The Arizona Network intensively covers most of Arizona—the part where 99% of all the state's retail dollars are spent... where 95% of the people live... and where 98% of the radio homes are!
The Arizona Network market is a big market... and a rich market! More than half a million people! In 1942 an effective buying income of $335,524,000! Retail sales of $193,148,000!

The new Arizona Network Coverage Map gives you all the facts and figures, primary and secondary, based on field strength measurements. If you haven't received your copy, write for one... or ask any John Blair man.
There are two markets in Oklahoma. The richer, No. 1 market, centers around Tulsa. This compact market, called the Tulsa Magic Empire, embracing approximately one third of the state's area, has nearly half of the state's wealth and effective buying income.

Oklahoma's 50,000 Watt Station, KVOO, blankets this market—plus covering rich counties in Kansas, Missouri, and Arkansas. If you choose only one market and one station in Oklahoma, The Tulsa Magic Empire and KVOO is the No. 1 combination for the most effective results.

50,000 Watts—Day and Night—1170 Kilocycles—NBC Red
Edward Petry & Co., National Representatives
When people find a product or radio station they can consistently depend on they ask for it by name. That's why families in 10,000,000 homes say "Turn on WSM." WSM is always conscious of the likes and dislikes of its wide and growing audience. Through results obtained from surveys, polls and fan mail, WSM knows the type of entertainment its listeners prefer. And WSM makes it a point to furnish just that kind of entertainment. A very good reason why more and more people simply say "Turn on WSM."

HARRY L. STONE, Gen'l Mgr., NASHVILLE, TENNESSEE  •  NBC AFFILIATE

TURN ON WSM DEAR

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.
America's Rice Granary
— AROUND CROWLEY, LOUISIANA —

IS IN WWL-LAND

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

$15,000,000—that's the value of an average Louisiana rice crop! And Crowley, prosperous capital of Louisiana's rice-land, represents still another Deep South market, completely covered by WWL. NOT JUST EVERY RADIO in New Orleans, or Louisiana, but every radio in the Deep South can bring home a WWL sales message! For hundreds of miles, no other station is even half as powerful!

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
no station on the Blue

Network is equipped to do a better job of merchandising than WSAZ...1000 on 930

Huntington, West Virginia

WSAZ IS REPRESENTED BY THE BRANHAM COMPANY
NO, we’re not stooges for the Albuquerque Chamber of Commerce, but there certainly must be something about that climate! Take Merle Tucker, for instance. A few years ago Merle was an office boy, and so skinny that he could have drowned in the ink wells. Then he moved to you-know-where. Today Merle is Assistant Manager of a 50,000-watt station, and majestically upholstered. See what we mean about that climate?! Seriously—climate does have an effect on success in radio. Or put it this way—that climate does affect people—that people in different climates, being themselves different, do have slightly different tastes—that nation-wide radio programs therefore vary in their popularity and effectiveness—that spot broadcasting which takes cognizance of sectional audiences is therefore usually more efficient than nation-wide programs. . . .

You don’t have to take our word for that. (Compare some Hooper ratings, where everything except climate is comparable.) But you can take our word about which stations are the best spot-broadcasting bets in the markets we serve. Because that’s the way we have earned the right to the confidence of the world’s largest spot-broadcasters, here in this pioneer group of radio-station representatives.
Blue Sale Provisions Submitted to FCC

Company Formed For 8 Million Transfer

AMERICAN Broadcasting System Inc., solely owned by Edward J. Noble, industrialist and broadcaster, will become the entity operating the BLUE Network upon FCC approval of the $8,000,000 transaction for transfer of the network by RCA to the Noble interests.

Formal detailed applications for transfer filed with the FCC late last Wednesday revealed the identity of the new corporate entity formed by Mr. Noble and to which he assigned his contract for purchase of the BLUE, subject to FCC approval. The contract with RCA, although dated July 30, carries an Aug. 2 amendment specifying that the transaction becomes void if it is not accorded FCC approval by Nov. 1.

Name Not Selected

Whether the BLUE, upon its transfer, will be changed in name to “American Broadcasting Sys- tem” has not yet been decided. Mr. Noble advised BROADCASTING last Thursday. He said it may become simply a holding company. The going-concern value of the BLUE Network’s name, of course, would be taken into account. (In the early 1930’s there was an American Broadcasting Co. which operated a regional network keyed by WMCA. It was dissolved, however.)

The transfer papers pending before the FCC disclosed that Mr. Noble has agreed to buy for $4,000,000 400,000 of the 600,000 authorized shares of common stock of American Broadcasting System, which was incorporated only last March in Delaware. The remaining 200,000 shares are in reserve. The additional $4,000,000 of the $8,000,000 purchase price, it was shown in agreements filed with the Commission, will be borrowed by ABS from three national banks in New York on a four-year term loan at 2% interest per annum. This money, however, will not be delivered until the FCC formally certifies its approval of the sales transaction.

No word was forthcoming from the FCC as to when it would act upon the transaction or whether a hearing would be scheduled. The Commission’s law, accounting and engineering staffs will review the applications of both transferor and transferee before the matter comes to the Commission’s attention. The sheaf of documents is an inch-and-a-half thick.

FCC May Call Hearing

It was evident that the FCC would require additional information on Mr. Noble’s future plans and on the financing project as outlined. In answer to the question in the application (No. 19, part 3) on full information regarding financing, the ABS application stated “transferee has attempted to make a full disclosure on material facts. If any further information is necessary it will be supplied promptly upon request.”

The fact that 100,000 shares of stock (with a par value of $100,000) remain in the ABS treasury probably will require further explanation, it was thought. Prior to consummation of the transaction July 30, the name of James H. McGraw, Jr., Chairman of the McGraw-Hill Publishing Company was mentioned as a partner in the venture with Mr. Noble. Presumably the Commission will want to learn whether it is Mr. Noble’s intention to dispose of the stock to Mr. McGraw or to other interests. Mr. McGraw’s association with a publishing house would have some significance, it was brought out, in the light of the FCC’s newspaper-divorce proceedings, which are sufficiently broad to cover any printing or publishing ventures.

It would not surprise industry observers to see the FCC call a hearing on the transfer, simply to make as complete a record as possible. The interest generated, it was pointed out, augured such a proceeding.

Because the transaction breaks new ground—no national network ever has been sold before—it was thought in some quarters the FCC would be disposed to exercise extreme caution. Actually, however, the Commission will only approve the transfers of the three stations owned by the BLUE—WJZ New York, WENR Chicago and KGO San Francisco. The $8,000,000 figure covers the entire network sale, including these three stations.

Since networks are not licensed, the FCC has before it the matter of determining whether the public interest will be served by the assignment of the licenses of the three stations to the Noble corporation. It necessarily will take judicial notice of the fact that an entire network with some 160 affiliates is involved.

No Technical Problems

A condition precedent to the FCC’s consideration, again not required by law but in consonance with current FCC policy, is the disposition by Mr. Noble of WMCA, New York, which he owns outright.

The applications filed with the FCC contain no statement regarding this matter, but Mr. Noble told BROADCASTING he promptly would file a supplementary letter advising the Commission of his intention to dispose of WMCA as soon as a suitable purchaser could be found.

Mr. Noble said the number of bidders for WMCA totals in excess of two dozen but that the list has been boiled down to three or four who appear to be best qualified as operators and who are willing to deal on a cash basis. He placed no ceiling figure on the station, though it was understood that bids range up to about $1,250,000.

Mr. Noble, in 1941, bought the station from Donald Flamm for what amounted to $940,000 (including accounts receivable) and since then has placed about $100,000 in working capital in the station, aside from certain improvements.Observers thought the $1,250,000 figure might well be met.

Pending review of the voluminous applications by the FCC staff, there was no clear thought about a hearing on transfer of the BLUE. It is doubted whether anything further will be heard in the matter at this time.

(Continued on page 45)
FCC Adopts Plan to Relax Local Ban

Use of Idle Equipment Provides Basis of New Action

APPROVING practically without modification the recommendation of its Committee on Critical Radio Materials, the FCC last Wednesday relaxed its construction "freeze order" to permit licensing of new 100-250 watt stations under certain prescribed conditions. The action also covers increases in power of present stations to 250 watts through use of idle equipment not desired by the military.

The Commission's action, which confirmed the report published in Broadcasting (Aug. 9) issue set forth the conditions under which applications would be entertained for new stations or for increases in power. The report was drafted by Commissioners T. A. M. Craven, chairman, and C. J. Durr, after more than a year of study.

When applications for local stations or for modifications have been dismissed without prejudice under the freeze order of April 27, 1942, the Commission said these may be reinstated for consideration under the new provisions upon petition filed within 30 days of Aug. 10.

WPB Action

The Commission stated it had been informed by the War Production Board that building construction requiring a clearance may be obtained only when WPB is satisfied that a "direct contribution toward winning the war is clearly indicated." In connection it was indicated that WPB in granting such permission would consider only cases where equipment was on hand at the time of publication of the report. An official of WPB said WPB probably would be disposed to consider the date of publication as the time when the original story appeared in Broadcasting (Aug. 9), since the unofficial story was so accurate that WPB probably would not quibble over technicalities of when it was released.

Following is the full text of the FCC's public notice:

Upon consideration of a report and recommendations of its Committee on Critical Radio Materials, the Commission, on Aug. 10, 1942, determined that under certain stated conditions it would be in the public interest to grant applications for permits involving the use of idle equipment to increase power of 100-watt local-channel stations, noted below, to 250 watts and for construction of new 100-watt or 250-watt local-channel stations.

Applications for permits to construct new 100-watt and 250-watt local-channel standard broadcast stations in cities or towns where no station is located at present and not located in metropolitan areas ready served by radio stations, and upon application for new local-channel stations to 250 watts may be granted upon a satisfactory showing that:

1. All required materials, except vacuum tubes, may be obtained within 30 days of the date of application.
2. Such applications involve no infringement of the Commission's Rules and Regulations.
3. Such applications tend toward a fair, equitable and substantial allocation of radio service, are consistent with sound allocation principles, offer substantial improvement in standard broadcast service, and
4. Such applications are otherwise in the public interest.

Applications for local channel stations or changes in such stations which have been dismissed without prejudice pursuant to the policy announced in a letter dated July 27, 1942, from WPB, are subject to increase power of 100-watt local-channel stations.

NAB Legislative Committee Meeting To Consider Plans for New Radio Act

WITH Neville Miller entrenched as president of the NAB at least until the expiration of his contract next July, the NAB Legislative Committee met on Tuesday evening (Aug. 17) to work out a modus operandi in legislation in light of the return of Congress Sept. 14 following its summer recess.

Meeting at the call of Mr. Miller, the committee will consider recommendations for retention of legislative counsel by the NAB and possibly other staff employees, with a view to the formation of a trade association to perform a peak legislative job. Pendency in both Houses of Congress of legislation to rewrite the Communications Act, notably in the light of the so-called Frankfurter opinion of the Supreme Court in the Network cases, in the opinion of Legislative Committee and board members, requires speedy action.

Would Retain Locks Firm

Efforts to retain the law firm of Philip G. Locks, Washington radio attorney and former managing director of the NAB, have been made, it is understood. It is expected the Legislative Committee, comprising 10 board members, will consider recommendations of President Miller for firm representation added many power for the legislative and legal task. The post of NAB counsel has been vacant since the departure two months ago of Russell F. Place, who joined the war effort with the Office of Strategic Services. The thought, however, it is understood, is to retain a law firm, rather than an individual lawyer, to act as counsel on these matters. The meeting is the first of the Legislative Committee since the NAB Board Meeting in Chicago last March. Mr. Miller was appointed head of the Institute for consideration in the light of the new circumstances upon submission of a bill within 30 days of this date showing (1) that such application is in conformity with the foregoing enumerated conditions; and (2) any and all changes with respect to facts and circumstances as represented in the original application.

The Committee is informed by the War Production Board that building construction requires a clearance only when the WPB agency is satisfied that a direct contribution toward winning the war is clearly indicated.

GREETINGS are exchanged by David Sarnoff (left), chairman of the board of NBC, with C. E. Wilson (right), president of General Motors, 75 years to the minute of the first broadcast of the NBC Symphony Orchestra under General Motors sponsorship on Sunday, Aug, 1. Frank B. Fentress, conductor of the premiere and the entire Summer series looks on. Arturo Toscanini and Leopold Stokowski will share the 24-week winter season beginning Oct. 31. Agency is Arthur Kudner Inc., N. Y.

Navy Supply Discs Sponsored on 83 Commercials for Uniforms

NAVAL UNIFORM SERVICE, in charge of manufacturing of all insignia for uniform wear of the Navy, is supplying retailers with a series of recorded programs for placement on local stations throughout the country. Titled Fighting Heroes of the United States Navy, the series consists of 14 quarter-hour dramatic sketches of great moments in the careers of such naval heroes as John Paul Jones, and David Farragut.

Through local Naval Uniform Service agencies in 83 cities, merchant retailers have banded together to purchase time on as many stations as the series. The shows includes records for national uniforms. Stories in each city insert live announcements of their own. Program spots are broadcast on NAB stations between 5:45 p.m., and at varying times of the afternoon on the 83 stations which carry it on a sponsored basis.

It is supplied gratis to stations in cities having no Naval Uniform Service agency, and is heard sustaining on these outlets. Approximately 300 stations in this category had indicated their intention of carrying the programs by the middle of last week.

Primary purpose of the program is to tell the story of "the great traditions of the U. S. Navy," and its important services all over the world. Authenticity of its material has been approved by Rear Admiral W. B. Young and other naval officials. The Navy Department will advise all Naval radio installations and any of the local broadcast.

Written by Stanley Wolfe, the series was originated, produced and directed by Bernard Zisser, until recently in charge of the NBC radio division, where he served as creator and producer of The Victory Front on CBS and Victory Volunteers on NBC.

Agency handling the program for Naval Uniform Service is Hirshon-Garfield Inc., New York.

Thom McAn Spots

MELVILLE SHOE Corp., New York, is conducting a spot campaign on a total of 10 stations in the New York market, which started this Summer, consists of quarter-hour programs aired from three to five times weekly. Agency is Nett-Rogow, New York.

Ellery Queen at Top

THE Ellery Queen program places first in the Spot Meters Top 10" feature, received a rating of C. E. Hooper Inc. Kay Kyser ranks second, followed by Quiz Kids.

The Group's Top 10 list reads as follows: Walter Winchell, Durante-Moore-Cugat, Screen Guild Players, One Man's Family, Point Seven, Mr. District Attorney, and Mr. & Mrs. North.

Page 8 August 16, 1943 Broadcst Advertising • Broadcast Advertising
Wants a Half-Hour Less During Morning

FIRST FORMAL request from a nationwide network for modification of the FCC's network regulations since they became effective June 15 was filed with the Commission last week by NBC and a majority of its affiliated stations. The petition, signed by Niles Trammell, NBC president, and representatives of broadcasters representing 86 of its affiliated stations, asked for modification of Rule 3.104 to allow the network, under specified conditions, to issue an additional hour of option time in the evening period. Should a station not option the full three hours permissible in the 8 a.m.-1 p.m. segment, NBC asked that it be permitted in addition to the three hours in the 6 p.m.-11 p.m. segment, also to option another half-hour in that segment for network programs.

The petition would total option time in the night segment of not more than three hours on any week day or four hours on a Sunday.

Fewer Option Hours

NBC brought out that the total daily time under option for network programs would not exceed that now authorized under the regulations but actually would result in a smaller amount of total hours being optioned.

The FCC Law Dept. took the petition under advisement with prospects of action within a fortnight. The petition was worthy but was not filed with the FCC until Aug. 9, presumably because of the delay in procuring signatures of affiliated stations.

Last June, just prior to the effective date of the regulations, the FCC informally denied a petition of Don Lee Broadcasting System on the West Coast for modification of the regulations to relieve the burden upon regional networks [Broadcasting, June 28]. There was no formal opinion in that instance, with the denial based upon the Law Dept.'s conclusions that no justification existed for the exceptions sought, relating primarily to option time notice. Affiliated stations of NBC which were signatories to the petition as filed Aug. 9 were:

KANS KFAM KFYR KGBX KGNX KHCX KIRO KILO KITL KLOO KTRK KTPW KUSK WBBR WHMS WHAT WBBX WBBK WBWL WBBR WBCB WBAN WCRS XINR WWAM WAGR WDEL WEBG WMFG WMLB WAKU WKKU WFBG WFLD WFRG WFGW WGY WHAM WHS WHF WHI WKQK WIBK WIBB WIBC WQAG WJXJ WSBH WKBW WFBT WBCS WMIC WMDK WOKC WOPI WZFT WPRA WRAI WSAM WSAF WFAA WMW WMWB WSOC WSWR WTAR WYTV WZOC.

Pertinent portions of the petition were:

"Modify Rule 3.104 by inserting between the second and third sentences: "In the event a station does not option the full three hours permissible under this regulation in the 8 a.m.-1 p.m. segment of the broadcast day, it may, in addition to optioning three hours in the 6 p.m.-11 p.m. segment, also option in that segment for network programs one-half of the difference between three hours and the total hours optionable in the 6 p.m.-11 p.m. segment; provided, however, the total time optioned by a station in the 6 p.m. to 11 p.m. segment shall not exceed three and one-half hours on any weekday or four hours on a Sunday."

Program Structure

NBC cited as reasons for the request:

1. Program structure of the nation's network has developed in such a manner that the more important network programs are in the evening segment of the broadcast day. The program policies and the broadcasting interests of the affiliated stations as well as of the network organizations are based upon that structure. Because of this fact, NBC, for many years, has had understood the broadcasting interest of the affiliated stations in the Eastern and Central time zones the following evening (NYC time): Weekdays: 7-7:30 p.m. and 8-11 p.m. Sundays: 7-11 p.m.

2. To limit the networks to three hours of option time in the evening segment of the broadcast day will disrupt the national program assignments that will correspond to the benefit to the local service.

3. If the requested modification in Regulation 3.104 is made by the Commission, petitioners plan to arrange for non-exclusive options to NBC on not more than two hours in each weekday morning segment of the broadcast day and no options in the Sunday morning segment. In lieu thereof, petitioners will arrange for an additional half-hour in each weekday evening segment and an additional half-hour in the Sunday evening segment.

4. The proposed modification will not result in any greater amount of daily time being under option for network programs than is now permissible, but the contrary, will result in a smaller amount of total hours being optioned.

5. Your petitioners believe that the public interest, convenience and necessity will be promoted by the requested change.

FELTIS TO MANAGE NEBRASKA STATIONS

HUGH FELTIS, of Omaha, formerly sales manager of KFAB KFOR KOIL and manager of KOIL, has been appointed general manager of all three Nebraska stations, according to announcement last week. He succeeds J. Judson Woods of Lincoln, who resigned to take a position with Sales Features Corp. of San Francisco.

Mr. Feltis, who had been with the stations since 1933, and had been Lincoln manager until early this year, came to the Central States System in April 1943 from the Blue station relations office in New York, where he had been for 15 months. Before that he was commercial manager of KOMO-KJR Seattle for seven years. He started as a salesmen for KOSO Bellingham, Wash., in 1929, and became acting manager for KXRO Aberdeen and manager of KFPR Chester, Wash., later moving to KFPR Great Falls and KIDO Boise.

New Moves in Congress Seen To End Petullo's Disc Strike

NEW TALK of Congressional action this fall to end the year-old Petullo-invoked recording ban developed last week coincident with the postponement of the scheduled War Labor Board panel inquiry into the strike from Aug. 16 until some time next month.

Rep. Joseph C. Baldwin (R.-N.Y.) announced last Thursday he would introduce a discharge petition to have the strike and ban passed which would put recordings within the purview of the copyright laws—a move fostered by James C. Petullo, AFM president, and others in the recording field. This would mean that the performer would be entitled to royalties when his recordings are broadcast or otherwise publicly performed. Vigorously opposed by the broadcasting industry, such legislation might sound the death knell of many small stations entirely dependent upon recordings.

The scheduled Aug. 16 hearing before the WLB tripartite panel was postponed last week when Joseph A. Padway, AFM general counsel, asked for the delay because of his illness. Tentatively Sept. 6 (Labor Day) was set for the proceeding, but it now appears indicated that an earlier date might be established.

The three members of the panel are Arthur Meyer, of New York, public member; Henry S. Woodbridge, industry member; and Max Zaritsky, labor member [Broadcasting, August 2, 9].

Mr. Baldwin conferred with representatives of both sides, to procure factual data involved in the recording strike. It was indicated that a preliminary hearing might be held on Sept. 3 but that a definite date would be set this week. The panel can recommend to WLB that the musicians be ordered back to work at any time during the proceedings.

Rep. Clark said that he would endorse the bill (HR-1570) introduced last January by Rep. Hugh D. Scott, Jr. (R.-Pa.) which would make recordings subject to the copyright laws. It would give any recording on a disc, film, tape, wire, record or other device or instrumentalty the same protection of copyright accorded authors and composers.

Mr. Baldwin, who expressed concern over the loss of revenue to symphony orchestras because of the ban as well as the lack of popular recordings, said he would press for simultaneous action in both the House and Senate when Congress reconvenes. The Scott bill has been pending before the House Committee on Patents since it was introduced. Mr. Baldwin commented that the private purchasers of recordings will not be affected by the proposed legislation since royalty unions would apply only to commercially used recordings and jukeboxes.

BACK IN MINNEAPOLIS recently for the fourth annual reception and dinner for Minnesota mayors an event he sponsored four years ago when general manager of WCCO was in Minneapolis (right), in charge of CBS in Washington. Host this year was A. E. Josephy (left), present manager of WCCO, center L. Klitz, mayor of Minneapolis.
License Threats Used to Force Discharges

TESTIMONY that an OWI official and an FCC attorney had conspired to utilize the Commission’s licensing power as a means of forcing station managers to remove from the air persons suspected of Fascists sympathies, without regard for either the lack of proof of such suspicions or the lack of legality of such procedure, was the high-

light of last week’s hearings of the House Select Committee investigating the FCC.

Robert K. Richards, assistant to J. H. Ryan, broadcasting chief of the Office of Censorship, testified to an agreement between Lee Falk, in charge of foreign language radio for the OWI, and Sidney Spear, FCC attorney, whereby Mr. Falk would ask for the discharge of suspected persons and Mr. Spear would hold up the issuance of station licenses until the stations had complied with Mr. Falk’s request.

