WOR FIGHTS THE WAR WITH TRUTH!

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

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

1. Doing its bit to bring closer the day of Allied victory.
2. Stamp deep in the minds of millions of listeners radio's dramatic uniqueness as a realistic, stirring reporter of fact.
3. Building greater, more enthusiastic, listening audiences for WOR's sponsors and their agencies at all times of the day.

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

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

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

YOU WILL HEAR:

- a man admit that his meat may be unhealthy
- a real bootlegger break down under OPA questioning
- a description of the filth in a slaughterhouse
- the actual questioning and sentencing of a bootlegger

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

AMERICANS...The OPA is uncovering and indicting Black Market racketeers day and night. They can't end this menace alone. They need your help.

LISTEN TONIGHT. If you actually think for a moment what you hear, WOR and your Country will be grateful.

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

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

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

These 52,091 orders for a WLS premium are only one bit of evidence that WLS Gets Results! We have more, lots more stories of results for advertisers. Just ask us... or any John Blair man.
WPEN'S 950 CLUB

A-one, a-two, a-three! Let's see why 950 is a favorite spot on the dial for Philadelphia area listeners. Why? That special afternoon arrangement of 3 hours of music, from 2 until 5, pleases the whole family. It's the music they like - swing... mellow... memory tunes... all bundled up in a swell package by WPEN'S 950 CLUB.

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

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

Make a Note of it
**Something New Has Been Added at KOIL, Omaha**

**HUGH FELTIS ANNOUNCES NEW PERSONNEL AND DEPARTMENTS**

**IN SALES**

- Forrest Blato, regional sales, KOIL, KFAB, KFOR
- Harry Fitch, local sales

**IN SALES PROMOTION**

- Harold Roll, director promotion, KOIL, KFAB, KFOR
- Louise Harrington, assistant

- Bruce Wallace, studio manager
- Had Hughes, commercial program director
- Ortie Penwitt, national sales secretary
- Larry Tijic, newswriter

- Eldan Anspach, announcer
- Jacqueline Guinlock, continuity
- Richard Hill, engineer
- Teresa Peter, music librarian

- Kerim Trimble, news and special events
- Lois Johnson, evening hostess
- Harry Park, announcer

**GOOD LUCK TO THE OLD TIMERS**

- Don Searle—to KGO, general manager, San Francisco.
- Art Weaver—to his own radio agency, Omaha.
- Frank Samuels—to help Don at KGO.
- Connie Joan Connor—to Flagstaff, Ariz., for Uncle Sam.
- Harvey Twyman—to Coast Guard.

**BROADCASTING**

The Weekly Newsmagazine of Radio Broadcast Advertising

Copyright 1943 by Broadcasting Publications Inc.

**IN THIS ISSUE—**

- Probe to Ask FCC War Unit Transfer
- FTC Net Study Reveals No Violations
- BLUE Sale Rumors Become Hot
- WLB Disc Ruling Departs From Custom
- AFM Local Calls Strike on Disks
- NAB Board Calls Legislative Session
- NBC Breaks Ruling For Embarkation Pickup
- Settlement of WSAY-AMF Dispute Likely
- WTAW and KTBC on Full Daytime
- RCA Plans New Fall Series
- Department Store's New Program
- Clapper First to Describe Rome Bombing
- AAA News Funds Cut Off
- FCC Claims Experts Were Requested
- Newsmen Try to Snip Radio Competition
- KMTR Is Renewed Without Hearing
- FCC Releases Denials; Reveal FBI's Praise
- MBS Organizes Station Committees
- Broadcasting U. S. Bomber's Mission
- Le Sueur Book Tells of Critical Months
- Hops Seen for Farm Batteries

*Published Weekly by Broadcasting Publications Inc.*

Executive, Editorial, Advertising and Circulation Offices: WASHINGTON 4, D. C.

**SOL TAISHOFF**

Editor and General Manager

**MARTIN GUEDE**

Publisher (on leave with Red Cross)

**MAURY LONG**

Advertising Manager

J. Frank Beatty, Managing Editor

Wallace F. Jansen, News Editor

Bernard Platt, Circulation Manager

Henry Liebchutz, Art Director

**NEW YORK BUREAU**

250 Park Avenue, Telephone—Plaza 5-8525

Bruce Robertson, Associate Editor

S. J. Paul, Assistant Advertising Manager

**CHICAGO BUREAU**

360 N. Michigan Avenue, Telephone—Central 4115, James J. McGoill

**HOLLYWOOD BUREAU**

1600 N. Vine St., Telephone—Glendale 7383, David H. Glickman


Los Angeles, Western Pacific Bldg.

**CANADA**

417 Harbour Commission Bldg., Toronto, Rigby 0775, James Montagne

**ONE ANNOUNCEMENT!**

OF RATIONED SHOES SOLD!

One announcement on Walter Compton's 6:30 P. M. news broadcast sold over 300 pairs of women's sport shoes for a local sponsor. No, it happens often on WOL.

**A PRODUCT TO SELL? USE WOL**

Washington, D. C., affiliated with MUTUAL BROADCASTING SYSTEM SPOT SALES, INC., New York, Chicago, San Francisco.
Over 1/2 Million Letters Annually — And Increasing Rapidly!

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

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

<table>
<thead>
<tr>
<th>Station</th>
<th>% of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WABC</td>
<td>18%</td>
</tr>
<tr>
<td>WAAT</td>
<td>13%</td>
</tr>
<tr>
<td>STATION F</td>
<td>11%</td>
</tr>
<tr>
<td>STATION G</td>
<td>10%</td>
</tr>
<tr>
<td>STATION H</td>
<td>10%</td>
</tr>
<tr>
<td>STATION I</td>
<td>10%</td>
</tr>
<tr>
<td>STATION J</td>
<td>10%</td>
</tr>
</tbody>
</table>

BUY BONDS WITH WHAT YOU SAVE!

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

* Do you realize this market contain over 3 1/2 million people; more than these 14 cities combined: —Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

John Esau
station manager, KTUL, Tulsa

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

Sort of reminds us, in a way, of the combined experience of our own staff here at F&P. No matter what sort of advertising, promotion, merchandising or research job you're interested in, we're sure we can point out somebody in our outfit who's had a lot of actual experience in that field. And successful experience, too!

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

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Probe to Ask Transfer of FCC War Units

Bill to Accompany Interim Report To Congress

By SOL TAIHOFF

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

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

Bill Like Order

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

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

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

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

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

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

New York Hearing

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

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

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

The committee staff has been preparing for this phase of the inquiry "promised us a real fire storm," he declared.

When the Washington hearings resume Aug. 9, it is expected the Committee will seek to clean up

FTC Net Probe Reveals No Violations

Rate, Discount Inquiry Conducted for More Than a Year

By F. M. BANNISTER

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

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

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

Begun Over Year Ago

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

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

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

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

INDICATIONS that sale of the BLUE network may be consummated in the near future, possibly this week, were given new weight by frequent reports that the deal was already completed. Recurring on an almost hourly basis and originating in Washington, Hollywood and Wall Street sources as well as sales experts in New York, these reports were unanimously vague concerning the identities of the purchaser of the network, although many of them were couched in language designed to indicate that "we could tell if we wanted to."

BLUE spokesmen consistently denied that the deal was signed or that no contract will be signed until the return to New York of David Sarnoff, RCA president, from an inspection trip of RCA's midwestern manufacturing plants.

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

Concededly Warmer

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

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

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

Vick's Annual Plans

VICK CHEMICAL Co., New York, will start its annual radio campaign for Va-tro-nol and Vaporub Sept. 15, using an extensive list of stations to secure the company in even more markets than those selected last year. Company is lining up with the program to advertise news as well as five-minute spots and other types of programs.

Mr. Morse International, New York.

The entire six-hour session last Monday—the first full day of hearing—was so concerned with international defense activities of the FCC. Principal witness was Harry S. Barger, chief investigator of the Committee, who identified numerous executive and RID functions, and recounted interviews with officials of the FCC, Budget Bureau, Army, Navy, and other Governmental agencies dealing with those operations.

Mr. Barger sought to bring out that the FCC was not authorized either by executive order or enabling legislation to create either FBIS or RID, showing that the military secrets are not being divulged but that he did not want witnesses to hide behind the phrase "contrary to the public interest." He charged a "mutiny against Congress" for refusal of witnesses to testify or produce documents. This matter, too, is expected, will be taken to the floor of the House in September.

Mr. Barger charged from the outset that "deception of Congress" had been perpetrated by the FCC to get appropriations for the war activities and cited alleged misuse of $649,000 in funds for the FBIS and RID services, since their inception, had cost taxpayers about eight million dollars.

'Manipulation' Charge

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

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

Mr. Barger sought to bring out that the FCC was not authorized either by executive order or enabling legislation to create either FBIS or RID, showing that the military secrets are not being divulged but that he did not want witnesses to hide behind the phrase "contrary to the public interest." He charged a "mutiny against Congress" for refusal of witnesses to testify or produce documents. This matter, too, is expected, will be taken to the floor of the House in September.

Mr. Barger charged from the outset that "deception of Congress" had been perpetrated by the FCC to get appropriations for the war activities and cited alleged misuse of $649,000 in funds for the FBIS and RID services, since their inception, had cost taxpayers about eight million dollars.

'Manipulation' Charge

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

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

Mr. Barger sought to bring out that the FCC was not authorized either by executive order or enabling legislation to create either FBIS or RID, showing that the military secrets are not being divulged but that he did not want witnesses to hide behind the phrase "contrary to the public interest." He charged a "mutiny against Congress" for refusal of witnesses to testify or produce documents. This matter, too, is expected, will be taken to the floor of the House in September.
WLBDisc Rule Departs From Custom

Some Disappointment in Industry Circles

Is Expressed

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

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

Chance of Relief

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

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

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

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

Mr. Padway and Mr. Petrylo had indicated at the hearing that they might appeal the case to the courts if the Board took jurisdiction.

Mr. Scoclov issued the following statement regarding the Board's action:

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

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

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

Special Meeting of NAB Board Called

To Hear Legislative Committee Report

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

The meeting, requested by petition of a number of board members who are on the legislative committee, was decided upon following a session of the legislative committee in Washington last Wednesday. Telegrams to the NAB seeking the meeting were received last Thursday.

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

Plans for the board meeting were made following adjournment of the legislative committee session, of which Mr. Miller also is chairman. Mr. Miller stated, however, that at its three-hour session the committee discussed pending legislation relating to WMC effective mid-July 20, but did not reach any conclusion on a report and recommendation. It is presumed, therefore, that the report and recommendations made to the full board will be by several of the legislative committee, rather than as a matter of formal action of the full committee.

Members of the committee who met in Washington at the three-hour morning session, at the call of President Miller, last Wednesday were: Nathan Lord, WAVE, Louisville; Robert D. Schot, WCIS, Columbia, S. C.; James W. Woodruff Jr., WRBL, Columbus, Ga.; Ed D. Gruen, KWH, Reno, Nev.; Don S. Elias, WWNV, Asheville; Clair R. McColough, Wagalia Walden; James D. Shute, WLW, Cincinnati; Frank M. Russell, WDTS, Washington, D. C.; and James D. Howard, KOBA, St. Paul, Minn.

A conference of the committee was held in the afternoon and was not attended by Mr. Miller.

The telegram for the call for the special board meeting was issued:

BROADCASTING • Broadcast Advertising

July 26, 1943 • Page 9
STATING HIS CONVICTION that department stores will depend more and more on radio as an advertising medium, Benjamin Sisholz, president of Francis Rogers & Sons, New York department store, signs a 52-week renewal for News Through a Woman’s Eyes, conducted by Kathryn Cravens on WNEW, New York. Left to right are Alfred Rogers, treasurer of the store; Kermit Moss, WNEW account executive; Miss Cravens, Joseph F. Callo, president of Callo, McNamara, Shoeneich, agency for Rogers Store, and Mr. Sisholz.

Patience Rewarded
DELIVERED seven years (to the day) after mailing, a letter addressed to the KMOX, St. Louis, has at last been answered. The reply states that KMOX top coger, Mr. Harry Harris, has been glad to check the 224-page “stain bulletin and automobile driver’s guide” requested by the writer last fall, and that the subscriber has been “lost” and off the air for many months. The writer was gratified to learn that the bulletin has been quite popular among drivers, and that it is being published on a weekly basis.

KIRBY ABOARDS ON RECORDER PLANS
COL. EDWARD M. KIRBY, chief of the Radio Branch, Bureau of Public Relations, War Dept., is now aboard in connection with emergency plans for use of wire recorder; the utilization of other sources of other media. The apparatus will be employed to record sounds of actual battle for use in action broadcasts of the fighting fronts, he said.

Daniel Gellerup Given Leave for War Activity
DANIEL W. GELLERUP, since 1926 technical supervisor of radio of the Milwaukee Journal stations, WTMJ and WISN, last week was granted an indefinite leave to serve in the Army. He will be associated with Columbia U. Division of War Research, engaged in specialized electronic development work for the armed forces. He will be assigned to the Navy as a civilian consultant engineer, operating under the National Defense Research Committee. Mr. Gellerup’s connection with the Milwaukee Journal will continue during his leave.

