wartime Prices & Trade Board, Ottawa. Rebuilt receivers are defined as radios which have not been completely overhauled. Prices of used receivers which have not been rebuilt will be 50 per cent of the rebuilt price. The order provides that dealers must guarantee every used radio sold. If the set sells for $50 or less, the guarantee must be for 30 days. If the selling price is more the guarantee must extend to 90 days. The price charged for used radio tubes must not be more than 25 per cent of the price charged in the same district for the same kind of tube when new.

Double Ad Support to the War Effort Urged by LaRoche on Closed Circuit

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

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

Byrnes to Speak

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

Introduced by Mr. Mullen, Mr. LaRoche reported that James F. Byrnes, Director of Mobilization, will join him in a previously announced Washington leaders on the July 14 broadcast to explain the role that advertising can play in creating a better organized home front. He announced that the broadcast is scheduled for 1:15 p.m. on 138 NBC stations, with speakers to be Donald Nelson, chairman of the WAB; Melvin Jones, War Pool Administrator; Elmer Davis, director of the OWI, and himself, speaking for the WAC.

Reporting that the total contribution of all advertising in the past 12 months has been at least $2,000,000,000, Mr. LaRoche said that "since that amount is now needed—$500,000,000 to one third of the total of all advertising—"it is twice as much because the job this fall is easily twice as big."

Mentioning radio's role specifically, Mr. Roche said that "since April 27, 1942, 120 advertisers have contributed time on 202 coast-to-coast network programs each week. On these shows 115 messages are delivered weekly to an average audience of 300,000 listeners."

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

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

"In addition to this national effort, 781 stations broadcast 8,000 messages locally per day."

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

"Irishman" Continues

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

Crosley Shortwave

PERMISSION was given OWI last week by the WAB non-military faction to construct a new substation, antenna and install three shortwave transmitters at Mason, O., for the international broadcasting station to be operated there for the government by Crosley Corp. Amount of construction, according to the OWI application, was $564,000. Previously, the Defense Plants Corp., an RFC subsidiary, had granted $450,000 to Crosley for the purchase of ground and other construction for the station [Broadcasting, July 5].

KOA, Denver, played host to visiting delegates of Lions International at a district convention. A program of Western music and song was arranged for them by Duncan McColl, KOA sales manager, and a demonstration of studio sound effects provided by Clarence Moore, program director, and J. Bert Mitchell, coordinator of sales and programs.

INTERESTED IN THE CAROLINAS?

INVESTIGATE WSPA AT SPARTANBURG 5000-1000 WATTS • CBS REPRESENTED BY HOLLINGBERY

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

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Fly Testifies At Cox Probe
Continued from page 12
mitted checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

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

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

Secrecy Question Draws Discussion

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

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

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

The examination of Chairman Fly by Counsel Garey boiled down to a single question—whether, as chairman of BWC, he would produce the files covering the Neville Miller inquiry. The answer, arrived at after the most intensive kind of grilling intermingled with instructions from Chairman Cox that the witness answer the questions directly, was that because of his "instructions" from the membership of the BWC, he would have to decline to answer. The crossfire at times reached fever heat.

Claims Refutation Of Committee Charges

Mr. Fly denied he had "preferred charges" against Mr. Miller, but refused to be drawn out. At one point he told the committee he had "in my pocket a confidential document from the joint Chiefs-of-Staff which completely refutes the charges made public by the committee relative to Army and Navy complaints against the FCC. He added that he regretted he was "bound by the Espionage Act" from making this evidence public.

After Chairman Cox had interrupted that the committee did not think it proper for him to make "a speech", and pointed out that "you have your own sounding-board facilities", Mr. Fly said he felt he would be "derelict in my duty" if he did not reveal the existence of the directive from the joint Chiefs-of-Staff.

In the midst of Mr. Fly's examination, and following his refusal to reply to his questions, Mr. Cox called to the stand Charles R. Denny Jr. to inquire about the existence of the files in the Miller matter. Mr. Denny said that when he assumed general counselship of the FCC last October and became
chairman of the Law Committee of the BWC, Telford Taylor, his predecessor, handed to him a large sealed envelope marked "Neville Miller". While he said he had never opened it, he presumed it contained all of the data.

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

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

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

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

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

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

Reads Record of Miller Controversy

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

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

Mr. Garey held that the position of BWC was "untenable" and "without the foundation of law."

He contended that nothing would be disclosed to adversely affect the war interest.

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

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

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

It was contended further, he said, that the position of the general counsel was "dominated and controlled by Mr. Fly. Mr. Garey held that the charges against Mr. Miller were "changed three times". The allegation was made that the charges were preferred by Mr. Fly against Mr. Miller because of "personal opposition" and to "punish Mr. Miller for his opposition".

When Mr. Garey pressed the BWC chairman on the Miller charges, Mr. Fly said he did not want to give "once-meal" answers and find himself in violation of the instructions from his board not to divulge any facts incident to that
matter. He said he did not feel he could answer the questions unless specifically instructed by the board.