WOV Sale Involved

Details of the proposed sale of WOV, New York, by Arde Bulova to the Meister brothers, and of the alleged refusal of the FCC to approve the transfer of license because of a newspaper attack on Arde Bulova as a disloyal advertising man who would have become manager of the station under the new ownership, occupied much of the week’s proceedings, which were curtailed by illness of Eugene L. Garey, counsel for the Committee.

The week was also marked by a series of arguments between Mr. Garey and FCC counsel Charles R. Denny, who on several occasions demanded an immediate opportunity to answer Mr. Garey’s charges. In each instance counsel of the subcommittee in charge of this section of the hearings, denied Mr. Denny’s plea, ordering him to wait until he was called by Mr. Garey, who is in charge of the order of the presentation of evidence before the Committee.

Most spirited exchange occurred when Mr. Garey accused Nathan David, assistant to Mr. Denny, of instructing a future witness in the testimony he is to present to the Committee, a charge that evoked an immediate and vigorous protest from both Mr. Denny and Mr. David. Unable to answer before the Committee, the FCC held a press conference following the day’s ses-

sion to clear the allegations, at which the accusation was vehemently denied.

FCC counsel also utilized press releases to present his arguments to the public. Following Mr. Garey’s explanation that the hearings were like a jigsaw puzzle which had no apparent isolated facts that will eventually fit together to give a complete picture, the Commission released a quote by FCC Chairman James Lawrence Fly’s report: “Actually, with the committee counsel parading isolated bits of testimony to make sensational headlines, he is making the investigation more like the old shell game.”

Mr. Garey indicated that the New York phase of the investiga-

tion probably would continue through the week of Aug. 26. He has expressed the hope that the foreign language phase would be cleared up during the Aug. 16 week. Then the committee plans to cover the WMCA station situation whereby Edward J. Noble, contractor purchaser of the BLUE Network, acquired the station in 1941 for $940,000 (including accounts receivable) which precipitated considerable controversy.

Mr. Flamm, who sold the station to Mr. Noble and is a bidder for its reauction, is expected to join Garey in a witness call, along with a number of his former associates in the station and with representatives of the purchaser, probably including Mr. Noble.

Possible Delay

It is unlikely that the Washington phase of the proceedings will be resumed in the immediate future. When the Commission of the OWI, in the last week wired Rep. Louis E. Miller (D-Mo.) asking him if he could return to Washington to preside, Mr. Miller said, ‘I was advised Judge Cox he would be in Wash-

ington from Aug. 25 to Aug. 30 and available for the assignment. No decision has been reached re-

garding the resumption of hear-

ings, however. If the hearings are undertaken Aug. 25 or thereabouts, it is expected they will cover matt-

ers incident to draft deferments of FCC employees. Fred L. Walker, assistant counsel of the Committee, would handle the ex-

amination during Mr. Garey’s ab-

sence in New York.

Like a Puzzle

When the second week of the New York hearings got under way last Tuesday morning, Chairman Cox of the House Select Commit-

tee investigating the FCC had joined Reps. Hart (D-N.J.) and Wigglesworth (R-Mass.), on the dais. Rep. Hart continued to pre-

side, instructing the subcommittee in charge of this part of the hearings.

Committee Counsel Garey began by reading a statement “of the purpose for which certain testimony has been and will be offered.” Likeing this phase of the investi-

gation to the working of a jigsaw puzzle, he said that each piece of testimony must be inserted sepa-

rately into its proper place, but that all the pieces must be in place before the picture can be seen.

“From the record thus far,” he said, “it appears that, in one for-

eign language broadcasting station in New York City, the program director, the announcer, the script writer, the censor and the monitor of the Italian language programs are all aliens or persons owing their positions to the OWI with the approval of the FCC.”

Explaining that this situation is not peculiar to this single station or city, but prevails generally in foreign language stations throughout the country, Mr. Garey recited these apparently unrelated facts from which the picture must be built as to OWI, aliens and the men and the material. It had the proper dye to color the news. It (Continued on page 49)

Publication Display Further Interest

As Cox Hits Foreign Tongue Activity

SHARP REVIVAL of editorial page interest in the House Select Committee investigation of the FCC continued in recent days, with searchers distributing both for and against the FCC in metropolitan newspapers and magazines of national circulation.

As against biting criticism of the Commission and its Chairman, James Lawrence Fly, appearing in Collier’s (Aug. 14 issue) the New York Sun (Aug. 11) and the Wall Street Journal (Aug. 12) the New York tabloid PM, which has been vigorously pro-FCC, the Washing-

ton Post, which likewise has beat out a steady tattoo against the Cox inquiry, and New York Herald Tribune (Aug. 12) condemned the committee.

‘Pressure’ Criticized

The Sun editorial, entitled “Pressure: FCC Type”, alluded to the testimony adduced at the New York phase of the Cox inquiry on methods used by the FCC and OWI in seeking to control foreign language broadcasts. It referred to testimony of Robert K. Richards, Office of Censorship radio official, who had described a conversation with Sidney Spear, an FCC attorney, telling how “with the conni-

vance of the OWI, unwanted broad-

casters were removed from the air through withholding renewals of licenses for the station employing them”.

In an editorial “Propaganda Is Propaganda”, the New York Her-

ald Tribune chastised the Cox com-

mittee for a publicity piece criticiz-

ing FCC foreign language ac-

tivities. The paper called the argu-

ment unimpressive and said the

“very nature of foreign language broadcasting makes it inevitably, in war time, a part of the semi-

official voice of the country. In-

cluding, the editorial proposes that a “Congressional investigation of Congress might be as useful a place to begin as any other.”

Citing the foreign language per-

sonnel recently described by Mr. Richards, the Wall Street Jour-

nal said that this amounted to the use by the Commission (through its agents) of its licensing power “in a way that the law gave it no such power.” It said there was only one word for such action—“usurpation”.

Dealing that the method used by the FCC and OWI foreign language employees is a “peculiarly flagrant case of abuse”, the New York paper said this sort of thing must be stopped “if we are to keep our liberties”. The surest way to stop it is to invest with powers such as we have to delegate to administrative agencies only offi-

ceL whom “we fully trust not to abuse them or permit their subordi-

nates to do so.”

‘Reflects on Rayburn’

These procedures, which Mr. Spear has described as “a little extra-judicial”, were cited by the newspaper as akin to the “growing of borers within the foundation of the Four Freedoms, and is likely to increase the demand for free-

dom from foreign propaganda".

The Washington Post (Aug. 12) resumed its attack upon Congress and more particularly Speaker (Continued on page 48)
Which state-wide advertising medium helps to sell the most goods for you? PLEASE CHECK (x) ONLY ONE.

( ) Large Daily Newspapers...Which one? .................................................................
( ) Radio Stations...Which one? .................................................................
( ) Outdoor Billboards...Which company? .................................................................
( ) Farm Papers...Which one? .................................................................

YOUR NAME ........................................................................................................
ADDRESS ........................................................................................................
CITY ........................................(You need not sign unless you wish to) IOWA

GRAIN DEALERS JOIN THE LANDSLIDE FOR W-H-O!

● For the past several months, various Associations and research specialists have been questioning different groups of dealers in Iowa, asking them “What advertising medium in Iowa gives you the greatest help — Billboards, Newspapers, Farm Papers, Radio?”

Also “What one newspaper, billboard company, farm paper or radio station do you prefer?”

Thus far we’ve published the results on Grocers and Meat Dealers, Druggists, Feed Dealers, and Hatchery Men. Here is still another—GRAIN DEALERS.

Billboards ______ Preferred by 0.0%
Newspapers ______ Preferred by 7.8%
Farm Papers ______ Preferred by 32.1%
Radio _________ Preferred by 60.0%

Note that Radio received nearly two-thirds of all votes cast. WHO alone received 37.2% of all votes —more than six times as many as the second station—more than fourteen times as many as the third station!

Do you want more proof than this? If so, we’ve got lots of it—and it’s yours for the asking. Write for it—or ask Free & Peters!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Reorganization Plan Outlined For Blackett-Sample-Hummert

New Agency To Be Formed By Sample, Dancer; Hummert in Own Production Company

PLANS for reorganization of Blackett-Sample-Hummert, one of the most active advertising agencies in the radio field, regarding its employees 1950 top agency in respect to network billing, were disclosed last week, following the announcement of E. Frank Hummert that he will sever his connection with the agency at the termination of his present contract on Dec. 31, 1943. Mr. Hummert also stated that J. G. Sample and Hill Blackett, who own the agency on a 50-50 basis, have agreed to dissolve their partnership at the end of their present agreement in August, 1944, at which time Mr. Sample and H. M. Dancar, president of D-E-H, are expected to form a new company to continue in the agency business.

Mr. Hummert said that he and Mrs. Hummert, who are currently in charge of the preparation and production of the agency's network programs, 13 of them daytime serials, will continue their activities in that field after the first of next year, forming their own production company. Hummert Radio Productions. He said that the rights to these programs are all vested in either himself or Mrs. M. Hummert and are not controlled by B-S-H, so that a sponsor of any program might wish to transfer his account from B-S-H to another agency would be in no danger of losing his program thereby.

Tried to Buy Blackett Out

Confirming the general understanding in advertising circles, Mr. Hummert said that Sample has been endeavoring to buy out Mr. Blackett's interest in the agency for several years, but that they were never able to reach an agreement of terms. Dissatisfaction stemming from discrepancy in salaries, Mr. Hummert explained, from the fact that the Sterling Drug and American Home Products business, which Mr. Hummert controls, plus the Procter & Gamble Co. and General Mills business placed through B-S-H, controlled by Mr. Sample and Mr. Dancar, account for 91 per cent of the agency's revenue.

Explaining his own connection with the agency, Mr. Hummert said that despite the use of his name, he has never been a partner nor held stock in the company. His contract, he said, calls for a salary plus a percentage of the agency's profits, which in recent years has totaled between $100,000 and $130,000 a year. Air Features, company casting and directing the Hummert programs, is in no way owned or controlled by B-S-H, Mr. Hummert said, and will continue its present functions after he leaves the agency.

A former newspaper and publishing man, coiner of the Liberty Loan slogan "Bonds or Bondage" which has been revived for use in World War II, Mr. Hummert joined Blackett and Sample in 1927 and soon became active in radio, pioneering especially in the field of the day-time serial. Just Plain Bill, which Mr. Hummert put on the air in 1932-1933, is still heard five times a week on NBC. In addition to his serials, Mr. Hummert also produces several musical shows, including the American Album of Familiar Music which has been on the air since 1931.

Chrysler Agency

CHRYSLER SALES Division, Chrysler Corp., Detroit, has appointed McCann-Erickson, Detroit, as its advertising agency, and is preparing a campaign keyed to the activities in the field of war products. Division formerly placed its advertising business direct. No radio has been announced in connection with the forthcoming campaign. Parent company is the sponsor of Major Bowes' Amateurs, a CBS institutional show handled through Ruthrauff & Ryan, Chrysler agency for the Dodge Division. N. W. Ayer & Son recently acquired the Plymouth Motor Division account.

B & W Returns

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), on Sept. 14 will sponsor and Skeetsel return to air on a 13-week contract, replacing its summer show, Beat the Band, with Hildegard, at the same time-shifted promotion on local stations. Film opens next week in the Northwest area and moves back to the Mid-West, later shifting to Los Angeles. Time-purchasing will encompass small as well as key cities. Agency for RKO is Foote, Cone & Belding, New York.

Hooked

AN URGENT request went from WCPO Cincinnati recently to Strauchen & McKin Adv., to "please get your client's catfish bait out of our office." It wasn't hard to understand WCPO's predicament, for 63 different baits for catfish had piled up after the sponsor of the Cincinnati Sportlight had made a single request for listeners to send in their pet recipe for catfish bait.

RKO EXPANDS PLANS IN THIRD FILM DRIVE

RKO Radio Pictures, New York, is following up its successful use of radio in connection with "Hitler's Children", "This Land is Mine", and other films (BROADCASTING, May 31, June 14) with an even more extensive campaign for "Behind the Rising Sun". Plan is to use recorded quarter-hour programs, recorded spots and station breaks for about 10 days prior to the opening of the film in each area, following through with special "after openings" announcements once the picture is showing.

Film had its world premiere in Boston, August 12, and in the 26-week period preceding the opening, RKO sponsored a series of three recorded discs at varying times on the 21 outlets of the Yankee Network. Station breaks and recorded spot announcements were also used. Two of the discs were of dramas and brief interviews, including one with J. B. Powell, former editor of China Weekly, who lost both his feet as the result of Japanese tortures. Another disc presents interviews with James R. Young, author of the novel Behind the Rising Sun, and with Gwenn Dew, foreign correspondent for the Detroit Press, and author of Prisoner of the Japanese.

Discs are being sent to other territories for placement in a plan similar to the Boston promotion on local stations. Film opens next week in the Northwest area and moves back to the Mid-West, later shifting to Los Angeles. Time-purchasing will encompass small as well as key cities. Agency for RKO is Foote, Cone & Belding, New York.

Nunn in Air Project

CAPT. GILMORE NUNN, Lexington, Ky., part owner with Lindsey Nunn of three stations, is a partner in a group of four applying for a CAB permit to operate a feeder airline. The line would use three aircraft and one other aircraft to serve more than 100 cities and towns in Texas, Oklahoma, Arkansas, Kansas, and Missouri. Capt. Nunn is now overseas with the Priorities Division of the Army Transport Command. He has had extensive aeronautical experience. The Nunn stations are WLP Lexington; WCMJ Ashland, Ky.; KPD Aamarillo, Tex.

P & G Mystery Series

DEPARTING from "soap operas" as daytime fare, Procter & Gamble, Cincinnati, will sponsor a mystery show, The Mystery of the Bergen Street Theatre, on 25 CBS outlets, having secured radio rights to the "Perry Mason" character featured in the novels of that name, by Erle Gardner. Aired in behalf of Camay and Ivy Flakes, series will replace CBS version of Pepper Young's Family in the Monday through Friday 2:45 p.m. period, the NBC Pepper Young's Mystery in the Tuesday through Friday hefto 3:30-3:45 p.m. Starting date has not been set. Agency is Pedler & Ryan, New York.

Revolon on Blue

REYLOG PRODUCTS will sponsor a series featuring Gertrude Lawrence in a half-hour program on the NBC network in promotion of the new face powder "Windmill"d, and other cosmetics. Revolon will start the program Sept. 30, tentatively titled Gertrude Lawrence's Great House in the Thursday, 10:30-11 p.m. period on the BLUE, reenacting excerpts from films and plays by the actors or actresses who played the leading roles. Agency is William H. Weintrob & Co., New York.

General Tire Series

DESCRIBED as the "biggest show originating from Boston" in Thanks to America, sponsored by the General Tire & Rubber Co., Akron, and heard over WNAC on Sundays from 5:30-6 p.m. Audiences of close to 1000 have attended each of the first two broadcasts which aired last Saturday and Sunday, for the purpose of offering the three stations to national advertisers as a unit. Howard H. Wilson Co. has been appointed representative. The three stations are all members of Mutual-Don Lee. Schedules have been simplified and coordinated. A unified weekly program schedule has been developed.

Northwest Group

FORMATION of Southwest Washington Broadcasters comprising KELA Centralia-Chehalis, KGY Olympia, and KXRO Aberdeen-Hoquiam, dozed last week, for the purpose of offering the three stations to national advertisers as a unit. Howard H. Wilson Co. has been appointed representative. The three stations are all members of Mutual-Don Lee. Schedules have been simplified and coordinated. A unified weekly program schedule has been developed.
"W-I-T-H GETS FULL AND COMPLETE CREDIT"

**The Product:** Phonograph records.

**The Problem:** Selling records without the usual tie-up of favorite recording artists to help push the sale.

**The Solution:** Spot announcements frequently throughout the day and night on Station W-I-T-H.

**The Results:** The demand for the records exceed the supply! The sponsor says, W-I-T-H GETS FULL AND COMPLETE CREDIT FOR PUTTING ACROSS A NEW PRODUCT IN AN EXTREMELY DIFFICULT MARKET.

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
New Job Freeze Policy Puts Engineers in U. S. Control

BROADCAST engineers will have to be hired exclusively through the USES, and other radio personnel will be frozen solidly into their jobs when regional and local labor stabilization agreements are adjusted to comply with new instructions sent out over the weekend by the War Manpower Commission and Selective Service.

The radio engineers were included in a list of 149 occupations considered "critical" by the War Manpower Commission, but specifically to the attention of draft boards as hard to replace. No other radio personnel were included in the critical list, but radio's classification as an essential industry remains unchanged by the new developments.

How It Operates

In announcing the list of critical occupations, Paul V. McNutt, chief of the WMC, emphasized the announcement of the list of critical occupations as the first major modification of essential lists previously established. Explaining that all critical occupations were from the essential list, he said War Manpower wanted to inform draft boards of skills of which there was a shortage on a national scale. For inclusion on the list, he explained, the shortage must be such that it threatened to impede war production or essential supporting activity.

In three separate steps over the weekend, WMC established the new critical list; set up entirely new standards governing transfer of workers in their jobs; and extended the non-defeasible list of occupations and activities to force more manpower into essential industries and the armed forces.

Actually only a small number of radio technicians will be covered by the critical list, for the WMC has limited the term "Radio Engineer" to include only specially skilled men. Most radio technical people are considered as "Radio Broadcast Technicians", and although these people will still be on the essential list, they need not be hired through USES.

According to the critical list, engineers, both professional and technical, are:

- Those actually engaged as engineers in the operating, research or teaching phases whose positions are essential and who are qualified either by having met the educational requirements or because of long experience.

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The Dictionary of Occupational Titles, issued by USES, defines Radio Engineers as:

- "An Electrical Engineer, assumes full responsibility for the technical operation of a radio station in conformance with the regulations of the FCC: (1) maintains the operation of the radio station equipment; diagnoses the causes of the faults in the radio equipment that result in the station being inoperative, and repairs or adjusts the equipment to place the station back in operation; (2) keeps a thorough knowledge of the behavior of the various pieces of equipment and constant study and research on the part of Radio Engineers; tunes transmitter so that it will operate at best efficiency; (3) supervises the work of the Radio Operators and instructs them as to the operation necessary for efficient broadcasting."

In addition to the title "Radio Engineers", WMC has on its essential list, but not on its critical list, "Radio Broadcast Technicians" covering control room man, four grades of control supervisors, field engineer, radio operator and studio engineer.

Lawrence Army, assistant to Mr. McNutt, told a radio and press conference Thursday that the WMC intended to meet the calls of the armed forces without cutting war production. He said the new program was closely tied with recent announcement of the imminent induction of fathers. He declared no man could any longer be free of responsibility in the war effort merely because he has children.

Mr. Army, including fathers, said, must be in an essential job or in uniform. Mr. Army implied that fathers going into essential jobs under this program would enable working men to go into other service, but he would not predict how many would be called.

Under the new stabilization policy outlined in a revised Regulation 7, employers may issue certificates to employees when: They are discharged or employment is terminated; when they are laid off for a period of seven or more days; when continuation would involve unemployment for which the salary is below standards established by State or Federal Regulations, or below a level established by the War Labor Board and the employer has failed to adjust the wage in accordance with the level.

A statement of availability may be had from USES if the employer fails to supply one in any of the above cases, or if the essential list has been revised to the extent that the job is no longer considered as "Radio Broadcast Technicians". If that is the case, upon request, they need not be hired through USES.

Other new employees who must be hired through USES are those whose last previous jobs have been in critical occupations; persons who have lived in the locality less than 30 days; persons who have been engaged in agriculture.

WMC declared that the stabilization agreement governing the hiring of employees from advertising or soliciting individuals except under conditions of the stabilization plans. In most cases this would mean that help wanted ads would refer the employe to the USES for clearance.

In announcing the plan, WMC said it intended to force all skilled persons into these jobs when it appeared that skill would be most fully utilized. Persons having critical skills will be expected to get into critical jobs by Oct. 1, Mr. McNutt said, or lose any claim to Selective Service deferment.

This would mean that radio engineers now engaged in less skilled work might have to register with the USES and offer themselves for radio jobs.

Quick Action Seen

War Manpower also issued over the weekend a revised Regulation 4, delegating additional powers to regional officers in setting up stabilization plans for the Radio Broadcast Technician. The new program was in line with the end's orders from Washington represented statements of policy, and none of these actions become effective until adopted locally, which in most cases will be in a few days.

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To 144* broadcasters planning
FM stations right after the war

No other manufacturer offers so much FM equipment and experience.

From helping you select the best transmitter site to providing a full line of FM equipment, from microphone to antenna, G.E. offers you complete service.

For instance, G.E. can supply its exclusive S-T relay equipment to bridge the gap between studio and transmitter without wires, enabling you to locate your station for maximum coverage, and your studio for maximum convenience.

General Electric has built more FM transmitters than any other manufacturer . . . more than a third of all stations.

General Electric is the only manufacturer that has built both FM transmitters and FM home receivers.

General Electric's line of FM equipment includes: Broadcast apparatus, studio equipment, police radio, military radio, complete S-T FM relay equipment, monitoring equipment, high-gain antennas, home receivers.

General Electric is the only manufacturer who offers a complete promotional plan and local promotional effort on the day your General Electric FM station opens its doors. In newspapers, over local radio, with publicity releases and through every General Electric dealer in your vicinity, the sale of FM home receivers is pushed in a determined drive to help you establish your station and FM in your area.

It's not too soon now to start detailed plans. We invite your inquiries. . . . Write to Electronics Department, General Electric, Schenectady, New York.

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday evenings listen to the G-E "Hour of Charm" over NBC network.

*According to a recent G-E survey of broadcasters.
A BUSINESS disaster, which could be averted only by carrying a message to the public with the utmost speed and effectiveness, has been turned aside this summer by a group of between 200 and 300 hotels in upstate New York, and the credit has been given mainly to radio advertising.

The radio experience not only resulted in capacity bookings for hotels now facing one of the worst summer seasons in years—it also sold the smaller individual hotels on radio—medium the majority have been hesitant to use, according to Jack Steiner, account executive of Blackstone Co., New York, agency placing the business.

At least four or five hotel men, previously uninterested in radio, had already expressed their intention of buying time in the future, after seeing their problems solved by radio.

Transportation Problem

The assignment, in brief, was to tell the people of New York that, reports to the contrary, they could get to Sullivan County in the Catskill Mountains for week-end or longer vacations. Hotel clientele in this region was dropping to a dangerously low level as the result of an over-taxed transportation system.