WSAY Settlement Viewed As Likely
WLW Urges That Status Quo Be Maintained For Present
LIKELIHOOD of peaceful settlement of the dispute between WSAW, Rochester, and James C. Petrillo, president of American Federation of Musicians, was seen last week as the National Labor Board took steps to maintain the status quo pending investigation of the case.

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

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

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

Case in Abeyance

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

The dispute arose when the union’s contract with WSAW expired last January and the union demanded that the new contract provide five standard hours. When the station refused to meet this demand the union decided to stop supplying the station with live musical programs. The Board’s telegram has the effect of holding the case in abeyance until the merits can be determined.

Ad Tax Agitated

AN EXCISE TAX on all advertising of consumer goods was advocated at the seventh annual meeting of the Union of Advertising Agencies, a group whose functions is to evaluate consumer products for members of the advertising agencies.”
Pictures below show newly added quarters from which this 50,000 watt CBS station serves the Great Dallas-Fort Worth market area and the Southwest.

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

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

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

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

Reaching All Ages

According to David Sarnoff, president of RCA, the show's aim is to present a timely performance of interest to listeners of all ages. We will draw upon the best in radio script technique and in science to make this program of high quality entertainment for Americans in all walks of life."

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

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

In addition to the hour show on the BLUE, RCA is setting up a campaign of one-minute spot announcements to start on an extensive list of stations from coast to coast the week of July 25. This campaign of transcribed announcements, placed on several stations in each market and expected in some cases to run on a 15-20 times-a-week basis, is being placed by Ruthrauff & Ryan, New York. No further details on the total number of stations or the nature of the spots was available as Broadcasting went to press.

Two Kroger Serials

KROGER GROCERY & BAKING Co., Cincinnati, beginning Aug. 2, will sponsor two daytime transcribed serials on WMAQ, Chicago. The firm will advertise meats and bread. Both the dramas, Linda's First Love and Editor's Daughter, will be presented by WMAQ for one week on a sustaining basis beginning Aug. 21. The former will be heard from 12:15 to 12:30 p.m. and the latter from 12:30 to 12:45 p.m. In connection with the former, under Kroger sponsorship Aug. 2, "Editor's Daughter" will be heard at 12:15 and Linda's First Love at 12:15 p.m. Agency is Ralph H. Jones Co., Cincinnati.

WBBZ Transfer Approved

ADELAIDE LILLIAN CARELL, executive officer of WBBZ, Chicago, and its owner, Charles Lewis Carrell, was last week granted consent by the FOC for assignment of the license of WBBZ, Pontiac, Ohio, to herself in her individual capacity. The license was also renewed for the second time, 2,500 watts, operating on 1280 kc with 250 watts.

Oil Firm's Plans

ASSOCIATED OIL CO., San Francisco, spokesman for the firm, that its advertising program was promoted by shots, newspaper advertisements, 8,000 posters, and letters to chairmen of the Better Service Clubs.

ARMY ORDERS change the old order as Frank B. Falknor (1), for 10 years operations engineer of CBS Central Division, leaving, having been a major's commission, congratulates his successor, James Beloungy.

Falknor Now a Major; Tube Post to Beloungy

FRANK B. FALKNOR, chief engineer of the CBS Central Division since 1935, has been commissioned a major in the Army and is expected to leave the country shortly. James Beloungy, CBS engineering executive, who for the past year has been in charge of the vacuum tube rebuilding plant for Freeland & O sidelher, in New Orleans, has been named Maj. Falknor's successor.

Maj. Falknor, prior to joining CBS, was chief engineer of WBT, Charlotte, CBS-owned station, prior to assignment to the New Orleans tube project, and has been with the network for nearly a decade.

Corps. Koons' Ft. Wayne Is Awarded Two Medals

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

Texas A&M Full Daytime At 1150 KC

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

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

KTBC has been granted full time on 590 kc, with 1 kw daytime, 230 watts night time. KTBC had indicated, when WTAW first applied for the Combination for its facilities about two years ago, that it would not oppose the request if KTBC could have the more favorable regional frequency on 590 kc, with increased power. It is understood that KTBC will be granted 1 kw night, with directional antenna for night use, according to its application. The 590 kc frequencies are available after the war emergency.

The application of WTAW for full daytime operation outlined elaborate plans for increased educational programs, including greatly increased instruction in scientific practice in farming and dairying. All operating personnel in both engineering and program departments consists of college students, with the exception of John O. Rosser, program director, who also acts as general manager, and Prof. H. C. Willingham, chief engineer.

TELEVISION READY

WHEN WAR IS OVER

FULL-SCALE commercial television and television receiving sets "within the average man's pocketbook" will become realities "within the shortest space of time required for the mobilization of the manufacturing industry from war to peace production," according to Ralph R. Beal, research director of RCA, in an interview last week with an Associated Press reporter.

Mr. Beal predicted reasonably priced television sets with screens from 6 to 24 inches in width, providing "a much more satisfactory entertainment medium than has been achieved."

Basic factor in the post-war development of television, Mr. Beal said, could be a chain of automatic relay stations to re-transmit television programs from their origin nation point. The transmission of on-the-scene telecasts will also forge ahead through the evolution of portable sensitive equipment which will be rugged enough to be carried by plane, as well as the perfection of new lenses for television service. "Further developments will enable the transmission of action scenes without special lighting," Mr. Beal said. According to him, the future of television is assured, Mr. Beal added, after the complex equipment now required for them has been simplified.

EMPLOYEE GOODWILL

Now Boosted by N & W With

Radio Get-to-Gathers —

NORTHWESTERN RAILWAY Co. uses radio to maintain contact with its employees.

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

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

The last program, featuring on-the-job interviews with N & W employees, was the broadcast to all employees in the Norfolk & Western territory over 19 stations in Virginia, West Virginia, North Carolina, Tennessee, Maryland and Ohio.

Scheduled for the evening hours, the 15-minute program was promoted by shots, newspaper advertisements, 8,000 posters, and letters to chairmen of the Better Service Clubs.
4.2

ACHIEVING A NEW HIGH IN HOOPER RATING

17% OF LISTENERS

O'Neil Is Opening WJW on August 29

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

OPENING of a new radio station, an unusual event since the breakout of war, is scheduled to take place in Cleveland, August 30. And the station, WJW, new BLUE outlet, will go on the air for the first time on its 850 kc frequency. William M. O'Neil, owner of the 5,000 watt station, has announced special features for the first day's broadcast, including a special program in one of the large Cleveland auditoriums. Wendell L. Wilkie and Governor John W. Bricker, leading Republican candidates for the 1944 nomination, have been asked to participate by giving the country their views on national issues. Mr. O'Neil announced.

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

No B-S-H Split
H. M. DANCER, president of Blackett-Sample-Hummert Inc., last week denied reports about the ANC advertising agency was about to undergo a major reorganization, involving the division of the agency's New York and Chicago operations into separate companies. Stating that such rumors are annual occurrences, Mr. Dancer said that this year's crop of rumors is no truer than those in the past. He said that there are no plans for any general reorganization of the agency.

WOR Conductor Heads Los Angeles Orchestra
ALFRED WALLENSTEIN, musical director of WOR, New York, and noted as a conductor and musician, has been appointed permanent conductor and musical director of the Los Angeles Philharmonic Orchestra, according to an announcement last Friday by Harvey S. White, president of the board of directors of the orchestra. Mr. Wallenstein is taking a leave of absence from his position as ASCAP conductor with ASCAP on the former date might, then, become much less valuable after the first year if the majority of the ASCAP members do not renew their contracts with ASCAP, but to license their music through BMI or some other licensing organization. "If this extension plan goes through, a nine-year extension will be more than covered," Mr. Paine explained.

Effect on BMI
Major purpose of the proposal, however, is generally seen as forestalling the possible disruption effects on ASCAP of the suit of BMI and Edward B. Marks Music Corp., thereby saving the ASCAP from the court action that might erupt. If BMITrap, as many people have already done, this action asks the court to award the exclusive rights to license the performance of musical compositions for the publisher. Since ASCAP obtains licensing rights from both publishers and writers, dividing royalties equally between the two groups of its members, any major court decision would seriously affect the writer's position. If BMC was to be awarded the rights to either the publisher or the writer would upset the present arrangement.

If the publisher controls the rights, then the assignment of these rights by the writer would also mean. Similarly, if the courts were to vest the licensing rights with the writer, then the publisher would be precluded from assuming them. However, both publishers and writers agree to assign their rights to ASCAP until Dec. 31, 1965, the effects of the decision, whichever way it may go, will not be felt by either group for more than 22 years, and the continuation of ASCAP for that period would be assured.

Hoyt Names Rogers
APPOINTMENT of James G. Rogers Jr. as assistant director of the radio department of ASCAP was announced last week by Palmer Hoyt, Director of Domestic Operation. In his new position, Mr. Rogers has been a deputy director of OWI since January 1943. He was previously associated with Benton & Bowles, New York advertising agency, as vice-president and general manager. In his new post, he will coordinate the information activities of the agency.

From Allen to Benny
FRED ALLEN is "lending" his two stooges "Mrs. Nussbaum," and "John Doe," to Jack Benny, who returns to his program on NBC Oct. 3 after a five-week vacation. The loan is good only until Allen returns to the air. The Texaco program star concluded his CBS program recently and does not know when he will resume broadcasting. Benny is syndicated on NBC by General Foods.

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

WJZ, New York outlet of the BLUE, on July 27 is giving a luncheon for the trade press at the Waldorf-Astoria, and will announce results of a survey conducted by Crosley Inc. for WJZ.
one-third of a postage stamp

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

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

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

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

* * *

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

THE MUTUAL BROADCASTING SYSTEM
Store Launches Big Radio Program

Plan Based on Hour of Music Nightly For a Year

By BURTON C. GRANICHER
Account Executive
McCann-Erickson, San Francisco

RADIO and department stores—there's a subject that's widely discussed everywhere but, like the weather, "nobody ever does anything about it."

Of course, that's a rather extreme statement, for there are many successful department store radio programs now on the air. After all, there's no reason why department stores can't use radio just as successfully as other advertisers.

On this premise, our agency created a radio program idea which was presented to Hale Bros., operators of a chain of five department stores in Northern California. And despite the fact that department stores, like many other advertisers, are not particularly interested in increasing their advertising these days, Hale Bros. realized that this radio program would serve as a change of pace and would do a special job for them.

Program Requirements

Department stores serve all types of people, young and old, white-collar workers and day laborers. For that reason, we wanted a radio show that would have a general appeal. And since department stores operate six days a week, we wanted a program that would give them daily coverage, if possible.

Accordingly, we set up a musical program of world-famous melodies, described as "the songs your mother used to sing to you . . . the tunes you whistled and danced to when you were young . . . melodies which bear happy associations."

The program was titled Hour of Melody. To obtain the required regularity, the show is broadcast one hour every night, 365 nights a year, from 9 to 10 over KSFO, San Francisco. Although all of the music is recorded, special care is taken in the planning of the programs and in the selection of the records. The continuity is prepared with the thought of trying to reveal some new and unusual information about the artists or the music.

Unlike department store newspaper copy, the announcements are not required to bring about immediate sales. Regular items are featured and although the program has only been on the air a month, it has proven itself from a quick-sales standpoint. However, Hale Bros. also look upon the Hour of Melody as a vehicle for building good will, for winning new customers and making real friends out of its many regular customers.

In the opening programs, specific mention was made that the announcements on the Hour of Melody are brief and are intended to extend toward new merchandise developments designed to help ease the strain of wartime living. Prices of articles are never mentioned. The maximum four announcements are used on each program, all of which are kept below forty-five seconds. In addition to product announcements, Hale Bros. Hour of Melody devotes many spots to helping the war effort—salvage drives, blood bank, war savings and bonds, etc.

Newspaper Promotion

Hale Bros. are publicizing the program in the four Northern California cities where they have stores—San Francisco, Oakland, San Jose and Sacramento. Full-page newspaper ads announced the show and small ads featuring the night's program appear daily on the radio pages of a number of newspapers. An outdoor poster advertising, calling attention to the program, is also being released in a number of cities. Store cards, window cards, direct mail and many other forms of advertising are also being used to remind customers of this nightly Hour of Melody.

Although the Hour of Melody is Hale Bros.' first major radio campaign, it is interesting to recall that this department store was a pioneer in the radio broadcasting field. They started KFO in 1922 and the stations were located in the main San Francisco store. Later they sold the station to the National Broadcasting Company. Hale Bros. is also a pioneer in the California department store field. They opened their first store in San Jose 67 years ago.

Returning to our original premise, we think that a sound radio program, carefully planned and executed, can do a successful job for a department store. We appreciate the fact that Hale Bros. share our belief that there is no substitute for that local access in radio will influence other department stores.

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

SERIAL CRITIC to Appeal Dismissal of Libel Suit

ACTION of the Federal Court in New York in dismissing the suit brought by Dr. Louis Berg against Printers' Ink for libel per se in an article titled "Dusting Off Dr. Berg," is to be appealed to the Appellate Court by the plaintiff, who was learned last week. Case involving suit for $200,000 was dismissed July 14. A similar suit against the writer of the article, Max Wylie of the radio department of N. W. Ayer & Sons, New York, remains open.

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

Now Major Patrick

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

PAPER INDUSTRY IN DRIVE FOR PULP

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

Campaign will utilize a public relations and advertising drive in newspapers, magazines and individual contacts. Writings and material will be underwritten by asking daily newspapers to contribute 5 cents per word to a fund established by each publisher during the year 1942. A total of $50,000 has already been assured for this purpose.