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

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

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

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

Forrestal, Patterson Letters Introduced

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

Almost identical language was used by the two Acting Secretaries. Mr. Patterson wrote:

“The President directs that the committee be informed that he, the President, refuses to allow the documents to be delivered to the committee as contrary to the public interest. For the same reason, I am unable to permit the witnesses to appear.”

Mr. Forrestal stated first:

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

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**BROADWAY BANDWAGON**

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

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

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

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

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

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

**Fly Asks 12 Questions Reiterating Charges**

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

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

At his hour-long press conference, attended by some 35 newsmen, Mr. Fly parried questions on the letter. He said the Commis- 

sion would meet "all charges," if given the opportunity to do so, "in a surprising way." There was a sort of veiled inference that steps might be attempted to stop the inquiry, presumably through action from highest administration quarters.

The "secret letters" dealing with the recommended termination of the FCC's so-called war intelligence activities, placed in the record at the opening session of the inquiry, came in for considerable discussion at the press conference. Mr. Fly emphatically stated he had no reason to believe the Army had released the letters and added that he had "no fight with the Army.

He alluded to the "extensive line of cooperation with the Army, and I have reason to believe it will continue." He left the impression that his quarrel was with the Navy, though he refused to amplify his thoughts.

**Attacks Committee's "Unfair" Procedure**

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

In a memo with his press release and letter to the Committee, Mr. Fly spoke disparagingly of the manner in which the Cox Committ-

tee had procured its testimony. He cited the case of Donald Flamm, former owner of WMCA, New York, whom he alleged was called to the office of Milton I. Hauser, in New York, purportedly put under oath and "made to testify." Mr. Hauser is a partner in Mr. Garey's law firm and is on the Committee as counsel. The substance of the letter (published in full text herewith) was to ascertain whether the Committee proposed to give the Commission an opportunity to answer the allegations of Mr. Garey promptly. It constituted a general attack on the manner in which the proceedings have been conducted since Mr. Garey's appointment last February as chief counsel.

Also released by Mr. Fly was a letter dated April 15 to Chairman Cox regarding the examination of Mr. Flamm by Mr. Hauser and the appearance of Nicholas F. Cureton, chief of the FCC Service Division, by committee counsel. Mr. Fly requested the Committee to make available to the Commission, at its expense, a copy of these transcripts and of all other testimony taken in this manner. Mr. Garey, in replying to the request, April 19, denied the request on the ground that it would be impossible to answer the allegations of Mr. Garey promptly.

Mr. Fly said he had "no fight with Mr. Garey," and rejected Mr. Fly's request. The letter was "a trip of falsehoods" and predicting that they would be wholly disproved if "anything like a fair hearing" could be expected from the committee.

**Fly Picks Up Where Durr Left Off**

Heretofore, the battle against the Cox committee has been carried out by Commissioner C. J. Durr, newest member of the agency, whose petition to Speaker Rayburn seeking disqualification of Chairman Cox on grounds of bias and personal interest is still before the Judiciary Committee.

The Fly diatribe hit a new all-time high, in the opinion of many Washington observers and newspapermen. One newspaper report cited it as "one of the most vicious and abusive attacks ever released to the public by a U. S. official." Mr. Fly's charge [see full text in this issue] that the Army and Navy were plotting to "wreck the
FCC" and that Rep. Cox had "immediately joined forces with the radio monopoly and Wall Street interests" was received with considerable surprise in all quarters. His reference to Chairman Cox without using the customary prefix of "Congressman" or "Judge" or "Mr." also occasioned eyebrow-lifting, as did his reference to Counsel Garey only as Cox's "Wall Street mouthpiece.

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

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

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

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

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

Congress Steps In To Blast Commission

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

Citing the recommendation of the Joint Chiefs of Staff for transfer of the FCC's "so-called intelligence activities to the military establishments," Mr. Boren said there neither has been nor can there be any denial by Mr. Fly of these "facts." He said it was unfortunate that the Army and Navy officers have been "silenced," adding it was now known that both the Secretaries of War and Navy have informed the House committee "of such a gag on their officers, although it is clear to all that testimony to the effect that FCC's alleged war activities render no valuable services to the military establishments, from the standpoint of intelligence, does not, and in the very nature of things cannot involve the disclosure of any military or naval secrets."

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

COUPLED WITH SUPERIOR MUSICAL OFFERINGS AND INTELLIGENT HANDLING OF SPOT ANNOUNCEMENTS

BRINGS WLIR A SPECIAL AWARD IN BILLBOARD'S 6th ANNUAL RADIO PUBLICITY EXHIBIT

NEW YORK'S

WLIR

"The Voice of Liberty"

FLY LETTER TO COMMITTEE

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

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

1. Has the Committee already concluded that it will make findings as set forth in its Counsel's formal and broadly publicized statement?

2. Does the Committee have an open mind on these questions so that we may have a public statement to that effect?

3. Did the Committee authorize the publication of those conclusions of its Wall Street Counsel?

4. Is this Committee going to continue to permit such conclusions to be broadcast without giving the Commission an opportunity for a hearing?

5. Is the Committee now going to advertise for the summer without giving the Commission an opportunity for a hearing on the publicly announced conclusions?