Contributing factors included a 50% reduction in bus service between railroad stations and hotels, an over-crowding of trains, aggravated by the fact that 80% of the guests were accustomed to travel to the Catskills by motor. In consequence, reports were circulating that hundreds were unable to reach or return from the hotels once they had started out.

Securing additional buses from the local school systems, the hotels, in cooperation with the railroad, set up a new and better route between New York and the resort centers. The hotels were able to publicize the route without further delay, as the summer season was already well under way. Realizing that newspapers alone could not do the job, the hotels decided to throw the bulk of their advertising into radio.

Cooperating in the project were two major hotel associations and several hundred hotels, including about 20 large establishments. Each contributed to the advertising appropriation in proportion to number of rooms and prices.

About eight major stations in New York were chosen to get the message across. Publicists with a theme tying in with the vacation spirit were combined with live commercials in a five-minute program aired about 70 times weekly on all stations for a three-week period from June 16 through July 4.

Listeners were given specific instructions on how to reach the hotels by train and bus.

Testifying to the effectiveness of the drive, 8,500 additional guests arrived at the hotels via the new radio-publicized route one week after the schedule had been under way. Vacationers continued to flock to the Catskills in unprecedented numbers, filling the hotels to capacity. With the aid of syndicating plenty of business for the remainder of the season, the radio schedule was discontinued.

Wene Seeks Control

APPLICATION was filed with the FCC last week to permit Rep. Elipher H. Wene (D-N.J.) to acquire control of WTTM Trenton, through purchase of 43 1/2 shares of stock from A. Harry Zoeg, station manager. Congressmen Wene is president of the Trent Broadcasting Co., licensee of the station. He is the owner of WENJ, Bridgeton, N.J., and holds a minority interest in WFGP, Atlantic City.

Sunspot Trouble

SUDDEN ACTIVITY of sunspots, beginning Aug. 5, created atmos-phere disturbances which resulted in a complete wash-out of several incoming shortwave network programs and sporadic periods of poor receptivity all around. Condition continued for almost a week, with activity most intense over the eastern states, where the disturbance had subsided by last Thurs-day, Aug. 12.

Lg. Garey Missing

LT. JOHN H. GAREY, former guide on NBC's News Round-up, was reported missing after his plane failed to return from a mission over Hanover, Germany, on Aug. 26. Reports of radio signals received by his parents, Mr. and Mrs. John Garey, of Montclair, N.J.

RAYMOND CUSPHER has returned to his pastorate in Greeley, Colo., and is preparing commentaries on Mutual from that city. He was recently stationed in North Africa, and took off from there to witness the first bombing of Rome.

KAER AND NEVIN
HEAD GE DIVISIONS

NEW MANAGERS of the receiver and tube divisions of General Electric's Electric department are respectively I. J. Kaer and G. W. Nevin, to replace C. R. G. Baker, vice-president in charge of the department.

Mr. Kaer, formerly managing engineer of the receiver division and has had considerable experience in the development of various phases of radio since he joined General Electric as a student engineer in 1924. As general manager of the tube division, he has had considerable experience with the accounting department of General Electric, and presently is acting as assistant to the vice-president.

Four Join BLUE

THREE additional 250-watt stations join the BLUE within the next 30 days bringing the total number of affiliates to 185. Effective Aug. 16, WABC, Trenton, Ga., joins the network as a supplementary station, and WGCM, Gulfport, Miss., becomes an affiliate, a station which was included in WTRG, Elkhart, Ind., becomes affiliated with the BLUE as a basic supplement last spring.

ITC-Nestles Truce

CLOSING of a case against Nestles Mills, New York, over advertising for Nescafe, powdered coffee extract, was announced by the Federal Trade Commission. The complaint was dropped after the disposal of one of the matters involved.

Graduates Placed

GRADUATES from WEEI Boston, Science and Engineering, recent placement are: Douglas Oliver, to WLAW Lawrence, Mass.; Louis R. Cullen, to WABC, New York, N.Y.; and Theodore R. Beebe, to WAKO, Keene, N. H. School is directed by Arthur C. Kelly, director at Emerson College and Ray- mond G. Girardini, WEEI production manager.

Not the Only One

EDITOR, BROADCASTING: We note on page 51 of the Aug. 2, 1943 issue of BROADCASTING a picture of Miss Augusta Neve- of the only girl transmitter operator of a 50 kw station in the country in advertising for the product information disclosing the proportion of added carbohydrates it contained.

Page 16 • August 16, 1943
What's going on here?

A one-minute announcement. That's all.

That's all—except Showmanship. Showmanship, in terms of music.

Music that makes you think Hedy Lamour just whistled at you.

All that skill and effort, to make one-minute come ALIVE, is just WBBM's professional way of broadcasting. Real showmanship means not only the kind of oomph you put behind a solid hour of big name talent. It means doing everything as dramatically as it can be done.

So this is not the usual phonograph record announcement hopper. WBEM audiences deserve better. We built as good a show as we know how (we call it Gold Coast Rhythms), put the announcements between superb live musical numbers by a top Chicago orchestra. And the result is that, every day, almost every third person among all Chicago's radio-available people listen to WBBM at 2:30 every afternoon—to Gold Coast Rhythms. To spot announcements that stand up and shout—because we planned it that way!

This attitude of making every minute count richly... of loving every listener like a millionaire aunt... of making showmanship an active verb, with muscles... it works! It explains why WBBM has been the most bought-out station in Chicago for eighteen straight years!

That's what goes on here—all the time.
Don Lee Rebukes Political Pressure

Weiss Asserts Democrats Threaten Lewis Sponsor

HURLING charges of "brazen and unprecedented," as well as "threats to free speech," Lewis Allen Weiss, vice-president and general manager of the Los Angeles Times, rebuked the Los Angeles County Democratic Central Committee on August 11 for two communications sent him concerning broadcasts critical of New Deal policies. Mr. Weiss declared that the communications constituted an attempt to intimidate broadcasters who "do not happen to hold the same political beliefs" as the Democrats.

First communication received from George Myers, Committee secretary, it was said, contained a resolution which stated that "a condition exists in the broadcasting industry which calls for an immediate and concerted system of commentators expressing views diametrically opposed to the ideas and aims of the Democratic Party and its leader, President Franklin D. Roosevelt." By set forth that such broadcasts were made possible by sponsors who are able to purchase "best times on the strongest stations," and that the Committee had determined to set up an agency to disseminate information concerning the names of commentators unfavorable to the Democratic Party.

Second Letter

Second communication, received a few days later by Mr. Weiss, was reported to have contained an en-closure addressed to sponsors of Fulton Lewis jr. and which asserted that the commentator had been making misstatements and contended that his sponsors should share responsibility for the errors. Letter to the sponsors assertedly concluded with the phrase, "further we feel that your concurrence will indicate to your company merits our support."

Mr. Weiss, in a letter addressed to the Committee, said: "Upon receipt of the letter to the sponsors, I became aware of the device that your committee evidently intends to employ by intimidating, if you can, all personalities on the air who do not happen to hold the same political beliefs that you do. I need hardly point out to you that the American public and even the newspapers of your communications are, and do not believe that it would redound to the credit of your Committee if I were to expose the threats of free speech contained in them."

FCC staff: James A. Guest, New York attorney; Charles Denny, general counsel; Nathan David, assistant general counsel; Leonard Marks, attorney, and Earl Minderman, director of information.
THE extent to which the rich, abundant resources of the Denver area are supplying the encyclopedic needs of total war is truly astonishing.

Colorado agriculture is delivering a wide diversity of crops—vegetables, fruits, sugar beets, grains, cattle and sheep—getting in return 48% more dollars through June of this year than in the same period last year.

Manufacturing and mining operations have been so vastly expanded that one firm alone today turns out more dollar volume in one month than the entire state in any pre-war year.

Workers are making these things happen in Colorado. They're making sales good, too...22% better during the first half of 1943. Yes, the Denver area delivers food, steel, minerals, and sales...enough of the latter to rank 20th in the U.S. last year.

Let KLZ deliver your sales message in this market and this market will deliver sales to you.

STEEL

"PITTSBURGH OF THE ROCKIES" is what Pueblo has been called these many years. Expanded, and working at break-neck speed, the Colorado Fuel & Iron Corp. is one of many Colorado firms flying the Army-Navy "F."

MINERALS

400 BILLION TONS OF COAL are still mined in Colorado, the nation's largest known coal reserves. It ranked ninth in tonnage mined in 1940. Colorado ranks first, too, in production of molybdenum and vanadium.

SALES

MORE WORKERS with multiplied needs and wants, and earning more money, have bought Colorado sales to all-time highs, buying War Bonds the while to keep Colorado consistently at or near the top percentage-wise, among 48 states.
**Vetter Files Suit In WFTL Transfer**

**Holds Sale Would Violate His Contract of Employment**

**SUIT TO ENJOIN the sale of WFTL, Ft. Lauderdale, Fla., by Ralph A. Horton to the Fort Industry Co. for $275,000 has been filed in the Circuit Court in Miami by Stephen A. Vetter, WFTL general manager and former commercial manager of WIOD, Miami. Application for transfer of the station to Fort Industry, headed by Lt. Com. George A. Storer, USNR, was pending before the FCC since April.**

According to reports published in Miami newspapers, Mr. Vetter held that sale of the property as proposed would violate provisions of a contract under which he was employed by WFTL. Named defendant with Mr. Horton was Carl T. Heffman, Miami attorney, who, Mr. Vetter claimed, obtained an interest in WFTL through financing operations which it made possible for Mr. Horton to install new equipment and increase power from 250 watts to 10,000 watts with a shift in frequency from 1400 kc to 710 kc.

**Contract Provisions**

Mr. Vetter charged that the contract on which the suit was based was executed between himself and Messrs. Horton and Hoffman last December. Mr. Vetter was to receive a $6,000 a year salary and a percentage of gross revenue provided it attained a minimum of $125,000 within two years. The contract was said to be for five years.

He contended further that a new company was to be set up under which Mr. Horton was to gain control of 1600 shares to bring finances into line. Hoffman 512 shares and Vetter 160 shares. Mr. Vetter claimed that he was "well on the way" toward attaining the minimum gross required under such contract, but that the new corporation was not organized. He declared that Mr. Horton's contract to sell WFTL to Fort Industry Co., reached April 15, carried an over-riding settlement of the contract made by Mr. Horton with Mr. Vetter.

**WOKO Postponement**

**POSTPONEMENT until Sept. 20 of the hearing on renewal of license of WOKO Albany, N. Y., was authorized August 15 by the FCC in granting a petition of the station. The hearing was to have continued that day. Renewal proceedings were stopped in view of a disclosed ownership of one-fourth interest in WOKO by Sam Pickard, former member of the Federal Radio Commission, afterward vice president of Mutual, and announced sale of his 24% interest in the station to Monroe M. Redden, Hendersonville, N. C. attorney, for $75,000.**

**CANS LISTENER'S CORN—FOR FEE**

**WCHS Charleston, W. Va., Going to Town With Pressure Cooker To Aid Victim Gardeners**

**EDITOR, BROADCASTING:** Here is a shot taken at the WCHS Canning Center, where we're just canning the hell out of everything in sight these days. At the left is our 100-quart pressure cooker. We invite listeners to bring their Victory Garden produce to the station where we can it for 2c per pint, 3c per quart, 5c per gallon. You can see that it's very profitable! Yeah! But I dare say we're the only radio station in the country offering this public service and we're getting plenty of comment on it.

All canning is done under supervision of home economics experts (paid by the county farm agent's office). Only requirement is that you bring your produce washed and cleaned, ready to can. Photos shows me inspecting a jar of string beans. I look as though I know what it's all about, but I don't.

Biggest customer we have had was a man who brought in 70 dozen corn, the produce of a quarter of an acre. Dizziest customer was a man who brought in stuff from his own Victory Garden and insisted on canning it himself. Said he had grown it without help from his wife and he could can it without her help, too.

Needless to say, we broadcast from the canning center, which is duck soup for us since it's located in our own building. Incidentally, the idea for this shindig arose from the fact that we figured many people didn't have time, patience, knowledge or equipment to do their own canning. Equipment is plenty tough to buy these days. Try and get a pressure cooker!

**HARRY L. CHERNOW**

Managing Director, West Virginia Network

**New CBS War Program**

**NORMAN CORWIN will produce and direct, and Ronald MacDougall will write a new CBS weekly series titled Passport for Adams, scheduled to start Oct. 17 in the Tuesday day 10:10-30 p.m. period. Program will center around the observations of the correspondent on the town paper as he travels around United Nations countries on assignment. Program will be based on authentic material gathered by special CBS correspondents, from U.S. Army files in Hollywood and from the United Nations Information Bureau. Series is an outgrowth of a suggestion from the OWI for a program contributing to a better understanding in this country of the people of the United Nations.**

**Moore-Gaston on C&S**

**STANDARD BRANDS, Inc., New York (coffee), after a 13-week summer layoff, on Sept. 5 resumes the weekly half-hour Chase & Sanborn Show on NBC stations, Sunday, 8-8:30 p.m. (EWT), with transcribed repeat on KGU, Honolulu, 8-8:30 p.m. (HWT). Besides Edgar Bergen with his wooden Charlie McCarthy and Mortimer Snerd, the program will continue to feature Dale Evans, vocalist, and Ray Noble's orchestra as well as guest talent. Victor Moore and Billy Gaston, film comedy team, has been signed to a 13-week contract. Bill Goodwin has been made mechanic. Joe Bigelow continues as chief writer with Bob Mosher and Joe Connelly as collaborators. Antony Stanford is Hollywood producer of J. Walter Thompson Co., agency servicing account. As a summer replacement for the Chase & Sanborn Show, Standard Brands currently is sponsoring a weekly musical program, Paul Whiteman Presents, on NBC stations.**

**COSGROVE TO HEAD RMA POSTWAR UNIT**

**R. C. COSGROVE, vice president and general manager of the Crosley Corp., Cincinnati, has been named chairman of the special RMA committee on postwar problems, RMA President P. V. Galvin announced August last week. Mr. Cosgrove is also chairman of the RMA Set Division.**

The RMA planning committee will work with a similar committee from IRE. Subcommittees of the two groups will consider liaison with major manufacturers and government agencies; promotion and advertising; distribution problems; war contract termination and inventory disposal; personnel relations; market analysis; patents and licensing; export markets; government contracts.


**N. Y. Tolerance Series**

**A SERIES of daily programs on the tolerance series, announced by Mayor F. H. LaGuardia, of New York, in his August 8 broadcast on WNYC, New York's municipal station. A committee of local citizens, appointed by the Mayor and including Sidney Howes, CBS commentator, is responsible for the arrangement. On each day Sept. 1 to 7, each one radio station in the city will carry a program aimed at promoting tolerance of religious creeds, unity between native and foreign born, and min- imizing racial differences. Mrs. Franklin D. Roosevelt was in- augurated the series with a talk on WEAF, New York, on Sunday. In line with the plan to devote some of the programs almost entirely to music, Albert Spalding, violinist, will give a concert on WOR, Tuesday. The next day WHN will carry a broadcast on education, featuring Pearl Buck, author; George Hamilton Coombes, WHN commentator, and Sid Walton. Among those who will take part in the series which will include dramatic sketches, as well as musical and discussion pro- grams are J. H. L. Moe, KGW, Portland, NBC, Clifton Fadiman, NBC, Carl Van Doren, CBS, Beesly Beatty, WOR, and Mary Margaret McBride, WEAP.**

**PETER HAND BREWERY Co., Chicago, on Aug. 2 replaced the three-weekly evening quarter-hour mystery series, "Nero Wolfe," with a new dramatic series, "Police Headquarters," at the same time on NBC. Ir. Contract, which is for 26 weeks, was placed by Mitchell-Faust Ad. Co., Chicago.
No mere play-on-words is the phrase, "Westinghouse Response Ability." Rather, it is an attempt to gauge (and label) that elusive quality which any radio station, or group of radio stations, must have to stay in business. It means the way millions of listeners respond to Westinghouse programs on a day-to-day basis . . . by writing to tell us how much they enjoy a certain program, by buying War Bonds as Westinghouse has urged, by asking for a box of tooth-powder or a can of soup by name, because a Westinghouse announcer has asked them to do just that. Turning a radio dial is such a voluntary motion, Westinghouse is gratified to be invited into so many worth-while homes . . . is glad to offer Westinghouse Response Ability to so many sagacious advertisers.

WESTINGHOUSE RADIO STATIONS Inc

W O W O • W G L • W B Z • W B Z A • K Y W • K D K A
Bailing Out Over Burma, Sevareid Waits Rescue

ERIC SEVAREID, CBS correspondent, was among the surviving passengers and crew of a disabled transport plane to parachute to safety Aug. 2, while en route from New Delhi, India, to Chungking. Mr. Sevareid bailed out with 18 others, when engine trouble developed over the northern Burma jungle.

Eric Sevareid

The party was stranded 100 miles from the nearest Allied base. Mr. Sevareid was reported safe.

ENGAGING in some slight-of-hand tactics are Carl E. George (right), recently elected director of the Cleveland Advertising Club, and now director of operations at WGAR Cleveland, and Stuart Cramer, Mr. George's campaign manager. Mr. Cramer is known locally as an amateur magician.

WQAM Miami Is Permitted to Raise Day Power; Other 'Freeze' Decisions

CULMINATING a 5-year quest, WQAM Miami, last Tuesday was authorized by the FCC to increase daytime power from 1,000 w to 5,000 w on 500 kc, and will continue to use 1,000 w night. The grant, a rarity these days, was conditioned upon protection against blanketing or other interference which, if not adjusted, would result in a return to WQAM's former operating power. Engineering tests, however, have indicated that adequate protection will be afforded.

Other FCC Actions

Simultaneously, the FCC announced several other actions on station applications contingent upon the April 27, 1942 "freeze order.

These were:

Adopted Proposed Findings of Fact and Conclusions denying the application of WAAT Jersey City, to increase power from 1,000 to 5,000 w on 970 kc with it now uses with 1,000 w full time. The station sought authority to install a new transmitter and make changes in its directional antenna system. The Commission's action was based on the April 27 freeze order regarding use of critical materials during the war.

Adopted Proposed Findings of Fact and Conclusions denying the application of WFLA Tampa, seeking an increase in power from 1,000 to 5,000 w nighttime with changes in its directional antenna. WFLA operates on 970 kc with 5,000 w day and 1,000 w night with directional antenna. This proposed denial also was based on the freeze order.

Granted WLS Roanoke, Va., modification of license to change frequency from 1490 kc to 1240 kc using 250 w power. This was in compliance with the Sept. 22 modification of the freeze order allowing frequency shifts where crystal changes only are involved.

Granted WABY Albany, N. Y. construction permit to install a new 250 w transmitter subject to a decision pending on its application for renewal of license. This was granted on a "maintenance job basis" since installation of the new transmitter would call for less critical material than repairing the old one.

Denied the application of KWSC Pullman, Wash., educational station to modify the freeze policy to permit the station to operate full time on 1030 kc with 5,000 w. The denial was based on pendency of competitive applications for 1030 kc.

In announcing the WQAM grant, the Commission said it had adopted a decision and order modifying a construction permit granted Dec. 9, 1941, to WQAM so as to permit utilization of the present transmitter site and antenna with 5,000 w daytime, subject to the specified engineering conditions. Nighttime power of 5,000 w for the station is not permissible at the station's present site, because of air line and military activities in the Miami area and the low frequency (560 kc) involved.

Newark Ruling

DENIAL of the application of Newark Broadcasting Corp. for a new station in Newark was "without prejudice" to refile of the application when wartime restrictions are relaxed, the FCC announced last Tuesday. The Commission on Aug. 7 adopted an order denying the application for assignment on 620 kc with 5,000 watts fulltime because of the April 27, 1942 "freeze order."

Erich Brandeis
Promotion Director
International News Service
235 East 45th Street
New York, New York

Dear Mr. Brandeis:

Listener-habit surveys have gradually, but with no uncertainty, placed NEWS at the top of the list. The recent African successes, European preparations, the girding for action of our armed forces in the Pacific, accentuated by the fact that nearly every family in America has someone near in kin in some branch of the service, accounts, no doubt, for the all-time high of eighty one per cent interest in radio news programs.

KMTR programming includes a five minute edited newscast every hour, on the hour, twenty-four hours a day. Our four news editors, whose combined former newspaper experience totals sixty-eight years, know news value. By unanimous choice they depend principally on International News Service to maintain this fast moving news schedule of world wide events.

Cordially yours,

KMTR RADIO CORPORATION
Kenneth Tinkham,
General Manager
CLEVELAND'S WIDE-AWAKEST STATION

or

Some reasons why Cleveland retailers use WHK more than any other leading station

Required reading in Cleveland is WHK's sprightly daily newspaper column that's building up the station audience like mad.

Painted bulletins, car cards, car dashes and news posters keep Clevelanders constantly reminded of their favorite up-and-coming station—WHK.

The "Tiny Tabloid," mighty midget newspaper of WHK happenings, is distributed daily on the street cars and buses of this war-worker's paradise.

No Wonder

WHK

is

"Retailers' Choice in Cleveland"

Product promotion . . . personal calls and mailings to buyers and jobbers and dealers are only part of the service performed for sponsors by WHK's aggressive, hard-hitting merchandising department.

Represented by Paul H. Raymer Co.
United Broadcasting Co., Operators of WHK-WCLE, Cleveland, WHKC, Columbus
A
IRPLANE equivalent of the ship's news letter was dis-
tributed to passengers of Northeast Airlines during a
Boston - Canada flight last week through an arrangement between
the airline, Esso Marketers, and
WBZ, Boston. Newspaper deliv-
ered to air travelers Aug. 3 was
the first edition of The Minute Man,
* * * 
bulletin of the latest news as pre-
pared from UP dispatches for the
Esso Reporter program on WBZ,
and teletyped from the station to
the airport just before flight time.
Agency for Esso Marketers and
Colonial Beacon radio promotion is

New York's Idea
MUTUAL has issued a promotional
piece in the form of an Illustrated
map showing "A New Yorkers'
Idea of a Radio Network." Map
appeared originally as an ad in the
Herald Tribune. It has been issued
in a form suitable for hanging at
home or office. Accompanying
folder contains an accurate map of
the Mutual network.


do better
to be inside

You can hustle, as many a manufac-
turer is doing, to secure radio coverage in big
wage, war-working Central New England. But
if you attempt it from outside of Worcester,
you try in vain. Coverage is missing until you
are on the inside and have harnessed the
"selling volts" of WTAG, Worcester.