No over-all sum has been set up for radio time purchases, but it is expected that individual mills will be buying time locally. Specific objectives locally are to urge farmers to give three extra hours of cutting to the pulpwood, to lessen absenteeism from pulpwood cutting, and in the North, during winter months to encourage maintained woodcutting operations. Pulpwood mills, of which there are some 250, representing 150 different companies, are located, for the most part in small towns offering sales opportunities to the smaller stations.

BROADCASTING • Broadcast Advertising
Summer Sales are Soaring at KOA
... and for its advertisers, too!

There's no summer slump for Denver's dominant station... nor for its advertisers.

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

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

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

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

FIRST RADIO reporter to relate an eye-witness account of the bombing of Rome was Raymond Clapper, Mutual's columnist-commentator, who flew in a nose of a B-17 bomber beside the hero pilot in one of the lead squadrons. Clapper spoke on Mutual on his usual 12:05-12:15 p.m. program, sponsored by General Cigar Co., New York, discussing this event itself as well as the pre-bombing pilots' meeting which he attended.

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

That evening, CBS, NBC and Mutual each carried eyewitness reports. CBS, on its 6:45 p.m. New York Rural News program sponsored by General Electric Co., Schenectady, carried a report by Farnsworth Fowle, CBS correspondent in Algiers, who introduced Major Warren Whitmore of New York City, one of the officers leading a formation of Flying Fortresses over Rome.

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

BLUE on Sicily at 12:06

News of the Allied invasion of Sicily in the early morning hours of July 10 was broadcast on the BLUE at 10:45 a.m. an hour after Allied Force Headquarters in Algiers announced the long-awaited move. Broadcasting from New York, Roy Porter, BLUE commentator, went on the air at 12:18 a.m. with a brief summary and again at 12:30 a.m. for a five-minute recap.

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

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

'Lum & Abner' Renewed

FOR THE THIRD consecutive year Miles Labs, Elkhart, Ind., has renewed Lum & Abner on the Keystone Broadcasting System. Renewal went into effect July 1, on KBSB in Vancouver, Wash., covered by Miles' distribution. Program is aired for Alka-Seltzer and Vitamins. Agency is Wade Adv., Chicago.

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

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

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

A provision in the AAA appropriations act for the fiscal year started on July 1, 1945 specifies that "none of the funds... shall be used to pay the salaries and expenses of any regional information employee or any state or county information employee, but this shall not preclude the answering of inquiries or supplying of information to individual farmers."

200 Stations Affected

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

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

1. Ask committees questions, and quote their replies.
2. Request from an AAA office the names of farmers whose operations would qualify them to broadcast on specific subjects.
3. Use AAA officials from Washington on their broadcasts, either transcribed or in person.

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

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

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

Insurers on MBS

EMPLOYERS GROUP, Boston, comprised of three companies dealing in insurance, has purchased the Friday, 10:10-11:05 p.m. program on Mutual for a news broadcast by Cedric Foster, MBS commentator. Program is scheduled to start Aug. 6 on an undetermined number of stations. Agency is H. C. Humphries, Boston.

Italian Appeals

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

Gabriel Heattey, noted commentator, last week signed a five-year contract to continue broadcasting on WOR. Mr. Heattey is to add to over 100 other Mutual affiliates in a locally sponsored audience. Contract may be extended to Dec. 31, 1940, with renewal options.

Gives Lapel Pins

KGIR Awards Tokens for Home Front Service

OUT in Butte, Mont., where citizens never see battleships, or tanks, or even men in uniform, KGIR is stimulating county-wide interest in the Home Front war service by distributing the WJW-WJAR "In Service of Home and Country" pins to individuals who are doing an outstanding job for the war effort.

Station puts on a half hour show daily as a war drive, paying these for names and sketches of persons eligible for the pin. Typical winners are the woman who has knotted over a hundred pairs of socks for the Red Cross and a farm woman who has made over 200 quilts for the nurses. Assistant is also 16 cows daily, and serves at the AWVS canteen for servicemen at the Butte railroad station.
He got me

Jimmy Cagney, too

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

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

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

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

Sid is another of the friendly, helpful people with ideas who work with you when you make use of the facilities of WGAR.

G. A. Richards, President . . . John F. Patt, Vice President and General Manager Edward Petry & Company, Inc., National Representative
Craven Takes Stand as Carey Asks About Fly Control

(Continued from page 8)

initial funds came from the President’s war emergency budget, with supplemental appropriations procured from Congress on the strength of the President’s action.

Mr. Garey also sought to prove that the FCC improperly had procured supplemental appropriations for specific FBIS activities, purportedly demanded by war agencies of the Government, and then had disbursed the bulk of these funds for other purposes. In this connection, he read testimony to the House Appropriations Subcommittee by Chairman Fly seeking some $254,000 for 148 new employs whereas, based on FCC minutes and other data, it developed only 31 additional employees were added, with the balance of the funds used for “other purposes.”

Overall, he said, FCC for the fiscal year 1943 procured $685,000 in a supplemental appropriation (feared $700,000 but then request ed), which funds, he declared, were used for a “Roman holiday” by the FCC through allocation to various agencies of the Commission other than the so-called war activities.

Adm. Hooper’s Experience Contrasted With Fly’s

In opening the session, Mr. Garey placed in the record the “official record” of Admiral S. C. Hooper, retired, which included high commendations from Secretaries of the Navy and other high-ranking officials of the department. These documents revealed that Admiral Hooper had been commended for his outstanding contributions to communications, both Naval and commercial, over the years, and has been credited with many pioneering developments in the art. He was credited with safeguarding allocations for this country at international conferences. Upon Admiral Hooper’s retirement from active service last March 15, he was the recipient of a number of congratulatory telegrams from high officers of the Navy, crediting him with outstanding accomplishments in the development of radio. Mr. Garey explained he introduced this data in the light of the information by Chairman Fly following introduction of the Hoover memorandum to the Secretary of the Navy regarding the undesirability of the chairmanship of the BWC reposing in the chairman of the FCC. Mr. Garey expressly denied that he called Admiral Hooper to testify on all the facts and circumstances in connection with his provocative memorandum, but that the instructions of the Secretary of the Navy precluded this appearance.

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

Chairman Cox said he had heard it said many times that Admiral Hooper had contributed more to a man since the war.

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

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

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

Mr. Garey charged that the investigation made by the Committee showed that this statement, attributed to Chairman Fly, “is not true.” He said testimony would be adduced to establish that point.

Funds Augmented By Other Agencies

Read into the record also were FCC appropriations from its creation to the present. These increased from $1,886,855 for the fiscal year 1935 to $7,608,314 for 1944.

The fiscal year, Mr. Garey declared that the Committee, in its investigations, had been unable to justify the FCC appropriations for 1943. He mentioned an item of $300,000, transferred from the President’s emergency fund to the FCC with the understanding that it would be returned, but that as of the present this money had not been reimbursed.

There is a deficit of some $305,000 in the figures given the Committee by the FCC and the budget figures, he declared.

Pointing out that FBIS is held to engage in intelligence work for other departments of the Government, Mr. Garey said the inquiry indicated that while Congress appropriated the money for that work, the FCC, whenever it can, goes to other agencies to collect for the service. He said he did not know whether this was a “skillful way of managing its appropriations. His own view, he added, “is that it is a way of the FCC getting money that Congress never intended it should get.”

The mushrooming of RID and FBIS was outlined by Mr. Garey, based on data procured from the FCC. RID had 16 employees in 1940, as against 85 in 1943. FBIS in

1941 had 17 employees, as against 489 last month. The two agencies together since 1940 have expended approximately nine million dollars, he declared.

Mr. Barger, sworn in as a committee witness, testified he had been on the bar since 1914 and practiced law until 1934. Since that time he has been engaged in Governmental investigation work, having spent two years with an agency of Congress, and four years as an investigator for the General Accountability Office. He has done work from time to time for committees of Congress in connection with investigational activity in the agencies.

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

No Authority Found For Starting FBIS or RID

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

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

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

SIGNING CONTRACT for Coronet Little Show on Columbia network is Robert L. Schutter, president of Schutter Candy Co., Chicago. Watching are (1 to r) Paul R. Trent, vice president; Robert L. Schutter; R. J. Scott of Schimmel & Scott Adv. Agency; George M. Schutter, see' y and treats. Despite serious corn syrup shortages and restrictions on other materials, Schutter Candy (Bite-O-Honey and Old Nick) has an eye to post war markets in furthering its radio advertising.

Page 20 • July 26, 1943

BROADCASTING • Broadcast Advertising
Venerable in years yet young in Ideas!

the time-buyers' station

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.6 per cent. Here is conclusive proof of WDOD's dominance.

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

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

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT
any executive order or law authorizing the FCC to operate a London office or anywhere abroad.

Mr. Hamblett agreed that the Army is anxious to keep at an absolute minimum the number of civilian agencies operating abroad. But, he said, Press Barger, responsible for the funds, staff or equipment he does not have the legal authority to do the overall monitoring job but he admitted that with those essentials it could conceivably do it.

Mr. Galbraith's testimony given last March by Chairman Fly to the Costello subcommittee investigating Selective Service diversion for Government employees. At that time, he recalled, Mr. Fly contended that all the information used by OWI was supplied by FBIS. Mr. Hamblett said he would testify to take issue with that answer because of what we do in London, where we have a 20,000-word file. When Mr. Garey asked whether Mr. Fly's testimony was "in accord with the facts," the OWI official said Fly "did not talk for the FCC chairman."

**Barger Found RID And FBIS Little Used**

Returning to the stand, Mr. Barger brought out that approximately 41% of the FCC's appropriation for 1942 and FBIS combined absorb 2 3 of the total Commission fund. Reciting interviews with Army and Navy officials, Mr. Barger said it was difficult to say how much was made of these FCC services by the military. The Army did not supply any material data, he said, while 37 officials strongly commented, "It's a nice day outside.

He said that these interviews indicated that very little use is made of these services by the military, particularly in time of war. The Navy. He declared these conversations appeared to confirm the views expressed by the Joint Chiefs of Staff in their letter recommending elimination of some FCC services and transfer of RID to the Army.

"Tracing the development of FBIS, Mr. Barger said their investigation showed that on Feb. 28, 1941, it received $16,000 from the President's emergency fund, of $500,000 requested. The Bureau of the Budget in its report in regard to this request he said, held that this work might well be done by the State Department or by the CAA. He said that his investigations did not reveal that FBIS was competing for the Bureau of the Budget, or for any other executive order or legislative authority, as he said, he could not find authority for the creation of the bureau without legislative authority. Alluding to the change in the name of "Foreign Broadcast Monitoring Service" to "Foreign Broadcast Intelligence Service," Mr. Barger testified that he had reached the conclusion the change was made only for the purpose of "dignifying the activity as a war function," whereas its main function is that of a "news service."

Rep. Hart opposed the introduction of the FCC's assertions that it could be understood that these are not the conclusions of the Committee.

After Mr. Garey observed he was taking this tack only because the Army had requested him to do so, Mr. Hart said, Chairman Cox said the testimony would be permitted to go into the record "for the consideration of the Committee."

**Obtains Some Exhibits From DCB**

Mr. Garey introduced a number of DCB exhibits produced by the FCC, and commented that the Committee should know "where Mr. Fly is not involved we have no difficulty in getting the minutes of DCB." He alluded to Mr. Fly's contention that DCB-BWC activities were confidential and that the Army "was not revealed.

Mr. Barger testified that there are 1,331 individuals in Government and private life who receive the analyses of FBIS and that some 260 - "no big mail" are sent out on an annual basis. His interviews of a number of recipients, he said, revealed that "very little use was made of the FBIS analyses. Army and Navy people, he said, in many instances throw them "in the wastebasket."

Mr. Garey added that he understood that some military people had asked FBIS not to send them any further because they "clutter up the offices."
Mr. Hoge said Talk is Twice as Cheap...

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

We dared.

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


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

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

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

Participating sponsorships on “Housewives’ Protective League” are now available. But aside from your selfish interest in the program, the story is one more example of why WBBM, Chicago’s Showmanship Station, has been the most bought-out radio station in Chicago for 18 straight years.
TAKING PART in the 911th consecutive broadcast and 19th Anniversary of Farm Question Box Program at KOA, Denver, and the Western Farm Life magazine are (1 to r): Mrs. Mina Burke, home department editor of Western Farm Life; James E. White, editor of Western Farm Life; Rex Brown, KOA newscaster; and Henry Miller, ass't. editor of Western Farm Life; Glenn Killiam, KOA announcer. Preceding by several years the National Farm and Home Hour, Farm Question Box is the second oldest program of its kind. First broadcast was July 9, 1924.

retained here, but the increase was permitted to stand.

In pursuing the manner in which the FCC "passed around" the $555,000 supplementary appropriation, Mr. Garey drew from Chief Investigator Barger the statement that Bureau of the Budget officials interviewed by him had no knowledge of the FCC's action. Mr. Barger reported that a recent check with the FCC's budget officer, George L. Stillwagon, produced the information that it was the latter's understanding that the matter had been taken "orally" with the Budget Bureau.