6. Will the Committee now give to the Commission whatever notice it is possible to afford it as to when hearings may be expected to be held and as to when individual Commissioners or staff members may be expected to be called for testimony?

7. Is the Committee going to continue the services of dollar-a-year men on Wall Street?

8. Is the Committee going to continue to permit lawyers to issue subpoenas requiring appearances before themselves?

9. Is the Committee going to permit its Wall Street lawyers to prepare to put witnesses under oath?

10. Is the Committee going to continue to permit this sort of "testimony" behind closed doors, in private offices and hotel rooms with the Commission excluded?

11. Is the Committee going to continue the practice of refusing to permit the Commission to purchase copies of the transcripts of such testimony?

12. In view of repeated statements that the investigation is to be a constructive one, is the Committee going to afford the Commission any form of hearing procedure by permitting its counsel to bring matters to the attention of the Committee: (a) in connection with statements by Committee Counsel; (b) in relation to the introduction of documents by Committee Counsel, or (c) in the giving of testimony by witnesses called by Committee Counsel without threats of being ejected by the police, and by permitting reasonable cross examination of such witnesses to ensure against further falsehood and distortion?

URGES 'WORLD RADIO'

WORLD RADIO, operating through a system requiring every nation to "grant permanent authority and international commission to establish and operate at least one ordinary broadcast-band station in every broadcast area," is advocated by William B. Lloyd Jr., director of the Campaign for World Government, writing in an issue of Aviation magazine. In return for giving the world the right to talk to us, writes Mr. Lloyd, we gain the right to address the rest of the world, and through this exchange of ideas and information, races may establish a new minimum standard of knowledge fast enough to avoid another great war.

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

Dietrich Dirks to Head Sales Managers of NAB

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

Mr. Dirks

Other members of the committee are C. K. Beaver, KARK, Little Rock; Sam H. Bennett, KMBC, Kansas City; Arthur Hull Hayes, CBS, New York; James V. McConnell, NBC, New York; John M. Butler Jr., WSB, Atlanta; W. B. Robinson, KOMO, Seattle; and John E. Surrick, WFIL, Philadelphia.

F.T.C. AVALON AGREEMENT

A STIPULATION with the Federal Trade Commission, Brown & Williamson Tobacco Corp., Louisville, Ky., makers of Avalon cigarettes, agrees to discontinue representing that the report of laboratory tests appearing in the July 14, 1942, issue of The Reader's Digest proves that Avalons are the finest quality, Russel M. Seeds Co., Chicago advertising agency which prepared the advertisements, also signed the stipulation.

WJZ Names Chapin

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

WOR's Big June

BIGGEST JUNE in its history is reported by WOR, New York, with a 60% increase in new business sales and a 26% rise in total dollar volume business over the same month last year. Comparing the second quarter of 1943 with a similar period in 1942, net business was found to be 45% higher and total business 28% higher, according to Eugene S. Tunison, general manager.

New accounts using WOR in the first six months of the year total 25% higher than last year. The amusement field continues as the leading advertiser, as was the case in a previous sales review [Broadcasting, June 14].

Baldwin Joins Blue

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

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

24 Hours a Day!
AIR BATTLE HERO
Son of Late Harry Shaw
Saved Crew of Bomber

PRESS dispatches last week told a story of the heroism of 2d Lt. William H. Shaw of Waterloo, Iowa, and son of the late Harry S. Shaw, former owner of WMT, Waterloo, Iowa, who financed the formation of Broadcasing, Inc., and who served as president of the NAB, in 1931-32. Lt. Shaw brought the crew of a medium bomber safely to Malta after the ship's pilot was killed in a raid over Sicily. Despite an injury to his left arm, Shaw took over the controls and came in with a perfect landing. Fellow crew members praised Shaw for his coolness and skill. Mrs. Margaret Shaw, mother of the flyer, resides in Waterloo.

FTC Miles Complaint
MILES LABORATORIES, Elkton, Ind., following an adverse decision June 23 by the U. S. District Court for the District of Columbia in its suit for a declaratory judgment to restrain an impending action by the Federal Trade Commission, has now been served by the FTC with a complaint that advertisements for three of its products fail to reveal harmful potentialities of excessive use. Remedies named in the complaint are Dr. Miles Liquid Nervine, Dr. Miles Nervine Tablets and Dr. Miles Anti-Pain Pills. Advertisements for the Nervine preparations, it is charged, also misrepresented their therapeutic value (BROADCASTING, Dec. 21, 1942). The FTC had sought a stipulation from Miles agreeing to modify its labels and advertising for the three products and in response Miles rejected the stipulation and challenged the Commission's authority to ask for these changes. The FTC countered a moving dismissal of the suit (BROADCASTING, Feb. 15) on the ground that it was an irregular means of redress.

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

General Mills Switch
TWO DAYTIME dramatic programs, sponsored on NBC by General Mills, Minneapolis, are exchanging time periods July 12. They are Light of the World, formerly heard on Cheeroiots, 2-2:15 p.m., and Good Night, Light, promoting Wheatsies, which will shift from 2:30-2:45 p.m. to 2 p.m. Both are heard five days weekly. Blackett-Sample-Humes handles Cheeroiots and Knox-Reeves Adv., Minneapolis, is agency for Wheatsies.