The hand that turns the dial to WTAG —
580 — repeats a long standing Central New
England habit. Today that habit is practised by
an audience with a half billion dollar effective
buying income. No wonder Worcester is
a MUST market in Massachusetts.

Basic
Columbia

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

Now Four "R"s
TO THE THREE "R"s essential to education, WJR Detroit, adds a
fourth for radio's place in educa-
tion, in a promotional folder fea-
turing its presentation of the CBS
School of the Air of the America's.
Included are figures on the school's
response to the program, and a
map showing school towns in WJR's
primary area. Folder stresses pub-
lic service activities, adding "We
know they aid our powers of pene-
tration."

WHIO News To Movie
WHIO Dayton, Ohio, feeds impor-
tant news bulletins from its news-
room, when received, to the projec-
tion booth of the Keith Theatre
where they are put on the pro-
jection screen so that all patrons of the movie house can
hear the latest news. A credit line is
given WHIO and the bulletins
are handled independently of any
air presentation.

Newspaper for Servicemen
FOUR PAGE tabloid monthly
newspaper, Sports Page of the Air
is being sponsored and sent to all
West Virginia servicemen by the
Frankenberger store in Charles-
ton, W. Va. Frankenberger spon-
sors a nightly program by the
same title over WCHS Charleston
and Sam Molin, who is editor of
the program also edits the paper.

Victory Troup
WJZ New York, sent its "Victory Troup" of station talent to par-
ticipate in the Yale bowl bond rally,
held under the auspices of the New
Haven Chamber of Commerce,
July 28. It was the 130th perform-
ance for the WJZ troopers, who
have banded together to furnish
entertainment for war workers and
promote the war effort.

All Day Picnic
FIRST all day picnic for the more
than 10,000 registered members of
WSAI Cincinnati, "Petticoat Party
Line" broadcasts, will be held at
Coney Island, Cincinnati amuse-
ment park, on August 19. Plans for
the picnic are being made by Ruth
Lyon, who directs the Partyline
broadcasts.

New Booklet
WEEI Boston, has issued an at-
tractive booklet to announce a new
personality, Evelyn Howe, who is to
radio the "FIVE O'Clock Follies"
series, weekdays, over the
Columbia station. The booklet, And How!,
tells prospective buyers of spots
why the addition of Miss Howe to
the show will add listening appeal.

With Diagrams
PROMOTION folder used by KSD,
St. Louis, stressing the wide
service through promotion, shows by
diagram the distances to nearest
other large stations. Advertising
appeal emphasizes news and variety
shows carrying hourly and large
listener audience.

Affiliates Support
NEARLY 50 NBC stations have
already indicated that they will
broadcast Your Radio Reporter, a
series of scripts on NBC programs
and stars prepared by the network.
In one way they're both brutal

In Germany the Gestapo stops the public from listening to any but the local radio stations. On the Pacific Coast in many markets the mountains keep the public from listening to any but the local radio stations. Long range broadcasting is unreliable out here. Watts aren't moles, they can't penetrate those big mountains no matter how powerful they are. Buy the network with enough stations to give you local primary coverage. More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station. Buy War Bonds and Don Lee and neither the Gestapo nor the mountains will ever keep your message from reaching all the radio homes on the Pacific Coast.

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD, CALIF.
Represented Nationally by John Blair & Co.

Mutual DON LEE

THE NATION'S GREATEST REGIONAL NETWORK
Navy Facilitates Normandie Pickup
Prepares Press and Radio For Full Coverage

AS THE USS Lafayette, the former French Liner Normandie, stirred for the first time since last February, when it settled on its side in the muddy waters of the Hudson, representatives of all radio stations as well as newspapers, had equal opportunity to be on hand for the actual raising operation, thanks to a liberal, if not actually encouraging attitude by the Navy Public Relations Bureau toward thorough coverage of the event.

Evidently following a definite policy of getting the public a full story on the most dramatic phase in the salvaging of the ship, here-tofore a more or less closely guarded operation, the Navy Department, as an example, provided a Wednesday that had advised radio stations that the raising of the ship was imminent. Broadcasters were to be given 24 hours notice of the time when the Lafayette would actually start to right itself but the hull came up so fast that stations could only be notified at the two most hours before the deadline, 2 p.m., Saturday, and time set for release of all news of the event.

Booklet Issued
In addition to giving the stations time to prepare facilities in advance, the Navy Department had conducted recently, as many as three tours of the ship to give preparatory radio men a thorough background in the technical phases of the operation. A lecture and question-and-answer period was held at the pier in mid-July, at which time the plan of the preceding day was issued. Background was designed to facilitate the writing and in some cases the pre-writing of stories relating to the coming event. As the time of the approaching raised itself, stations were advised, and were issued passed to the pier and to a special observation platform, where a continual watch was kept.

The platform was the point of origin of eye-witness reports and interviews, from 2 p.m. on, as stations brought their announcers and commentators to their respective microphones for direct live broadcasts, or to record tallies for broadcast later. By reason of the fact that all stations were equally prepared for the event, the competition for “scoops” was less than it might have been, and by the same token there was little opportunity for variety in coverage.

Broadcast Schedules
WMCA and WNEW went on the air at 6 p.m. with eye-witness descriptions, and at the same time the BLUE broadcasts an account by Martin Agronsky and Tommy Ve- lotta, assistant director of news and special features of WCBS. This latter was carried an on-the-scene picture by Robert St. John. Mutual stations

ONE OF THREE new Canadian Broadcasting Corp. mobile units in the field with Canadian armed forces, this unit, CBC No. 8, landed in North Africa recently shortly after the Canadian assault forces had landed in Sicily. Paul Johnston, one of six CBC engineers overseas, is entering the car, which is equipped with microphones, amplifiers and portable recording machinery operated from batteries. The units were built in Canada for use in maneuvering in the field, were equipped in England under supervision of CBC overseas staff engineers with equipment made up of any kind. As the engineers the CBC has a staff of nine newsmen overseas under the direction of John Kannawin, who has been in charge of the CBC Overseas Unit the past year coming from the post of CBC regional representative in Winnipeg.

Esso’s Normandie Commercial Hurdled Four Department Okays in Two Hours

HOW an 85-second commercial hurdle obstacles raised by clearance requirements of at least four die-hard departments and got itself on the air within two hours of its origin, in time to give a timely plug to the sponsor as the former French ship rights itself in the Hudson last Tuesday, is told by Marschalk & Pratt Co., New York.

The agency handles radio for Esso Marketers, and at 10:30 Tuesday morning was given the go-ahead by the client for a commercial for Esso Rust Ban, for the 12:25 p.m. broadcast of the Esso commentator on WJZ, New York. The product is being used extensively in the salvaging of the Normandie, now the U.S.S. Lafayette, but this fact had not been usable until last Monday. Rust Ban is an oil product in which various parts of the Lafayette machinery are immersed as soon as they are removed, to prevent corrosion on contact with the air.

Writing the announcement was a special task in comparison to obtaining clearance from the engineering and legal departments of Standard Oil, Navy Public Relations, Radio Clearance, and the continuity department of WJZ, New York. Prompt cooperation was secured from all, with the result that at 12:10 p.m. the announce- ment was handed over to Jack Frazier at WJZ, and at 12:25 p.m. it went on the air. The commercial was subsequently broadcast on Esso Reporter programs on 34 other stations.

Histeen Spots
KENTON PHARMACAL Co., Covington, Ky. (Brownstone), which recently acquired ownership of the Histex Corp., Chicago (Histeen hay fever remedy), are acting as sales agents for Histeen, will sponsor a concentration of spot announcements during the hay fever season beginning Aug. 15 for three weeks. Stations on the list: WJR, WABC and WJBX, Detroit; WOC, KRCM, KIMO, Des Moines; WGN, Chicago; WJZ, New York. The contract is for 52 weeks.

Foley & Co. Sponsors
FOLEY & Co., Chicago, (cough syrup) has begun sponsorship of quarter-hour musical program featuring the Prairie Ramblers, three times weekly on WLS, Chicago, for eight weeks. The remaining 44 weeks of the contract will use six quarter-hour shows weekly. Agency is Alausen and Saloman, Chicago.

Boran’s Label Views
A PROMISE that the House investigation into grade labeling and doing business” by Rep. Boran, chairman of a House Interstate subcommittee appointed to study regulatory programs. Admitting that Government the quarter-ended June 30, "questionably" have altered “some of the normal American ways of doing business”, Rep. Boran explained “we want to find out how necessary those orders are in war time and how long they must be continued.” The committee is now studying the newsprint shortage.

Sterling Drug’s Earnings At Mid-Year Jump 12%

STERLING DRUG INC., which last year spent over $3,000,000 for news coverage, has earned a net income of $3,934,211 for the six months ended June 30, after all charges and provision of $5,291,500 for extraordinary items, foreign income and excess profits taxes. Earnings was equal to $2.24 per share on outstanding common stock, as compared with revised earnings of $1.99 the first six months of 1942.

Folger Expands
FOLLOWING the lead of other coffee advertisers who have either gone back into radio or increased schedules, J. A. Folger & Co., San Francisco, plans for 52 weeks sponsoring weekly participation in Breakfast at Sardi’s on KNX, Los Angeles, and in New York stations Sat. 9:30-10:15 a.m. (PWT). Firm on Aug. 17 starts sponsoring a twice weekly quarter-hour newscast on 91 stations. Current programs are Thurs., 7-7:15 a.m. (PWT), with repeat on KHI KVEC and 3 Arizo- nian stations. KGY (KTYC) 8:30-8:45 a.m. Latter contract is for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

Coffee Firm Active
THOMAS J. WEBB Co., Chicago, (coffee), has launched six transcribed announcements weekly on WENR, Chicago, and seven weekly on WMAQ, Chicago, for 52 weeks. These programs are in addition to those placed recently on WGN and WCFL, Chicago, and WAND, co., on Aug. 14 that quarter-hour three-week program, Swing It, on WGN. Agency is Schwimmer & Scott, Chicago.

JESSIE SPARKS has resigned as head of eight operations of WBIC, New York, to become program director of an (overseas U.S. Cross) unit. He will be abroad shortly.

EDWARD TOMLINSON, advisor and analyst to the MCA on inter-Continental affairs, has started on the first leg of his 23rd annual visit to Latin America. Traveling entirely by air, Tomlinson expects to cover 17,000 miles in eight weeks, during which he will continue his regular Saturday and Sunday broadcasts on the H.R.T.
Salute to American Radio Broadcasters For Outstanding Service

History will record important conquests for American broadcasters... on the “3rd Front” of World War II—where man’s mind is the target... his thinking and morale the objective. Before the war, broadcasting was primarily a medium for news and entertainment. Today, it is a potent weapon of war... doing a bigger job for Victory than is commonly realized. We believe that a greater public awareness of radio’s part in the war will bring long-time benefits to the industry as a whole.

Below is the first of a series of advertisements dedicated to that purpose and sponsored by Westinghouse.

Our own wartime job is the production of unbelievably huge quantities of radio and communications equipment for every fighting front. But—we’re busy on tomorrow too... exploring new sectors in electronics... perfecting new devices, so that come peacetime, radio will benefit to the full from our wartime experience. Count on that.

J-08053
Governors Galore

FIVE GOVERNORS were on KIDO Boise within a half-hour recently for, what the station thinks is some sort of a record in Gubernatorial broadcasts. The multi-Governed program was aired during a conference of Northwest Governors to form the Northwest Development Commission.

New Name is Announced For Connecticut Network

MANAGERS of the six member stations of the Connecticut Broadcasting System met recently in New Haven and re-elected Harold Meyer, WSRR Stamford, chairman of the group and James T. Milne, secretary and treasurer. Name was changed from the Connecticut Broadcasting System to Connecticut State Network to eliminate possible confusion with the Columbia Broadcasting System. Among those present were Harold Meyer, WNBC Hartford; James Milne, WELI New Haven; Gerald Morey, WNLC New London; Harold Thomas, WATR Waterbury; and Helen Wood, network representative in New York.

Aid Recruit Drive

Radios should play a prominent part in a recruiting campaign for women for war work scheduled to start next month, according to the War Advertising Council. Listed among advertisers who have promised to give this drive a special boost in September are S. C. Johnson & Son, Westinghouse Electric & Mfg. Co., Beech-Nut Packing Co., Pillsbury Flour Mills Co., Liggett & Myers Tobacco Co., Liggett Drug Stores, National Biscuit Co. Great Atlantic & Pacific Tea Co.

IBEW Pacts

Contract for one year has been signed by WINN Louisville, with Broadcast Technicians Local Union No. 1286, IBEW, providing for 40 hours 5-day week and vacation and sick leave with pay, IBEW announced last week. Rates of pay fixed in the agreement have been submitted to the National War Labor Board for approval. WINN is the third Louisville station to sign with the local union, WHAS and WAVE having had union agreements for nearly two years.

Dr. Hector Stays

Dr. L. GRANT HECTOR will continue as chief engineer of National Union Radio Engineering Co., Newark, while on leave as production consultant and on miniature tube develop with the War Production Board. A correction issued by WBP states that its original announcement of Dr. Hector's appointment erroneously asserted he was "formerly" with Nation Union [Broadcasting, Aug. 2].

Personnel at J-W-T Realigned for Fall

New Assignments Are Given As Production Is Added

With additional production on schedule, J. Walter Thompson Co. has realigned personnel to meet fall activity. Several Hollywood staff members are being shifted to new assignments. Antony Stanford, continuing as agency producer of the NBC Chase & Sanborn Show, also assumes that post on the BLUE What's New? sponsored by RCA starting Sept. 4.


Bob Brewster continues as producer of Kraft Music Hall, with Carroll Carroll, head writer, assisted by Leo (Ukie) Sherin, Vic McLeod, Stanley Davis and Elton Packard. Brewster and Carroll will also continue to handle the NBC Bob Crosby & Co., sponsored by P. Lorillard Co. Sandy Barnett continues as agency producer of the CBS Lux Radio Theatre, sponsored by Lever Bros. (Lux). George Wells again writes dramatized adaptations, with Harry Kerr doing framework writing.


Raymond Clapper and Cecil Brown newscasts, as well as other news broadcasts, sports events and spot recordings are handled on rotating assignments by Abbott K. Spencer, Lester O'Keefe, Fritz Blocki, Harry Herrman, Ed Rice and Howard Williams in New York. Norman Blackburn of Hollywood is agency contact on CBS I Was There, sponsored by Spreckels Sugar Co.; BLUE Breakfast at Sardi's and NBC Hooten, Lauton—Commentator, sponsored by A. S. Boyle Co. (Organic Products); and weekly quarter-hour Beauty Talks, sponsored by Lanmont Corliss & Co. (Fonds) on KNX, Hollywood.

P.S. — and at a lower cost!

WENR

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
Amarillo’s Population Gain Tops in Nation

Because of its strategic location, Amarillo always has been a major market in Texas and now because of war-time shifts Amarillo now leads all other metropolitan markets in the nation with the largest percentage increase of civilian population.

Within less than a year—May, 1942, to March, 1943—Amarillo added 24.5 per cent to its civilian population. No other city has shown a larger percentage increase during the same period.

Increases such as this cannot be ignored in marketing plans, comments Arno H. Johnson.

A director of media and research for the J. Walter Thompson Company, an advertising agency, Mr. Johnson has just presented the first detailed analysis of war-time population shifts, as indicated by registration for Ration Book No. 2.

Tops Top Twenty

Even in a three-year period—April, 1940 to March, 1943, Amarillo outranked such places as Jacksonville, Fla., and the San Francisco-Oakland area in percentage increases.

91.9% of all homes in Amarillo have radios

... the highest radio-homes percent in Texas ... and four-fifths of these homes (Hooper says 78.9%; NBC says 79%) are tuned in on KGNC ... the ONLY station that provides primary coverage of rich, vast Northwest Texas.
It takes
IDEAS to make a network

... here's another from Columbia Pacific

Bill Winter is an elegant news analyst. For years he was on a station in the South (Columbia's WBT). So good were his keen analyses, so superb his delivery, that Crossley reported 78% of the available audience tuned to his program.

Idea #1. We brought him West. Put him on Columbia Pacific.

Idea #2. Why not combine a brilliant analyst with straight news when news is hottest? News—then crisp news analysis? Why not? We had originated this combination; it had worked; it had already developed the highest ratings earned by any five-a-week daytime program broadcast regionally on the Coast.

Into such a combination we scheduled the seasoned analyst William Winter. So today, up and down the rich Western empire, all CBS stations originate five minutes of straight news at 10 p.m.; then William Winter gives ten minutes of incisive news analysis.

It's another example of sensible Columbia Pacific ideas. Get the right ideas to five million people and they line up to buy!

COLUMBIA Pacific NETWORK
Radio's Look Ahead

WE QUOTE President Roosevelt:

"Although considerable progress has been made as a result of efforts to reorganize the work of the FCC under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them".

This is not a new expression from the Chief Executive. It was made on Jan. 24, 1939, in identical letters to Chairmen Wheeler and Lea of the Senate and House committees charged with radio legislation, after consultation with the then FCC Chairman, Frank R. McNinch. Plans to reorganize the FCC into a three-man agency promptly were pressed, but got nowhere.

Need is Greater Today

The condition of the law certainly hasn't changed since 1939. The same law—The Communications Act of 1934—is on the statute books. But other things have happened to aggravate conditions. The Supreme Court, in the now famous Frankfurter opinion of last May 10, breathed into that Act powers broader than those ever delegated to any administrative agency.

The need for legislation is apparent. The President saw that need in 1939. Every session of Congress since then has seen legislation introduced to take the guesswork out of radio regulation. There is pending before the Senate the White-Wheeler bill, and before the House the Holmes bill, which is almost identical. Congress reconvenes Sept. 14. Radio legislation appears to be at the top of the list. The House Select Committee investigating the FCC plans an interim report in which it probably will advance certain legislative recommendations.

First things come first. There is need for legislation that will clearly define the FCC's functions and remove the Sword of Damocles which the Commission holds over the heads of broadcasters. Both the White-Wheeler bill and the Holmes bill would accomplish that essential result.

But that can be regarded only as short-term, interim legislation. There is need for a National Policy for Radio. The strides made by radio through wartime necessity are stupendous. The whole story won't be known until it is won. Already great credit has been given radio and radio men for their contribution to the success of our forces and our allies.

What will these war-born developments mean in the peace-time transition of radio? FM and television to be sure. Frequencies in the micro-waves. Possibly enough frequencies to meet public demand for facilities. There are many unknown quantities and imponderables.

That constitutes the long-range legislative task. It requires sound planning. It is more than the job simply of a Government regulatory agency, or an industry. The nation's whole social and economic fabric will be affected by these radio developments to come.

Here, we humbly submit, is a matter that warrants the attention of the nation's leaders. President Roosevelt, or his home-front chief, Justice Byrnes, should take prompt notice of it. There should be created, we suggest, a board or commission to make a continuing study of the radio-electronics field, with a view toward legislative safeguards that will ensure for the public the maximum benefits in the post-war era.

On such a board, we believe, should be the chairmen of the Committees of Congress charged with radio legislation. There should be representatives of the public—far-sighted, public-spirited men, who are free of bureaucratic entanglements. There should be representatives of the licensing authority and of the radio engineering profession, as well as of the broadcasting industry.

Such a course of action, we feel, would inure to the best interests of public, industry and government. It covers both the short-range and the long-range goals toward a sound National Policy for Radio.

The industry should not let down for a single moment in its quest for the short-range, interim legislation to correct the abuses that President Roosevelt saw in 1939 and that have been intensified a hundred-fold since. That's the immediate task, to be coordinated through the NAB, adequately staffed.

It's All Good

ALL TIME is good time on the air. This broadcasting principle, now axiomatic, for many years was denied recognition by advertisers, agencies and even broadcasters. As the so-called good hours of 8-10 p.m. became saturated some years ago, venturesome radio users discovered that they were getting results—and good results, too—from hours ranging all the way from 6 a.m. to midnight. Now even the midnight-dawn hours are attracting new spot and local sponsors every day.

A glance at network program lineups for next season [Broadcasting, Aug. 2] shows that little time between dinner and 11 p.m. is open on the nationwide networks. In fact, there is a waiting list for some of the preferred periods.

This situation is a healthy one so long as sponsors are willing to try new periods. Like other media, radio has premium spots to offer. And like other media, radio can offer many of its best buys in the non-premium category.

Out of the shortage of availabilities in advertising media will come an appreciation of the results that can be obtained by careful buying of time and space. In the case of radio, the Sunday afternoons and Saturday mornings and midnight hours once so difficult to sell are acquiring more friends as the years progress. The radio day is fast becoming an around-the-clock proposition, and everyone of those 24 hours offers a valuable buy to the sponsor who knows how to buy time.
We stacked the cards against Hitler

Beans and beets are vital to fighting men. Michigan grows both. Packs them in the famed "C" and "K" canned rations.

When Washington called urgently for the planting of additional acres, WJR farm editor Duncan Moore went into action. Working in conjunction with the Department of Agriculture and the War Department, the idea of a special Army motorcade was conceived. This mobile war show, on the road in a ten-day tour of sixteen counties, sold farmers on the necessity of increased production.

Throughout Michigan farmlands, farmers gazed for the first time at jeeps, tanks and scout cars... met wounded Guadalcanal heroes... heard the appeals to plant more beans and beets... signed pledge cards with patriotic pride.

Today, the fields of Michigan are green with growing beans and beets... the hundreds of thousands of extra acres that were pledged in those ten days when the cards were stacked against Hitler.
Our Respects to
(Continued from page 32)

erial series of programs produced. Among them were The Ballad Hunter, one of the first attempts to document American folk songs and folkways by radio. This series was produced in cooperation with the dean of American folk song hunters, John A. Lomax, founder of the Archive of American Folk Song at the Library. Later such programs as Hidden History, and America Speaks explored further these techniques of documenting America. War terminated the activities of the Radio Project.

Coordinating Job

When Bill Lewis was appointed Radio Chief of the OPP he asked Phil to become the Chief of the Government Liaison Division. In this capacity he was the principal officer in dealing with all government agencies, bureaus, and departments and coordinating their radio activities with the Federal information policy.