H. J. Ehrsam, of the Civil Service Commission, Mr. Barger declared, stated that the action of the FCC on reclassification of employees had been requested by Dr. Leigh and approved. Mr. Barger declared that based on his inquiries, he did not believe that the reclassification "was in keeping with the intent of Congress." He said the Civil Service Commission did not know that the specific appropriation had been made for 146 additional employees of the FCC. Civil Service Commission officials also reported, Mr. Barger said, that other agencies "indulging in deficit spending and are exceeding their budgets.

Army Told FCC to 'Get Out of Africa'

When Chairman Cox asked whether it is permissible under the law to engage in deficit spending, Mr. Garey cited the United States Code provisions to show that such activity is prohibited. Any person responsible for it, he said, can be "removed summarily" from office and fined or imprisoned. Mr. Garey said the FCC is "guilty of it" and declared it closed its last fiscal year with a deficit of $250,000. He also cited an item of $40,000 which he alleged the FCC expended without authorization, for the CBA listening post in San Francisco, taken over by FBI, asserting this violated the law on deficit spending.

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

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

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

"Is this a mutiny against the authority and power of Congress or which this committee operates?" asked Judge Cox. Mr. Garey said that other investigating committees of Congress are experiencing the same difficulties.

The agreement with Chairman Cox that Congress will be denied such material by the heads of the various agencies if Congress "lets them get away with it and permits them to spend the money without any committed requests." After Mr. Garey had read into the record the OWI "definitions of what is confidential," he said they bore "all the earmarks of Harvard." When Rep. Miller inquired how Congress could legislate intelligently unless it had information of this character, which admittedly would not be "prejudicial to national interest" Mr. Garey said it could not unless Congress "wants to be a rubber stamp."

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

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

Secrecy Rules Called Assault on Congress

Mr. Miller asked whether this "assault upon the sovereignty of Congress," not to mention its "legislative paralysis," Mr. Garey went further—he said it would mean that, plus "frustration and futility as well." He predicted that if practiced continually, "it will practically abolish one of the three branches of Government."

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

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

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

Cites Subscriptions To Home Papers

In citing individual subscriptions, Mr. Garey pointed out that the Atlanta Journal, for example, yearly, went to the office of Commissioner Durr. Then he observed 'that's getting your home newspaper your public expense. In the [military] service, he bought out the Fresno Bee to went to Commissioner Wakefield (from Fresno); that the Greenville (S.C.) News was delivered to Nicholas Cure by Jim H. Williams, of the "purchasing agent" of the Commission and who hailed from South Carolina. The Houston Post, Mr. Garey brought out, was delivered to Commissioners Durr and Enslow (native of Oklahoma); the New York Times went to Chairman Fly.

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

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

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

Hoover Indicates FCC Service Little Used

The purport of the reply, Mr. Garey said, was that little or no use was made by FBI of these services. FBI from time to time had made specific requests for information, he said, totaling approximately 35 for the fiscal year July, 1942 to June, 1943. FBI requested RIF to furnish intercepts of 4 instances, direction finding in 8 cases and monitoring in 2 cases. FBI said it did not receive the wire service of FBIS and that it did receive the daily reports which were considered to be "occasionally of interest."

Mr. Garey interpreted this as a careful explanation of something that is useless to FBI.

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

Whereas the records disclosed that FBI had requested FCC sera- tions in instances, Mr. Garey declared that FBI had furnished information to the FCC in some 250 instances. The report also showed that FCC submitted "requests to FBI not requested by the latter."

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

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

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

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

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

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

WOV
NEW YORK FOR VICTORY

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

**Craven Comments on 'Confidential' Matter**

Commissioner Craven made his first formal appearance before the Committee in open session Tuesday, in reply to a subpoena. He was the second member of the Commission to be subpoenaed to permit reading of a prepared statement. Commissioner Craven said he had been "warned" about making disclosures to the Committee concerning matters regarded as "confidential and secret".

He explained he had received no directive from the President to withhold any information. Some of the documents he had requested that Mr. Fly have been marked "confidential.

Declaring it was his opinion that Congress is entitled to full access to all information it may desire, he said there may be a question as to whether he should divulge a public hearing information contained in documents marked "confidential".

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

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

Expressing surprise over this statement, Mr. Garey asked Com. Craven "who warned you?" The witness explained that Chairman Fly had called to his attention certain matters in connection with the Cox investigation. His recollection was that on July 7, during the Warm Springs vacation, he had heard Mr. Fly call him into an anteroom. The chairman said he had heard that (he) (Craven) was "cooperating with the Committee."

Com. Craven said he had advised the chairman and other members previously of his appearances before committee counsel in executive session at the request of the Committee.

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

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

"I asked him whether he would not let me challenge the good faith of the Commission, Com. Craven said that he had "very confidence" in the Committee, its chairman and members of Congress. He disclaimed any interest of challenging the "dignity or authority" of the Committee, and said he was willing to testify to all the information contained in his opinions within the prescribed limitations. He pointed out that he had differed with Chairman Fly on many policy matters, but that these differences were honest and he respected the "sincerity" of the FCC's majority.

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

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

In view of Com. Craven's statement, Counsel Garey asked the Committee to instruct the witness to answer questions propounded and to produce the subpoenaed documents. Chairman Cox told Com. Craven its the Committee desired to be courteous. He pointed out that Mr. Fly, in his various press releases, had insisted that the Commission be given an opportunity to answer his charges and that he was "here ten days ago and refused to talk." He added that the Committee called Commissioner Craven to testify on matters pertaining to FCC operations and that he had been warned to "stay behind the phrase public interest."

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

**Craven's Record Thoroughly Examined**

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

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

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

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

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

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

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

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

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

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

Commissioner Craven read three letters given him and said that he had never seen them before and was not familiar with matters except "in the remotest way." Mr. Garey then revealed that the letters referred to monitoring operations in North Africa.

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

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

WCAU

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

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

Craven Declines To Criticise Fly

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

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

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

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

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

Commissioner Urges New Legislation

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

LAWGINEER

Title Justified by Comment
On Craven’s Work

T. A. M. CRAVEN was practically labeled a “lawgineer” by the Cox Committee at its hearing last Wednesday. After receiving a memorandum by the Commissioner, whose background is entirely engineering, proposing reorganization of the FCC as far back as 1938, Chairman Cox observed: “This memorandum entitled you not only to being an engineer but a great lawyer. You should be proud of this document.”

Chief Counsel Garey commented that he would “like to be the author of that document myself.” He added that “no fair-minded person would fail to subscribe to your views.”

Later, after Commissioner Craven had given the Committee a lecture on elementary radio engineering, at Counsel Garey’s request, Chairman Cox commented that he was an even greater engineer than he was “a lawyer.” Rep. Hart (D-N.J.) commented it was the most illuminating discussion of radio he had ever heard.

was stronger than the fellow Commissioners and that the majority usually went along with Mr. Fly.

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

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

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

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

Without indicating whether the

The Stuff that Sales Are Made Of

"JUDY CANOVA"

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

"BILL STERN"

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

"THE FAMILY FRIEND"

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

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

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

On the drawing boards and blueprints of Peoria factories are ideas for new production, in clear, sharp form.
rating: 30.6

"second only to FIBBER McGEE and MOLLY"

says

"Bill" Borrett

CHNS • HALIFAX

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

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

THE COTE GLEE CLUB is a modern male choir, trained and directed by the eminent arranger and conductor, Emile Cote. Over 100 recorded selections are now available. They feature today's "hit tunes," yesterday's favorites and the best known "memory" songs. It is an integral part of Lang-Worth Planned Program Service.

LANG-WORTH, Inc.

420 MADISON AVENUE • NEW YORK, N. Y.
★ TEN THOUSAND WATTS ON 1010 KC.★ CLEAR CHANNEL ★ NEW RCA 10E TRANSMITTER ★ THE ONLY COLUMBIA STATION IN ARKANSAS ★ THE ARKANSAS STATION WITH THE GREATEST COVERAGE AND POWER

LITTLE ROCK, ARKANSAS

KLRA

Affiliated with the ARKANSAS GAZETTE

Represented Nationally by the Katz Agency, Inc.

NEW YORK • CHICAGO • DETROIT
ATLANTA • DALLAS • KANSAS CITY • SAN FRANCISCO

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

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

Agreed With High Court's Minority

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

Commissioner Craven said he had heard charges that the Commission is made up of "experts ex-officio" rather than experts "in fact." but that he did not commit himself.

Asked by Mr. Garey whether he believed the Commission should engage in such operations as FBIS and NID, Mr. Craven sought to qualify his answer but was asked for a "yes or no" answer. Answering negatively, he said he wanted to justify that answer. Pointing out that at the outbreak of war the FCC had certain facilities in direction finding and monitoring that might be useful, he said he agreed that the Commission should assume some of that work, particularly since no one else appeared to be doing it.

As time went on, he said, the military services became more proficient in these fields and OWI (which said was doing a good job, in his opinion) came into the field. Thus, there was not as great a need for the services.

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

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

Favors Constructive Action by Confering

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

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

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

Suggests FCC Should 'Stay at Home'

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

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

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

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

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

A Clear Channel Station

CHICAGO

50,000 WATTS

WGN

ILLINOIS

720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

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

PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
TWO OF CINCINNATI’S LARGEST
BOUGHT WCKY TO
OF WOMEN IN THE

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

Nancy Prentice, child proctor “Our Children” prog
GEST DEPARTMENT STORES
REACH THOUSANDS
THE OHIO VALLEY

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

THE BROADCASTING industry, it is evident, is in one of those “let well enough alone” moods. Last May, after the Supreme Court decision which handed the FCC a blank check, there was great tumult. A new legislative committee was formed and given plenary powers to retain personnel and get things moving toward new legislation.

The House Committee to investigate the FCC is holding hearings. It is gearing its record toward new legislation, despite contentions to the contrary. Last week Commissioner T. A. M. Craven, who thinks and votes independently and who favors a minimum of regulation, gave the Committee his views. He advocated new legislation clearly defining the Congressional intent. He has opposed arrogation of authorized powers. He, along with Commissioner Norman S. Case, has bucked the FCC majority on all grails for power.

The Committee was authorized by almost unanimous vote of the House to conduct this inquiry. It is the same House to which the industry plans to go in the fall in the quest for new legislation, to break the shackles of the Frankfurter opinion. The FCC majority has resorted to little short of mayhem in attempting to smear and discredit the Committee.

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

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

War Suspensions

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

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

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

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

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

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

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

‘No’ Is a Good Word

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

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

In judging these local time requests, managers should get effective guidance from the statement of Don Stauffer, chief of the OWI news bureau (BROADCASTING, July 5, who assures the industry that all national war information needs will continue to clear through Washington. In view of this, a station should have no qualms about rejecting appeals for additional local or regional time demands for national campaigns.

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

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

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

(Continued on page 38)
WE MAKE CANDLES BURN AT BOTH ENDS!

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

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

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

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

WITH —the people's voice in— BALTIMORE

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

Thomas Tinsley, President
Represented nationally by Headley-Reed
Our Respects to
(Continued from page 30)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

WJHL
Johnson City, Tenn.
W. H. Lancaster, Pres.—Ken Marsh, Mgr.
1000 Watts
910 KC
Represented Nationally by Howard H. Wilson Co.
Arthur Lucas, 61, Dies In Atlanta After Illness

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

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

MRS. MARGIT SMITH has been appointed manager of KEVE, Everett, Washington, replacing John R. Meese.

MICHAEL W. Vaughan, now in radio, has joined the guest relations staff of NBC central division.

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

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

JACK BEARDALL, manager of CKCB, Chatham, Ont., has marked 20 years in Canadian broadcasting. He took out his first amateur license from Manitoba in 1912 and has operated a broadcasting station since shortly after that time.

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

EARL H. GAMMONS, former general manager of WLS, Minneapolis, has now directed DISH Washington, visited the station, last week on route to southern Minnesota for a visit with his former employer.

WILLIAM JOYCE of the Chicago office of World Broadcasting System is scheduled to report for induction in the Army July 20.

KENNETH C. PRINCE, Chicago attorney, and for nine years executive secretary of the Southern States Western Group (now Association of Electronic Park, and Employment Mfrs.), has been commissioned lieutenant (j.g.) in the Naval Reserve.

David Rosenblum Dies

Former NBC Executive DAVID ROSENBLUM, 55, former executive producer and treasurer of NBC, and until 1940, when he retired, treasurer and business manager of The New York Post, died July 15 in Hartford, Conn., of cancer. He was a founder of the American Academy and was commissioned lieutenant (j.g.) in the Naval Reserve.

In 1934 he became executive vice-president of NBC and a year later treasurer of the network, where he remained until 1936. He leaves his widow, father, a sister and three brothers.

Now Col. Hill

LT. COL. LUTHER L. HILL, vice-president of the Iowa Broadcasting Co. on leave, last week, was promoted to rank of full colonel as chief of staff of the 5th District, Army Air Forces Technical Training Command, in Miami. Col. Hill, who also is manager of KSOO and KRTN, Des Moines, graduated from the Naval Academy and was in the last war. He joined the Register & Tribune organization in 1936. He was re-commissioned April 29, 1942, with rank of major.

Shepherd Heads WAYS

G. O. SHEPHERD has been appointed general manager of WAYS, Charlotte, N. C., according to an announcement issued by the Inter-City Advertising Agency, controlling company of WAYS, and Harold E. Thomas, acting manager. Mr. Shepherd resigned as manager of WOR, Spartanburg, S. C., to head WAYS.