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

The simple process, whereby listeners express their likes and dislikes by pushing green or red buttons which activate stylus resting on a moving tape to supply an emotional program curve, affords a basis for questions which have proved helpful, he said, in assisting program writers and producers to discover flaws in their techniques which have adversely affected the reception of the programs. Although no programs have been put on CBS solely as a result of favorable analyzer tests, Dr. Stanton said that a number of former network shows have been dropped after the analyzer had shown consistently bad audience reactions.

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

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

Brewery Series
PETER HANDBREWERY Co., Chicago (beer), on July 8 began The Weird Circle, a series of 25 weekly horror tales on WGN, Chicago, at 9:30-10 p.m. First drama in the new program is based on Poe's "Fall of the House of Usher." Agency is Mitchell Faust Adv. Co., Chicago.

KFAR Reports Boom
KFAR, Fairbanks, Alaska, has KFAR Reports Boom. W. K. (Bud) Foster, KFAR, manager, reports Alaska booming. Fairbanks itself, he says, seems destined to become the travel center of Alaska and possibly, at some future time, the "air center of the world".

Candle-Power
WHEN fire destroyed an electric cable in its building on July 7 and cut off power, WDMC, Hartford, employed primitive methods to stay on the air. The night schedule was put on by candle-light. Employees climbed 16 flights of stairs to reach the studios. One girl employee claimed she walked up 84 flights during the day.

FRUIT Account Open
CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunlight oranges, lemons), with completion of its current contract in August will discontinue the twice-weekly quarter-hour serial, The Duncan Family, on CBS stations with no replacement announced. Subject to pitches by several advertising agencies in recent years, the account is reported to be wide open again. Several agencies are said to be submitting ideas for the account, now serviced by Poote, Cone & Belding, Los Angeles.

BRENNIE BEATTY, of WOR, New York, has been judged the most popular woman in the country by the 1,000 employees of McKettrick-Williams, New York, manufacturers of moderate-priced dresses.

Our past development and present day experience with FM Antennas will provide greater efficiency in design and performance to meet the exacting standards of this important field. We're "all out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, INC.
CAMDEN, NEW JERSEY

COVERS RICHMOND AND NORFOLK

CPS

50,000 WATTS • NIGHT & DAY

PAUL H. RAYMER CO., National Sales Representative

BROADCASTING • Broadcast Advertising

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PRESS AND RADIO
Equal in White House Term
For Conferences

OFFICIAL White House recognition of the importance of radio as a news disseminating agency, is given in a letter from the President's secretary, Stimson, announcing that the Chief Executive's meetings with newsmen will hereafter be designated as "press and radio conferences".

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

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

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

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

You can't raise healthy chickens in the box they were hatched in. Cartoon contributed by Homer A. Ray Jr., transmitter engineer, WLV, Mason, O.

Fly Ouster From BWC Sought
(Continued from page 11)

Navy because of his BWC connection; his attempt to assume BWC power over communications facilities of other government departments; his insistence on reopening the Consent Decree and refusing to renew RCAC licenses in spite of protests from the Army and Navy; his insistence on reducing telephone toll rates over the objection of the Army and Navy due to the saturated condition of the telephone system; his refusal to approve operation of miniature broadcast stations in isolated combat outposts if the stations are to be sold; his threatening of licenses in isolated combat outposts if the stations are to be sold; the FCC's insistence that the Armed Services, specifically the Army and Navy, do not have the right to operate BWC stations without a license. Admiral Hooper, which Mr. Garey said was to the Secretary of the Navy, follows:

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

Specifically, the following points bear on the matter:

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

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

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

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

5. The Chairman of the Federal Communications Commission has no previous experience in the field of communications.

6. The Chairman has failed to take energetic action to speed up or reor- ganize the cumbersome and slow procedure and organization of the Defense Communications Board, which causes serious and unwarranted delay in the war effort.

7. The Chairman of the Defense Communications Board opposed legislation purporting to warrant that would have permitted checking of the telephone to Japan before Pearl Harbor, and might have prevented the disaster.

8. The Chairman of the Defense Communications Board has consistently opposed any move to assure the loyalty of personnel in communication.

9. The Chairman of the Federal Communications Commission has consistently opposed the stand of the Armed Services on the question of mergers.

Much Too Publicity

12. The Chairman of the Federal Communications Commission gives out too much publicity on defense matters that should come from the War and Navy Departments.

13. The present set-up has too much duplication of effort, for example, preparation and distribution of information, lack of coordination of direction, finding and investigation of communication security.

14. The determination that many matters must be handled directly by the Armed Services, these have already been assigned to their department.

15. In view of the fact that many matters must be handled directly by the Armed Services, these have already been assigned to their department.

16. The effort to obtain transfer takes valuable time.

17. Other matters under the Defense Communications Board are being handled by the War and Navy Departments without regard to the Defense Communications Board.