Phil Cohen continued this work when the Radio Bureau of OPP was absorbed by the newly-created OWI, and in the spring of this year, he became Deputy Chief of the Bureau to Donald D. Stauffer. Phil is the author of a number of articles on radio broadcasting. He is Regional vice-president of the Association for Education by Radio, and one of the group which organized it. He is well-known as a lecturer at Ohio State, Harvard, and New York Universities and has taught at Middlebury College's distinguished "Bread Loaf Conference."

He is married to the well-known literary agent, Henriette Herz, and is the father of two boys, Philip S. and William 2.

Charles R. Rynd, treasurer of BLUE, has returned to his New York headquarters after several days of Hollywood conferences with Don E. Gilman, western division network vice-president and Sidney N. Strotz, western division vice-president of NBC.

Herbert B. Wixson, sales manager of KMOV Beverly Hills, Calif., has been promoted to assistant station manager in charge of national business. He currently is in New York contacting advertising agencies.

C. G. (Tiny) RENIER has returned to KNOX St. Louis after serving as producer-director with CBS New York. He will head a new department of promotion sales.

Jerry Tonkin, commercial manager of CKB1 Prince Albert, Sask., has just completed a sales trip in Eastern Canada and the United States.

Fred Deinert, sales manager of WPEN Philadelphia, is the father of a girl.

Roger W. Clipp, executive vice-president and general manager of WPHI, Philadelphia, has been named chairman of the publicity committee, Rotary Club of Philadelphia.

Edward A. Davies, vice-president and director of sales of WIP Philadelphia, was appointed by Gov. Edward Martin of Pennsylvania as Lt. Colonel and Assistant Chief of Staff "G-2" on the staff of Brig. Gen. Milton G. Baker, commanding general of the Pennsylvania State Guard.

Jack Runyon, West Coast radio manager, Office of the Coordinator of Inter-American Affairs, has returned to Hollywood after conferences with radio executives in Mexico City.

Rolf Warner, sales service manager of WHRM Chicago, last week to begin training as an Army aviation cadet. He has been succeeded by Charles Dabney, former sales merchandising manager of the mail order department for Montgomery Ward & Co., Chicago.

D. E. (Plug) Kendrick, president and general manager of WIXN Louisville has taken a leave of absence upon doctor's orders, following a recent operation.

Joe Thimkin, formerly of WOWO Fort Wayne, Ind., has been appointed acting chief of the Radio and Motion Picture Section, Food Distribution Administration, Great Lakes Region, with headquarters in Chicago. He succeeds Lance Hooks, who has entered the Army.

Robert J. Meyer has been appointed promotion manager of WIXN Milwaukee, succeeding Hugh O'Malley, who has joined the staff of WTAE Green Bay, Wis.

Harvey Young, salesman of WHIO Dayton, has been inducted into the Army.

There's a NEW City in Texas

Its name is "Bounty." Three years ago it didn't even exist, yet today its population is 328,911!

This husky three-year-old already is larger than such prime markets as Charleston, W. Va.; Chattanooga, Tenn.; Des Moines, Iowa; Jacksonville, Fla.; Miami, Fla.; Mobile, Ala.; Nashville, Tenn.; Oklahoma City, Okla.; Omaha, Neb.; Richmond, Va.; Salt Lake City, Utah; Spokane, Wash.; Syracuse, N. Y. or Tulsa, Okla.

"Bounty" is made up of the combined population gain, since 1940, of nine Texas metropolitan centers, as shown by 1943 ration book figures. ALL NINE ARE IN TQN DAYTIME PRIMARY. Eight of the nine are among the twenty-eight metropolitan counties in the entire United States listed by the Census Bureau as having the most rapid wartime growth and the BEST postwar prospects of retaining their growth.

TQN delivers this huge added market—without added cost!

TEXAS QUALITY NETWORK

Represented Nationally by EDWARD PETRY & CO.

Page 34 • August 16, 1943

BROADCASTING • Broadcast Advertising
The most-crowded room in the Northwest

Most crowded with excitement, dramatic wallop, and experience—19 years of experience in seeing and knowing and being part of the news.

The "most crowded room" is the WCCO News Room. Yet it's a new room. And spacious.

Northwest folks—almost 4,000,000 of them in 139 counties—have for 19 years leaned heavily on WCCO for advice, counsel, information, entertainment and news. News has always been up in the forefront of our activities. As news grew more and more important, the WCCO news staff grew. Grew so large that we needed more space and more facilities. Hence the WCCO News Room—the largest, the most complete in Northwest radio.

That's only fair. For the WCCO News Staff is also the largest and the most complete in Northwest radio. Eleven staff men are authorities in their fields. Men like John Raleigh who came to WCCO from the Far East, where he was CBS staff correspondent; like Larry Haeg, farm news editor, who operates a 148-acre farm, between turns as a State Legislator; like Cedric Adams (10 years on WCCO) whose current Hooper rating for his nightly 10 o'clock newscast is 25.4. Eleven men who know the news and know the Northwest.

When next you see a survey of radio listening in the Northwest, information like this about WCCO news coverage will help explain the complete dominance of WCCO in the Northwest.

Good Neighbor to the Northwest
Long to WELI

DEWEY LONG, formerly manager of the Chicago sales office of WLO, Cincinnati, who resigned that position last month, has been appointed manager of WELI New Haven according to an announcement by Harold A. LaFount, general manager of the Bulova stations. A veteran in radio sales, Mr. Long was formerly manager of WSAI Cincinnati, and before that sales manager of WBT. James T. Milne remains at WELI in full charge of sales, according to Mr. LaFount.

RCA Head Drowned

E. C. GRIMLEY, 62, president of RCA-Victor Ltd. Montreal, was drowned Aug. 4 in Lake Memphremagog, Que., when he fell from the stern of a sailboat. Although a good swimmer, he failed to reappear after sinking beneath the surface. During the past winter he had found it necessary to take a rest cure for a heart condition. He was in the sailboat with his wife and niece at the time of the accident.

HARRY GERBER, formerly of Gerber Sales Co., Boston, Mass., has been appointed New England factory representative of Universal Microphone Co., Inglewood, Calif.

J.T. JAMES C. FIDLER, formerly meteorologist at WLW Cincinnati, is the father of a girl.

B. M. Middleton Leaves Aug. 20 to Join Army

BEVERLY M. MIDDLETON, sales manager of WABC, New York, leaves the station Aug. 20 to join the Army. He reports for duty at Fort Devens, Mass., Aug. 23. Replacing Mr. Middleton will be John H. Field Jr., who joined WABC last April as an account executive. He had held a similar position with WPTF, Raleigh, N.C.

Mr. Field entered the advertising field as a member of the New York World advertising department. He remained there five years, shifting then to the New York Times, where he spent six years. After a two-year period with Scott Howe Bowen, radio representative, he joined Free & Peters, New York office in 1935, as vice-president of Free, Johns & Field, a subsidiary organization. In 1938 he joined WPTF.

Mr. Middleton joined WABC as an account executive in 1938. He had served as manager of KBIX, Muskogee, Okla.; commercial manager of WSVA, Harrisonburg, Va., and commercial manager of WFS, White Plains, N.Y. He became sales manager of WABC in July of last year.

RUSH HUGHES, KWK St. Louis, has been commissioned by the Treasury Department to transcribe 24-five minute narrations of events in which American boys in the service have served as heroes in the present war. The discs will be used for nation wide distribution in connection with the Third War Loan campaign.

FOR FUTURE USE, are the merchandising tips Shelton Earp (left), newly appointed assistant manager of KROY, Sacramento, Calif., received from Jack O'Mara, Pacific Coast merchandising manager of CBS, during a recent Hollywood conference.

Kennedy to England

JOHN B. KENNEDY gave his last broadcast on CBS for Chevrolet Dealers Aug. 12, and planned to leave shortly for England where he will gather information as a guest of the British Government. Chevrolet will discontinue sponsorship of the Tuesday and Thursday, 6:30-6:45 p.m. periods. Jeri Sullivan, singer, heard on a sustaining basis in this spot on other days of the week, will move into the two periods vacated by Mr. Kennedy. Campbell-Ewald Co., Detroit, handles the account.

Martin Returns to NBC

W. G. MARTIN, who left NBC early this year to become director of public relations for Lady Esther, Chicago, has returned to the network as a member of NBC Spot Sales. Mr. Martin was formerly manager of guest relations at NBC. Another new member of NBC Spot Sales is William Thomas Hamilton, who until recently served on the staff of Puck—The Comic Weekly.

E. R. CAPPARELLIN, news editor and former manager of KALB, Alexandria, La., since 1926, has been appointed manager of the station.

FOR FUTURE USE, are the merchandising tips Shelton Earp (left), newly appointed assistant manager of KROY, Sacramento, Calif., received from Jack O'Mara, Pacific Coast merchandising manager of CBS, during a recent Hollywood conference.

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Commercial Radio's K49KC celebrates the completion of its First Year as the Pioneering FM Station in Kansas City.
ROB RUNYAN has joined the announcing staff of WOWO-WGL, Fort Wayne, Ind., coming from stations in Minneapolis.

KATHERINE FOX, coordinator of war activities and public service director for WLM-WSAI Cincinnati, is leaving for Cleveland to serve on the advisory committee for women's activities in Ohio for the Third War Loan Drive.

DARRELL DONNELLY, former news broadcaster at KJRS and KQW San Francisco, has shifted to KFRC San Francisco, doing three news broadcasts daily.

MITCHELL CONNOR, recently honorably discharged from the Army, has joined WHBM Chicago, as a producer. Previously, Connor was a writer, producer and announcer at WMN Milwaukee, and before going into the army, worked as newscaster on WHBM Chicago station broadcasts.

JUNE CLAIRE, artist and writer, has joined the continuity staff of WGN Chicago.

JACK O'CONNOR, staff announcer of WRBL Columbus, Ga., has been made promotional director. (Miss) Billy Wismer has been appointed full-time announcer. She had been part-time announcer since last September.

KANE CAMPBELL, formerly of NBC, New York, playwright and author, has joined WGN Chicago as continuity writer.

COLUMBIA RECORDING Corp. district managers gathered seven strong at the company's Bridgeport factory to tackle market problems with Columbia executives—the first meeting of its kind in two years, with every district represented. Paul Southard, vice-president in charge of sales, seated in the center, is flanked by Jack Stafford, New England (left), and F. E. Cross, South Central. Back row, standing: Robert Pampe, Southeast; George Prutting, New York, Philadelphia and Baltimore; Jeff Wilson, West; Gene Chandler, Southwest; and Jack Heim, Midwest.

Last year, our industrial workers earned wages of over $107,000,000. And it's been going up ever since.

Last season, Hooper reported 63.8% listening to WSPA. That's gone up too.
Said the War Correspondent to the Folks Back Home:

"Tanks storm rail center — smash counterattack"

In your morning paper
It's only an arrow
Creeping toward a dot on the map . . .

But out there
Where the angry earth
Convulses under your feet
From the thundering steamroller charge
It's hell on wheels
As the tanks attack at dawn

* * *

And close on their clawing heels
Spattered with the same mud and lead
As the mopping-up forces
Comes the soldier with the typewriter . . .
The war correspondent

* * *

When you read his eye-witness account
Of how this town was taken
Read between the lines
And give a thought
To the man under the helmet

Whose only command is . . .
Get the story!

* * *

Helping him get the story through
Relaying it from field radio
To command outpost
To towering Mackay Radio
Trans-Atlantic radio telegraph station
Is the voice and ear of electronics
The vacuum tube . . .
Giving wings to his words
Just as it helps plane and tank
"Work together better
Because they can talk together"

* * *

Here at I. T. & T.'s manufacturing associate
Federal Telephone and Radio Corporation
Where a great many of these tubes are made
Our hats are off
To the men who use them
To speed victory . . .
Some day they'll help men
Build a better world
MARGARET Farry, of BLUE’s sales service has left the network to be married to Lt. Leroy R. Switzer, navigator in the Air Forces.

SIDEBELE HERMAN has joined the music department of WLBD Brooklyn, as library assistant.

CAPT. BRUCE DISQUE JR., former assistant manager of the NBC script division, now with a troop carrier command in Europe, has been promoted to the rank of major.

PHIL POTTER has joined the announcer staff of WNLG New London, Conn. He was formerly with WBIV Waterbury, Vt., and WWWR St. Albans, Vt.

WALTER KIERNAN, former writer and columnist of International News Service last week started a series of twice-weekly news commentaries on WJZ New York. Mr. Kiernan conducted syndicated column for INS appearing in 55 newspapers under the heading “One Man’s Opinion.”

LUCY TOWLE, formerly promotion director of WMCA New York, joins NBC this week. She will be in the educational program promotion dept.

V. KALLEN, NBD Comments director was selected “favorite commentator” in a poll conducted recently by the Thomas (Fla.) Tribune.

KEEVE PERRIN, producer announcer of WOR New York, is the father of a boy.

VAN GEORGE PATRICK has replaced Jim Wells as Sports Director of WMEN Buffalo, Mr. Wells having gone into the Navy.

BERT WILSON, sports announcer of WJJD Chicago, is the father of a girl.

DOUG ADAMS, formerly of KGMU Albuquerque, has joined the announcing staff of KTSF El Paso.

PAT HESSMAN, girl announcer of WABC New York, is waiting to be married.

FRANK MALLANTS, promotion manager of WIOD Miami, and columnist for the Miami Daily News, has been selected by the Sportman’s Club of Dade County as the man who has done the most outstanding work for conservation in South Florida.

SILVIA FRANKEL, formerly of WMJ Mansfield, O., has joined WING Dayton in charge of special events. Charlotte Howard, former staff vocalist at WLVW is now announcer at WING.

BILL BRYAN of WMIN Topeka, has replaced Dave Chapman as news editor of KOA Oklahoma City. Mr. Chapman is in the Navy.

JAMES WENTZEL, recently with WHHH Purdue U., has joined the announcing staff of WOWO-WGL Fort Wayne.

BERNARD DUDLEY, formerly heard on WABY Albany, is serving as announcer on Portia Faces Life on NBC, while George Putnam vacations in California.

BERNARD EASTER has resigned as publicity director of WSW New York. Mr. Easter was formerly publicity and promotion head of WINS New York.

ROSEMARY CRUZ has joined the community department of CJON Vancouver.

PATRICIA NEILSON, music commentator and announcer of CJON Vancouver, is to handle the Vancouver Symphony Concerts this summer.

MAREE McLEAN, production department of CJOR Vancouver, has announced her engagement to Naval writer Kent Lovelace.

SHERI-CIE, MAURICE BURCHILL, announcer of CKY Winnipeg, has been posted to H.M.C.S. Chippawa, Canadian Naval station at Winnipeg.

SHERI-CIE, TOM BENSON, formerly of CKY Winnipeg, is now stationed at H.M.C.S. Cartier, Canadian Naval station at Montreal.

RON DEACON and Jack Holmes, former announcers of CKX Brandon, Man., now with the Royal Canadian Artillery, have received their commissions as lieutenants.

NEW IDEAS FOR MARKETING MANAGEMENT

“The Salesman’s Wife is vital to this program’s success.”

“She’s more vital to the salesman, but you’re right—she popped up in the Printers’ Ink contest story.”

“You read it too? You know that article gave me a new slant on the whole idea of wholesaler and jobber distribution. We never tried a quota system like it before and I think you ought to look into it. If we can handle it in the agency—have it worked up into a full campaign.”

“Okay, and that reminds me, I’m changing the list we’re using now... I got that idea in Printers’ Ink too.”

Naturally, advertising and sales management men aren’t the only ones to get ideas from Printers’ Ink. The two pictured might easily have been agency people or media men, or any combination you could name. The fact is, all these people know the need for additional sound and varied experience. It leads them to pool information and to stimulate their own thinking by reading Printers’ Ink.

This is normal usage for Printers’ Ink material, for P. I. builds this usage, this wealth of ideas and information into all its articles. This interpretive editorial policy delivering the “know-how” and “know-why” of advertising, management and sales, provides the vital “difference” that makes Printers’ Ink the most quoted voice in the industry.
Labor Council Asks Fly Ouster; Says He Blocks Post-War Jobs

Cleveland Building Trades Call on President To Act. Charging Excessive Regulation

IS ORGANIZED labor out after FCC Chairman James Lawrence Fly.

That question is being asked following disclosure that the business agents of the Cleveland Building and Construction Trades Council have adopted a resolution asking President Roosevelt to remove Mr. Fly from the FCC post on the ground that his policies "seem to indicate a purpose to limit and retard the post-war possibilities of the radio and television industries by the imposition of excessive and bureaucratic regulation."

The resolution, adopted by the Council on July 27, was the first direct attack upon Mr. Fly by a labor organization, so far as could be recalled. It was published July 30 in the Cleveland Citizen, official weekly newspaper of organized labor in that city. The resolution follows in full text:

Resolution

Whereas, the Building and Construction Trades Department of the American Federation of Labor at its 1942 convention adopted and approved the report submitted by William L. Hutchesson calling attention to the vast promise in post-war jobs for the building industry in the potential expansion program of the radio and television industry;

Whereas, the present policies pursued by the Federal Communications Commission under the Chairmanship of James L. Fly, instead of encouraging such expansion and growth, seem to indicate a purpose to limit and retard the post-war possibilities of the industry by the imposition of excessive and punitive bureaucratic regulation;

Whereas, the American Federation of Labor, at its successive annual conventions, has repeatedly gone on record in opposition to the further extension of the bureaucratic principle in our Federal Government;

Whereas, the management of the radio industry by the present Commission has called forth sharp criticism, not alone from civilian sources but from high representatives of our Armed Forces;

Whereas, the facts submitted to the present House Committee investigating the conduct of the Federal Communications Commission indicate an unhealthy state of affairs in this important field;

Whereas, even if some of the charges which have been publicized may be unfounded, a sufficient body of evidence has been submitted to demonstrate that the Commission under the present chairmanship has fallen down badly on its job of working constructively and fairly with the radio industry, that its policies point definitely in the direction of abridgment of the American principle of free and non-partisan use of the air waves, and that it has created an unsalutary situation which must be cleaned up in the interests of the industry and the nation;

Whereas, it has been clearly demonstrated that Chairman James L. Fly initiates and dominates the decisions of the majority of the present FCC, and therefore, that he is personally responsible for its policies and for its effects;

Therefore, it be resolved, that the Building and Construction Trades Council of Cleveland calls upon President Roosevelt to reorganize the FCC to its proper functioning by taking the proper steps to remove James L. Fly forthwith from the Chairmanship of the Commission.

Atlantic Beer Places

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), has placed contracts to sponsor spot announcements, two quarter-hour musical programs and a quarter-hour warm-up session preceding college football games beginning Aug. 9. The three-week quarter-hour, Tavern Pale Playtime, will feature The Vagabonds, Negro quartet, on WMAQ, Chicago, beginning Aug. 9, for 13 weeks. A three-week quarter-hour, Playtime, featuring The King's Jester and Winston & Sutton, pianists, will be heard on WBBM, Chicago, for 14 weeks. The quarter-hour pre-game session with John Harrington, sports announcer, will be heard on WBBM, Chicago, beginning Sept. 12, and spot announcements will be carried on Chicago stations WBBM WCFL WJJD WSBW and WIND, Gary, until Dec. 31.

Begin with this bushel of Kansas Wheat! There are 14 million other bushels—to be sold for 20% to 25% more money than last year. Farm and small town folks in Kansas and surrounding states are RICH. The staggering amount received for this wheat crop is only a small part of their total income.

Now—bring out the fact that these suddenly-wealthy folks are WIBW's regular listeners. They think we're swell because we give 'em entertainment and services they want, need and understand.

Finally—point out how easy it is for an advertiser to dip his hands into this natural well of wealth by using the preferred medium of this area—WIBW. You'll find you've written a powerful selling ad. Powerful because it's true.
WHY, Des Moines
Kenton Pharmaceutical Co., Covington, Ky. (Hester), 3 sp thru Roche. Williams & Conyngham, Chicago.
Gooch Carey Salt, Chicago.
North American Aviation Co., Ingwood, Calif. (employment), 5 sp weekly, 13 weeks, thru BDPO, N.Y.
Golden State Ck., San Francisco (Golden Milk), 5 sp weekly, 13 weeks, thru BDPO, San Francisco.
North American Aviation Co., Ingwood, Calif. (employment), 5 sp weekly, 13 weeks, thru McCann-Erickson Inc., San Francisco.
Nohl Corp., Columbus, Ga. (Pack-T-Pack), 5 sp weekly, 26 weeks, thru BDPO, N.Y.
Colonial Dames Corp., Los Angeles (costumes), 2 sp weekly, 8 weeks, thru A. W. Murphy, Chicago.
WKZO, Kalamazoo-Grand Rapids
Consumers Power Co., 1 sp weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.
Michigan Bell Telephone Co., Detroit, 14 as weekly, 8 weeks, thru N. W. Ayer & Son, N. Y.
Morton Salt Co., Chicago, 10 sp weekly, 4 weeks, thru J. Walter Thompson Co., Chicago.
Murphy Products, Burlington, Wis. (feeds), 5 sp weekly, 42 weeks, thru Procter & Gamble Co., Cincinnati.
Ritchie Products, Chicago, 12 monthly, 1 year, thru Donahue & Co., N. Y.
Rex Research Products, Toledo (Flyaway Dope), 5 sp weekly, thru Miller Drug Co., Chicago.
RIT Products, Chicago (dye), 12 weekly, 17 weeks, thru Earl Ludgin & Co., Chicago.
Sal-Flayre Corp., 3 sp weekly, 13 weeks, thru Douglas Hall Co., Dayton.
WKJ, Hollywood
Interstate Bakers Corp., Los Angeles (bread), 2 sp weekly, 13 weeks, thru Dan B. Miner Co., Los Angeles.
Golden State Ck., San Francisco (Golden Milk), 5 sp weekly, 13 weeks, thru BDPO, San Francisco.
North American Aviation Co., Ingwood, Calif. (employment), 5 sp weekly, 13 weeks, thru McCann-Erickson Inc., San Francisco.
Nohl Corp., Columbus, Ga. (Pack-T-Pack), 5 sp weekly, 26 weeks, thru BDPO, N.Y.
Colonial Dames Corp., Los Angeles (costumes), 2 sp weekly, 8 weeks, thru A. W. Murphy, Chicago.
KONO, San Antonio
Cartier Products Co., New York (Cartier's Little Liver Pills), 6 sp weekly, 52 weeks, thru Ted Bates Inc., N. Y.
True Story Magazine, New York, 5 sp weekly, 42 weeks, thru Raymond Selector Co., N. Y.
Coleman-McClellan Peet Co., Jersey City (Supersol, Palmolive soap), 10 sp weekly, thru William Eddy Co. & Ted Bates Inc., N. Y.
KAP, Pasadena, Calif.
Kroger Co., Oakland, Calif. (Cresyl Mendo), 7 sp weekly, 13 weeks, thru Allen C. Smith Adv., Kansas City.
Wilson & Co., Los Angeles (ham, bacon), 2 sp weekly, 13 weeks, thru Brisacher, Davis & Van Norden, Los Angeles.
Sunway Fruit Products Co., Chicago (vitamins), 6 sp, 6 sp weekly, 26 weeks, thru Sorensen & Co., Chicago.
WNEW, New York
Charmes Candy Co., Bloomfield, N. J. (Testastix), 9 sp weekly, 13 weeks, thru Mercantile Co., N. Y.
KFAC, Los Angeles
Young's Dental Manufacturing Co., Los Angeles (Protex Basics Easy), 2 sp weekly, 8 weeks, thru Weiss & Geller, N. Y.
WENR, Chicago
Longines-Wittnauer Watch Co., New York, 10 sp weekly, 26 weeks, thru Arthur Rosenbery Co., N. Y.
Beich Candy Co., Bloomington, III., 2 sp weekly, 13 weeks, thru Consolidated Royal Chemical Corp., Chicago.
Kleenex (Krank's Handkerchiefs), 200 sp thru Arthur Meyerhoff & Co., Chicago.
Eagle-Sunset, Chicago (Rutland for Men), 12 sp, thru Schwimmer & Scott, Chicago.
Thomas J. Webb Co., Chicago (coffee), 12 sp, thru Schwimmer & Scott, Chicago.
KRO, Chicago
Longines-Wittnauer Watch Co., New York, 10 sp weekly, 26 weeks, thru Arthur Rosenbery Co., N. Y.
Beich Candy Co., Bloomington, III., 2 sp weekly, 13 weeks, thru Consolidated Royal Chemical Corp., Chicago.
Kleenex (Krank's Handkerchiefs), 200 sp thru Arthur Meyerhoff & Co., Chicago.
Eagle-Sunset, Chicago (Rutland for Men), 12 sp, thru Schwimmer & Scott, Chicago.
Thomas J. Webb Co., Chicago (coffee), 12 sp, thru Schwimmer & Scott, Chicago.