WILL DOUGLAS, now Staff Sgt., will be drafted into charge of radio for the public relations office of the San Antonio Air Service Command, Kelly Field, July 24 for Air Corps Administration Officer Candidate School, Miami Beach, Fla.

PETER GRANT, former WLW news- caster, now Larry Maganin, has been named side-drum to Brig. Gen. George E. Hartman, Inspector at Camp Ellis, Ill.

O. J. NEUWERTH, production manager of WIMH, Chicago, will super- vise the network, now Larry Maganin, has been named side-drum to Brig. Gen. George E. Hartman, Inspector at Camp Ellis, Ill.

HERR HOWARD, former 1st de- ad is named to manage the 5,000, Yankton, S. D., and previously with WIND, Garry, Ind., has joined the production staff of WLS, Chicago, and Joe Rockhold and Low Lamur, have joined the an- nouncing staff. Rockhold, formerly a WLS announcer, returns after hand- ing announcing assignments at KXEL, Waterloo, Iow., and Lamur transferred from the WLS produc- tion department.

PETER STUREBERG, Canadian Broadcasting Corp., overseas unit, and Ross Munro, Canadian Press and Press News war correspondent, accompanied the Canadian corps in the opening phases of the Sicilian inva- sion.

JOHN PRINCE has joined the pro- gram management of KLZ, Denver, as script writer.

ROBERT WOODBURY, traffic man- ager at WCCO for three years, has joined WNEW, New York, from the continuity department will replace him.

BILL BUTLER, Jr., former staff announcer of WJHT, Jacksonville, Fla., having completed Navy basic training, is now a Navy Corp, weather observer at Great Lakes, Ill.

ERIC JAMES, newspaperman and writer, has started a weekly radio commentary on WHG, Philadelphia. Jeff Scott, former announcer and KXEL, Col. Hill, now the manager of WSOO and KRNT, Des Moines, graduated from the Naval Academy and was in the last war. He joined the Register & Tribune organization in 1936. He was re-commissioned April 29, 1942, with rank of major.

CARL ERBE, publicity agent in Miami Beach for accounts in that city as well as in Cuba and Nassau, has joined WNEW, New York, as publicity director, replacing Mrs. Lil- lian Zott, resigned.
AUDREY CALDER, former program director of KHUB, Watsonville, Cal., where she also broadcast as Yvonne Dale, has joined KSAN, San Francisco, as a writer-operator.

KEN POWELL, who entered radio at KDKA, Pittsburgh, and has since done announcing for WGY, Schenectady, and WESG-WENY, Elmira, has joined the announcing staff of WOR, New York. Scott Douglas and Eric Norman, both announcers, have resigned.

OLIVE KACKLEY, women's commentator at WCKY, Cincinnati, was feted recently on her Sunday morning broadcast by a surprise birthday party given by 200 members of the U. of Cincinnati Journalism Club and Secretaries' Club. TOM SECRETARIES' U. of party mentator nouncing staff gral gral sis ter assistant division. OWI York. Mr. Rose announcing staff and Unity, German -American Congress Dewitt field, mer production manager LORING KNECHT, announcer came Fish way former WMMN man ernment leaders. He recently has joined the network. Mr. Cantor who over the duties of KFWB, Los Angeles, and Wednesdays' and Sundays' football, for NBC in the remaining ten minutes of each Sunday program, until Mr. Winchell returns. Andrew Jergens Co. is the sponsor. Len- nen & Mitchell, New York, handles the account.

BILL movie Fishway former WMMN man in charge of radio activities for the German-American Congress for Democracy and for a comparable French group, has been named radio director of the Common Council for American Unity, which is preparing to expanding its radio work.

CHARLES L. KELLY, formerly with WJNY, New York FM station, and various Southern stations, and Norman Ross, actor, have joined the announcing staff of WQXR, New York. Mr. Ross is on the staff of the OWI overseas shortwave broadcasting division.

WALTER I. SEIGAL, former assistant manager of the CBS photogra- phic division, replaces Richard J. Fish as manager of the division, Mr. Fish having left the network. Mr. Seigal joined CBS in 1933 and became assistant manager in photography in 1938.

LORING KNECHT, announcer and news editor at KFYR, Bismarck, N. D., has volunteered for the armed forces, and has left for induction at Ft. Snelling, Minn. Knecht was former production manager at WCAL, the St. Olaf college station, Northfield, Minn.

DEWITT WYATT, of Pittsburgh, Fred Pelle, formerly of WJMJ, Covington, Va.; and Calvin J. Smith, a former WJMN man returning by way of WLS, Chicago, have joined WMNN, Fairmont, W. Va., as announcers.

KEN JOSEPH, formerly of WOLF, Syracuse, and WPT, Patterson, N. J., has joined the announcing staff of WWBL, New York.

LOWELL THOMAS has resumed his regular CBS news program after a two-week tour of Central and South America, where he inspected defense and bases, air and land routes linking the Americas, and talked with Government leaders. He will leave shortly for the European war zone.

PEGGY LLOYD, m.c. of WOV, New York, has started a weekly half-hour movie review.

BILL RAY, account executive, and Neil Reagan, writer, have been appointed program director and production manager of KFWB, Hollywood. They have taken over the duties of Manning Ostrow, who recently resigned to join Eddie Cantor as production aid. Richard S. Stephens, assistant traffic manager of KFWB, has been made assistant to Reagan.

STANLEY TROUT and Lyle Reece have joined WINN, Louisville, Ky., as announcers.

FRANK CRATTY, county editor of the Worcester Telegram, and former WATG, Worcester, transmitter announcer, who joined WATG's staff in October, WICO, is playing in a show staged by a local stock company.

DEBUT OF ART GREEN, new record m.c. of WINS, New York, was attended by a town-full of musical celebrities, including Gay Lombardo (r) who is greeting Mr. Green, Vincent Lopez, Connie Boswell, Tiny Hill, Duke Ellington, Joan Edwards and others. Cecil H. Hackett (l), managing director of WINS, who played host, looks pleased at his new acquisition.

EDDIE CALDER, former manager of KHUB, Watsonville, Calif., has joined KFBS, San Francisco, as a writer-announcer. JEFF SMITH, former announcer in the South, has joined WIBG, Philadelphia, as announcer.

JOHN BARLETT has joined WINX, Washington, as production manager. He was formerly with WTOP and WMAL, Washington, and replaces Howard Stanley, who is now at WINX as promotion-publicity director. Gardner Francis takes over Stanley's promotion and publicity duties at WINX.

DOROTHY ROWDEN, formerly public relations director of the American Library Assn., joins the CBS education department Aug. 1 as liaison with women's organizations. Mrs. Rowden is on the staff of the Institute for Adult Education of Teachers College, New York, and is editor of the "Adult Education Journal."

WALTER KANER, director of publicity and special features of WLIB, Brooklyn, has reported for active duty in the radio division of the Army Signal Corps. Paul Gould, program director, is handling publicity.

GEORGE WILLARD has joined the announcing staff of WOR, New York, having served with two other Mutual outlets—KELI, Los Angeles, and WGN, Chicago.

LEADERSHIP

A compliment to the aggressive leadership of this winning combination:

THE BLUE AND

WWVA

STONE & THOMAS

West Virginia's largest department store contracts for 52 weeks' local sponsorship of

MARTIN AGRONSKY

(Wednesday Through Saturday)

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

WWVA WHEELING, W.VA.

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

BROADCASTING • Broadcast Advertising

July 26, 1943 • Page 41
YOU WON'T GET RICH ON RELIEF (K.Y.)!

Don't count on Relief (K.Y.) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the big money is. Forty-seven percent of Kentucky's population ... fifty-seven percent of its buying power ... there's your daily bread! Come and get it ... the servings are big at WAVE!

LOUISVILLE'S WAVE
N. B. C.
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WAVE HUTCHINSON, with the Army until recently, has joined the announcing staff of KGLO, Mason City, Ia. New parttime announcers are Meredith Griffin, of the Drake U. law school, and Jim Loundsberry, of Drake U.

EVELYN HOWE, formerly of WKBW, Keene, N. H., is now heard on WERI, Boston, in Five O'Clock Folies, Monday thru Friday from 5 to 5:45 p.m., an afternoon musical in which Miss Howe interviews visiting notables.

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

12 NEW MEMBERS JOIN KOIL'S STAFF

KOIL, Omaha, has added 12 new members to their announcing staff. These include Hugh Fellis, general manager of Central States Broadcasting Co., and KPOB.

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

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

Other additions included: Richard Hill, engineer; Eiden Anspach, studio announcer; Jacqueline Gunlock, continuity writer, Teresa Peter, music librarian, Larry Tughe, newswriter, Bruce Wallace, studio manager, Orizzle Pennit, national sales secretary, and Louis Johnson, evening hostess. New staff orchestra is under direction of Paul Moorhead. Five members have been lost from the staff. Don Searle, formerly general manager, is now manager, according to Hugh Fellis, general manager of Central States Broadcasting Co., and KPOB.

Siegfried Mickelson New WCCO Newsroom Head

Siegfried Mickelson has been appointed news editor of the new news room of WCCO, Minneapolis and St. Paul. According to E. E. Bleakley, general manager, Mitchell V. Charnley has been appointed assistant news editor. Mr. Mickelson has more than ten years of varied journalism experience. He was at one time director of publicity at Yellowstone National Park. He is professor of journalism at the University of Minnesota.

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

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

Anti-Axis Discs

U. S. NEWS bureaus of Belgium, Australia and Greece, all active in the production of programs for free distribution to local stations, have jointly released a series of weekly transcriptions containing news of the anti-Axis activities of the three countries. Program consists of three five-minute talks on one side of a record, with the possibility that programs from the other nations may be added later to the other side. Each five-minute program may be broadcast separately, the plan being eventually to produce a transcription offering six programs, one for each day of the week. Programs will be offered for local sponsorship.
FAXFILE, a comprehensive collection of information on WLW, Cincinnati, to serve the needs of timebuyers and advertisers, is being mailed to agencies and advertisers throughout the country. The package includes a set of maps on early morning, early evening and nighttime and three insert sheets on WLW's nighttime, afternoon and morning audiences in 32 cities and 218 rural communities reported in the mid-winter C. E. Hoeper study. Additional material is to be released from time to time, including special wartime market studies. Teaser campaign titled "Commando Course for Secretaries" was employed in mailing the file. A series of hand drawings instructed secretaries in Judo techniques for use against time salesmen who bring in unflattering material, with movie fade-out for WLW representative armed with the new stress-mined, attractively colored Pacifie.

Radio War-Grams

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

Miss Hewson, Too

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

New Gremlins

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

Ghost Trap

TO SELL TIME on its Saturday Smorgasbord, half-hour variety show, KSTP, Minneapolis-St. Paul, has issued a folder in which a miniature wax check is clamped within the teeth of a trap. "We set a trap for the ghost and caugh't it", reads the folder, "ghost" referring to the big Friday pay-day in the Twin Cities market, followed by the big spending day on Saturday.

Success Stories

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

Automatic Hostess

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

Program-Talent Folders

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

Gift Flags

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

Farfane

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

The Northwest's Best

Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS

ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.


VALUE of MANUFACTURED PRODUCTS

NORTH CAROLINA

$1420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES

$536.5 (MILLIONS)

Source: - Census of Manufactures, 1939

WPTF

with 50,000 Watts

in Raleigh is

NORTH CAROLINA'S

No. 1 SALESMAN

NBC - 680 K.C.
Upper Third, Of Course

• Unlike the lady in the illustration, WKBN is far from snooty. Like madame, however, we are happily ensconced in the "Upper Third"—in the top three of Ohio's market areas—Cleveland, Cincinnati and Youngstown.

The big Youngstown Market, encom- passing one of the nation's largest Steel centers...with thousands of men and women sweating to produce the "heavy stuff" for our myriad bat- tlegrounds...gets complete radio cover- age through only one Youngstown station—WKBN.

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

MILLS IS NAMED KUDNER MANAGER

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

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

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

THE STORIES of newspapers in Eastern New York are being aired in a series of 15-minute broadcasts every Friday night on WGY, Gen- eral Electric Co. stations. Schenec- taday, The Amsterdam Evening Rec- ord, published by Gardiner Kline was the second program, on which Arthur T. Robb, editor of Editor & Publisher, summed up the stories of all newspaper and radio service to their communities and the nation. Smiling with apprecia- tion of the tribute to his paper is Mr. Kline, while Mr. Robb (c) and Robert S. Peare, manager of pub- licity and radio broadcasting for G-E, also looked pleased.

Chester Bowles to Take Office at OPA July 27

CHESTER A. BOWLES will take office July 27 as Senior Deputy Administrator in the Office of Price Administration. His appointment is the first in the OPA's history to be made by the President of the United States. He will be responsible for all the agency's activities.

Shreddies Extended

NATIONAL BISCUIT Co., New York (Shreddies), on July 19 extended its campaigns for General Foods Company's West Coast brands. The company has not only been aggressive at advertising its line, but is currently using approximately 40 dramatized one-minute transcribed announcements weekly on KFI KPO KQW KOIN KIRO KJR KTAR.