18. The essence of this is becoming confusing.

KWFC Transfer Asked

CLYDE E. WILSON, owner of KWFC, Hot Springs, Ark., last week applied to the FCC for involuntary assignment of the license to himself. Ownership of the station was formerly vested in a partnership of Mr. Wilson and Howard Shuman, who withdrew from the business about six months ago after a successful suit by Mr. Wilson to dissolve the partnership. Mr. Wilson bought the station at a second auction last May for $49,000 after the court had sustained a plea by Mr. Shuman that the first auction price of $15,000, successfully bid by Mr. Wilson on March 25, was too low.

Heads Foundation

WILLIAM G. PALMER, vice-president of J. Walter Thompson Co., New York, has been elected chairman of the board of directors of the Advertising Research Foundation, succeeding Harold B. Thomas. Other officers are: Paul B. West, president, American Newspaper Assn., secretary; John Brian, president of the American Assn. of Advertising Agencies, treasurer; and H. K. Kynett, of Affitkin-Kynett Co., chairman, administrative committee.

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BROADCASTING • Broadcast Advertising
Radio Cuts Costs For This Sponsor; Boosts His Sales
Tested Copy for Newcast Periods Brings Results

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

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

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

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

Entirely by Air

For 30 years, the company had relied on newspaper and billboard copy, which at one time ran in about 100 newspapers. Today the entire job is done by Progressive Eye Comfort Commercials carried over 14 radio stations. Switching from negative appeals based on the handicap of poor eyesight, Progressive started emphasizing the advantages of good vision. At this point, W. L. Gleeson, president of KPRO, Riverside, entered the picture to design the present campaign.

Effectiveness of 50 commercials was analyzed and 14 were selected for superior pulling power, the other 36 being discarded.

On the theory that people with poor eyesight would be most inclined to listen to newscasts (out of a desire to be able to read news without reading) it was decided to feature the selected Progressive commercials on news periods. This simple combination is reported to have produced a campaign of remarkable pulling power.

Through the years the optical company had maintained a credit policy that had become regarded as the backbone of the business. It was featured in the slogan "16 weeks to pay," which appeared in all of the media used, including neon signs over the company's shops. When instalment selling was curtailed by Government order, as an anti-inflationary measure, Progressive faced a serious problem. A shift to cash payment was the solution agreed upon, but considerable apprehension was felt as to whether it would be possible to make such a drastic change without loss of business. Radio got the entire credit for doing this job, by explaining to the public the reasons for the change in a convincing and understandable manner.

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

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

Mr. Potter began preparing for the examination in December, 1941, when he was instrumental in getting a U. S. Department of Education radio class started in Owensboro, although he hadn't used mathematics higher than arithmetic in eighteen years.

The first step was to put in 288 hours of class work in the U. of Kentucky Engineering, Science, Management Defense Training Program, which a handful of the FCC's restricted license holders have studied for a license.

With the aid of a first-class licensed holder of his station, Potter studied in turn for second and first classes, earning both tickets.

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

Far more Net Up

FARNSWORTH TELEVISION & Radio Corp. annual report for the year ended April 30, 1945, shows gross sales revenue of $26,585,301, compared with $10,433,118 for the previous fiscal year. Profit before taxes was $2,352,005 and after taxes and including a postwar credit of $98,000 was $1,170,005, compared with a net for the previous year of $342,237. Both gross income and profits were the largest in the company's history.

WHAT advertising can do to get public recognition for any type of business and "elevate farm produce to its rightful place in American thinking—on the same level of war importance with guns, tanks, planes, ships," is presented in a 20-page brochure titled "Light Reading for Your Lunch Hour," prepared for the U. S. Dept. of Agriculture by the War Research Council, with the cooperation of Republic Steel Corp.

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

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for business reasons, and because it involved secondary boycott.

Replying to Mr. Padway's frequent assertions that the Board would invoke involuntary servitude, and violate labor's fundamental rights if it ordered the men to go back to work, Mr. Socolow declared: "The rest of the public has constitutial rights, too. We are legitimate businessmnen and have a right to conduct our businesses in an orderly way."

"What does this no-strike pledge of labor's mean?" Mr. Socolow asked the Board, in arguing that in truth the case constituted a strike. "Here we have at stake a cessation of work with a direct or implied demand for better conditions. The attitude of this union is not only critical to our industry, but the very existence of this Board is at issue."

"Let Them Die"

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

In course of discussion, William E. Davis, chairman of the WLB, asked Mr. Padway if in fact the AFM's purpose was to put the transcription firms out of business. Avoiding direct reply, Mr. Padway said the ban might have that effect. "All we are trying to do," Mr. Padway insisted, "is to protect our members. We say if it is a question of whether these companies die, or whether we die, let them die."

"We Will Not"

During the morning session, Chairman Davis attempted to pin down the AFM counsel on whether the union stood by the statements of Mr. Petrillo and Mr. Padway before the Senate Interstate Commerce Committee, when both men said the union was anxious to settle the strike. After Mr. Padway had talked at length without stating his position, the WLB chairman interrupted with: "Give me a straight answer." Mr. Padway finished abruptly with a flat, "we will not sit down to make recordings or transcriptions."

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

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

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

Making Bullets

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

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

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

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

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

Mr. Padway ended his morning testimony with an eloquent defense of the musician's right to his job. "If it's suit four weeks, he declared, "sometimes jail is a better answer."