Bond Sales at Stations
80 Million Dollars During Year
WAR BONDS and Stamps totaling $80,245,968 were sold by 455 of the nation's radio stations acting as official issuing agents for the sale of Stamps and Bonds during the year from July 1942 through July 1943, according to a report from the Treasury Dept. Total sales of series E War Bonds during the period were $8,127,177,000.

Miss Howard was also introduced at an open house in the WKY studio on Aug. 6, from 2-4 p.m. and 8-9:30 p.m. She will hold other open houses in the WKY studio A on Tuesdays 2-3:30 p.m. Her broadcast schedule includes a series of fashion shows on WKY, 11:45 p.m.-12 noon; Sincerely, Marjorie Howard, Fri. 9:45-10 p.m.; Fashion-wise and Otherwise. Sundays 3:30-4:45 p.m.

Sacred Series Expands
HEBREW EVANGELIZATION Society, Los Angeles (religious), sponsoring the six-weekly half-hour program "Hebrew-Christian Hour" under a revision of schedule in early August added 13 stations to its list making a total of 35 outlets. Stations are for the sale of Stamps and Bonds during the period of Aug. 15, 1943, according to a report from the Treasury Dept. Total sales of series E War Bonds during the period were $8,217,777,000.

WAR BONDS were sold in New York stations which accounted for $15,359,656 in Bonds and Stamps during the week ending July 31, 1943. Other stations were second with $9,368, 677.85. In third place were Ohio stations with $7,289,627.45; Mississippi $5,307,010. California $4,747,415.5, Iowa $4,671,522.

CKCA, Kenora, Ont., has added Press News Ltd. 60 words a minute slant-type service.
Caters to Bovines

WHO DAYTON has extended its listener satisfaction from the homa sapiia group to a new field, that of lucrative cows more contented. Gene-

sis of this venture came the other morning when Janet Will called Bud Baldwin, an-
nouncer of Breakfast in Bed-

and asked him to give her a cow more con-
tentment. It developed that the playing of certain record-

ings made the 13 cows and one bull belonging to Miss

Will very quiet and satisfied with life. Also note: The milk

production of the cows has increased.

COOPERATIVE Transit Co., o

Wheeling, recently celebrated its ten-

anniversary with a series of radio programs over WVA. Three of the pro-

grams were interviews with trans-

company oldtimers who introduces dramatized stories of early transi-

devlopments. The final program called “Through The Years With Cooper-

ative” was presented Aug. 17.

RELIABLE USED CAR Co., Ja-

mais, N.Y., on Aug. 4 started its first test campaign on WMAQ New York seek-
ging to purchase used cars. Other stations may be added. Agency is John 

Hilton & Co.

AN EARLY MORNING women's in-
terest program on WOR New York is being used by Titeflex Metal Hosi-

ery Co., Newark, N. J. to recruit women workers. Firm is engaged in the man-

ufacture of products for airplanes, and effective Aug. 9 started participation on Pegeen Prefs, six times weekly program in the 8:30-9 a.m. period. Agency is Chase, Dallas Reech Co., Newark, N. J.

CANADA STARCH Co. Ltd., Mon-

treal (Crown brand corn starch) starts on Aug. 30 Secret Service Scouts and Crown Brand Sports Club radio programs. The account was placed by Vickers & Ben-

son Ltd., Montreal.

LYMAN AGENCIES Ltd., Montreal sponsored a weekly morning network program started the Blue network program Counterplay on WOR Montreal, Aug. 9 (the account was placed by Ronalds Adv. Agency Ltd., Montreal.

FEDERAL OUTFITTING Co., San Francisco (national clothing chain), on Aug. 9 started nightly 60-minute transcribed musical program with news commentary on KGO San Fran-

cisco. Contract is for 52 weeks. Rhoades & Davis has the account.
WELCOMING Mrs. Erna Perham Proetz, executive vice-president, into the ranks of Gardner 20-year veterans at Gardner Adv. Co., St. Louis, is Howard S. Gardner, chairman of the board, who presents the gold medallion to Proetz on. Attending the ceremony were (1 to r): C. E. Bolgard, media dept.; J. M. Goldbeck, production manager; E. A. W. Schulenburg, secretary; Mrs. Proetz; C. P. Michels, vice-president; Mr. Gardner; J. C. Sutter, production billing dept.; Jerome F. Kircher, vice-president. One 20-year member was absent: J. F. Kirchhoff, assistant treasurer.

H. H. (Petey) HINDELY, former account executive of Al Paul Leffin Co., Hollywood, has been appointed San Francisco manager of Allied Adv. Co.

CLYDE L. WOOD has discontinued his personal service representation to become Hollywood radio casting director of Foote, Cone & Belding.

HENDRIK BOORAEM, Hollywood producer of Young & Rubicam, has joined the Nyc as lieutenant. (ld.) His assignment on the CBS Burns & Allen Show will be taken in the fall by Carroll O’Mea.


A NETTE JOSEPHS, former timebuyer of BDDE, will replace Florence Starr Carson when the latter retires as timelbuying of J. D. Tarcher Co., New York, Aug. 20, to join her husband on the West Coast.

BILLY R. PRAG, for the past six years a member of the research department of Blaekett-Staffle-Hummett, Chicago, has joined the advertising and marketing research staff of Quali- nder Outs Co., Chicago.

P. KENNETH BEIRN, formerly with Pedlar & Ryan, N. Y. and for the past year with the OWI in Wash-ington, has joined Blaekett-Staffle-Hummett, Chicago, to handle the Procter & Gamble, Cincinnati, ac- count.

NANCY SHORES, former program director of KZRH Manila, P. I., has been appointed chief of the copy staff of Goldman & Gross Adv. Co., Chi- cago.

LAWRENCE H. LIPSKIN, formerly chief copywriter of Columbia Pic- tures, has joined Donahue & Coe, New York, as copywriter.


M. P. FRANCESCHI, general man-ager of Foote, Cone & Belding, New York, has been elected a vice-presi- dent and senior executive of the agency.

RICHARD HUBBELL, of the radio department of N. W. Azer & Sons, Los Angeles, has left for Seattle, to confer on plans for a radio program for Boeing Aircraft Co., Seattle.

William Elwood Cox

WILLIAM ELWOOD COX, 57, vice-president of Norris-Patterson, Toronto agency, lost his life Aug. 2 at Buttermilk Falls, Ont., while trying to rescue his 19-year-old son, Alan, from drowning. Father and son had been diving together and when the son got into difficulties, the father dived in after him. The two had nearly reached safety when the father’s heart gave out under the strain. The bodies were taken from nine feet of water 20 minutes later. Mr. Cox had been with the agency since 1918, becoming vice-president last year.

Drops Accounts

FOOTE, CONE & BELDING, New York, has announced that it will no longer handle the NBC and the BLUE network accounts. This is in accordance with a permanent policy adopted by the agency not to handle media accounts.

PHILIP BERNSTEIN, vice-presi- dent of Boselli & Jacobs, Chicago, has been appointed district manager of the Chicago office of Universal Match Corp.

RALPH HARRIS, formerly with As- sociated Merchandising Corp., and Mears Adv, New York, has joined Abot Kimball Co., New York, as ac- count executive.

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WDRC

CONNECTICUT'S PIONEER BROADCASTER

RETAIL SALES UP Again In September

A predicted increase, accord- ing to Sales Management, of 8.9% over last year’s record high in Hartford. WDRC will sell your product in Connecti- cut’s Major Market. Base CBS for Connecticut.

BROADCASTING • Broadcast Advertising
KRLD

DOMINANT

IN THE SOUTHWEST'S

BIGGEST MARKET
CHARLES A. HOLCOMB and R. B. Raynolds, account executives of Al-ley & Richards Co., New York and Boston, have been made partners in the agency.


MICHAEL F. FORSTADT, formerly copy chief and director of the com-mercial advertising division of King Features Syndicate, has joined Law-rence C. Gumbinner, Adv., N. Y.

TOD REED, account executive on the Detroit staff of Ruthrauff & Ryan since 1938, has been elected a vice president of the agency. Before joining R & R, Mr. Reed was associate with Look Magazine, with General Household Utilities Co., in charge of advertising, and with Frederick Mitchell, as publicity director.

JAMES FONDA, former producer of Foote, Cone & Belding, now in the Army Special Services radio division is being transferred from New York to Hollywood.

MAJ. CORNELIUS VANDERBILT Jr., has joined Russell Birdwell Associates, New York, as an associate. Maj. Vanderbilt, who has been hospitalized until recently, has been re-tired by the Army. He will divide his time between the public relation firm's offices in New York, Chicago, Washington, and Beverly Hills, Cal
Blue Sales Provisions Submitted
(Continued from page 7)

thing more than a legal review, plus an accounting breakdown, will be required, since there are no technical questions involved in the station transfers. They do not entail applications of an engineering nature, except for the outstanding construction permit for WJZ to remove its transmitter site to Lodi, N. J., and install new equipment.

Summed up, the data filed with the FCC covers:

Contract by Mr. Noble to buy the BLUE Network Co., either through acquisition of all of its capital stock or all of its assets, for $8,000,000 cash, with a $1,000,000 deposit already in escrow at the Bankers Trust Co., New York.

Mr. Noble has assigned this contract as an individual to the American Broadcasting System Inc., for $1. He has made available to ABS $3,000,000 which will be forthcoming from Bankers Trust Co. on a collateral loan (Bankers Trust Co. is Mr. Noble's fiscal agent).

This $4,000,000 ($1,000,000 deposit in escrow and $3,000,000 from Mr. Noble through Bankers Trust Co.) is to be paid to ABS for 400,000 shares of its common stock— all that has been issued.

ABS agrees to pay RCA the $8,000,000 within three days following FCC approval of the transfer—$4,000,000 of which it will have procured directly from Mr. Noble and $4,000,000 on loan from the three banks.

The Commercial National Bank & Trust Co. of New York advances $1,000,000, Bankers Trust Co. $1,500,000 and Central Hanover Bank & Trust Co. $1,500,000 to make up the second $4,000,000 segment. The agreement with the banks, bearing date of Aug. 10, provides that the money shall be advanced to ABS prior to November 15, 1943, unless a later date is agreed to. The notes are for four years, bearing interest at two per cent per annum, but with a proviso for prepayment at any time.

Customary protective clauses, covering default, bankruptcy, acts of Congress and other possible contingencies are embraced in the detailed contract on the loans, along with other protective provisos applicable to the transaction itself. For example, it is specified that the BLUE maintain a ratio of assets to liabilities exclusive of intangible assets of at least $1,000,000.

Provision is made that, so long as ABS owes the banks on the notes, it will not, without the consent of the banks, do anything that would disturb the status of the stock ownership and the control of the company in Mr. Noble's hands.

ABS may not borrow additional money, except that it may borrow in an amount not exceeding $1,500,000 at any one time for the acquisition of plant and equipment. This presumably is designed to take care of prospective entry into the fields of FM and television and for maintenance and repair.

Dividends may not be declared (unless payable in capital stock of the company) except out of earned surplus and then only if at the same time a sum
Gas Casualty

TRANSPORTATION difficulties have taken their toll at WLAW, Lawrence, Mass., where a six year old Audition on the Air program has been replaced by the transcribed The Weird Circle because talent finds it difficult to get to the WLAW studios. Program's sponsor, Curran & Joyce Co., says it is anxious to get Audition 53, and will try again in 26 weeks.

Station Inventories

RCA's application for transfer of the BLUE, as the owner of that network, was submitted by C. E. Pfautz, assistant secretary and manager of RCA Frequency Bureau. The application explained that the purpose of the transfer was to effect a separation of the business of the BLUE from that of RCA (which also owns NBC) to comply with sections 3.106 and 3.107 of the Commission's Rules and Regulations dealing with networks. These rules preclude the maintenance of more than one network program service by a single licensee.

The inventory of the BLUE's three owned and operated stations (WJZ WENR and KGO) showed an aggregate original cost of $460,092.90; an original cost less depreciation of $87,690.98 and a replacement cost of $552,692.90. The figures were as of June 30, 1943.

The grand total of technical equipment, including antennas, studio equipment, furniture and fixtures and real estate (with the exception of the new WJZ site at Lodl) was placed at $565,627.83, original cost; $160,873.53, original cost less depreciation; and $304,955.49, replacement cost.

The consolidated statement of income and expenses of the BLUE through June 30 showed gross income of $683,248.47 from Jan. 1 to June 30 as compared to $5,643,743.15 for the corresponding period last year. Net income before taxes aggregated $794,955.47 for the 1943 period to June 30 against $95,728.30 for the same period in 1942. Net income after taxes from January to June 1943 totaled $305,955.49 compared with $52,028.30 for the corresponding period of 1942.

The BLUE balance sheet as of June 30, 1943 showed cash in bank of $1,560,133. Notes and accounts receivable aggregated $1,470,037. Due from RCA was $29,659. The total current assets were given as $3,159,630. This compared to $2,024,523.95 at the first of the year.

Plant and equipment was listed on the books as $302,131.55. The item of "good will" for the network as a going concern was evaluated at $568,218. Deferred charges, such as taxes and insurance, were quoted at $1,112,123.86. Total assets were $4,179,304.07.

Liabilities Shown

Current liabilities of the BLUE were placed at $1,941,365.53 as of June 30. The capital stock figure was $100,000 for 1,000 shares. The capital surplus tabulation showed:

Capital $903,273.66; paid in (cash) $900,000, with the total capital surplus as of June 30, $1,803,273.66. Earned surplus as of Jan. 1 was $29,078.56. Net income in 1943 to June 30 aggregated $304,955.49. The total earned surplus was $334,674.88. Total capital stock and surplus, therefore, aggregated $1,257,945.64. Total liabilities and capital were $4,179,304.07.

The application of ABS showed that the corporation has 500,000 shares of common stock valued at $10 per share, with 400,000 assigned to Mr. Noble as of Aug. 9. Practically all of the documents, other than those under which Mr. Noble himself transferred his contracts and agreements to ABS, were signed by Mr. Priaulx.

In the formal application Mr. Noble said he contemplated "no

In Ohio's First Three!

In choosing highspot markets for Fall, smart timebuyers, selecting standout stations in the nation's standout markets will select WKBN in Youngstown—Ohio's Third Largest Market.*

The big Youngstown Steel Centre (491,974 people in the Metropolitan Market, alone) is doing a great war production job! And the CBS station is doing a great Radio job in Youngstown. For, WKBN is the only Youngstown station that completely covers this important market!

In addition, with its 5000 watts of power on 570 kilocycles, WKBN commands a potent Primary Influence-Power among 1,599,819 people in Northeastern Ohio and Northwestern Pennsylvania.

This powerful station can mean more sales, more influence for you now and in important postwar years.

* U. S. Dept Commerce

Effective Oct. 1, 1942, Youngstown, Ohio, 570 kilocycles, 5000 watts to the Blue System.

Represented by: PAUL H. RAYMER CO.
change in the service of the licensee corporation". He added that he would "seek to enlarge upon the public service features of the licensee corporation". Listed as counsel for "general legal advice" was Alvord & Alvord, New York and Washington, tax attorneys. Alger B. Chapman, a member of the firm, was said by Mr. Noble to have supplied this advice.

Assets of ABS
ABS was incorporated in Delaware on March 9, 1943, presumably for the purpose of taking over the BLUE Network Co. Charters have been issued to permit the company to do business in New York State, Illinois and California—the locations of the three stations which would be acquired outright. Frank G. Taylor was listed originally as the president of ABS. Under the revised transaction, however, Mr. Noble became its president.

The balance sheet of ABS as of Aug. 10 showed current assets of $6,000,000. It set forth that 400,000 shares had been issued in exchange for cash aggregating $4,000,000 and that $4,000,000 additional was being borrowed on notes of the company in accordance with the banking agreement. Minutes of a board meeting of ABS on Aug. 9 covered the transaction whereby the corporation acquired the agreement to purchase the BLUE, and Mr. Noble is purchaser of the 400,000 shares for $4,000,000.

Included also was a letter from H. E. Whitney, vice-president of Bankers Trust, informing Mr. Noble that the bank had placed at his disposal "a credit of $3,000,000 available to you on demand any time within the ensuing six months." This $3,000,000, plus the $1,000,000 deposit in escrow, constitutes the $4,000,000 initial payment.

The primary condition on the $4,000,000 loan from the three banks was that the funds would not be delivered until ABS, to the satisfaction of the banks, has acquired "complete and indefeasible title, free from any liens or encumbrances, to all the outstanding shares of the capital stock of the BLUE Network Co. Inc. under the terms of the agreement" with RCA. There must be delivered to the bank a copy of the FCC order, duly certified, approving the purchase by ABS of the BLUE stock.

The July 30 RCA agreement, also filed with the FCC, signed by David Sarnoff, RCA president and Mr. Noble, set forth that the $1,000,000 down payment had been placed in escrow and that the transaction was to be consummated upon three days' notice of the approval of the FCC of the transfer, at which time Mr. Noble will deliver $7,000,000 in cash along with the release of the $1,000,000 deposit.

Officials Described
The Aug. 2 amendment specified that, in the event FCC approval is not obtained, as required by section 310(b) of the Communications Act of 1934, or before Nov. 1, 1943 "this agreement shall terminate."

In response to the questions as to the background of the directors of the proposed transferee, Mr. Noble was described as chairman of the board of Life Savers Corp.; owner of the Thousand Islands Estates and Thousand Islands Club, Alexandria Bay, N. Y., a summer resort and country club; Industrial Advisory Committee, Federal Reserve Board of New York; chairman, Board of Trustees, St. Lawrence Univ.; founder Edward John Noble Foundation, an organization formed for charitable, educational and religious assistance; during past six years has served as a director of Union Bag and Paper Co., chairman Civil Aeronautics Authority and Under-Secretary of Commerce.

Mr. Anderson, listed as vice-president and director of ABS, was described as president of WMCA; director United Drug Inc., United Drug Co., Liggett Drug Co. Inc. and Life Savers Corp.; vice president and director of Petroleum Exploration Co. Inc.; vice president of Prairie States Oil Co. and chairman, Investment Committee, St. Lawrence Univ.

Mr. Priaux was listed as secretary-treasurer and director of ABS and also as treasurer and general manager of WMCA Inc. He was for a number of years active in the field of public accounting as a partner in the firm of Beairst & Co.

A NEW KIND OF "GOOSE STEP"

War-time radio really let ol' Musso have it where it hurts! Getting rid of him was just one of the many big jobs radio took care of while General Eisenhower and the boys went to work in Italy.

Action is what Gates radio equipment has been getting plenty of in this war . . . and that's where all current Gates equipment is going . . . right where the action is the thickest! That is also why Gates facilities are so greatly expanded and why Gates technical developments and new engineering methods will be turned quickly to the use of the broadcasting industry when the war is won. Battlefields are Gates proving grounds . . . proving that Gates equipment of the future will be produced at a lower initial cost and perform longer on a lower maintenance cost.

Our engineering staff stands ready to assist and advise on the maintenance of your present equipment — whether you are Gates-equipped, or not.
Press Comment
(Continued from page 10)
Rayburn for permitting Rep. Cox (D-Ga.) to continue as chairman of the FCC investigating committee, because of the alleged acceptance by the congressman of a $2,500 fee from WALB, Albany, Ga., for "legal expenses after he had importuned the FCC to grant that station a license."

The New York phase of the hearings, the Post said, followed in the same vein as the Washington proceedings. The newspaper reflected the oft-repeated attitude of Chairman Fly regarding the over-all proceedings. Each "new smear" of the committee, said the editorial, not only reflects upon Speaker Rayburn but also "advertisers the pusillanimity of the Attorney General who refuses to submit the Cox case to a grand jury in accord with the law of the land."

The Collier's editorial called upon Congress to pass a suitable amendment to the Communications Act, stating how far the FCC may go in radio and stating it clearly. "This amendment should make it impossible for the FCC to deprive broadcasters of property or to abrogate their contracts without due process of law; it should kill off the FCC's incessant attempts to censor radio programs, and should take away its present life-and-death licensing power over radio stations."