Firm in addition is sponsoring three weekly participation in "Chef Milan" on KFWB, Hollywood. Agency is Botsford, Constantine & Gardner, Los Angeles.
WFIL'S Chief Now Lt. Col. Rosenbaum
To be Attached to Division Of Military Government
SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, and a prominent figure in the industry for many years, as a result of his nation-wide labor relations with unions in the radio industry, has been commissioned a lieutenant colonel in the U. S. Army Special Reserve. It was announced on July 19. He will be attached to the Division of Military Government of the Occupied Territories.

Mr. Rosenbaum, who will be on leave of absence as vice-president of Gott, Greenfield & Co., realty firm in Philadelphia, holds both literary and law degrees from the University of Pennsylvania. He studied at the Middle Temple, Inns Court, London, and is the author of several books dealing with the Constitution and rule making power of English courts.

Served in Last War
In 1917, he served as civilian assistant to the judge advocate general in drafting war legislation, including the first draft regulations, the war risk insurance act, and the soldiers' and sailors' civil relief act.

Former chairman of the one-time Independent Radio Network Affiliates from 1938 to 1941, Col. Rosenbaum is vice-president of the Bankers' Security Corp. and of the Bankers' Bond and Mortgage Company. In addition, he is a director of Lit Brothers department store, Girard Life Insurance Company and the Bellevue-Stratford Hotel, all in Philadelphia. He was president of the Robin Hood Dell Concerts through the 1939-41 seasons and is vice-president of the Philadelphia Orchestra Association. His wife, the former Edna Phillips, is first harpist with the Philadelphia Orchestra.

DRUG CRISIS EASED BY USE OF RADIO
TO MEET an emergency arising from a shortage of raw materials necessary in the manufacture of vital drug products, S. B. Penick Co., New York, has turned to radio, in an unusual use of the medium by the wholesale drug industry.

Firm supplies pharmaceutical manufacturers with crude oils obtained from leaves, berries, herbs, roots and barks found in Tennessee and nearby southern states. Essential war work, higher wages, and easier jobs have attracted to other work a large portion of the 1,000 natives who called the needed materials in their spare time.

After all other media had failed to recruit the needed workers, S. B. Penick Co. on July 10 started a series of one-minute spot announcements on WSM, Nashville, using two each Saturday on the Opera House program, 10-Midnight, for a period of a month. Commercials appeal to the patriotism of the workers, stressing the vital nature of the product for the armed forces. Agency is Murray Breese Associates, New York.

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

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

BLAZING NEW SALES IN IDAHO

KSEI
POCATELLO • IDAHO

50,000 WATTS
A CLEAR CHANNEL STATION
890 Kilocycles

Owned and Operated by the Blue Network Company
Represented Nationally by Blue Spot Sales
New York Chicago Hollywood Detroit

BROADCASTING • Broadcast Advertising

July 26, 1943 • Page 45
Ex-Lax is Cited by FTC
For Advertising Claims

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

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

Cited in the complaint against the Los Angeles Pharmacal Co. are Pulmato1, Femovita and Rennaline Pills, sometimes known as Runatone and Stomavite. These preparations are irritant laxatives, asserts the complaint, and are not competent treatments for the conditions claimed in advertisements.

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

FREDERICK H. SPEARE Productions, Hollywood (dramatic features and news), is sponsoring a weekly quarter-hour dramatic program featuring students of that unit on WPBR. Contract is for 52 weeks, started July 16. Agency is Lockwood-Shackelford Adv., Los Angeles.

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

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

Bluer than Ever — But Happier!

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

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

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

You can't get our latest Market Data brochure right now; it's not off the press yet. But you can get one soon—if you write. In the meantime, call the Blue Network—or Free & Peters—or drop us a line. You'll be as enthusiastic as we are!
Amendments to Rules Of Foreign Agents Act
RULES and regulations of the Foreign Agents Registration Act have been amended to eliminate any implication that foreign news and radio reporters in this country are not regarded as actual correspondents, according to Attorney General Biddle.

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

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

Newspaper Promotion Men Start Fight To Head Off Radio Retail Competition

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

The following questions are included in the questionnaire:

1. How many radio stations operate in your city? Please list each station’s call letter and wattage and network.
2. How many retail stores in your town are using radio advertising at the present time? List each account by type of store and indicate the amount of time each uses weekly. List department stores, chain general merchandise stores such as Sears, Wards, and large specialty stores such as grocery, drug, furniture, apparel, etc. Do not list “spoil” users — only large accounts. Give store, time used weekly, approximate cost, and does store own interest in station?
3. How many department stores have used radio but have discontinued its use? (Please name store and give the reason why they stopped.)
4. How do department stores who are now using radio charge this form of advertising expenditure? Against general store fund or against specific department? If both, please explain.
5. Please outline any specific cases where department stores have had success stories on radio promotion.

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

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

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

WSAY, Schenectady, N.Y.

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

George E. Nelson,
General Manager
available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.
KMTR Is Renewed Without Hearing
Stock Ownership Question Settled by Court Ruling
REVERSING its July 19 order for a hearing on the application of KMTR, Los Angeles, for license renewal, the FCC on July 20 granted the station's petition for reconsideration and renewal of its license. The hearing, which had been scheduled for July 28, involved a question of ownership and management which was an issue last September when the renewal was set for hearing. [Broadcasting, Sept. 28, 1942]

The proceedings were continued at the request of the applicant until litigation involving ownership of 500 shares of stock could be settled in a California court. This action arose when in 1942 Gloria Dalton, widow of Victor E. Dalton, former owner and president of KMTR, who died in December 1941, sued the present owners, Reed E. Callister and K. L. Banning, for 50% of the stock, or 500 shares. Her petition to the court asserted that the 1000 shares (all capital stock) purchased by Mr. Dalton in 1932 and sold without her knowledge to Callister and Banning in 1933 was community property. Under California law she is entitled to half of all such property.

Court Ruling
The court, according to KMTR's petition of July 29, has upheld Mrs. Dalton's claim to 50% of the stock, and ruled that her share is held in trust by Callister and Banning until an adjustment is made.

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

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

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

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

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

KYW Staff Changes

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

FCC Military Activity Probed

(Continued from page 32)

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

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

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

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

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

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

Com. Craven also alluded to previous testimony he had given regarding the London office of FBIS, which he said he understood had only eight employees. During the luncheon intermission, he said, the Commission records showed that a staff of 43 had been authorized. He declared that at the time he testified he had not recalled this Commission action.

The entire afternoon session, running for little more than an hour, was given over to a discussion of the FCC's work and to a quasi-technical explanation of the useful radio spectrum by Commissioner Craven. The witness said that he expected the day would

RESULTS BRING RENEWALS

Louisville Chemical Company started WINNvertising in February 1941. They're still with us!

SPOT SALES, INC.
National Representatives

WINN LOUISVILLE with WINN YOUR BLUE NETWORK STATION IN LOUISVILLE, KY.

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

EVERY TEAM Plays Best on its HOME DIAMOND

If you want your game played by the home team in South Texas—this is it! Four stations in South Texas Radio Package that are there pitching for you all the time; each batting for you and your products in its own local area, all teaming up to run up your score throughout the whole rich South Texas market. Find out more about this great team, and how it'll play ball for you!

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

HOWARD W. DAVIS
NATIONAL BANK OF COMMERCE BLDG., SAN ANTONIO, TEXAS

Broadcasting • Broadcast Advertising
come when there will be no “overhead wires” and everything will be by radio. He said this may sound visionary but is possible.

Alluding to the tremendous strides made by radio since the war, Com. Craven declared that this newly developed portion of the spectrum may bring about a different regulatory philosophy because an almost unlimited number of channels will be available. He said it might not be necessary to regulate rigidly private enterprise in these fields because of free competition. With these additional facilities, he said, freedom of speech might not be imperiled. He said the country could look for a “new era in radio after the war”.

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

**Craven Agrees on Transfer of Functions**

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

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

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

**Denny Blocked On Introduction of Release**

The session was highlighted by several attempts of Commission Counsel Denny to interrupt the proceedings and to challenge the testimony holding that FBIS is “useless” or that RID service is not desired by the military services. He sought to place in the record letters supporting these contentions but was blocked by Chairman Cox.

The first incident arose when Chairman Cox, in referring to a press release issued by Dr. Leigh, FBI director, claiming that President Eisenhower had requested the FCC to establish a North African monitoring unit, had commented that the FCC is releasing information supporting its own case but at the same time is withholding information requested by the Committee.

Mr. Denny interrupted, contending this was not so. He asked that Dr. Leigh’s release be placed in the record and agreed to have certain confidential letters, referred to previously, “declassified” as far as the FCC is concerned, if Undersecretary Patterson would remove the “confidential” restriction on a letter he had written Chairman Fly. All these dealt with the North African situation.

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

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

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

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

**Denny Tries Again With Letters on FBIS**

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

The letters given out by the FCC included photostats of communications from Nelson A. Rockefeler, Coordinator of Inter-American Affairs (March 5, 1942); Maj. Gen. George V. Strong, chief of Military Intelligence (Dec. 21, 1942); Capt. S. N. Moore, administrative officer of Naval Intelligence (March 6, 1942); Brig. Gen. Raymond F. Lee, acting assistant chief of staff of the Navy (March 6, 1941); Carl K. Fink, Bureau of Naval Personnel, who wrote by direction of Rear Admiral Rendell Jacobs (July 9, 1943); Assistant Secretary of State Leonard Bertram, one of a group of files (May 26, 1941); "Mr. F. Fink, Bureau of Naval Personnel, who wrote by direction of Rear Admiral Rendell Jacobs, Assistant Secretary of State Leonard Bertram, one of the members of the group of letters".

**Not Blue Sky---**

**COVERAGE**

**PROGRAMMING**

**MERCHANDISING**

**RESULTS**

... Keep WHCU the leader in twelve rich central New York counties!

870 KC WHCU CBS

ITHACA, N. Y.

**BROADCASTING • Broadcast Advertising**

Page 52 • July 26, 1943

Winner of PEABODY CITATION for Public Service to Foreign Language Groups

WBNX 5000 Watts

New York City

We all are in BUY WAR BONDS!
operating activity, though he did not feel the Commission should be criticized for going into these services in time of national emergency.

Cox Raises Question Of Officers' Testimony

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

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

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

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

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

Ziv Disc Series Expands

The War Correspondent, disc series produced by Frederic W. Ziv Inc., has been acquired by KGRO WOAI KPRC WKRC KGW WKPT WFRM WXYK WKBW WMUA WPTR WROL WIOD WJHL WRO WGH WXYZ KSDB NRIT WBF WPTF KSTR WIOD KOIL. WOAI brings total to more than 70 stations. Eye Witness News is now on more than 150 stations; most recent additions are KXYZ KFDM WOYF WJHL KIRO WIBX. Korn Rubber has been added on WOA! WCHC KOMO WSAW WROL KROS KLZ WJHL.

Wipe YOUR RECORDING TROUBLES AWAY

REACH BIG TEXAS EASILY AND EFFECTIVELY!

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

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

Lone Star Chain

KRGV TUXANTO ANTONIO KRGV KRGV KRGV KRGV

Lone Star Chain

July 26, 1943 · Page 53
FCC Releases
Deny Charges,
Reveal Praise

OF FBIS WORK

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

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

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

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

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

A third press release was related to
FBIS, and Chairman Fly an-
swered the charges of the Cox
Committee that FBIS is not perform-
ing a valuable service with 20 letters
from "12 vigorous and unsatisfied
services. The Committee re-
fused to accept the letters for its rec-
ord.

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

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

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

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

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

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

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

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

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

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

A number of members of the
FCC staff, including Chief Engi-
neer Jett, FBIS Director Leigh,
General Counsel Denny, George E.
Sterling, director of RID; Peter
Shuebruck, assistant to Chairman
Fly; and Nathan David, assistant
general counsel, were present at
the conference.
Rose Bowl to NBC

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

Big Drive for Book

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

KWG Certified

CERTIFICATION by the National Labor Relations Board for the Radio Writers Guild to act as bargaining agent for shortwave writers at NBC has been granted and the mediation between the two sides is now in progress.

Canada Prospects

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

Canada Prospects

RED SKELTON Hollywood radio comedian, will star in the MGM film version of "Hold on to Your Hats", based on the Al Jolson Broadway stage hit.

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

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

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

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

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

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

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

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

Racial Tolerance

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

Requests Force Reprint

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

Swedish Exchange

SWEDISH radio programs will be broadcast by about 60 U. S. stations under an exchange agreement arranged by the Overseas Branch of the OWI, according to testimony revealed by the House Appropriations Committee. Programs of the Swedish national radio system will be recorded and sent to the U. S. In exchange Sweden will broadcast American programs recorded in this country. Series will consist of 13 5-minute disks, according to James Linen, chief of the OWI Outpost Service Bureau.

Empire Retains Management

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


BLIND COMPOSER

BLIND SINCE SIX, 18-year-old Elsie Mirkel is under contract to compose tunes for BMI, which has first option on all her work for a year. According to Stanley E. Hubbard, president of KSTP, St. Paul, Elsie has some 42 tunes to her credit.

She was educated at the Minnesota Braille and Sight Saving School, where she learned to play the piano. Her first tune, "Love Is the Trick of the Year," was released a few weeks ago and already is nationally popular. Her next tune, a Navy song, is to be released soon.