Socolow's Argument

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

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

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

Mr. Padway insisted this represented interference with the union's internal affairs.

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

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

FORD TO CONTINUE EARL GODWIN NEWS

ALTHOUGH Ford Motor Co., Detroit, announced in June its intentions of substituting a musical variety program five times weekly for its present Earl Godwin daily news series on the BLUE (BROADCASTING, June 21), its plans were changed again last week to a news program. Effective July 11, the company renewed its contract with the BLUE for 13 weeks, using the Monday through Sunday 8:30-12:30 show, or "Fighting Ford,"

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

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

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

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

Radio made the problem acute, Mr. Padway said. He claimed that in Chicago, the union paid $5,000, 000 a year unemployment benefits, and a larger sum in New York. In 1937, he said, the industry agreed to contribute $3,000,000 toward unemployment, a sum he described as a "drop in the bucket," which "at least recognized their responsibilities."

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

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

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

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

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

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

Senate Probe

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

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

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

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

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

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

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

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

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

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

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

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

Miller Steps Out

Following certification of the issue to the WLB by the Labor Dept. last Monday, the matter promptly was considered by the New Cases Committee of the Board. Two of the five members of this committee—Joseph L. Miller, labor relations director of the NAB; and Harry Roberts, of CIO—disqualified themselves. The other three members, by a 2-1 vote, recommended to WLB that it accept the certification and further recommended that the board order the AFM "stickers" back to work.

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

Unprecedented Action

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

Secretary Perkins advised the board that "it is understood that the discontinuance of the electrical transcription manufacture has an indirect effect on the enlisted personnel of the armed forces." In reciting the facts in the case, Secretary Perkins said that a licensing agreement was in existence from 1937 until Aug. 1943 regarding transcription manufacture. Representatives of the union refused to negotiate or continue the license in effect. The whole matter was referred to the Con- ciliation Service of the Department on June 9 by the transcription manufacturers.
machinery at the White House. But how that slip developed remains one of Washington's few untold stories.

FCC Chairman James Lawrence Fly denied on last Monday that he played any part in the Payne ouster. On the contrary, he rather strongly inferred that he had supported the Payne candidacy. At a press conference he revealed how he had been at the White House July 1—the day the nomination was withdrawn—without even being advised of the discussion of the Payne matter. The visit, he said, was off the record and was at the “invitation” of the White House. He did not say whether he talked with the President. That it had to do with the House investigation of the FCC was not denied, since Mr. Fly said it was a matter of “serious import.”

“I did not know that day why the nomination had been withdrawn,” said Mr. Fly in referring to the Payne matter. “I have since learned something about it. I do not want to undertake to give the reasons for the withdrawal of the name. I know I do not know the reasons. I knew nothing about it until I was called to the White House that morning and the action he had taken was a matter of ‘serious import.’”

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

Another story was that both the Senate and House leadership indicated disapproval of the nomination, in the light of the Cox investigation, and inferred no confirmation would be forthcoming until after the inquiry had been concluded. Moreover, the view was expressed in some quarters that the Senate Interstate Commerce Committee, which must act on nomination of the FCC, might hold up the Payne reappointment as a springboard for hearings to conduct its own investigation into the FCC.

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

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

**Speed-Up Effected By News Services**

PA and UP Now Transmitting 60 Words Per Minute

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

All New York and New England Associated Press, radio subsidiary of AP, began, for receiving the increased volume of AP radio news, effective July 7, the conversion from 40 to 60 word-per-minute service, effective July 12.

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

Soon Nationwide

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

UP’s changeover of transmission facilities to 60 words-per-minute was accomplished early last Sunday morning between midnight and 5 a.m. (July 11) on a complete national basis, according to the announcement by A. F. Harri- son, radio sales manager of UP.

“This is the greatest forward step we have made since the inauguration of our transcontinental radio wire,” he said. “It means we now are able to expand our feature service as well as our national and regional service to more than 500 stations by UP.”

With speeding up of the radio news wire, UP announced the addition of two features to its service. One is the “National” called ‘Up In the News’ which is 60-second newscast and biographical sketch of world leaders titled “Names in the News” and slated for presentation six days weekly, effective July 12. The other is on a Sunday six-week feature on food preservation and canning, titled “Canning For Victory”, the first script of which was carried July 11.

**POOR RICHARD CLUB, Philadelphia, PA**

The PA and UP advertising forums during the coming year, covering newspapers, magazines, radio and principal advertising groups.

EMERSON DRUG COMPANY, Baltimore (Bromo- Seltzer), on July 13, to KEAI, Chicago, to Fox Pay, making a total of 117 CBS stations through the station.

July 14, effective July 1, the renewed program for 52 weeks. Agency: Rothrauff & Ryan, N. Y.