Declaring Mr. Fly has "long been a demagogic little hater of business" Collier's said his "outcries" should be discounted accordingly. Cox, it added, "is apparently not a 100% lily; appears to be a rather narrowly conservative sort with a vengeful streak." It then called upon Congress to settle the fight and avoid others like it "by putting Mr. Fly and his FCC in their proper place. They are all over the radio lot now, because of the nature of the law under which they operate." It pointed out that the Supreme Court in its memorable May 10 opinion, while it upheld the FCC's "power grab", nevertheless said that it was up to Congress, and not the courts, "to clip the FCC's claws."

"We know of no greater single blessing that could come to American radio at this time," said Collier's in pleading for legislation. "Since radio is a tremendous influence in American life, we'd all share in that blessing."

PM Critical
PM, in a direct foray against the Collier's editorial Aug. 9, called it an "evil editorial on the current Congressional scalp-hunt" into the FCC, and also alluded to Judge Cox' alleged acceptance of "illegal fees" from a radio station in his home state. Chairman Fly was described as a "courageous, straight-talking Annapolis man from Texas, who has had the unprecedented gall to enforce the anti-monopoly provisions of the Federal Communications Act against the radio networks."

After an all-inclusive attack upon the Cox Committee procedure, which PM said has proved embarrassing to even Fly's worst-wishers, PM defended the FCC's record and Mr. Fly as the "only friend the little man in the radio business has". The very idea of censorship is "poison ivy to the FCC", the newspaper stated, even though it has the right under the Communications Act to censor obscenity and the like off the air.

WIRE Staff Changes
WIRE Indianapolis, has made several new additions to its personnel. Tom Gavin, formerly commercial manager of WEBE Duluth, is now assistant manager of WIRE. Paul Walk joins the local sales staff. New additions to the announcing staff are: Bill Stevens, formerly of WIB and WISH Indianapolis; Paul Havens, formerly of WOWO-WGL Fort Wayne; and Ed Don, from WCOL Columbus. Announcers Dick Reed and Tommy Peden have entered the service.

Garey vs. Fly Battle Remains Heated As FCC Head Levels Further Charges

The battle of words over the House Select Committee inquiry into the FCC continued unabated last week and remained a leading topic in radio circles, as Eugene L. Garey, general counsel of the investigating group, levelled new charges against alleged efforts of the FCC to control the destinies of foreign language stations, with FCC Chairman James Lawrence Fly continuing to brand as "false" practically all statements made by the committee counsel.

Hive of Ideologies
Mr. Garey at a press conference in New York Aug. 7, following the first week of hearings on the foreign language phase of the inquiry, stated testimony showed the FCC and the OWI foreign language section had built up "a hive of alien ideologies" in foreign language stations. He attributed to the FCC the placement of foreign language staffs of many stations and asserted that neither the FCC nor OWI had the legal power to "do what they are doing" in respect to the staffing of these stations.

Contending these actions constituted censorship, Mr. Garey said the next step might be to carry through to religious programs and then to the press.

Mr. Fly answered the Garey accusations both in a press release issued Aug. 7 and at his news conference last Monday. In his formal statement he said that the Cox Committee charges were "investigation has been going on for six months and the hearings for six weeks, but that no one on the Commission had been permitted to take the stand or give the Committee the "full facts" on the questions under inquiry. Both Chairman Fly and Commissioner T. A. M. Craven testified before the Committee last month at the hearings in Washington, but on particular..."
phases of the FCC's war activities.
Mr. Fly reiterated charges of "star chamber" proceedings which he had made repeatedly since the public hearings got under way early last month. Alluding specifically to the testimony the preceding week on behalf of WGES and WSBC, Chicago, operated by Gene T. Dyer, Mr. Fly said this was indicative of the "general pattern" of the inquiry.

Brought From Chicago

He said here was a case where two witnesses were brought to New York from Chicago to testify regarding a conversation "between two or more Fascist witnesses, he declared, were not present at the conversation. Yet, he held, they were brought to testify regarding it while the two men concerned were both in New York and one was actually in the hearing room.

"I cannot believe," Mr. Fly asserted, "that the Congress of the United States will long continue to tolerate this brand of 'due process of law' which, after all, is carried on in its name and under its responsibility."

The FCC Chairman said Congress had provided funds both in 1942 and 1943 in connection with its foreign language station work. He said he thought the Committee "is getting into a publicly untenable position plugging for the pro-Fascists and pro-Nazis."

Davis' Attitude

Elmer Davis, Director of OWI, at a news conference last Monday upon his return from the European theatre, said OWI did not have the authority to take personnel off the air and had not done anything about it except on request. In the past, OWI has given its opinion of certain personnel when asked by station managers. He said this course had been abandoned because of the OWI budget cut. Declaring there have been a "certain number of Fascists broadcasting from foreign language stations," Mr. Davis said that managers sometimes became jittery and asked OWI what it knew about these men.

Cox Probe Shows Connivance

(Continued from page 10)

also had the desire to select and censor the news. What it lacked was the power. Hence the need to enlist the FCC in its purpose.

"True, it is the FCC had no such lawful power, but the FCC did have the power to license and hence the power to compel obedience to its directions. The record now shows the unlawful use of this power. A division called the War Problems Division was created by the FCC, and a staff of attorneys began to function. This division was not a regulatory body. It was not formed to instruct or supervise or to correct. It was formed for the avowed purpose of unlawfully liquidating all of the radio personnel in the foreign language field that did not meet with its favor. A real Gestapo was created and a lawless industry was launched.

"It is suggested," he went on, "that we accept this unlawful situation as a benevolent expedient of the moment, but no such purpose, however benevolently cloaked, can justify the practices we think. All tyranny begins under the guise of benevolence. Persons are accused of being pro-Fascist without proof or trial. Persons suspected of being pro-Fascists-without proof—have been removed from the air and replaced by wearers of the blackshirts. And this by an agency of Government that ranted against the action of Congress in connection with Dodd and Watson.

"If radio can thus be controlled in August of 1943 there is nothing to prevent the same control from slanting our political news and nothing to prevent the coloring of our war aims and purposes when peace comes."

Nothing in Act of 1934 On Temporary Licenses

Taking up the subject of temporary licenses, Mr. Garey reported that material supplied him by the FCC shows that more than 450 stations, or almost one-half of all stations in the country, have operated under temporary licenses at one time during the past two years. Answers from stations queried on the matter, he said, show a variety of causes: applications filed late or not completely filled out, more technical data requested by the FCC, and some that the permanent licenses might begin at certain dates.

The previous week's testimony, Mr. Garey said, revealed that in the investigation of station personnel, questions about Communist leanings were "studiedly avoided."

Schenley Changes

CHANGE will be effected on CBS and on the BLUE by Schenley Im- ments, sponsor of Cresta Blanca Car- nival of Music, effective Sept. 1, when Alec Templeton, pianist, moves over from the BLUE to share the spotlight on the Cresta Blanca show with the Morton Gould or- chestra. Mr. Templeton's three- weekly five-minute program on the BLUE goes off following the Aug. 27 broadcast as the result of the network's failure to take a renewal of the show due to a policy against five-minute pro- grams. Format of the Cresta Blanca show will remain the same. Schenley, while discontinuing the Monday, Wednesday and Friday 10:30-10:35 p.m. broadcasts for Dubonnet Corp. wines, will return to the BLUE with a half-hour show this fall. Agency for Schenley is William H. Weintraub & Co., New York.

"but it isn't," describing the FCC's action in issuing temporary licenses as another example of this agency "taking unto itself power belonging to Congress," instead of asking Congress to give it the power to issue such licenses.

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Stovin and Wright

RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG • TORONTO
with the explanation advanced that no one had complained about Communist on the air. He then read a letter written to the FCC asking for an investigation of Estelle M. Sternberger, commentator on WQXR, New York, because of a broadcast allegedly containing Communist propaganda. The Commission's answer, also read by Mr. Garey, quoted the anti-censorship provision of the Communications Act and suggested that the complainant take the matter up with the station. "I have no quarrel with the disposition of that complaint," Mr. Garey said, "but I do have with the way some other complaints to the FCC were handled."

'File the (FBIS) Advice' Censorship Head Suggested

Calling Robert K. Richards, assistant to J. Harold Ryan, assistant director of the Office of Censorship in charge of broadcasting, as the week's first witness, Mr. Garey questioned him concerning conversations Mr. Richards had held with David bronze, broadcast analyst for the Foreign Broadcasting Intelligence Service of the FCC; Sidney Spear, FCC attorney; Lee Falk, chief, radio division, Foreign Language Section, OWI, and the operators of stations in the foreign language field. Mr. Garey read into the record reports made by Mr. Richards to Mr. Ryan following these interviews.

Rogers to OPA

JAMES G. ROGERS, vice-president and general manager of Benton & Bowles, has been named assistant general manager of OPA by Chester Bowles, OPA General Manager, in the first important staff change since the New York advertising man came in to run Prentiss Brown's organization. Mr. Rogers only a few weeks ago had been appointed assistant director of the Domestic Branch of the OWI. He took leave of Benton & Bowles last January to join OWI as deputy director of the Domestic Branch.

After interviewing Mr. Truman on Aug. 25, 1942, Mr. Richards reported that Mr. Truman was concerned that the OC's new monitoring and analysis section might conflict with FBIS activities and was anxious to put FBIS facilities at OC's disposal. Mr. Richards concluded: "We will be able to use the FBIS to good advantage in our work. I make one mental reservation. I believe there might be a tendency on the part of this section of the FCC (whether it's a broad policy, I don't know) to take its work too seriously. I thought I caught a faint whiff of that old alley cat: government interference in free enterprise. I don't believe the OC wants to be identified with any effort on the part of the FCC to go beyond its legal rights in supervising programming. We require the good will of the broadcasters under voluntary censorship and I sense the need here for cautious handling."

"Briefly, the FBIS is offering facilities and advice. I believe we should have the facilities 100% and file the advice."

License Pressure Technique Described to Committee

Mr. Spear, who Mr. Richards reported "analyzes the analyses made by Mr. Truman," told Mr. Richards of his conviction that there was a lot of "funny business" going on in the foreign language field and how he and Mr. Falk had gone about stopping it.

"We worked in this way," Mr. Richards quoted Mr. Spear. "If Lee found a fellow he thought was doing some funny business, he told me about it. Then we waited until the station applied for a renewal of license. Say the station was WBNX and the broadcaster in question was Leopold Hardski. [This is a hypothetical example and there is no one by that name, Mr. Garey explained."

"Well, when WBNX applied for a renewal, we would tip off Lee and he would drop in on Mr. Alcorn, the station manager. He would say, 'Mr. Alcorn, I believe you ought to take the advice.' Then he would give Mr. Alcorn some time to think this over. After a couple of weeks Mr. Alcorn would begin to notice he was having some trouble getting his license renewed. After a couple of more weeks of the same thing he would begin to put two and two together and get four. Then he would fire Leopold Hardski and very shortly after that his license would be renewed by the Commission."

"This was a little extra-legal, I admit, and I had to wrestle with my conscience about it, but it seemed to me the only way to eliminate this kind of person, so I did it. We can cooperate the same way with you."

After talking to Mr. Falk, Mr. Richards reported that "he, too, felt there was work to be done, but his description of the causia bellis was as nebulous as Spear's."

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**The Figures That Made Miami Famous are not the Amazing Figures of WARTIME MIAMI**

Miami is geared for war... geared to the tune of hundreds of millions of dollars of war and war-related work for a population that has increased more than 22 per cent in less than three years... sans tourists. Miami's annual income, almost one-third billion dollars; her buying power, 111 dollars per capita above national average—both higher than ever before...

Keep tuned to this ever-growing market through WIOD.

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Keep tuned to this ever-growing market through WIOD.

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**WIOD Covers This New Rich Market As Completely As Miami's Magic Sun**

National Representative GEORGE P. ROLLINGBURY COMPANY

**WIOD**

**5,000 WATTS 610 KC**

**MIAMI**

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**WLAW**

Lowrance, Mass.

5000 Watts

680 KC.

C.B.S.

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**WLAW**

THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Reps., The Katz Agency
Mr. Falk "said he believed there was only one way to arrest this possible subversive activity and that was to conduct exhaustive investigations of personnel."

Mr. Richards' report quoted Mr. Falk as saying, "You can listen to these broadcasters day after day for months and not get enough on them. You must find out what their associations have been and, if they're open to suspicion, convict them on that and take them off the air."

Broadcasters Fired Because Of 'What They Were'

Mr. Falk turned over to Mr. Richards FBI dossiers on the following foreign language broadcasters: William Seuren, WTEL, WRAX, WIBG; Giacomo Capuozzo, WVO; Frank Polemini, WVO; Michelle Fiorillo, WPEN; Raffaele Biorelli, WPEN, recommending that the last two be removed from the air at once, but Mr. Richards reported the belief that the evidence was not enough to take such action.

Calling on WBNX on Aug. 27, 1942, Mr. Richards found W. C. Alcorn, general manager, and W. J. Moore, commercial manager, in conference with a representative of the Bureau of Immigration about an Italian language broadcaster on the station, Lido Belli. Picked up the previous December by the FBI, Mr. Belli had been released in custody of Mr. Alcorn and had resumed broadcasting on the station. Mr. Falk had complained about Mr. Belli to Alan Cranston, Falk's superior at OWI, who in turn had complained to the Bureau of Immigration until they had requested Mr. Alcorn to remove Mr. Belli, which he had done, although protesting that he knew him to be loyal to America's cause.

On the same day Mr. Richards interviewed Arthur Simon, general manager of WPEN, Philadelphia, and chairman of the Foreign Language Wartime Control Committee, and Joseph Lang, general manager of WHOM, Jersey City, and a member of that committee. Both men, Richards reported, expressed dissatisfaction over OWI's handling of the foreign language situation and accused Mr. Falk of using foreign language programs to obtain personal publicity.

Mr. Simon said he had discharged Michelle Fiorillo and Arcangelo Leopizzi, Italian language broadcasters, on the recommendation of Mr. Falk. Mr. Richards reported, "These men were taken off the air not because of what they had broadcast, but because of what they were or what their backgrounds represented them to be. Personally, I don't suppose they should be broadcasting; but if they've had enough to be removed from the air arbitrarily, then I think somebody ought to arrest them."

Asked about their precautions as far as censorship was concerned, both Mr. Simon and Mr. Lang told Mr. Richards that they keep English translations of foreign language programs; they have all programs monitored in the language; they maintain complete files and they do not "broker" time on a "block time" basis.

Censorship Precautions; OC Method Described

Queried by Mr. Garey about the OC set-up, Mr. Richards explained that it is all on a voluntary basis, that the OC neither has nor needs punitive power. It doesn't even censor, he said; it just tells the broadcasters what to keep off the air and do it willingly. Mr. Richards, in response to questions about the relationship of OC and FCC, reported that OC had assigned $15,000 of its appropriation to be paid to the FCC Engineering Division for monitoring work done for OC. The FCC for several months supplied the OC with copies of its analyses of foreign language broadcasts, but they rarely contained anything of value to OC, Mr. Richards said.

Dr. Robert D. Leigh, director of FBIS, protested that in monitoring and analyzing German and Italian programs OC was needlessly duplicating the FCC's work, Mr. Richards said, adding that he told Dr. Leigh that Censorship felt the FCC's analyses were not what it wanted and they would continue to do their own job themselves. The correspondence on OC's refusal to participate with FCC in sponsorship of questionnaires to foreign

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The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District

WFMJ Youngstown, O.

PERFORMANCE DEPENDS UPON ACCURATE WORKMANSHIP EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE

KSO BASIC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with Des Moines Register & Tribune

Represented by The Katz Agency

BROADCASTING • Broadcast Advertising August 16, 1943 • Page 51
language stations, introduced the previous week, was again read by Mr. Garey.

Asked about three foreign language broadcasters discharged at the instigation of either FCC or OWI personnel—Stefano Luotto, WGES; Elsa Troja, WHOM; Lido Belli, WOY—Mr. Richards said OC has nothing to show that they should not be allowed to broadcast, adding that OC presumably has everything the FCC has on file about these persons, or at least OC has requested it.

Nathan David Quoted On ‘Government Taking Over’

In the afternoon Andrea Luotto, owner of Commercial Radio Service, New York advertising agency specializing in Italian broadcasting, took the stand. Testifying that he was born in Italy, but has been a resident of the United States since 1920 and a citizen since 1929, Mr. Luotto said that in February, 1942, he negotiated for the purchase of WOV, New York, by Master Brothers, distributors of Balbo Oil, an account of CRS, from Arde Bulova and his associates.

Application for the transfer of license was made to the FCC, Mr. Luotto said, but there was no action from the FCC. Then Mr. Luotto learned, he said, that the transfer was being held up because of charges the FCC had on file against him, which affected the transfer as he was to become manager of the station under its new ownership.

Questioned by Mr. Garey about his plans, he stated that he had arranged for the employment of a native American, Harry Kramer, as program manager and censor, explaining his theory that anyone responsible for station policies should have been in America long enough to have “roots in the United States”.

Dismayed at charges which he had been given no opportunity to answer, Mr. Luotto attempted to reach the FCC, he said, first by having Mayor Laguardia, for whom he had worked as editor and in politics, and other friends of Italian extraction, write to the Commission urging that the transfer be approved. He had seen Telford Taylor, then chief counsel of the FCC, who had declined to discuss any complaints the FCC had about him as he was not a party to the sale. Learning that Nathan David, head of the FCC War Problems Division, had the material, he went to see him, but was brushed off with the statement that the FCC might be doing him a favor in turning down the new ownership of WOV, “since there’s a war on and the Government may take over all radio stations at any time.”

After PM Attack, FCC Said Hearing Was Required

Continuing his account on Wednesday morning, Mr. Luotto said that Harold A. Lafount, general manager of the Bulova radio properties and a member of the original Federal Radio Commission, had approached the FCC early in July and had informed Mr. Luotto that at the Commission’s next regular meeting on July 14 the transfer of license of WOV would be officially approved. Mr. Luotto said that under the Commission’s multiple-ownership rule, Mr. Bulova was under compulsion to sell either WOV or WNEW.

On the morning of July 14, however, the New York newspaper PM printed an article attacking Mr. Luotto as a Fascist sympathizer and Mr. Luotto was informed that the Commission could not therefore approve the transfer but

BIRTHDAY CAKE is presented by Elliott M. Sanger, executive vice-president and general manager of WQXR, New York, to Alma Dettinger on the second anniversary of her program Other People’s Business. Salesman James J. Cahill (right) placed several of the accounts on the program.

would set it for hearing. A few days later, he said, Mr. Lafount told him that this hearing would be postponed until after the war and shortly thereafter the application was withdrawn. Mr. Luotto added that he has a libel suit pending against PM for the publication of the article.

Charge that the FCC would postpone setting a date for a public hearing until the war was over was denied by FCC Chairman Fly in a statement released to the press Wednesday noon. Declaring that the accusation was without foundation, Mr. Fly said that the Commission holds hearings on such applications day after day as a matter of routine and added that “Luotto knows perfectly well that the Commission could be mandated to hold a hearing.” The FCC voted to hold a public hearing, Mr. Fly continued, after receiving protests against the transfer from Federal agencies and private individuals, but instead of going through with the hearing the applicants saw fit to withdraw their application. Mr. Fly listed Elmer Davis, OWI director, as one of those requesting a public hearing.

Refugees on Station Staff Fled Italian Racial Laws

Questioned about Italian language personnel at WOV at the time of the proposed ownership change, Mr. Luotto said the program director, Mario Ferrari-Hutton, was not a citizen, but an Italian who had served as a moni-
Help Wanted

WANTED—PROGRAM-PERSONNEL MANAGER—Desire family man over 35 now successfully employed in 100,000 market. Metropolitan experience unnecessary. Must understand people and show a successful record of personnel management. Record must include that of placement and training of program personnel, unity and balance in employment relations and timely interest in smooth 18-hour-a-day operation. Provide general education and business background. Appreciation of all-around program content necessary without the talent of prima donna arbiters. No opportunity for fancy program production. If you are sober, reliable, understand loyalty to management, a self-starter and believe in hard work, we will welcome the opportunity to scrutinize your record. We have a 5000 watt network operation in medium sized educational city in one of the midwest’s finest states—a good place to raise a family. We have a hunch that the right man will be with us a long time. Box 184, BROADCASTING.

WANTED—First class engineer, who will also be able to take over Chief Engineer job around January first. Draft exempt, or over 38. WSYB, Rutland, Vermont.

Situations Wanted

Announcer—All sports, news, commercial. Programming experience. Draft deferred. Box 179, BROADCASTING.

Publicity And Promotion Director—Unusual 5 year radio background, 4F. Single. Qualified for really big job. Go anywhere. Thoroughly experienced. Wire Box 178, BROADCASTING.

Radio Engineer—Desires connection as chief engineer with broadcast station, preferably in midwest. Electrical engineering degree and thirteen years experience covering engineering, construction and maintenance. Draft status 3AF. Box 176, BROADCASTING.

Engineer—First class, young, married, 4F, three years college, 2% years experience all phases, responsible references. Desires permanent position midwest or southeast. Box 171, BROADCASTING.

WANTED—Announcer with some previous radio experience for live-wire Blue Network station in New York State. Good pay. Talent opportunities. Box 181, BROADCASTING.

Announcer Permanent position with 5 kw. regional network station for draft deferred, experienced man. Box 182, BROADCASTING.

ENGINEER-DRAFTSMAN—Real opportunity for engineer-draftsman with Washington consulting engineering firm. Good pay and permanent position. Excellent opportunity for advancement in most attractive end of radio engineering. Wire or write Box 175, BROADCASTING.

ENGINEER—For 5 KW Indiana station. Must hold radiotelephone field license. In reply state education, experience, age and draft status. Replies confidential. Box 178, BROADCASTING.

Announcer—Good salary, permanent position with southeastern network station.

Help Wanted (Cont'd)

Situations Wanted (Cont'd)

Manager—Now employed 5 kw. regional network affiliate, desires change. Thoroughly experienced in station management, programming, sales and promotion. Proven record. Best of reference. Age 37. Married with family. 3A. Box 192, BROADCASTING.


YOUNG WOMAN—College graduate; radio major with practical experience in production, live sound, script writing, acting, on college station. Know control monitoring. Have good musical background. Available now. Reply Box 180, BROADCASTING.