Free Radio Promoted

NBC is using its own facilities to promote the idea of free, privately-operated radio. Under a plan instituted recently by the promotion and station department, the theme is incorporated into brief talks and special announcements, with NBC affiliates following suit on local stations. The network is conducting an employe contest for the best suggestions for the project, which is under the direction of Irene Kuhn, NBC coordinator of program promotion.

WRITERS' WAR BOARD, New York, is making available to stations a group of talks on various phases of the war effort. Talks may be obtained through the board's committee on speeches and speakers, at 122 East 42d St.
**WOMEN MAKE GOOD IN RADIO JOBS**

**OWI Story of Women at Work in the Industry Shows—Girls Successful Pinch-Hitters**

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

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

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

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

**FAR** be it from us to bracket the Roanoke-Southwest Virginia area with Detroit or Philadelphia as a market for retail sales.

But the 27 counties in WDBJ's primary area (daytime) do account for 13.9% more retail sales than Louisville. And if you add our 20 secondary counties (where we get lots of listeners), WDBJ gives you a retail market bigger than Minneapolis, or Buffalo, or Cincinnati.

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

---

**AP Radio Course**

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

---

**OWI Brochure**

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

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

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

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

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

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

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

The three committees, expected to meet in New York several times a year, are as follows:

- **Mutual Committees consist of:**
  - **Sales and Merchandising Committee**
    - A Group, Robert Convey, KWK; William Dolph, WOL; Les Johnson, WHBF; John Holliday, WOR; A. G. Hatch, WHC, KHF.
    - B Group, Edward A. Lathen, KULP; Charles Jordan, WHK; Fred Fisher, WRAL; Robert Pease, WPDE; John Leary, WGST.
    - C Group, John Boler, North Central Broadcasting; Garland Powell, WRUF; Roy Howell, KFXJ; Robert MacInnes, WCHT.

- **Executive Advisory Program Committee**
  - Van Newkirk, Don Lee; Frank Scherzer, KFXJ; Junius McRaney, WHB; C. M. Hunter, WHK, WCLE; Lincoln Tenor, Yankee Network; Miller McClintock, chairman; Milt Adolph Opfinger, MBS program manager.

**Program Committee**
- A Group, Robert Convey, John Tinnes, KWK; William B. Dolph, WOL; Don Davis, WHB; O. T. Keach, WIBC; Minnie McElroy, KBON; Ken Crews, WRKCO.
- B Group, Charles Jordan, WBB; Eugene Cagle, KFJZ; Fred Fletcher, WGBK; C. L. Harris, WORC; Ted Grizzard, WLAP; James E. Gordon, WNOE; James A. Davenport, WATL; Robert R. Fergus, WPDP; Felix Hinkle, WHBC; A. G. Henselman, George C. Hatch, KLO; A. E. Leary, CKLC.
- C Group, Garland Powell, WRUF; John Boler, North Central Broadcasting.

**Radio Mill, Antonio Rojas, XEOY, Mexico City.**

- **Station Service Committee**
  - A Group, John Schilling, WRB; John Moses, Harry Hoagley, WHKG; George Hatch, KLO; Les Johnson, WHBF.
  - B Group, Ted Grizzard, WLAP; G. Pearson Ward, KDKA; Dale Treston, WENY; Felix Hinkle, WHBG; William H. Huffman, Wisconsin Network; John Boler, Don Clayton, North Central Broadcasting.
  - C Group, Roy Howell, KFXJ; Garland Powell, WRUF; Bob MacInnes, WCHT.

**Radio Mill, Antonio Rojas, XEOY, Mexico City.**

**Graybar Appointments**

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

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

**MBS Film Showing**

CHICAGO premiere of the MBS Kodachrome 35 mm film presentation will be held at 4:00 p.m. on July 29 at the Drake Hotel, when Miller McClintock, Mutual president, will be host to a group of Chicago advertising men and women. Presentation, stressing the network's coverage of the country's "home-town kites," was previewed in New York June 3 and since then has been shown to a number of advertising and agency groups in that city. On July 20 Mr. McClintock gave the presentation to an advertising group in Pittsburgh. St. Louis and Philadelphia showings have also been scheduled.

**QUINCY Hpwes, CBS news analyst, is featured as interviewer and mc in a series of movie shorts produced by the Council on Books in Wartime and Newsweek Distributors Inc. Mr. Howe interviews authors of books dealing with war themes.**
DE CASTRO TO MBS EXCLUSIVE STAFF
ALLEN J. de CASTRO, sales executive with the BLUE and previously manager of the CBS Latin American Network, on Aug. 1 will become a member of the executive staff of Mutual, according to an announcement last week by Miller McClintock, president of MBS.

The announcement is made upon present Mutual plans," Mr. McClintock said, at the same time announcing that MBS will set up a Latin American bureau to be staffed by an executive with the American Network, previously executive with the Mutual Broadcasting System. "We look forward to this development as a step toward the expansion of our Latin American operation," he added.

Staff of MBS will also be increased in the United States, and all of the Latin American countries. He added that this development was not only in line with the opinion, with the obvious interest and duties of broadcasting, but also had been necessitated by the rapidly growing operations between Mutual and its recently acquired affiliate, Radio MIL, whose 39 stations cover all of the Republic of Mexico."

Prior to joining CBS in April 1941 as manager of that network's Latin American chief, Mr. de Castro was with the Dr. Richards Assn., and prior to that was in charge of production of The Mystery Chef radio series. He has been with BLUE sales since the first part of 1943.

New Series to Hawaii
CORN PRODUCTS Refining Co., New York, is promoting corn starch, oils and other products on two Hawaiian stations in a new series of announced transmissions started July 1. Agency is Gotham Ad., New York.

Hom. William S. Paley
Columbia Broadcasting System
New York, New York
Dear Bill:

Knowing your interest in programs, you might want to know what the boys at WCHS are doing these days. A short time ago S 11:15 a.m. Saturday's program has been taken over by the Government. We are putting on a half hour comedy called "Epaminondas," which has been written and will be done on a week by week basis from the City Hall Hotel at White Heather. The show is produced by Miss Winchell and even the engineering is done by the children. Naturally, having costs, but this cannot be seen if it comes to public service. Maybe you would like us to feed it to your whole network?

Yrs.

WCHS
Charleston, W. VA.

FCC Ruling Shocked Congress
Brown Tells NAB 7th District

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

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

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

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

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

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

Nathan Lord, manager of WAVE, Louisville, and district director, presided at the NAB meeting. Among the guests was Neville Miller, NAB president. Agreements for the meeting were made by Mr. Lord and James D. House, vice-president of the Crosley Corp.

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

NAB Appointees
NAB district directors in seven areas have named district public relations chairmen to cooperate with the NAB Public Relations Committee, according to Willard D. Egolf, assistant to Neville Miller, NAB president. Chairmen named are Edward E. Hill, WTAG, Woon- ter, District 1; Michael H. WIGY, Ithaca, 2; Vernon H. Prible, WTAM, Cleveland, 3; Clarence J. Ieich, WGBF-WEOD, Evans- ville, Ind., 8; Merle Jones, KMOV St. Louis, 10; Karl O. King, KTSF, Fl. Keys, 13; Harry Buckendahl, KALE, Portland, Ore., 17.

will conclude shortly, when she will have completed the reading of the "Secret Garden" by Frances Hodge- son Burnett. Because of the interest created by this experiment, WRC is planning renewal of the program following the summer vacation period.
Broadcasting a U.S. Bomber's Mission

Feldman Says Records Will Be Made Over Enemy Targets

By ARTHUR FELDMAN

NOT SO LONG AGO Michael Standing, director of outside broadcasts for BBC, and I went to the 8th Air Force Public Relations Headquarters in London. Our problem was simply this: Could BBC send mobile recording unit and crew to a U.S. Bomber Base to record phases of a bomber mission and also transmit it to the United States? We also intended to provide BBC as well as Empire listeners with the program. The idea was approved in principle, but there were many difficulties to be worked out.

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

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

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

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

Mr. Feldman

Waiting for Alert

Our alert came through early in the evening. The engineers ran their mike leads in the briefing room. We sat in the Intelligence Office "sweating it out"... waiting for confirmation. Around 2 a.m., Maj. McNaboe pointed to a pin stuck in the map of Germany. He turned to me and said quietly, "Briefing will be at 6 a.m., I'll have you awakened at ________ ."

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

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

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

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

The Pep Talk

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

Then we drove over to the control tower, and checked to find out which runway would be used for the takeoff. I took a position just off the runway itself at about the point where the ships would leave the ground. The ships were taxiing in from their dispersal locations. They gathered at the head of the runway almost a mile from us. We had a radio-equipped jeep...
Michigan regulates the length of its commercials.

"That reminds me—WFDF Flint, Michigan regulates the length of its commercials."

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

Canada Censor Policy

RADIO AND Press censorship in Canada for the fiscal year ended March 31, 1943, cost $100,645, according to a report of the National War Services Dept. tabled in the House of Commons at Ottawa. A new censorship directive has been issued, placing on stations the responsibility for keeping off the air any statements that might injure Canada's war effort. Col. O. M. Biggar, director of censorship, made the announcement at Ottawa July 16, placing Canadian radio stations in the same position as newspaper publishers.

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

The show went out with no censorship trouble 4:15 a.m. London time. Picture us in a small studio deep underground. The records were strewed around on a dozen turn-tables. There was no cue from New York. We started blind at 4:15 a.m. I kept thinking, "This is a gag; it's not 11:15 p.m. in New York—no one will suspect a few shortwave listeners... no one will hear it at all."

But I was wrong. A cable the following morning stated that over 100 Mutual stations had taken the show—and more important, they liked it. The program was heard the next day at 11:15 p.m. on BBC's Home Service, and was just as widely received. I guess that the story behind the story of a Bomber Raid by our boys. We were only pioneering in this field. More is to come, and more will be done. We are preparing for actual recording of planes themselves over the target...
Offer By Petrillo Rejected By Navy

Not Interested in Proposal To Make Recordings Free

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

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

Union's Answer

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

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

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

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

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

OWI Moves Forward With New Program Of Using Voluntary Control Centers

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

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

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

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

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

Mr. McCarrrens was in serious condition following an operation for the removal of the bullets from his abdomen, but last Friday the 74-year-old newspaperman was reported to be in condition. Reportedly rejected support by Mr. McCarrrens for his plans to establish a foreign picture newspaper in Cleveland, Mr. Kobrak left notes which showed that he had been planning the attempted murder and suicide for some time. The shooting occurred following an argument in Mr. McCarrrens' office. Mr. McCarrrens was twice president of the American Newspaper Publishers' Assn.

WPB RULE EFFECTS HELD EXAGGERATED

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

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

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

Introductory Broadcast

BULLFROGS AND MARINES

Carnation Contented Hour—NBC, August 2

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

RUSSIAN 'SPONSORS' RE-SCHEDULED

To Insure Delivery of LeSueur's CBS Newscasts

—In U. S., He Reveals in New Book

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

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

Of his first broadcast from Russia, Nov. 22, 1941, LeSueur writes that it was made at four o'clock in the morning. "Miss Burrows [the announcer] began the broadcast of Soviet war news to America and England with the traditional words: 'Workers of all lands, unite.' Then she announced to the world that my watch would be the 15 minutes to 4 o'clock. Mr. LeSueur will make his scheduled report at 10 minutes to 4, Kubyshev time. Calling CBS, New York. Calling America."

"Later I received cables from New York asking that I check on the correct time in Kubyshev, for it seemed that Miss Burrows' watch was invariably 30 seconds too fast or 30 seconds too slow . . ."

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

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

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

BROADCASTING • Broadcast Advertising

Kellogg's Gro-Pup Buys News on Blue

Gilbert Martyn Comments to Get Under Way on Aug. 9

CONTINUING its use of radio for various products [Broadcasting, July 5] Kellogg Co., Battle Creek, Mich., on Aug. 9 will become the first advertiser to promote its dog food promotional network when it starts five-weekly news by Gilbert Martyn on the complete BLUE network for Gro-Pup.

The series will be heard at 11:30 a.m. from New York with a live repeat at 1 p.m. for the 13 Pacific Coast BLUE stations. The second show will be handled by a second BLUE commentator and will originate in San Francisco to meet the news interests of listeners in that area.

Martyn Starts Aug. 16

Gilbert Martyn, Paramount news- reel commentator, will not start on the series until Aug. 16, the first week to be handled by Don Gardi- ner, BLUE staff announcer. Program will be the third daily program on the BLUE sponsored by Kellogg, the others being Breakfast at Sardis for Pep, Monday through Friday, 11:16-11:30 a.m., and Breakfast Club for various cereals, Monday through Thursday.

Kenyon & Eckhardt, New York, will handle Gro-Pup and Pep accounts, and J. Walter Thompson Co., New York, places advertising for the various other Kellogg cereals.

WCCO Contract Dispute

TEMPORARY agreement has been reached between the AFL International Brotherhood of Electrical Workers and WCCO, Minneapolis, and a strike noticed by the union on behalf of six announcers at WCCO has been set aside until Aug. 11. In dispute is a clause in the announcers' contracts favoring them, and also WCCO technicians, with technicians at the eight Columbia-owned stations. According to Mr. Jocelyn, WCCO general manager, WCCO has no authority to sign contracts involving other Columbia-owned stations.

Arbitration Ruling

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

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

No Penny Pinchers

Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of the good station.