BARRASO Co., Indianapolis, Indiana, on July 8, 4 expanded Gabriel Enterprises, Sun., 4:15-4:56 p.m. (PWT), as did KPM, New York (Bromo-Seltzer), on July 5, Mon., Tues., Wed., Fri., 6:14-7:56 p.m. (PWT), and KFTN, New York (Bromo-Seltzer), on July 6, Thurs., 6:14-7:56 p.m. (PWT), to Fox Pay, 52 to 83 Don Lee Pacific stations. Agency: Erwin, Wasey & Co., N. Y.
Help Wanted

First or Second Class Operator—With an- nouncing experience, desired. Rockford, Ill. Station: Box 808, BROADCASTING.

Wanted in Broadcast Station, Miami, Flor- ida—First class engineer; must be capa- ble of installing and maintaining 5 kw equipment; either Western Electric or RCA. Must have good references and be exempt. Give all details relative background, salary in first letter. Box 809, BROADCASTING.

Engineer—First class radio telephone li- cense, draft deferred. In Southwest. Pay $50 weekly. Address Box 810, BROADCASTING.

Announcer—For important job in progres- sive station. Remittance will be made into outstanding popularity. Man we want desires change to permanent job where work will condition his ideas. Colorful or- iginal wit and gift of gab. Send transcrip- tion. Our national station is one of prestige, your salary requirements first letter to save our time. WRE and MBG, WACG, Augusta, Georgia.

Announcer—Permanent position with 5 kw regional network station for draft deferred, experienced man. Box 811, BROADCASTING.

Announcer—Good pay, good working con- ditions. Wire or write Jack Rathburn, 4914 West 153rd St., Chicago, Ill.

Wanted at Once—First class engineer. Draft exempt. Tell all first communica- tion, including monthly salary. WMEL, Detrout, Alabama.

Transmitter Engineers—Several vacancies exist for plant engineers with first class license. Permanent positions with 50,000 watt station in South. Excellent opportunity for right men. Applications held in confidence. Give full details first letter to Box 812, BROADCASTING.

Salesmen—Good station with growing busi- ness, good organization, good volume of established business. Contact J. B. Godley, Commercial Manager, WCOM, Ash- ton, Illinois.

Draft Deferred—Licencet first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 833, BROADCASTING.

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

Situations Wanted

ANNOUNCER-Producer—51. Theatrical back- ground. Consistently intelligent. Job can include presentation of own day- time serial. Sponsored by national adver- tisers. program is homey quixotic family story, acted and written by wife and half sister. Box 836, BROADCASTING.

Executive—Experienced all phases station operation. Programming, production, gen- eral management. 50 kw, $50,000, $60,000. Draft status 3A, father, East, South or Southeast preferred. Available. Address Box 829, BROADCASTING.

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

Technical Supervisor—New employed 10kw midnight station gives permanent connec- tion on West Coast. 50 years in radio including 50kw, experience. Qualified chief engineer, audio supervisor or trans- mitter supervisor. Married, one child, sees AA. Box 835, BROADCASTING.

EXPERIENCED NEWSMAN—Program di- rector desires permanent position in California. Box 817, BROADCASTING.

Wanted to Buy

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

50 or 10kw transmitter. We are also interested in balance equipment for complete station. Apply Box 825, BROADCASTING.

255 Watt Broadcast Transmitter—Any make, must be in good condition. Box 811, BROADCASTING.

BROADCASTING • Broadcast Advertising

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New Solutions in the Works For OWI Program Clearance

Radio Bureau to Expand Station Relations Work; Broadcasters Resume

Expansion of station relations activities of the OWI Radio Bureau was under study in Wasteland last week as the solution to the problem of program clearance on the local level, major headache resulting from the shut-down of all OWI operations.

In view of the extensive congressional trimming of the domestic branch budget, however, authorities admitted that the expanded station relations staff would need outside help.

Granted only $2,750,000 to do the job it wanted $6,800,000 to handle, the domestic branch spent last week paring its payroll and curtailing non-critical functions.

In addition to discontinuing the field service, OWI let out all but four workers in its publications section, all but abolished Lowell Mellett's motion picture bureau, and was reported to have released over half the staff of the domestic branch.

'Parade' Cancelled

On the radio front, Don Stauffer, chief of the Radio Bureau, announced Tuesday that the revamped Uncle Sam series, scheduled for release next month as the Victory Parade series on a sustaining basis, had been cancelled due to budget limitations. This series, which was to star top-notch talent and to follow the format of leading shows, had already been endorsed by agencies and sponsors concerned, Mr. Stauffer said.

In addition to cancellation of the Victory Parade series, Mr. Stauffer said the only program transcriptions being handled in the future will be those covering particular regional problems. These will be sent to stations as the need arises.

Despite the keynote of curtailment, however, Mr. Stauffer said the Radio Bureau would continue to send the transcribed spot announcements covering war information needs to every local station from Washington.

The expanded station relations staff, for which plans will be completed within the next week, will function under John D. Hymes, Foote, Cone & Belding's new chief of station relations. The size of the new organization has not yet been determined, but it is expected that it will have sufficient personnel to handle the most pressing clearance problems. At best, however, Radio Bureau officials admit the new unit will be only a skeleton operation compared with the field office. It will be handled by Mr. J. Harold Ryan, assistant director of Station works, OWI.