Situations Wanted

24 Hours a Day!

Washington's Only 24 Hour Station
1000 WATTS 1260 KC

It is not the amount of noise you make that counts in radio.
It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • Lord Nelson Hotel
Halifax, Nova Scotia
or
Joe Weed, New York City

PROFESSIONAL DIRECTORY

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

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. Di. 1205
Washington, D. C.
Volunteers Clearing Local Programs Reports OWI Station Relations Chief

Volunteers are being called from the ranks of broadcasters to help the OWI Radio Bureau handle clearance of government programs on the local level, John Hymes, chief of station relations reported Friday after a tour of seven southern and midwestern regional offices.

Mr. Hymes reported that OWI's newly appointed regional station relations chiefs have had to call on program managers in communities with three or more stations to take responsibility for prompt action on Government radio needs in their areas.

Birmingham, Tulsa Groups

One such voluntary committee has been organized in Birmingham, Ala., Mr. Hymes said, with the programming staff of WAPI handling local Government appeals for all three stations in the community. A similar group is operating in Tulsa, with Allen Page, program director of KVOO and a station committee controlling clearance for three stations there.

These voluntary committees, Mr. Hymes explained, will provide liaison between the community and the nearest of the 12 scattered OWI offices. He anticipates that some 40 voluntary committees will be needed, one in every area in which three or more stations operate.

The Radio Bureau has had severe clearance problems ever since OWI's Domestic Branch folded up its field offices last month. Although no general breakdown in clearance has been reported, certain government agencies which engage in extensive local information work, such as OPA, have expressed dissatisfaction with the red tape involved in sending scripts and programs to remote regional offices for clearance.

These voluntary committees, Mr. Hymes explained, will have no official status, but will provide some machinery for prompt decisions in the field. In case of doubt, they will have ready appeal to the regional station relations directors.

In addition to the two committees now operating, several more are expected to go into effect within a few days. Alfred Llewellyn, OWI's representative in Cleveland, is expected to visit Cincinnati and Columbus this week to organize committees in those cities.

On his ten-day tour of the regional offices, Mr. Hymes visited Richmond, Atlanta, Birmingham, Dallas, Kansas City, Chicago and Minneapolis, meeting with program and station managers in each city.

Kate Returning

GENERAL FOODS Corp., New York, will return the Kate Smith evening program on CBS to the air this fall, when the singer returns to the air this fall after a summer hiatus from June 25 to Oct. 1. Kate Smith's Friday, 8 p.m. broadcast was cut to a half-hour in January of last year, and the additional half-hour 8:30-8:55 p.m. utilized by General Foods for The Thin Man mystery series in behalf of Sanka and Post Toasties.

The Kate Smith-Ted Collins show will be heard 8-8:55 p.m. on the full CBS network, starting in October. Agency for Sanka and Post Toasties is Benton & Bowles. Young & Rubicam handles General Foods' Jell-O, product advertised on the Kate Smith evening show.

Amoco Back on CBS

AMERICAN OIL CO., Baltimore, returns to the air this week with two news programs on CBS. Edward R. Murrow, chief of the CBS European staff, from London, Sunday, 1:30-1:45 p.m., will be sponsored effective Aug. 22, on 54 stations. Mr. Murrow had been sponsored by International Silver Co., in a later Sunday period on CBS until the completion of a 52-week contract last July 4.

Donald Calmer, CBS analyst, and Major George Fielding Eliot, military expert, will be heard in behalf of Amoco and other products of American Oil, in the Thursday, 6:15 p.m. spot on CBS, starting Aug. 19. A 54-station hook-up will also be used for this series. The company sponsored Edwin C. Hill on CBS for a period of three years, and since discontinuing the program a year ago had not engaged in any network advertising. Agency is Joseph Katz Co., Baltimore.

Coco-Wheats Locals

LITTLE CROW MILLING Co., Warsaw, Ind. (Coco-Wheats), on Sept. 13 starts sponsorship of local shows, mostly of quarter-hour length, in a varying schedule on 25 midwestern and eastern stations. The radio campaign will probably be expanded later. Rogers & Smith, Chicago, is agency.

Chungking to WLW

CHUNGKING, China, returns to WLW, having extended its overseas pickups Aug. 14 when it presented Gen. Chow Chih-Jou, director of the National Aeronautical Affairs Commission, speaking from Chungking. Program was part of new WLW series Skyway to War, which deals with the U. S. Air Service Command, broadcast from Patterson Field near Dayton, Ohio.

Correspondents Abroad Moved Around by NBC

IN AN EXTENSIVE reshuffling of assignments among its foreign correspondents, NBC last week announced that Morgan W. Beatty is returning to this country from London for a vacation and that Elmer W. Peterson, will take over his periods. Mr. Peterson returned to London recently from a trip to Sweden. Don Hollenbeck, of the NBC London staff, will replace John MacVane at Allied Force Headquarters in Algiers. Mr. MacVane, now in England, has just completed the manuscript for a book tentatively titled First Offensive to be published this fall by Appleton-Century Co. The Russian scene will be covered by Henry C. Cassidy, AP Moscow correspondent. Robert Magidoff, NBC reporter, leaves that post Sept. 1 for home leave.

A war assignment of four or five weeks' duration will take Carey Longmire off NBC. Robert McCormick, of the Washington staff will fill in. In the South Pacific area, Edward R. Wallace, chief of NBC's staff in that area, has resumed his regular broadcasts from Australia after returning from a tour of the Solomon Islands. George Thomas Polster has left Australia for an unannounced destination. Mervin K. Sloesberg is being transferred from New Zealand to Australia to assist Mr. Wallace.

Teegarden Promoted

L. W. TEEGARDEN has been promoted from assistant to general sales manager of the RCA Victor Division of RCA, having supervision over the selling, distributing and warehousing of all RCA products. Mr. Teegarden came to RCA, in 1930, from the General Electric Co.'s lamp division. He served successively as East Central district manager for radio tubes; tube sales head, New York district, 1933; New York district sales manager for all RCA products; head of tube renewal sales, Camden office; and manager, RCA's tube and equipment dept.

WABY Gets CP

WABY, operated by the Adirondack Broadcasting Co., Albany, N. Y., last week was granted a construction permit by the FCC to install a new 250 w transmitter, subject to decision on pending application for renewal of license. WABY's license renewal is being held, the Commission explained, to...
On Time
CORRECT time is given by KXOK St. Louis whenever the station identifies itself. On the theory that time plays a big role in everyone's life, KXOK will announce time on the hour, quarter or half, whenever the station's call letters are mentioned.

Dante Alighieri Society of Chicago, "which has been characterized in confidential reports of three Federal investigation agencies as a subversive organization devoted to the principles of Fascism." Declaring "that statement is false," Mr. Garey stated that he had examined the reports referred to and that they contain no such claims. He charged the FCC in releasing this material showed "determination to smear an inoffensive person unable to protect himself." He also charged Nathan David, assistant FCC general counsel, with attempting to try to tell a witness how to testify before the Committee. FCC chief counsel Charles R. Denny and Mr. David both demanded an immediate opportunity to answer these charges, but were silenced by chairman Hart, who said that he hoped that at the proper time they would answer them in full detail.

OC Stated It Had No Objection to Luotto
After the morning session concluded, with Mr. Andrea Luotto listing several other members of the Dante Alighieri Society of Chicago who are still broadcasting in that city, Mr. Denny showed the press photostats of statements made by the Dyers in June of this year that when the question of Stefano Luotto's citizenship had arisen while he was broadcasting at WGES prior to the entry of the United States into the war, he had said "that the reason he had not made application for citizenship was because he was not quite sold on the idea of a democracy and for this reason he could not see his way clear to become a citizen of the United States at that time."

In the afternoon Andrea Luotto told of going to the Office of Censorship and, after an investigation had been made, securing from the OC a statement that they had no objection to Stefano Luotto broadcasting on a domestic radio station. When Gene Dyer still refused to allow Stefano to broadcast on WGES, Andrea Luotto notified Ralph Weil, manager of WOV, New York, that he was putting Stefano on a WOV program.

Mr. Weil, Mr. Luotto stated, asked him not to do this, and when shown the OC statement asked Mr. Luotto to get a further clearance from Lee Falk of OWI. He went to Mr. Falk, he said, on April 9, 1943, and was told that "I personally signed a letter to OC stating that OWI had nothing against Stefano." He then asked Mr. Falk, he said, about Falk's request to station managers not to accept business from his agency, to which Mr. Falk replied that that had happened 10 months before and the OWI had since stopped the practice of approving station personnel.

When he told this to Mr. Weil, Mr. Luotto said, he was referred to Mr. Lafount, who asked him not to stir up trouble and finally told him that he could not allow Stefano to broadcast without a written order from Mr. Falk and Mrs. Hilda Shea, in charge of the FCC's War Problems Division. Following the NAB convention, at which the Office of Censorship and the Foreign Language Radio Wartime Control Committee made plans for cooperation in controlling foreign language broadcasts, Mr. Luotto
Street to McClatchy

ROBERT A STREET, formerly New York sales manager of WCAU, Philadelphia, has been appointed sales manager of McClatchy Broadcasting Co. of California. In broadcasting since 1923, Mr. Street to WCAU in 1930 and became commercial manager in 1933. In 1940 he took over station's representation in New York.

Mr. Street

Fly Argued That OC Had No Right of Removal

When the hearings reconvened Friday, after a day's recess because of Mr. Garey's illnes, Robert K. Richards of OC was recalled to the stand. Responding to intense questioning, he testified that the foreign language station managers were afraid of the activities of the War Problems Division of the FCC but he said he was in no position to confirm Mr. Garey's statement that the broadcasting industry lives in constant terror of the Commission.

From the witness and from numerous letters and memoranda identified by Mr. Richards coming from OC files, Mr. Garey developed a picture of attempts of FCC personnel to take over functions belonging solely to OC, particularly regarding removal from air of persons broadcasting in foreign languages, and of OC's resentinent at this encroachment into its field of authority.

At a meeting of Mr. Richards and E. H. Bronson, chief of the OC's foreign language radio division, with Joseph Lang (WHOM) and Arthur Simon (WPEN) in the office of Nathan David, FCC attorney, last January, Mr. David was reported to have agreed with the OC position that it had the right to remove announcers from the air. Shortly thereafter he and Mr. Lang and Mr. Simon went to the Office of FCC Chairman Fly, where, according to the account given OC, "Mr. David stated that the FCC did not recognize the OC's right to take actions without the air, and the Chairman nodded assent to that statement. Simon and Lang then pointed out that this was contrary to his statement before Richards and Bronson and David denied it."

"Situation Improved" After Price Conferred With Fly

"The question of revoking or refusing to renew the license of a station which had an announcer removed from the air for cause was raised and Simon asked the Chairman if it was the intention of the FCC to so operate. The Chairman stated that the FCC would at least set the license renewal of any station for a hearing in cases where an announcer had been removed from the air at the request of the FCC."

"It was further stated that OC does not stand on very firm ground in regard to the question of removal of announcers and the subsequent application for license renewal, and it was suggested that an opinion be obtained from the Attorney General as to their jurisdiction in these matters."

Mr. Richards reported that FCC reports of investigations of foreign language broadcasting persons were not sufficient for OC's purposes and had to be augmented by further investigations, although in many cases the FCC reports damned the people investigated and yet did not give OC enough facts to warrant barring the person from the air as a hazard to national security. Following the receipt of letters by OC from three widely separated stations, all indicating that FCC was "making excursions" into the field of censorship, Byron Price, Director of OC, discussed the matter with Mr. Fly, after which time the situation has improved, Mr. Richards stated.

Details of Correspondence Read to Committee

Counsel Garey started the Friday afternoon proceedings by reading into the record a statement concerning correspondence about activities of the Dante Alighieri Society of Chicago, between the FCC and investigating agencies of the Government including the FBI, the Office of Naval Intelligence and the Investigating Branch of the U. S. Army. Mr. Garey stated the replies to the FCC inquiries, however, could not be read into the record because of their confidential nature, contained no evidence that the Dante Alighieri Society of Chicago was Fascist or unpatriotic.

Andrea Luotto resumed the stand and related a conversation with Joseph Lang, general manager of WHOM, when his brother Stefano Luotto was removed from WHOM at the behest of the War Problems Division of the FCC. Mr. Luotto testified that Mr. Lang told him his brother Stefano was being persecuted but that he (Lang) had to protect his station. During the Stefano Luotto-WHOM controversy, the announcer was and still is broadcasting on WOV four times a day on a one-minute transcribed announcement, Mr. Luotto said.

Luotto testified he had been informed by one Mario Buzzi, an investigator for the Dies Committee and the Anti-Nazi League, that he was investigating Stefano for Gerolamo Valenti, publisher of the Italian language newspaper La Perola, who was being sued for libel by Stefano Luotto. Buzzi told Andrea Luotto he was working with the FCC "to get something on Stefano." Luotto concluded his testimony by relating an incident involving Pietro Novasio, a writer for the Luotto Publication, Di Vagando, and M. C. of a question and answer program in Italian on WOV. Novasio told Luotto he had been approached by Lupis, WOV program director, who had inferred that if Novasio wanted to continue broadcasting he would suggest that he discontinue writing for the Luotto publication. However, Novasio is still writing feature articles for Di Vagando, he said.

The subcommittee adjourned sine die at 3:30 p.m. Another subcommittee will sit in New York starting Tuesday at 10 a.m. with Rep. Cox and Rep. Miller sitting.

Teegarden Is Promoted In RCA Victor Division

L. W. TEEGARDEN has been appointed assistant general sales manager, RCA Victor Division, of RCA, it has been announced by general sales manager Henry C. Bonfig. Mr. Teegarden, widely known in the radio industry, will have direct supervision over the selling, distributing and warehousing of all RCA products. He has had many years of selling and administrative experience and came to RCA in 1930 from the lamp division of the General Electric Co.

If You Haven't Bought Savannah Then You Haven't Bought The South

When you think of life insurance, think of WPHO.

...also selling many other products on many other stations.

George E. Halley
TENNESSEE LIONS LIBRARY
HOTEL PICKERVIC - KANSAS CITY, MO.

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Phoenix

If You Haven't Bought Savannah Then You Haven't Bought The South

Wioc

Savannah, Ga.

... Your Teletypes have proved valuable to us in all our commercial and sustaining programming.

Hoben Daniel, General Manager

available through PRESS ASSOCIATION, INC.

AD

WSAV, Savannah, Ga.

... Your Teletypes have proved valuable to us in all our commercial and sustaining programming.

Hoben Daniel, General Manager

WPHO

SAVANNAH, GEORGIA

R

PRESS

WSAV, HOTEL TEXAS

The Haven't been other stations.

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Y.

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Y.
Petrillo Orchestra Plan Draws Criticism From New York Local

Marshall Field, Philharmonic President, Urges Immediate Lifting of Ban on Recordings

PLAN of James C. Petrillo, president of the American Federation of Musicians, for a series of free concerts to be presented in small cities throughout the country by major symphony orchestras [BROADCASTING, Aug. 2] last week evoked some unexpected reactions.

First, Marshall Field, president of the Philharmonic-Symphony Society of New York, wrote Mr. Petrillo asking for an immediate cessation of his ban on symphonic recordings, a stand which was endorsed by 11 other leading symphony organizations.

New York Petition

Next, Mr. Petrillo was sent a petition signed by 800 members of AFM Local 802 in New York, protesting the proposed expenditure of $500,000 of union funds for this purpose and suggesting that the money be used to give work to unemployed musicians instead of to members of symphony orchestras who are already steadily employed.

Presented by Nicholas F. Vitalo, recording secretary of the Unity Club—a group of members of 802 opposing the present administration of the New York local—to Mr. Petrillo's office, the petition expressed "great disappointment and resentment" at the concert plan. Pointing out that the ban on recordings has been in effect approximately one year, the document states that "at the time you imposed the ban you stated that you desired to relieve unemployment among musicians."

Declaring that the proposed program has already been construed as "proclaiming that we have no competent unemployed musicians," the petition continues: "If the Federation is to subsidize music, we suggest that new orchestral units be formed using those musicians who are not already employed at high wages. This proposal will have a two-fold benefit. First, it will lend force to the Federation's contention that there are musicians who are not fully employed who are competent to bring good music to our citizens. Second, if wisely used, the money thus be utilized to furnish additional funds to members who really need and can use additional income."

Loss of Royalties

Stating that he has discussed Mr. Petrillo's proposal informally with members of the orchestra's board, Mr. Field writes: "They have expressed the hope, in which I join, that if the Society cooperates, you will see the importance, for the same ends to which your proposed performances are aimed, to lift the ban which you have placed upon recordings by our orchestra. "Your efforts are directed toward bringing symphonic music to persons who might otherwise not have the opportunity to hear it. The recording of the great symphonic orchestras of this country under their famous conductors is also a means of bringing that symphonic music to persons who might not otherwise hear it. In fact, such recordings bring symphonic music to smaller towns and rural communities even more your free performance plan will reach."

"Aside from that," Mr. Field continued, "I am frank to admit that the Society desires, if fact requires, the royalties from its recordings in order to insure the continuance of the orchestra which you are proposing to borrow. The other great symphonic orchestras of this country are similarly situated. Their very existence is threatened by the loss of recording royalties. I am not now referring to your ban on recordings so far as it affects popular bands and popular music. I have personal views on that subject but they are not concerned with the subject matter of your request or of this letter."

N. Y. Promotion Plan

PLAN to promote New York as a market area through trade paper and newspaper ads was adopted last week at a meeting of New York station promotion men. Original project calling for a contribution of two pages from each station during a four-month period [BROADCASTING, July 19] was abandoned in favor of a more elastic plan allowing each station to promote the campaign in their regular space schedules and in additional space purchases to the extent of each individual station's ability. Drive will start Sept. 15. The following stations were represented at the meeting: WEAF WABC WJZ WOR WOV WHN and WXQW. Not represented at the meeting but planning to participate are WMCA and WNEW. WINS had not yet decided last week the extent of its participation.

Fly on Air

James Lawrence Fly, FCC chairman, will speak on a special program on NBC Aug. 29, commemorating the first NBC broadcast under Jewish auspices 20 years ago. Mr. Fly's subject will be "Contributions of Religion to Winning the War and to the Peace Following Victory."

WINX Names Burke

Allan Burke has been appointed night supervisor and news editor at WINX Washington. Mr. Burke has been a staff announcer at WINX. He came to Washington some time ago from WITH Baltimore.

"Dog Gone It!"

We haven't hung the sign out—YET! But the way advertisers are snapping up our 18-hour schedule might make it necessary pretty soon.

"Reason-Why" might just possibly be that C. E. Hooper shows 85% gain in morning audience; 46% afternoon audience; 25% gain in evening audience. And no fractional gains are they, either. As many as 66 listeners per penny!

It's just good sense to use WTCN to reach buyers with money to spend in the Twin Cities. Write, wire or 'phone for details.
Decisions...

AUG. 7

WOKO, Albany, N. Y. — Adopted order granting continuance of hearing until July 29, 1943; for, among other reasons, the potential license applicant withdrew from the proceeding.

Network Broadcasting Corp., Newark, N. J.—Order of July 29, 1943 denying application for license renewal.

Atlantic Radio Corp., Newark, N. J. — Order of July 29, 1943 denying application for license renewal.

Network Broadcasting System Inc., Chicago—Granted extension to transfer control of KCH from one licensee to another, to continue until October 1, 1943.

KWWL, Pullman, Wash. — Adopted order denying petitions to modify Commission freeze policy of Sept. 22, 1942, etc., in re application for modification of license.

Applications...

AUG. 7

KEVY, Seattle, Wash. — Special serv-ice authorization to install new transmitter and operate with power of 1 kw. per day.

WCAM, Miami, Fla. — Modification of license to cover CP, as modified, which authorized increase in power, etc., for extension completion date from Aug. 11, 1943 to Sept. 6, 1943.

Tentative Calendar...

KZEV, Lufkin, Texas — License renewal and voluntary assignment of license to licensed company.

FCC TRANSMITTER METER RULE EASED

INSTRUMENTATION requirements for marine main transmitters are relaxed by a change in Rules announced Aug. 10 by the Federal Communications Commission. Revised rules given in the change are a shortage of electrical recording instruments and need for uninterrupted production of marine radio equipment for war uses.

The change in Subsection 8.142, effective immediately, deletes the requirement for additional meters for a main radio transmitter controlled by the National Representatives, to be made by the licensee by the end of March 1944.

U. S. Recording Expands

U. S. RECORDING CO., Washington, has leased rooms for studios in the Portland Hotel, connected by an archway to its adjacent main building.

Clarence G. Stoll, president of Western Electric Co., New York, on Aug. 7 emphasized his confidence in the organization. He became vice-president in 1926 and president in 1940.

New Business


BROADCASTING • Broadcast Advertising

WQAM, Miami, Fla. — 7:30 p.m. Sun., Sept. 5, 1943, on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: Tucker Wayne & Co., Atlanta.

RIDDL LABS, San Francisco (drug products), on Aug. 15 started for 55 weeks, Co. of Microflora on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: Tucker Wayne & Co., Atlanta.

WASHINGTON STATE APPLE COM- mission, Puyallup, Wash. (apples), on Sept. 21 starts for 12 weeks, participation in Broadcast at 7 p.m. Sun., Aug. 22.

WILDROOT Co., Buffalo, N. Y. — Aug. 8 starts for 52 weeks, Rim of Wildroot on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: B. R. Davis, San Francisco.

WILDERG Co., New York, N. Y. — Aug. 5 starts for 52 weeks, Rim of Blue Network on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: B. R. Davis, San Francisco.


BROADWINDS, New York, N. Y. — Aug. 15 starts for 52 weeks, Rim of Blue Network on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: B. R. Davis, San Francisco.

WILDROOT Co., Buffalo, N. Y. — Aug. 8 starts for 52 weeks, Rim of Wildroot on 3 CB radio station in Decatur, according to Mr. St. John, commentator, on 19 southern and south central NBC stations, Thurs., 9-9:10 p.m. Agency: B. R. Davis, San Francisco.
These, too, are fighting flags of freedom... In ever-increasing numbers, flags like these fly over an America at war. They are symbols of the strength of a free people, aroused in spirit, united in purpose. Battle flags of Victory today... they are won by the energy and skill that will build a better world tomorrow.

Radio Corporation of America