WAIR

Winston-Salem, North Carolina

WGY-LAND'S "Favorite EARLY-MORNING PROGRAM"

WGY-Schenectady, N. Y. 50,000 WATTS WGY-1500

WGZ-ROCHESTER, N. Y. 5,000 WATT BLUE NETWORK

WSAY-ROCHESTER, N. Y. MUTUAL OUTLET

Third Largest Market in the Country's Greatest State

KXOK

ST. LOUIS, MISSOURI. 5,000 WATTS FULL TIME 650 KILOGLYCES

BLUE NETWORK

Represented by John BLAIR & Co.

July 26, 1943 • Page 63
WORLD WIDE GIVEN NEW SHORTWAVE CP
WORLD WIDE Broadcasting Corp., was last week granted a construction permit by the FCC for two new international shortwave transmitters at Scissotus, Mass. The transmitters are being built by World Wide at its own expense, but OWI will do the programming for these additions to Uncle Sam's arsenal of heavy weapons of the international airwaves.

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

Granted in conformity with the Commission's rules of Decem- ber 1942 governing operation of short- wave transmitters associated to the C- transmit- ment and programmed by OWI and CIAA, the new World Wide con- struction permit covers facilities for new FM transmitters on 8040, 9700, 15850, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WRUW on 9700, 15350, 17750.

NEW STATION HAS BEEN OPENED AT CORNER BROOK, NEWFOUNDLAND
A NEW STATION has been opened at Corner Brook, Newfoundland, first station in New- foundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

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

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

ARCHIE POOK has joined the en- gineering staff of CRI, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.

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

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

Granted in conformity with the Commission's rules of Decem- ber 1942 governing operation of short- wave transmitters associated to the C- transmit- ment and programmed by OWI and CIAA, the new World Wide con- struction permit covers facilities for new FM transmitters on 8040, 9700, 15850, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WRUW on 9700, 15350, 17750.

NEW STATION HAS BEEN OPENED AT CORNER BROOK, NEWFOUNDLAND
A NEW STATION has been opened at Corner Brook, Newfoundland, first station in New- foundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

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

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

ARCHIE POOK has joined the en- gineering staff of CRI, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.

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

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

Granted in conformity with the Commission's rules of Decem- ber 1942 governing operation of short- wave transmitters associated to the C- transmit- ment and programmed by OWI and CIAA, the new World Wide con- struction permit covers facilities for new FM transmitters on 8040, 9700, 15850, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WRUW on 9700, 15350, 17750.

NEW STATION HAS BEEN OPENED AT CORNER BROOK, NEWFOUNDLAND
A NEW STATION has been opened at Corner Brook, Newfoundland, first station in New- foundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

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

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

ARCHIE POOK has joined the en- gineering staff of CRI, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.

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

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

Granted in conformity with the Commission's rules of Decem- ber 1942 governing operation of short- wave transmitters associated to the C- transmit- ment and programmed by OWI and CIAA, the new World Wide con- struction permit covers facilities for new FM transmitters on 8040, 9700, 15850, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WRUW on 9700, 15350, 17750.

NEW STATION HAS BEEN OPENED AT CORNER BROOK, NEWFOUNDLAND
A NEW STATION has been opened at Corner Brook, Newfoundland, first station in New- foundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

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

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

ARCHIE POOK has joined the en- gineering staff of CRI, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.

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

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

Granted in conformity with the Commission's rules of Decem- ber 1942 governing operation of short- wave transmitters associated to the C- transmit- ment and programmed by OWI and CIAA, the new World Wide con- struction permit covers facilities for new FM transmitters on 8040, 9700, 15850, 17750, 21460 kc. The new units, call letters of which have not yet been assigned, will share time with WRUL on 6040, 15550, 17750 and with WRUW on 9700, 15350, 17750.

NEW STATION HAS BEEN OPENED AT CORNER BROOK, NEWFOUNDLAND
A NEW STATION has been opened at Corner Brook, Newfoundland, first station in New- foundland outside St. John's, the capital city. Call letters are VOWN and frequency is 850 kc. Corner Brook is a pulp and paper town.

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

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

ARCHIE POOK has joined the en- gineering staff of CRI, Vancouver, coming from the Toronto Studios operational staff of the Canadian Broadcasting Corp.
Situation Wanted. 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for hyphenated words one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

5 kw. Station—Key outlet for regional net wants accountant who knows taxes to take job of complete routine, 24 hr. salary of $50,000, background first-class. In. confidential. Box 976, BROADCASTING.

Announcer—To hand’s news broadcast and work board. Good starting salary. Steady employment; non-defense area. Living accommodations can be arranged. 4F or Married. WSB, Rutland, Vermont.

Salesman—Excellent opportunity for experienced time salesman in strong industrial town surrounded by high agricultural area, has reply state experience, and draft status. KBIZ, Ottumwa, Iowa.

6 kw. Basic Network Station—In metropolitan Midwest market wants experienced hour and halfwatt primary time, minimum conditions ideal. Good salary. Send full details. Box 869, BROADCASTING.

OPERATOR—First or second class. Draft exempt. At station to handle morning and evening living area operating with B. Betty of your choice. Air mail reference, ok, draft status, salary expectations. KTPI, Twin Falls, Idaho.

SPORTS ANNOUNCER—Play-by-play of football and basketball, also straight commercial. Live of west coast, use usually strong spots schedule. Give age, experience, and salary desired. No box. WBIQ, Ottumwa, Iowa.

Draft Deferred—Licensed first, second, or third class operators, Rocky Mount, N. Carolina. Box 863, BROADCASTING.

Wanted at Over-15 Watt-—Excellent ears talents. Draft exempt. Tell all first class, minimum including minimum salary. WSMJ, Decatur, Alabama.

Midwest News—Good announcer who knows football and basketball. This is not a duration job but a good home with a growing family will be preferred. Send information application to itself Box 877, BROADCASTING.

Transmitter Engineers—Several vacancies exist for plants of different types with first class license. Permanent career positions with $60,000+ an year. E-mail reply for opportunity for right men. Applications held in confidence. Will either first or second class letter to Box 879, BROADCASTING.

Announcer—Permanent position with 5 kw. regional network station for draft deferred, experienced men. Box 881, BROADCASTING.

ANNOUNCER—With some experience, must have at least third class license. Full complete details first letter, including full radio experience. Radio Station WMGC, Brunswick, Georgia.

SALESMAN—Interested only in local account men with recent experience, seeking permanent affiliation. No high pressure. Excellent opportunity in 380,000 market. Hand’s established local account list. Straight salaries, no back-end, wage salary needed, availability, references. Write W. J. N. D. Gary, Indiana.

250 Watt Network All-Star—Dollar excellent volume in leading Midwest city has opening for capable executive for our manager and program director positions. Please state experience reference. Box 883, BROADCASTING.

Situations Wanted

Announcer-Producer—50, excellent theatrical background and radio acting experience. Desires connection with small station, central or for southeast stations. Best of references. Box 872, BROADCASTING.

Open Research Firm

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

Revlon Show on Blue

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

WANTED WOMAN WRITER

Radio Commercials—By leading southern A.A.A.A. agency—experience in recording in radio copy. To write commercials for show chains, local and participating programs and spots on popular products. No script writing necessary. Not a "duration" job, but a permanent one. Liberal salary and bonuses. Write fully, enclosing samples of work, Box 888, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY, 150 W. 42nd St., New York, N. Y.

WANTED

WOMAN WRITER

Radio Commercials

BY LEADING SOUTHERN A.A.A.A. AGENCY—EXPERIENCE IN RECORDING IN RADIO COPY. TO WRITE COMMERCIALS FOR SHOW CHAINS, LOCAL AND PARTICIPATING PROGRAMS AND SPOTS ON POPULAR PRODUCTS. NO SCRIP ST WRITING NECESSARY. NOT A "DURATION" JOB, BUT A PERMANENT ONE. LIBERAL SALARY AND BonUSES. WRITE FULLY, ENCLISING SAMPLES OF WORK.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY, 150 W. 42nd St., New York, N. Y.

WANTED WOMAN WRITER

Radio Commercials—By leading southern A.A.A.A. agency—experience in recording in radio copy. To write commercials for show chains, local and participating programs and spots on popular products. No script writing necessary. Not a "duration" job, but a permanent one. Liberal salary and bonuses. Write fully, enclosing samples of work, Box 888, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY, 150 W. 42nd St., New York, N. Y.

WANTED WOMAN WRITER

Radio Commercials—By leading southern A.A.A.A. agency—experience in recording in radio copy. To write commercials for show chains, local and participating programs and spots on popular products. No script writing necessary. Not a "duration" job, but a permanent one. Liberal salary and bonuses. Write fully, enclosing samples of work, Box 888, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY, 150 W. 42nd St., New York, N. Y.

WANTED WOMAN WRITER

Radio Commercials—By leading southern A.A.A.A. agency—experience in recording in radio copy. To write commercials for show chains, local and participating programs and spots on popular products. No script writing necessary. Not a "duration" job, but a permanent one. Liberal salary and bonuses. Write fully, enclosing samples of work, Box 888, BROADCASTING.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY, 150 W. 42nd St., New York, N. Y.
Hope for Farm Battery Output
To Meet Needs Seen by WPB

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

EFFORTS to enable farm battery manufacturers to maintain capacity operations in order to satisfy current requirements of rural radio set owners are being made by the War Production Board, Broadcasting Network leaders believe.

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

A communication submitted by the OWM Wednesday to Neville Miller, president of the NAB, expressed the hope that increased use of radio batteries and curtailment of gasoline as contributing to increased use of radios.

“There are no less than 3,200,000 farmers,” he concluded, “who depend on dry batteries for their radios and we believe it of prime importance to provide them with the same.”

“The total present capacity of the industry, we can provide about 1/4 of batteries a year, if materials are made available for this production.”

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

FTC Opens Testimony
In Lorillard Proceeding

OLD GOLD cigarettes, product of the P. Lorillard Co., together with Sensations and Beech-Nuts, and Friends smoking tobacco, began presentation of testimony before the FTC in New York last week in a hearing on FTC charges of misrepresentation in their advertising. [Broadcasting, March 8].

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

The Camel hearing set for April 20 in Washington followed most of the same procedure with the introduction of evidence and was postponed indefinitely at the end of the first day because of a case in New Jersey which was heard in the presence of R. J. Reynolds Co. officials. No date has yet been set for resumption of the Camel hearings. [Broadcasting, April 12].

FMBI Board Meeting

FMBI board meeting is to be held in Milwaukee Aug. 3, at Radio City. The meeting is open to the membership of FM Broadcasters and Maj. Edwin H. Armstrong has indicated that he will attend.

RADIO JOB RULE
RELAXED IN N. Y.

NEW YORK City Area War Manpower Committee has issued a formal ruling that will further permit radio announcers, sound effects men, actors, musicians, singers, producers, directors and engineers may now employ new employment without securing statements of availability. Ruling ratifies the decision on a more recent meeting between Lillian L. Poses, regional attorney for the War Manpower Commission, and representatives of most stations in the New York City area. [Broadcasting, June 21].

The ruling modifies general provisions of the New York City Area Stabilization Plan requiring statements for any changes of employment for individuals employed in essential industries, such as broadcasting, which it was felt would undue hardships for the classes of employees named above, since they include many freelance workers and part-time employees who may be full-time employees in the same employment.

Original restrictions, however, continue to apply to time salesmen, promotion men, clerical and other workers on other stations. The network employment except those specifically listed in the new ruling.

Lillian Poses, attorney for the War Manpower Commission, stated in a brief statement that the ruling applies to all employees of the type listed, regardless of their actual status or freelance status.

OPA Sets Ceilings

NEW methods by which maximum prices are determined on radios and phonographs assembled by retailers and distributors have been established by the Office of Price Administration effective July 26. Embodied in Maximum Price Regulation No. 430, the action provides for greater control over ceilings by a series of regional officers and dealers and distributors who in the past have been called upon to make adjustments in prices.

The new regulations are OPA's first set of rules designed to control prices to the public more uniform in and for many instances lower than levels prior to the war.

RCA Radar Booklet

REVEALING some of the mysteries of “radar” in a booklet, RCA provides a great war production promotion for this “wartime miracle of radio” and pays tribute to the research scientists and radio engineers who played an important part in the development of radar.

The booklet, “Radar-Wartime Miracle of Radio,” cites several historical instances in the present conflict when radar has played a critically important role and traces the trail of radio magic that precedes and leads up to this recent development.

AGNES ALEXANDER, former secretary to the CRS sales service manager, who handled the promotion of the division, has been promoted to assistant sales service manager of that division of the network associated with WBBM, Chicago, for 13 years.
SPEAKING OF ETCHINGS

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

KMBC

OF KANSAS CITY

Free & Peters, Inc.

SINCE 1928—THE BASIC CBS STATION SERVING MISSOURI AND KANSAS
IS THIS YOUR IDEA OF CHICKEN?

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

In Oklahoma City alone, for instance, quoting May-June Hooperatings, 47.4% of the morning audience, 58.3% of the afternoon audience, and 56.5% of the evening audience belongs to WKY. That's white meat! Oklahoma City's three other stations serve what's left over.
  WKY delivers useful, profitable coverage in Oklahoma . . . coverage of actual listeners . . . in bigger portions, morning, afternoon, and evening than any other Oklahoma City station.

WKY
OKLAHOMA CITY

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