OCD Blackout Rules
THE PRACTICE of throwing master switches during blackouts is disapproved in a set of interpretations issued last week by the Office of Civilian Defense. An official ruling, transmitted by OCD Director James M. Landis for the Eastern Military Area, explains that the blue signal following the red, under actual raid conditions, may last some time and interfere with operations of radios, refrigerators, elevators and other necessary services. Another regulation permits use of radio during periods of blackout or air raid providing any light emitted by the receiver is obscured.

Code Referrers

BROADCAST stations are conducting staff refresher courses in the Code of Wartime Practices, according to J. Harold Ryan, Assistant Director of Censorship for Broadcasting. The office recently sent out copies of the Feb. 1 edition of the code with the recommendation that provisions be reviewed by all station staffs on an organized basis.

Times Picayune; Paul Bellamy, (WHK-WCLE) editor Cleveland Plain Dealer; Mark Ethridge, editor and publisher, the Louisville Courier-Journal (WHAS); Gardner Gows Jr., former chief of the domestic branch, and editor and publisher of the Des Moines Register-Tribune (KSBK-KRTN, Des Moines; WMT Cedar Rapids; WXAP, Viankton); Fred Gaertner Jr., managing editor, the Detroit News (WJS); Wilbur Forrest, assistant editor, the New York Herald Tribune; H. F. Paulson, editor, the Fargo Forum.

Meanwhile, it seemed certain last week that Elmer Davis would retain his post as chief of OWI.

It was understood that at the request of the White House, Mr. Davis decided to continue at OWI despite the drubbing his domestic branch took in Congress.

Blackout Hookups
Contrary to Code Censorship Action Stops Net Project in Pennsylvania

A PENNSYLVANIA statewide practice blackout scheduled for 10:30 p.m. July 8 was called off because the Office of Censorship objected.

Arrangements had been made for a network of 45 stations in the State to broadcast detailed instructions on the red, blue and yellow signals and the State Council of Defense had urged all residents to listen to the broadcast.

The experiment was originally approved by the Army's Third Service Command. However, the Army, on July 6, withdrew its permission at the suggestion of the Office of Censorship when attention was called to a section of the Censorship Code dealing with blackouts.

Speedy Officials

J. Harold Ryan, Assistant Director of Censorship, in charge of the broadcasting division, praised the alertness with which state and national officials had cancelled the blackout after the conflict with the code's request had been emphasized.

"Naturally we hated to see the entire blackout postponed because of the broadcasting angle, but the cooperation of the civilian defense officials, the military and the broadcast-writers who planned to carry the feature is a high tribute, we feel, to the voluntary system of censorship," he declared.

Mr. Ryan said this was the third instance in which the Office of Censorship had advised against the broadcast of material during a blackout or simulated air raid which would not be broadcast during an actual air raid.

"We stand by our reasons for this policy are sufficient," he said. "If listeners learned to depend upon their stations for help during test air raids and then not hear them when an actual air raid occurs, panic may result. We don't want that to happen here. Doubtless the enemy does."

Mr. Ryan asked that all station managers measure blackouts and simulated air raid programs carefully against section 2-E of the Code before accepting them. He said the office of civilian defense and already had issued orders to their regional offices not to employ radio in any capacity that would conflict with the section.

Adams to WHEC

WILLIAM J. ADAMS has been appointed assistant director and news editor of WHEC, Rochester, N. Y., according to Gunnar O. Wig, general manager. Mr. Adams was named broadcast announcer for WHEC from 1930 to 1933, when he resigned on account of ill health. He has been city editor and news editor of WCHS, Charleston, W. Va., and the West Virginia Network since January, 1940.

"We've Got a Woman-Power Shortage—Our Telephone Girl Joined the Wacs, and Our School Director Joined the Wavers!"
Speaking of Pick-ups...

A pick-up in population, retail business or industrial activity has become hackneyed talk these days. While Kansas City is no exception, with pick-ups so great that definite figures are military secrets, the compelling trend from an advertising cost standpoint is the constantly decreasing per listener rate of KMBC. There are now many more potential listeners to pick-up KMBC programs and personalities—and it's such personalities as Walt Lochman, America's best known local sports-caster, who maintain KMBC's dominance in the "Heart of America."
"THE SALESMAN DIDN'T TELL ME THIS!"

HOW much will it shrink after you buy it? That's the question to ask when buying radio station coverage.

What's the size of the audience? How many people actually listen? That is the only basis on which to compare station coverage.

In square miles, WKY delivers more coverage in Oklahoma than any other Oklahoma City station. But differences in this kind of coverage are largely matters for academic debate.

The important point is that WKY also has MORE ACTUAL LISTENERS than any other Oklahoma City station. April-May Hooperatings for Oklahoma City show that WKY has just about half the morning listeners . . . 47.5% to be exact. The other three stations share the balance. During the afternoon and evening, WKY has considerably more than all three other stations put together . . . 55.2% in the afternoon, 57.9% in the evening.

Because it delivers this kind of coverage, WKY does an unexcelled job of selling merchandise, services, and ideas in Oklahoma, and on a scale that makes WKY the most desirable, most economical, most profitable Oklahoma City station for your radio advertising.

WKY
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOS, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
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